



MBK
ALLIANCE

My Brother's Keeper Alliance - Community Challenge Competition

Technical Assistance Webinar: Collective Impact
April 13, 2018

TODAY'S AGENDA

WELCOME	Cecilia Gutierrez , Manager, MBK Network and Partnerships, MBK Alliance
ABOUT THE MBK ALLIANCE & COMMUNITY COMPETITION	Burnell Holland , Senior Associate, MBK Communities
COLLECTIVE IMPACT	Colin Groth , Vice President of Programs, StriveTogether Christian Motley , Senior Manager of Coaching and Learning, StriveTogether
Q & A	All Participants
REMINDERS AND CONCLUSION	Cecilia Gutierrez

Welcome and MBKA Overview and Updates



“When Trayvon Martin was first shot, I said that this could have been my son. Another way of saying that is Trayvon Martin could have been me 35 years ago.”

President Obama, July 2013



“This is as important as any issue that I work on. Because if America stands for anything, it stands for the idea of opportunity for everybody. The notion that no matter who you are or where you came from, or the circumstances into which you are born, if you work hard, if you take responsibility, then you can make it in this country.” -President Obama, February 2014

MBK ALLIANCE TODAY

HISTORY

President Obama launched My Brother's Keeper in February 2014 to address persistent opportunity gaps facing boys and young men of color and to ensure all youth can reach their full potential. In 2015 the My Brother's Keeper Alliance (MBK Alliance) was launched as a private-sector non-profit, inspired by My Brother's Keeper, to scale and sustain the mission. In late 2017, MBK Alliance became an initiative of the Obama Foundation.

MISSION

MBK Alliance leads a cross-sector national call to action focused on building safe and supportive communities for boys and young men of color where they feel valued and have clear pathways to opportunity

FOCUS

While MBK Alliance will continue to advance the importance of the interdependence of all six cradle to career milestones and building collective impact infrastructure that leads to lasting results, our team will primarily work with MBK Communities to prioritize solutions in two specific areas: youth violence prevention, and growing the mentor pipeline for evidence-based mentorship programs for BYMOC.



STRATEGIC APPROACH

We believe *communities* are the unit of change to realize improved life outcomes for boys and young men of color. Research shows that collective work of community leaders, members, and public and private agencies pursuing the same goals for boys and young men of color can lead to sustainable, place-based change.

ACCELERATE IMPACT IN TARGETED COMMUNITIES

We will work as a solutions partner, helping Impact Communities to organize stakeholders and community assets around a specific mentoring and/or youth violence prevention goal. We will then work with implementation partners to identify and adopt proven practices, programs, and interventions.



STRENGTHEN THE MBK NETWORK & PROMOTE WHAT WORKS

MBK Alliance will act as a standard setter, working with partners to offer tools, resources, and convening opportunities designed to bolster the network, promote action, strengthen interventions, and spotlight and spread practices, and policies that work.



MOBILIZE CITIZENS + RESOURCES

MBK Alliance will act as a galvanizer, mobilizing corporations, philanthropy, and everyday citizens to support campaigns to ensure all BYMOC have effective mentors and to support Impact Communities in meeting goals.

MBK Community Challenge Competition Details and Requirements

PURPOSE OF THE RFP

EFFECT SYSTEMS CHANGE

We're seeking projects that will work within a systems change framework, not only providing direct service to BYMOC but also advancing, and advocating for, systemic and institutional reforms in complementary best practices in the public and private sectors that will lead to lasting change for the youth served by the project and beyond.

What is an eligible "MBK Community?"

- MBK Alliance will only accept proposals from organizations aligned with the local MBK Task Force in jurisdictions that have formally accepted the MBK Community Challenge.
- MBK Alliance will prioritize organizations representing communities that have met the initial MBK Community Challenge requirements.
- If your community believes it accepted the Challenge and is not on our published list, please contact us, providing proof of acceptance.
- If your community did not formally accept the Challenge but has been engaged in the work and undergone similar work to the MBK Community Challenge Competition, we will not disqualify your application. But, as stated, know that jurisdictions that formally accepted the Challenge and have completed the requirements will be prioritized in selection.

DEFINING COLLECTIVE IMPACT

COLLECTIVE IMPACT

COLLECTIVE IMPACT APPROACHES

MBK Alliance is interested in funding applications that utilize a Collective Impact Approach. Collective Impact is a model in which cross-sector coalitions form to identify a common set of challenges and evidence-informed and evidence-based solutions, and then work together to implement the solution.

Collective Impact efforts should include the following characteristics:

- Common Agenda: All participants have a shared vision for change including a common understanding of the problem and a joint approach to solving it through agreed upon actions.
- Decision Making, Data, and Shared Measurement: Agreement from all participants to implement solutions that are at least evidence-informed. Collecting data and measuring results consistently across all participants to ensure that efforts remain aligned and that participants hold each other accountable.
- Mutually Reinforcing Activities: Participant activities must be differentiated while still being coordinated through a mutually reinforcing plan of action.

COLLECTIVE IMPACT

Collective Impact efforts should include the following characteristics:

- Continuous Communication: Consistent and open communication is needed across the many players to build trust, assure mutual objectives, and appreciate common motivation.
- Investment and Sustainability: There is broad ownership from all participants in building infrastructure and resources to sustain the work and continuously improve outcomes.
- Backbone Organization: Creating and managing collective impact requires a separate entity with staff and a specific set of skills to serve as the backbone for the entire initiative and to coordinate participating organizations and agencies. Successful applicants will have demonstrated experience leveraging the Collective Impact approach with existing “backbone” entities.
- Evaluation and Accountability: Collective impact approaches must include a strategy for rigorous evaluation, including a strategy for isolating causal effects of the approach.

StriveTogether Cradle to Career Partnerships

COLIN GROTH

CHRISTIAN MOTLEY



Why Are We Here Today?

