Chamber of Commerce partners with SNAP E&T

A Collective Impact Model

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The LA Metro Chamber Mission

An engine for economic vitality and enhanced quality of life, The Lewiston Auburn Metropolitan Chamber of Commerce challenges business and community to build, lead, and thrive.

The Chamber's Broader Role

- Talent Attraction and Population Growth

- Regional Image Change and Promotion

- Workforce Development — Rising Professionals

- Economic Development

- Supporting Emergent Initiatives

What is STRENGTHEN LA

A catalyst for positive change in Lewiston Auburn, Strengthen LA brings together community and business leaders to bridge the gap between career seekers and our local employers. Strengthen LA is a community collective that has two desired outcomes for our work:

- To see everyone in Lewiston Auburn economically stable
- To see local employers in Lewiston Auburn with their workforce needs met

Problems, Change, Learning, and Thinking

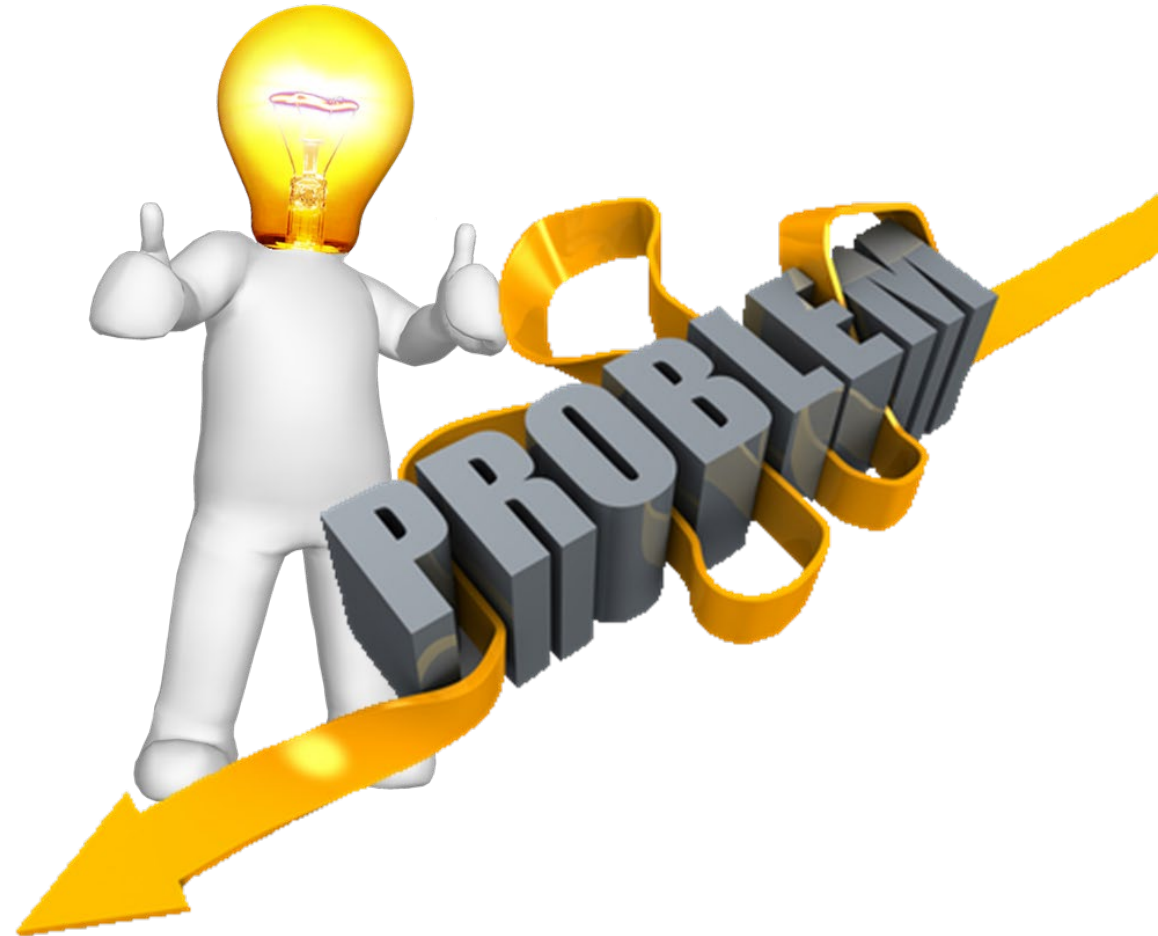| Types of Problems	**SIMPLE**	**COMPLICATED**	**COMPLEX**
	LIKE BAKING A CAKE	LIKE MAKING A ROCKET	LIKE RAISING A CHILD
	Easy to do. Re-creating the proven. Low Risk of Failure Can do it myself.	Difficult to do. Improving what works. Risks are many & managed The right team can do it.	Iterative, Ambiguous Risk not easily Managed The Village is needed. Relationships are key.
	KNOWN (Easy. I can do this)	**KNOWABLE** (Difficult but doable)	**UNKNOWABLE** (No "right" answer)

Adapted from Brenda Zimmerman

What is Collective Impact?

