



# Preparing for Collective Impact: Five Strategies for Success

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**Sheri Chaney Jones**  
**@mrcceo**

# Goals For Today:



- Inspire arts leaders to their part in social change.
- Walk away with strategies you can start implementing tomorrow that will help you use data to improve outcomes.

# Strengthening Communities by Strengthening the Organizations that Serve Them



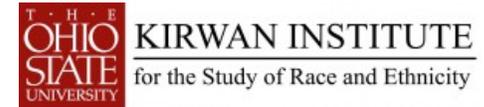
Greater Columbus Arts Council

THE CITY OF  
**COLUMBUS**  
ANDREW J. GINTHER, MAYOR

**Ohio.gov**



Where camp is good medicine.



**Action for Children**



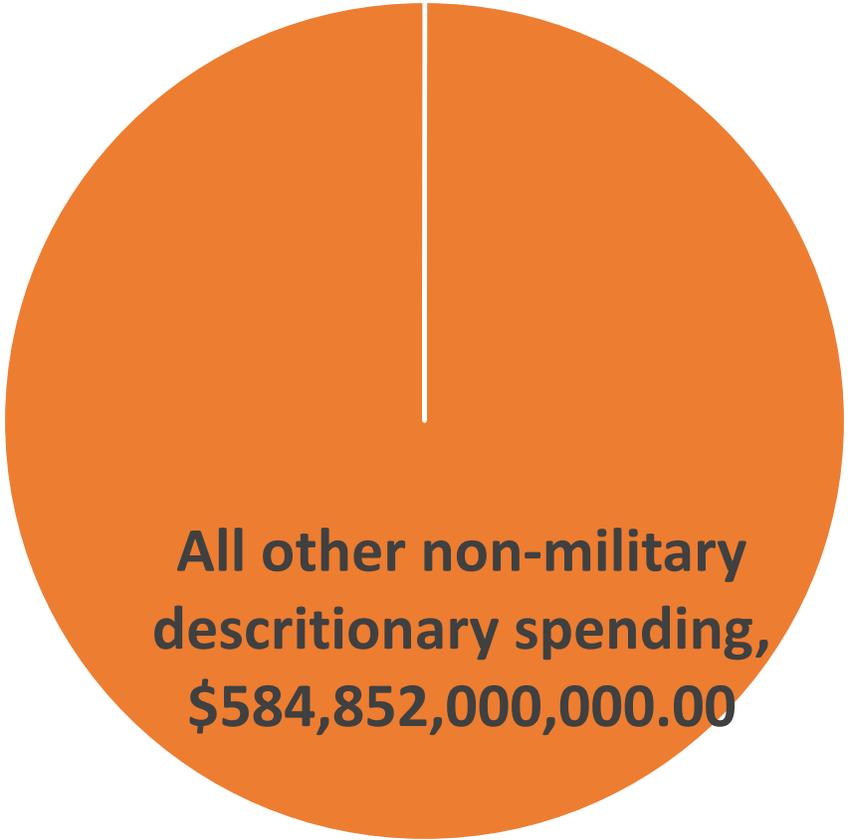
**Circle Round the Square**  
Learn, Create, Accomplish and Be Recognized