Meeting Results

- Increase understanding of StriveTogether's approach to collective impact and Theory of Action
- Answer questions specific to collective impact strategies
- Learn how to get involved with the StriveTogether Network

Approaches to Collective Impact

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Collective impact occurs when organizations from different sectors agree to solve a specific social problem using a common agenda, aligning their efforts, and using common measures of success.

- FSG

Approaches to Collective Impact

“

Collective Impact is a model in which cross-sector coalitions form to identify a common set of challenges and evidence-informed and evidence-based solutions, and then work together to implement the solution.

- MBK Alliance

Approaches to Collective Impact

“

*The commitment of a group of important actors from different sectors to a **common agenda** for solving a specific social problem.”*

- Stanford Social Innovation Review

From Individual Action to Collective Impact

Collective Impact

- A group working towards the same outcome,
- Using disaggregated student/school level data
- To continuously improve practices over time

Coordinated Action

- A group working on the same issue,
- Sharing program information/design,
- Align efforts around a similar issue or population

Individual Action

- Individual practitioners working on specific issues,
- Collecting qualitative and quantitative data for their individual programs,
- Demonstrate impact with individual students

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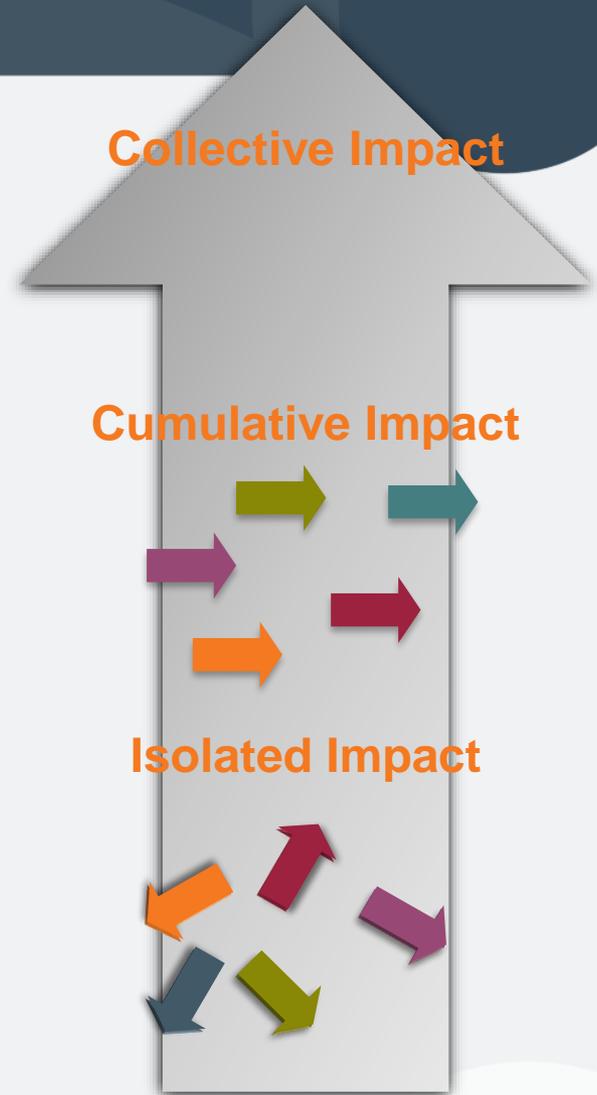
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Collective Impact

Cumulative Impact

Isolated Impact



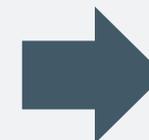
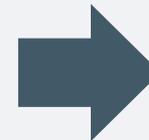
Collaboration

Convene around
Programs/Initiatives

Prove

Addition to
What You Do

Advocate for Ideas



Collective Impact

Convene to improve
Outcomes

Improve

Staffed and resourced;
how you do your work

Change systems to
support what works
locally for targeted
populations

Cradle to Career Collective Impact

WE NEED BETTER-EDUCATED WORKERS!

WE NEED BETTER-EDUCATED HIGH-SCHOOL GRADS!

WE NEED BETTER-PREPARED MID-SCHOOLERS!

WE NEED BETTER JOBS!

WE NEED FULL-DAY KINDERGARTEN!

WE NEED ELEMENTARY KIDS THAT CAN READ AND DO MATH!

WE NEED BETTER PRE-NATAL CARE!

WE NEED MORE PRE-K PROGRAMS!