Collective impact is a network of community members, organizations, and institutions from different sectors who achieve measurable impact by learning together, aligning, and integrating their actions to achieve population and systems level change. Collective impact is a commitment to solving problems are too big for any one organization to solve on their own.

Are you ready for Collective Impact?

Identify the _SPECIFIC_ social problem that should be addressed in your community!

Are you ready for Collective Impact?

Are there multiple actors in the system who can influence this social problem?

Are you ready for Collective Impact

Is Collective Impact the _most appropriate_ solution for solving this social problem?

- Is the system fragmented, disconnected, and broken?
- Do multiple sectors need to work together to address the issue?
- Are the majority of end -users in the system affected by this social problem?

Are you ready for Collective Impact?

Is the community ready for cross -sector collaboration?

- ● Are there influential champions who can provide leadership?
- ● Do financial resources exist to support collaboration for at least 12 months?
- ● Is there a history of collaboration in the community?
- ● Is there urgency for change on this issue?

READY

You're ready…

…now what?

The Five Elements of Collective Impact

Common Agenda
A shared understanding of the problem and a shared vision to solve it

Shared Measurement
Metrics tracked to show progress and support continuous learning and accountability

Mutually Reinforcing Activities
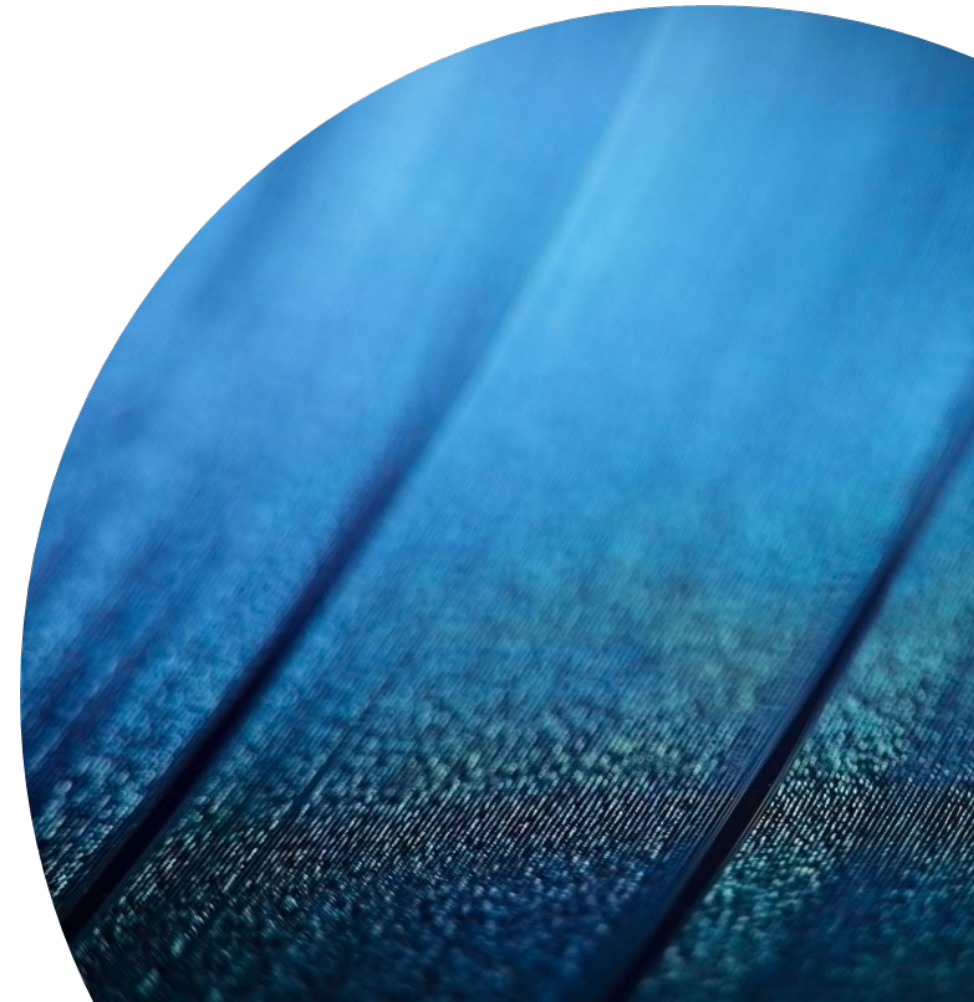Coordinated activities through a mutually reinforcing plan of action

Continuous Communication
Constant and open communication that builds trust, strengthen relationships, and supports mutually beneficial objectives

Backbone Support
There is an organization with staff that has specific skills to support the work of the Strengthen LA Partners

The Common Agenda

The development of the common agenda has included a diverse set of voices and perspectives from multiple sectors (including input from community members in many Collective Impact initiatives)

- Partners have achieved a common understanding of the problem
- Partners have come to consensus on the initiative's ultimate goal(s)
- Partners have committed to solving the problem using an adaptive approach with clearly articulated strategies and agreed upon actions.