# Got Envy?



# Federal Government Spending

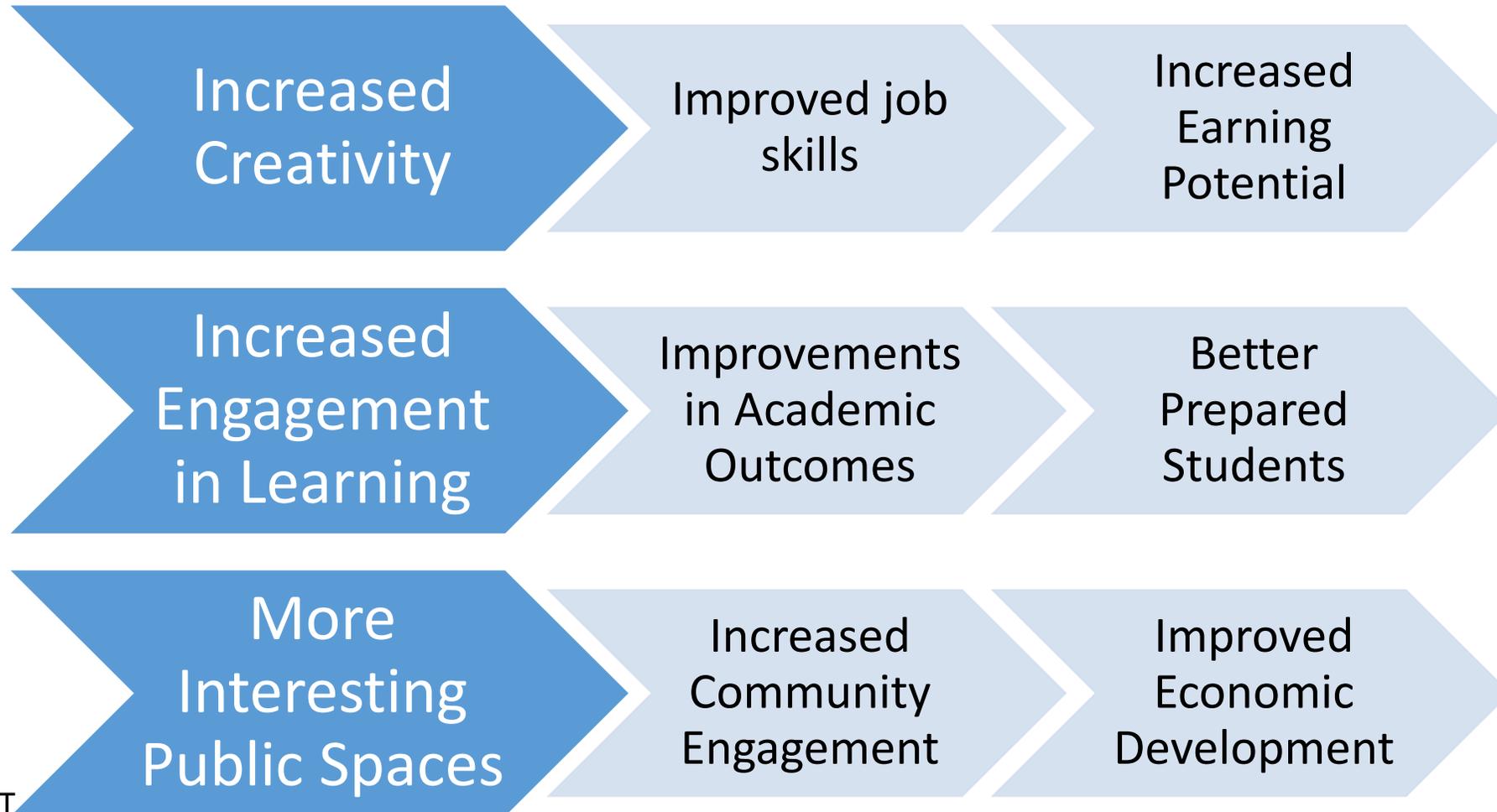


**Arts Funding,  
\$148,000,000.00**

**All other non-military  
discretionary spending,  
\$584,852,000,000.00**

ART CHANGES  
PEOPLE AND  
PEOPLE CHANGE  
THE WORLD

# Art as Part of the Solution



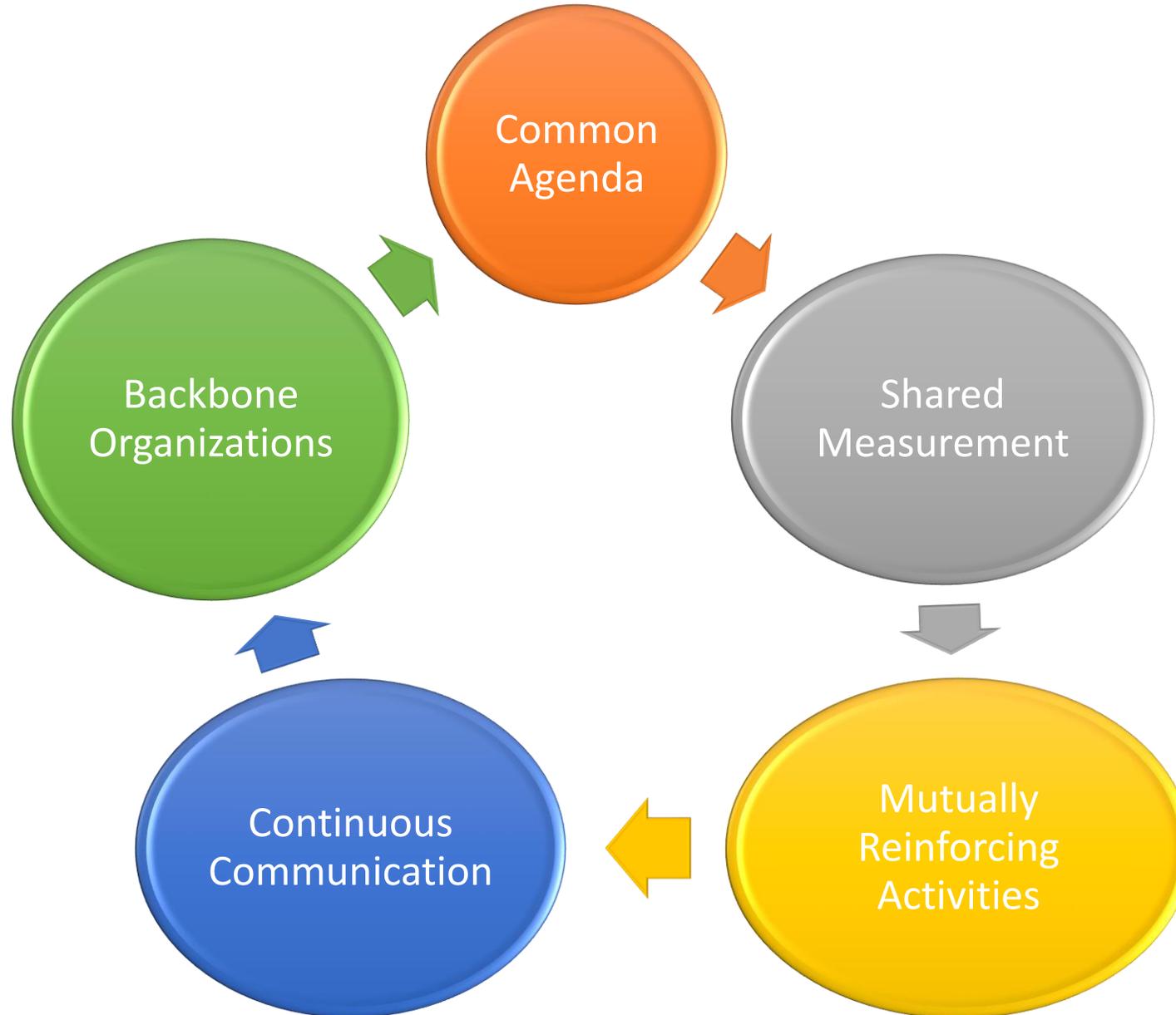
# Are you leaving money on the table?