KINDERGARTEN

ELEMENTARY

MID-SCHOOL

BUSINESS

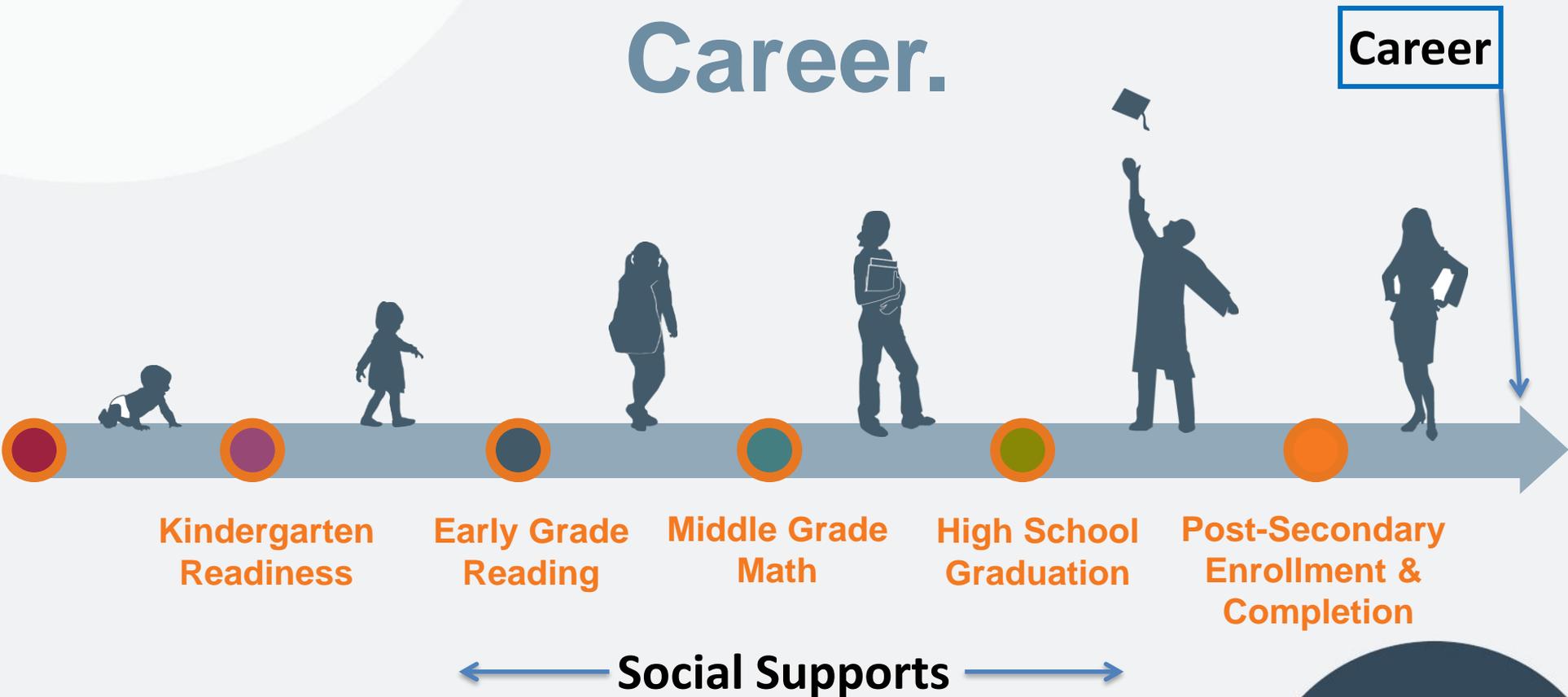
COLLEGE

HIGH SCHOOL

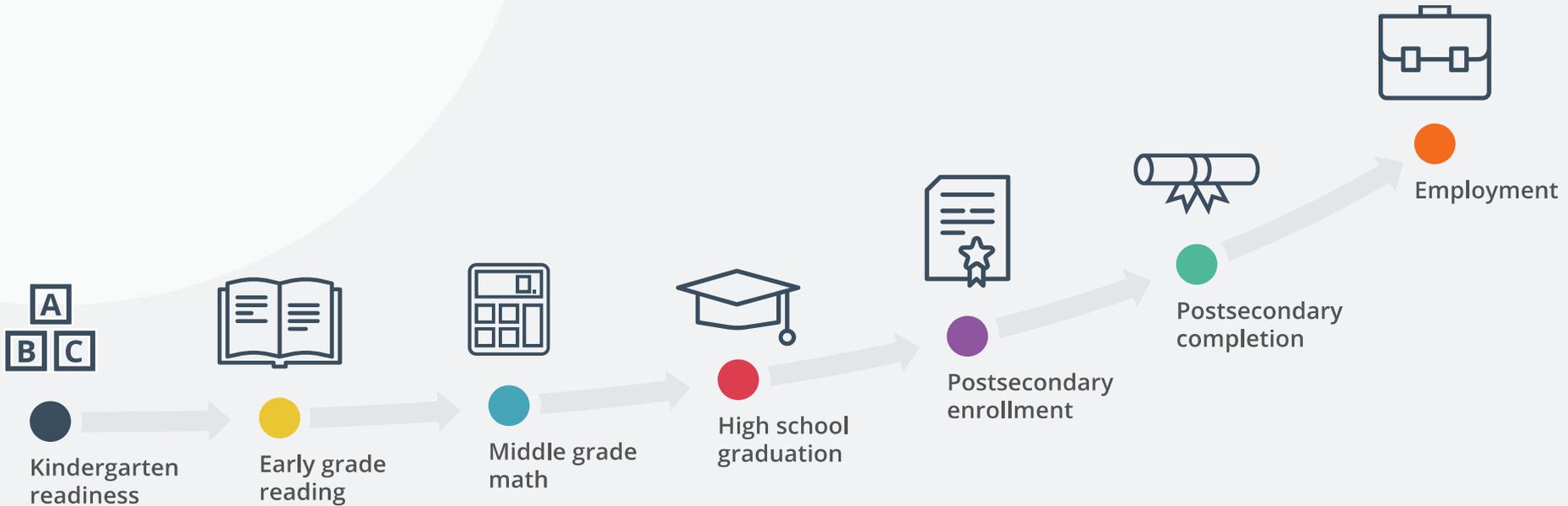
Common Vision & Outcomes

(Broad vision, focused action. Don't "boil the ocean.")