Shared Measurement

- The process of designing and managing the shared measurement system is participatory and transparent

- Quality data on a set of meaningful indicators is available to partners in a timely manner

- Sufficient funding and resources are available to support the technology platform, training, and technical support
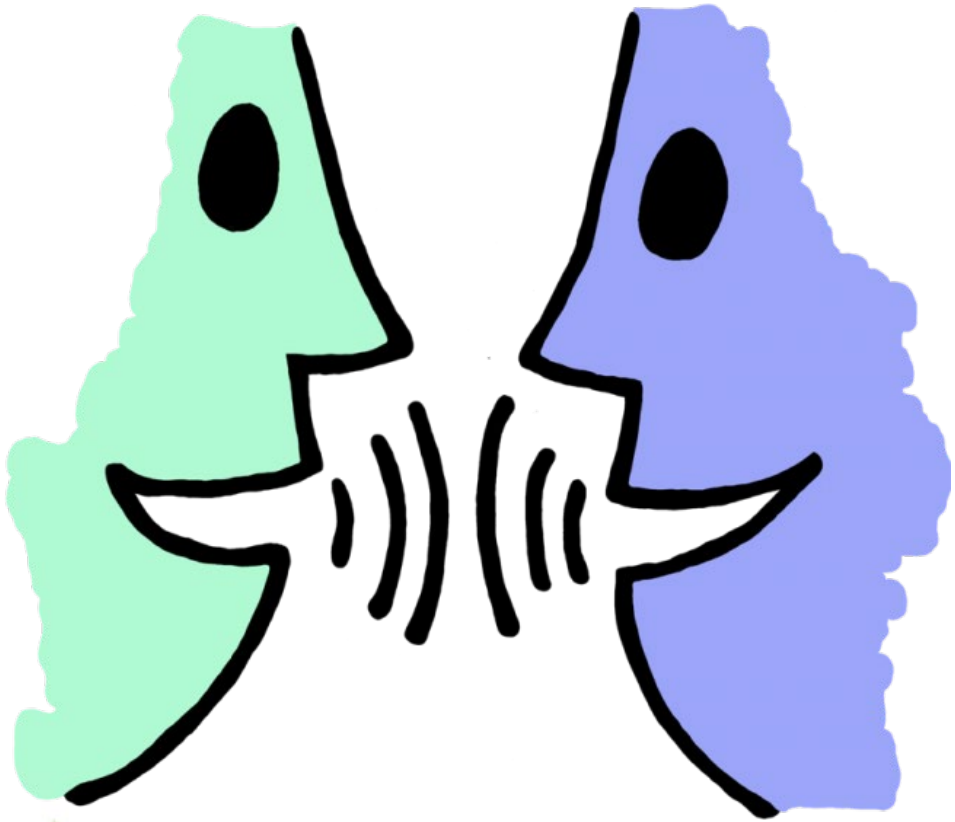
Mutually Reinforcing Activities

- Partners have developed and are using a collective plan of action

- Partners are coordinating their activities to align with the plan of action

- Partners have filled gaps and reduced duplication of efforts

Coordination

Continuous Communication

- Structures and processes are in place to engage CI partners, keeping them informed and inspired

- Structures and processes are in place to engage the CI initiative's external stakeholders, keeping them informed and inspired

Backbone Support

- The backbone infrastructure effectively guides the Collective Impact initiative's vision and strategy

- The backbone infrastructure ensures alignment of existing activities and pursuit of new opportunities toward the initiative's goal

- The backbone infrastructure supports the collection and use of data to promote accountability, learning, and improvement.

Keep in mind…

- Collective Impact is not a solution, it is a problem - solving process!
- Collective Impact requires a lot of up front planning.
- Be willing to change how you do business.
- Collective Impact is only as good as the partners; build a culture of relationships, trust, and respect!
- Prioritize equity!!!
- Collect data.
- Customize the tools to meet local need.

Questions?

We want to hear from you!

Provide feedback on this session by scanning the QR code and filling out the survey

QR: https://www.surveymonkey.com/r/F6HFLHH