# Collective Impact



# Five Conditions of Collective Impact



# Are you Ready?



SHERI CHANEY JONES

Foreword by BARBARA E. RILEY,  
Former Director of the Ohio Department of Aging

# IMPACT & EXCELLENCE

Data-Driven  
Strategies for  
Aligning **Mission,**  
**Culture,** and  
**Performance** in  
Nonprofit and  
Government  
Organizations

JOSSEY-BASS™  
A Wiley Brand

# High-Performance Measurement Cultures

- Data is more than external accountability tool
- Variety of data collected and used
- Assessment of outcomes and impacts
- Data-driven continuous improvement
- Results educate and bond



**< 25%**

**of social sector organizations report  
high measurement culture**

# Measurement Myths

## Not Enough

- Time 68%
- Funding 51%
- Expertise 50%
- Staff 49%
- Trained staff 46%



**There is NO correlation  
between size and budget  
and high measurement  
cultures!**

# First Steps to Success



# 1. Define Your Current State

## MeasurementResourcesCo.com

The screenshot shows a web browser window displaying the Measurement Resources website. The browser's address bar shows the URL: <https://secure.groundworkgroup.org/measurement/survey/>. The website header features the Measurement Resources logo on the left, which includes the text "MEASUREMENT RESOURCES" and the tagline "ACHIEVING EXCELLENCE WITH DATA". On the right side of the header, there is a profile for Sheri Chaney Jones, President and Founder, with the tagline "Strengthening Communities one organization at a time." and a small portrait photo.

The main content area is titled "Measurement Culture Survey". It begins with a thank-you message: "Thank you for your interest in Measurement Resources' Measurement Culture Survey:". This is followed by a paragraph explaining that high-performance organizations have strong measurement cultures and that the survey aims to assess an organization's current state. The text states: "High-performance organizations have strong measurement cultures. Decision-makers in these organizations adopt data-driven management strategies such as performance measurement, strategic planning, and needs assessments. How strong is your measurement culture? How do you compare to other organizations in using data-driven management strategies to achieve desired results?"

Below this, another paragraph encourages participation: "Take our survey and discover if your organization is leading the pack or trailing behind in terms of measurement culture. Complete the survey and receive a FREE individualized benchmarking report and an overall measurement culture score." It also notes that the survey should take less than 10 minutes and that all data remains confidential.

Contact information is provided: "If you have additional questions about this study or Measurement Resources Company, call us at 614-893-0773 or email [info@measurementresourcesco.com](mailto:info@measurementresourcesco.com)".

At the bottom of the survey form, there is a "Code" field with the value "0000" and a "Submit" button. A "Purchase Code" button is also visible. The footer of the page contains the contact information for Sheri Chaney Jones: "Sheri Chaney Jones", "info@measurementresourcesco.com", and "614-893-0773".

## 2. Know Your Why's

- Why do you do what you do?
  - Why, so that
  - Why, so that
  - Why, so that
  - Why, so that
  - Why, so that
- Why do your funders/partners want to partner with you?
- Why do your participants/clients participate? What do they hope to accomplish?

# 3. Capture Your Results

- Demographic data on participants
- Costs/Revenues
- Participant and stakeholder feedback (satisfaction data)
- **OUTCOMES**

# 4. Develop Continuous Improvement Practices





## 5. Communicate to Develop Partnerships

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- Aligned outcomes
- Underserved populations
- Education
- Common funders
- Large community initiatives

How Well Are you Doing?

Where do you need to  
improve?

# It's Time to Make an Impact



# MEASUREMENT

# RESOURCES

*ACHIEVING EXCELLENCE WITH DATA*

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