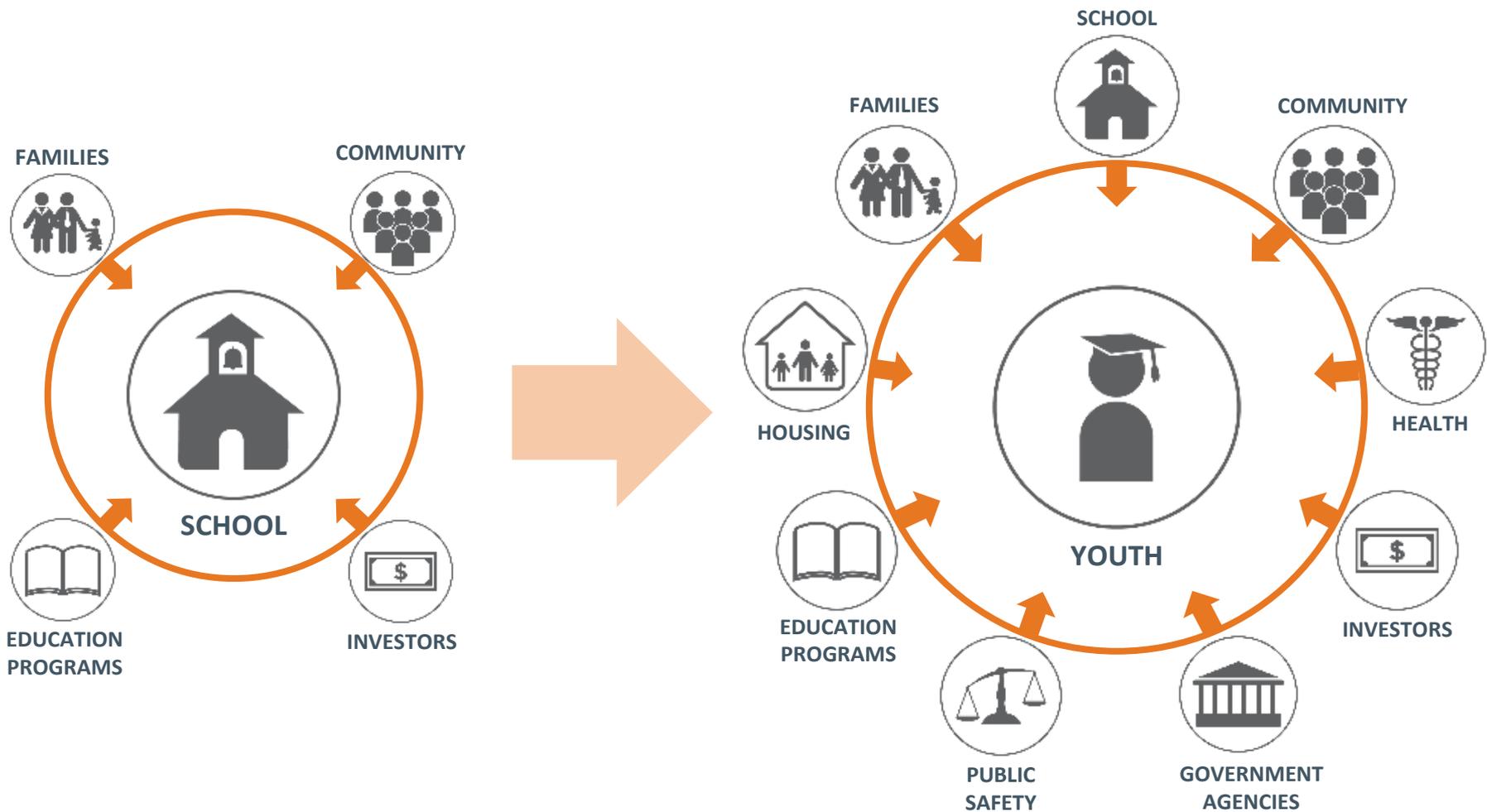
Every Child, Cradle to Career.



StriveTogether Outcomes



The ultimate result we drive towards: Systems organized around youth, not institutions



Our Approach

Engage the community



Eliminate locally defined disparities



Develop a culture of continuous improvement



Leverage existing assets



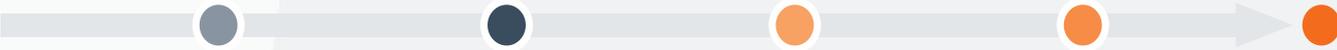
StriveTogether Theory of Action

More flexible than a model, an evidence-based framework to guide leaders across sectors working differently together to address root causes and change systems.

Results Count

A set of competencies helping leaders, organizations and groups move from intention to action for children and families pioneered by the Annie E. Casey Foundation.

GATEWAYS



EXPLORING

EMERGING

SUSTAINING

SYSTEMS CHANGE

PROOF POINT



Pillar 1:
Shared Community
Vision

- Geographic scope
- Leadership table
- Vision/mission
- Key messaging

- Baseline report

- Roles/responsibilities
- Annual progress report
- Consistent messaging

- Shared accountability
- Withstand leadership change



Pillar 2:
Evidence-based
Decision Making

- Outcomes
- Indicators

- Baseline data collection
- Disaggregated data

- Indicator refinement
- Connection of academic & non academic data

- Timely data sharing for continuous improvement



Pillar 3:
Collaborative Action

- Continuous improvement commitment

- Collaborative action networks

- Action to move outcomes
- Opportunities & barriers addressed

- Spread what works for children and youth



Pillar 4:
Investment &
Sustainability

- Anchor entity/backbone functions
- Funder engagement

- Management capacity
- Financial support

- Community mobilization
- Aligned resources
- Advocacy

- Policy changes
- Multiyear funding commitment

A Partnership is in the Systems Change Gateway and sees indicators improving.

BUILDING



IMPACT

National Cradle to Career Network

68

COMMUNITY PARTNERSHIPS

building local infrastructure to improve educational outcomes for every child



10,800+
ORGANIZATIONS
ENGAGED



30 STATES
+ DISTRICT OF
COLUMBIA

Communities are getting results by using data



IN CINCINNATI AND DAYTON, VOTERS APPROVED NEARLY **\$20 MILLION FOR QUALITY PRESCHOOL.**



THROUGH AN ACT PREP COURSE, A HIGH SCHOOL IN AKRON **LOWERED THE NUMBER OF STUDENTS NEEDING REMEDIAL MATH IN COLLEGE FROM 47% TO 17%.**

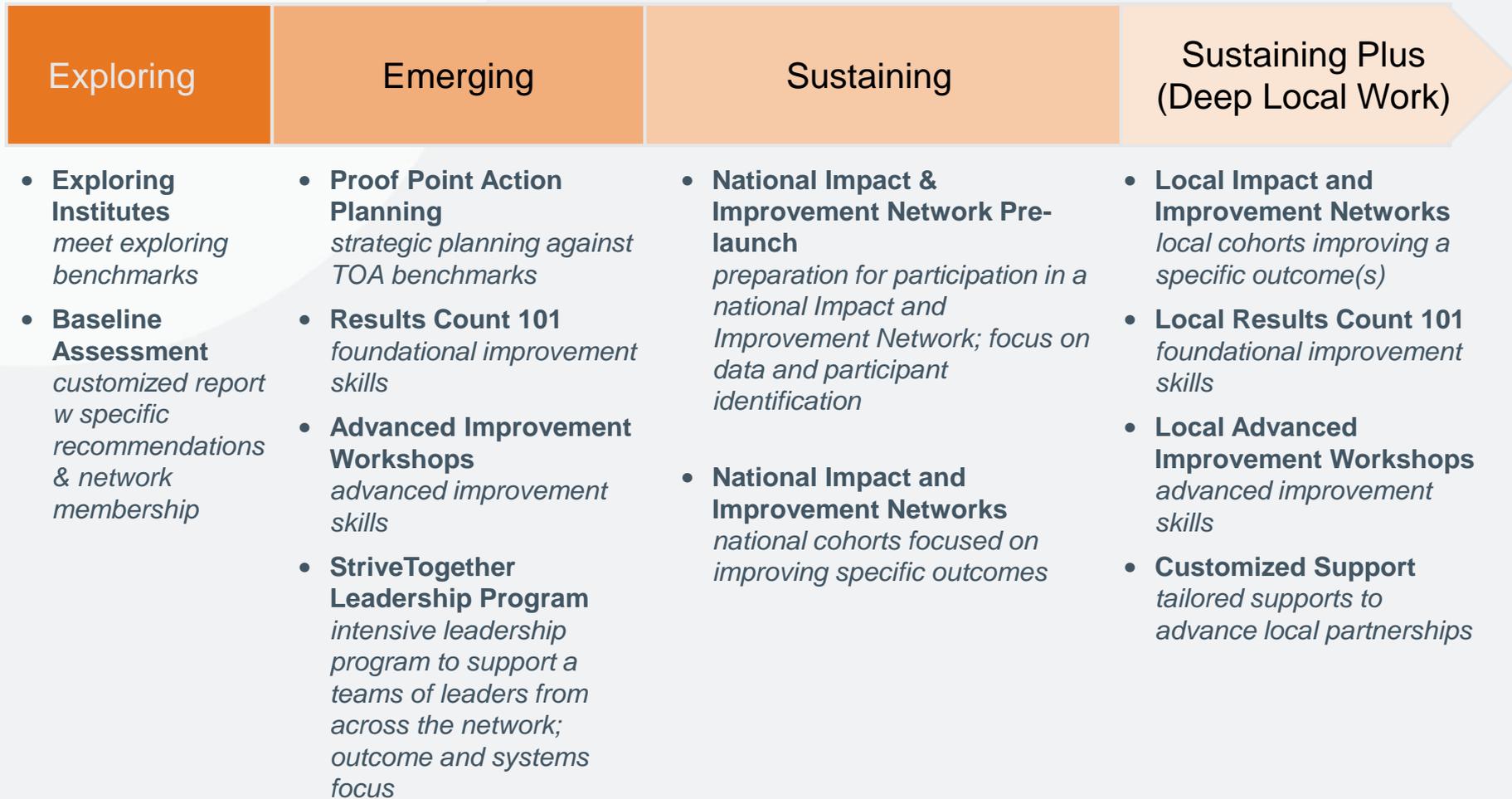


A MIDDLE SCHOOL IN ADAMS COUNTY **INCREASED MATH SCORES BY 15 PERCENTAGE POINTS** IN ONE YEAR BY BUILDING A CULTURE OF CONTINUOUS IMPROVEMENT.



P16 PLUS COUNCIL OF GREATER BEXAR COUNTY HIT ITS **90% GOAL FOR FOUR-YEAR, ON-TIME GRADUATION** — A GOAL ORIGINALLY SET FOR 2020

Tailored Capability Building Offerings Across the StriveTogether Theory of Action



Shared Community Vision

“

A diverse set of cross-sector community partners come together in an accountable way to implement a cradle to career vision for education and communicate that vision effectively.”

Example Vision Mission Statements

Partnership Name	Vision	Mission
The StrivePartnership (Cincinnati, OH)	Every Child, Every Step of the Way, Cradle to Career	To create a world-class education system where every student succeeds from birth through college
All Hands Raised (Portland, OR)	Successful students who become productive citizens contributing to thriving communities	Every student has the opportunity to maximize her/his potential from cradle to career.

Key Lessons



- **Make it a movement!**
- **The K.I.S.S. Principle**

Evidence-Based Decision Making

“

The integration of professional expertise and data to make decisions about how to prioritize a community's efforts to improve student outcomes”

Key Terms

Community Level Outcomes	Points along the cradle to career education continuum that are proven to be key levers that need to be moved in order to achieve the cradle to career vision and goals.
Core Indicator	Specific measures that are being used to track progress on moving the community level outcomes and has been agreed upon to be the main metric, or one that directly measures an outcome.
Priority Indicator	Subset of the core indicators that are prioritized for initial focus.
Contributing Indicator	Indicators identified as "contributing" to the associated outcome and the prioritized core indicators but are not the direct or main metric (measure) being used to track progress on improving the outcome.

Example Criteria for Selecting Outcomes/Indicators

Population Based

Valid Measure

Easily Understandable

Similar

Trusted Source

Ability to be Compared

Ability to Disaggregate

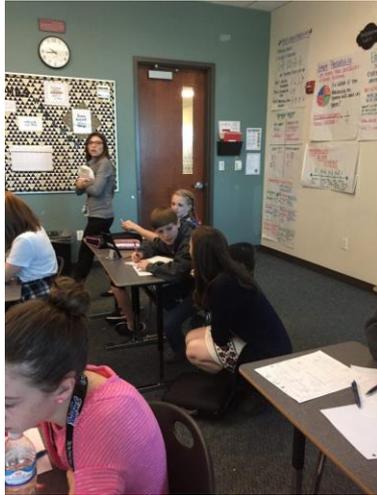
Affordable to Gather and Report

Available Consistently

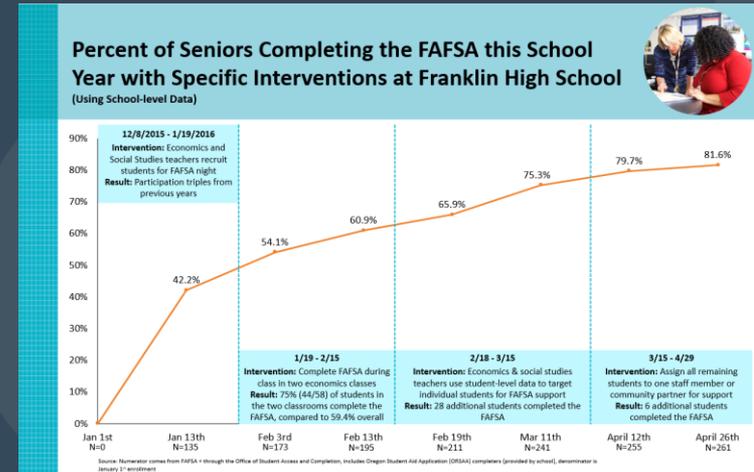
Camden Education Alliance

Vision	Community where all children graduate highly trained and enter into a globally competitive workforce.					
Mission	To serve all children with high quality education and training.					
Community Level Outcomes	Kindergarten Readiness	Early Grade Reading	Middle Grade Math	High School Graduation	Post-secondary Enrollment	Post-Secondary Completion
Core Indicators (Measures)	<ul style="list-style-type: none"> Percent of students assessed as ready for school at Kindergarten 	<ul style="list-style-type: none"> Percent of students proficient at third grade reading 	<ul style="list-style-type: none"> Percent of students proficient in fifth grade math Percent of students proficient in eight grade math 	<ul style="list-style-type: none"> Percent of students who graduate from high school 	<ul style="list-style-type: none"> Percent of students who enroll in a post-secondary institution within six months of graduation 	<ul style="list-style-type: none"> Percent of students who graduate from a local post-secondary institution Percent of students who earn a certification
Contributing Indicators	<ul style="list-style-type: none"> Percent of children enrolled into a quality pre-school program Percent of students assessed as socially/emotionally ready 	<ul style="list-style-type: none"> Percent of students who are chronically absent Percent of ELL / ESL students Percent of students literacy proficient in 2nd grade 	<ul style="list-style-type: none"> Percent of students who are chronically absent Percent of students enrolled into Algebra or an after-school enrichment program 	<ul style="list-style-type: none"> Percent of students credit deficient by 10th grade Percent of students dropping out Percent of students with disciplinary issues 	<ul style="list-style-type: none"> Percent of students scoring "college ready" on ACT/SAT Percent of students completing FAFSA Percent of students applying to college 	<ul style="list-style-type: none"> Percent of students still enrolled after 1 year Percent of students needing 2 or more remedial courses Percent of students still enrolled 2nd year

Putting data on the classroom wall to drive results in Adams County, CO



Changing in-school practices to increase postsecondary enrollment in Portland, OR



Making data more digestible for nonprofit and school partners in Memphis, TN



Learning and acting together with cross-sector teams across the country



Key Lessons



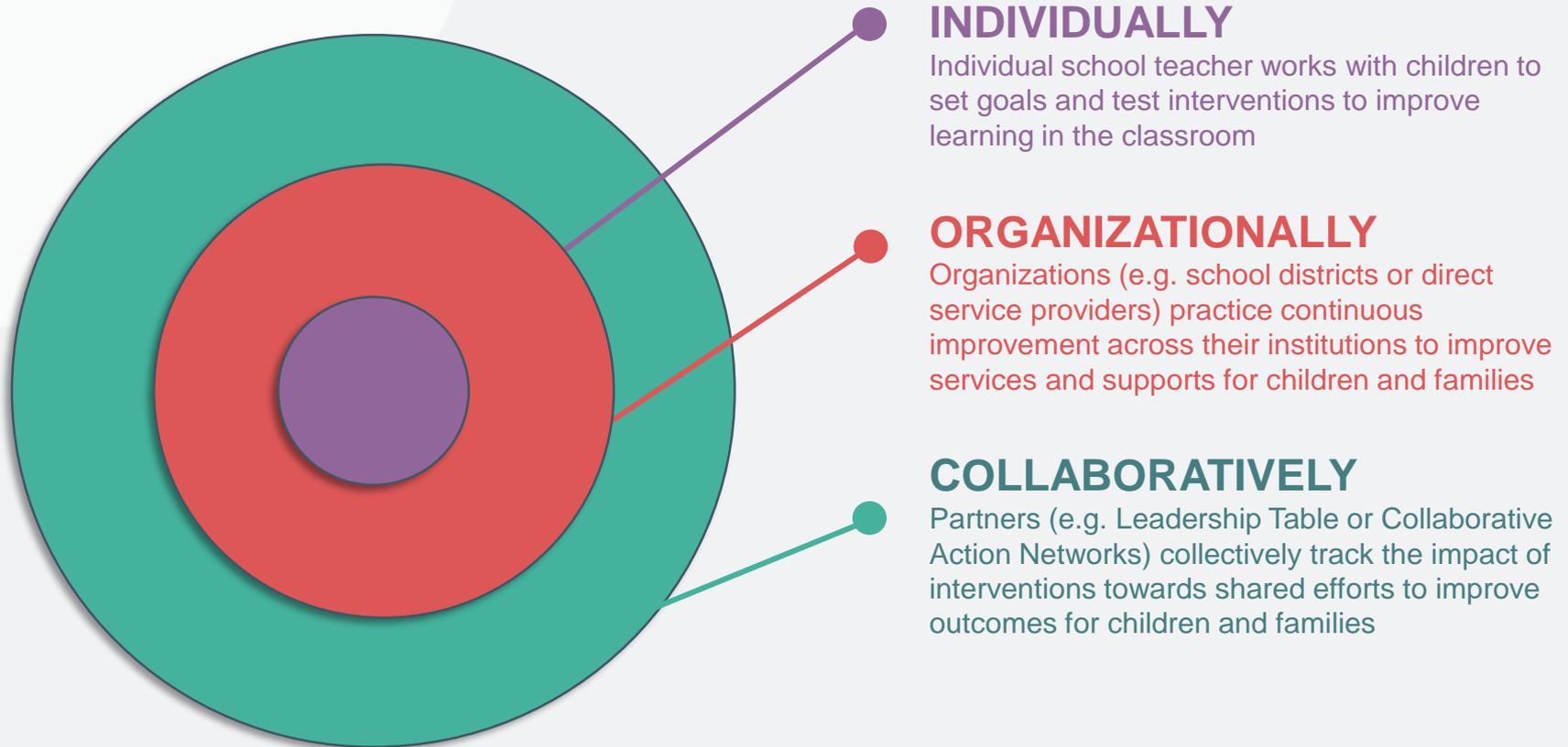
- “Outcomes are a Partnership’s True North”
- “Don’t let perfect be the enemy of good...”
- “Data is the translator”

Collaborative Action

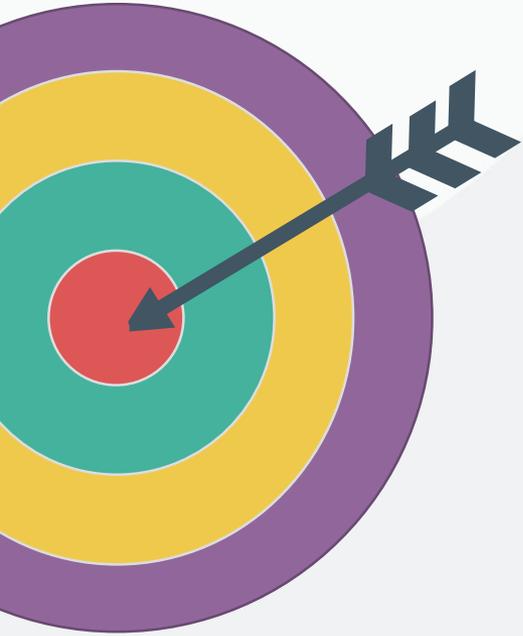
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Partnership members come together to use data in a disciplined manner to collectively move an outcome using a process of continuous improvement.”

Cross-sector teams use data and align efforts to get better and more equitable results



Make Your Target Actionable. Make it SMART.



Specific

What population are you focusing on?
How much will you improve by?

Measurable

How will you know an improvement has occurred?

Attainable

Is your target reachable?
How many students must be impacted?

Relevant

Is it connected to the problem you are trying to solve?

Time Bound

When will you accomplish your target by?

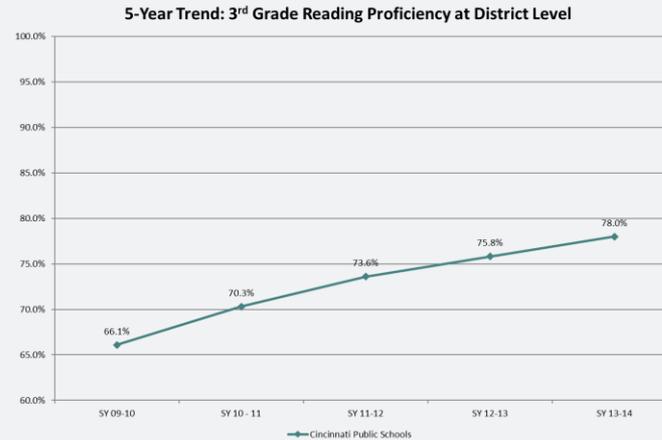
Example

Results

Result Statement: All children in Camden County will read proficiently by the end of third grade

Indicator: % of third graders reading proficiency

Measurement Tool: Ohio Academic Achievement Test (3rd Grade Reading)



Target: Increase third grade reading proficiency from 78% (3,900) to 90% (4,750) by 2020.
{Measure: OAA 3rd Grade Reading}

Key Lessons



- **Respect practitioners; experts are on the front line!**
- **Narrow the scope of work to make it manageable!**
- **Don't jump to action without data...**
- **...but start with the data you have.**

Investment and Sustainability

“

There is broad community ownership for building cradle to career civic infrastructure, and resources are committed to sustain the work of the partnership to improve student outcomes.”

Backbone Functions

- The backbone of a partnership is not one single entity, but a set of functions that one or more entities can play a role in fulfilling. These functions are the essential on-going roles related to sustaining the infrastructure of a cradle to career partnership. Backbone functions are necessary to support the data-driven action of the partnership and continue to move the work forward. While the way a partnership fulfills these roles will look different depending on local context and assets, the set of backbone functions remain rather consistent across cradle to career partnerships.
- **Typical Roles:** housing the partnership, personnel support, convene partners, external communication, internal communications, data access, analysis, & support, development/fundraising, internal communications, represent/engage, community voice

Collaborative Action Networks

- Groups of appropriate cross-sector practitioners and individuals who organize around a community level outcome and use a continuous improvement process to develop a charter and action plan with strategies to improve that outcome.
- **Typical Roles:** implement strategies to impact outcomes, change practice on ground

Data Team

- A group of individuals with expertise in data analysis or ownership of data who come together to provide support for the data needs of the partnership. The work can be divided into two clear roles: (1) defining the partnerships outcomes and indicators, working with the Data Manager to develop the report card, and providing data analysis to the collaborative action networks; and (2) supporting the networks with data analysis. Depending on the make-up of the data team and the type of external data resources available, partnerships have accommodated these two roles within a single data team or have had different teams responsible for the different roles.
- **Typical Roles:** data access, data analysis, data coaching, external communication

Key Lessons



- **“Shared accountability, differentiated responsibility”**
- **“What looks like resistance is often a lack of clarity” - Dan Heath, Switch**
- **Align Resources and Align Providers**
- **Don’t Engage for Engagement’s Sake**

StriveTogether Evolution

Seven Critical Capacities



Equity is both the foundation of these capacities and the goal they are working to achieve



StriveTogether Value Add

VALUE

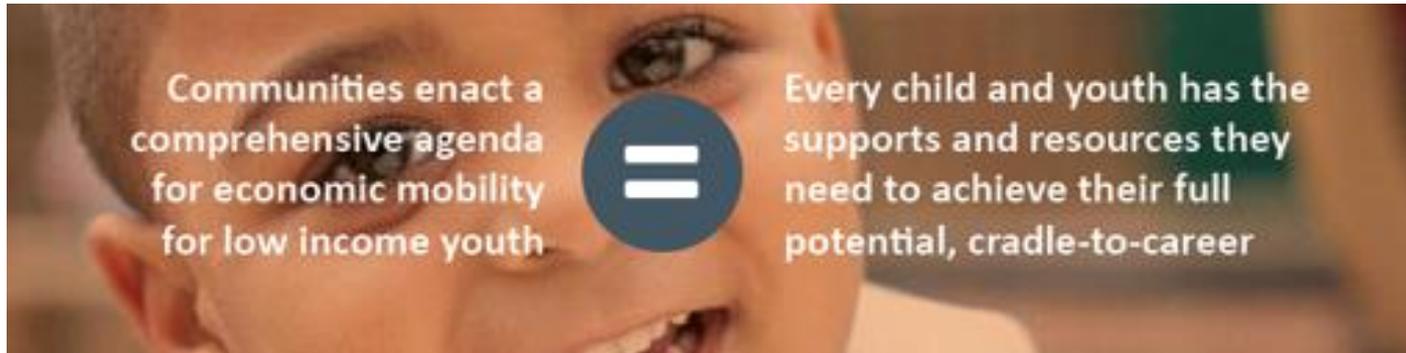
- The Framework
- Peer to Peer connections
- Capability building
- National Brand and attention
- Resources

BENEFITS

- Network Navigator Strategy
- Convenings
- Role Alikes
- Webinars
- Capability Building
- News You Can Use
- Civic Infrastructure Assessment
- Partner Portal



Our Aspirational End Game



Government adopts practices that improve economic mobility

Public and private resources support effective policies and practices

Partners across sectors access and **use data for improvement** to achieve economic mobility goals

Partners across sectors **use the tools and capabilities** they need to get results

Questions and Answers

Have additional questions About StriveTogether Collective Impact?

Colin Groth

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Christian Motley

e: motleyc@strivetogether.org

Learn more about StriveTogether at:
www.strivetogether.org



OBAMA.ORG

Reminders and Conclusion

COMMUNITY COMPETITION TIMELINE

KEY MILESTONES/DATES (APPROXIMATE)

- Public Announcement of the Competition/RFP Tuesday, February 27, 2018
- RFP Release Thursday, April 5, 2018
- Pre-Submission Technical Assistance Begins Tuesday, April 10, 2018
- **Deadline for Submission of Proposals** **Thursday, May 24, 2018 @ 5:00PM**
- Competition Winners Announced Late Summer 2018
- Funds Disbursed Fall 2018

WHERE TO ACCESS HELP/SUPPORT

<p>APPLICATION</p>	<p>Read the full application before you begin to work on the online application. Be sure to write all responses on a word document and then cut and paste onto the online application. The Full RFP can be access by visiting: https://www.obama.org/mbka/competition/rfp/</p>
<p>FREQUENTLY ASKED QUESTIONS</p>	<p>We have developed an initial set of FAQs. As questions are received and answered, they will be added to this section of the application. Please visit often to ensure you have the most current information. You can access FAQs by visiting: https://www.obama.org/mbka/competition/faq/</p>
<p>TECHNICAL ASSISTANCE WEBINARS</p>	<p>April 10th, 1:00 p.m. EST - General Application Overview April 13th, 2:00 p.m. EST - Collective Impact April 17th, 4:00 p.m. EST - Mentoring April 20th, 3:00 p.m. EST - Youth Violence Prevention April 23rd, 1:00 p.m. EST - Data, Measurement and Evaluation May 10th, 2:00 p.m. EST - Final Questions and Answers</p> <p><i>All webinars will be recorded and information shared will be added to the RFP website.</i></p>
<p>SUBMIT A QUESTION</p>	<p>Additional questions should be submitted via our online form, that can be accessed by visiting: https://www.obama.org/mbka/competition/contact/</p>



“My Brother's Keeper was not about me, it was not about my presidency. It's about all of us working together. **Because ensuring that our young people can go as far as their dreams and hard work will take them is the single most important task that we have as a nation.** It is the single most important thing we can do for our country's future. This is something I will be invested in for the rest of my life, and I look forward to continuing the journey with you.” **—President Obama**
MBK National Summit,
December 14, 2016