



# ALIGNING OUR TOOLS FOR COMMUNITY IMPACT



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# ROMA, APPRECIATIVE INQUIRY AND COLLECTIVE IMPACT

*ALIGNING THE TOOLS FOR COMMUNITY  
IMPACT*

## WORKSHOP OBJECTIVES

- Review the National Community Action Theory of Change and Community Action Goals, with a specific focus on Goals 2 and 3.
- Discuss the role of ROMA and the Community Assessment as the framework and blueprint for Community Impact.
- Introduce and expand participants knowledge of two additional tools that support achieving community impact;
- Provide opportunities for workshop participants to examine and test the feasibility of the these approaches in addressing their community level needs.

## THEORY OF CHANGE

- Every community needs a road map for change. A Theory of Change (TOC) outlines how to create that change. The TOC is an essential part of a successful community transformation effort.

# COMMUNITY ACTION THEORY OF CHANGE

- GOAL 1: Individuals and families with low incomes are stable and achieve economic security.
- GOAL 2: Communities where people with low incomes live are healthy and offer economic opportunity.
- GOAL 3: People with low incomes are engaged and active in building opportunities in communities.

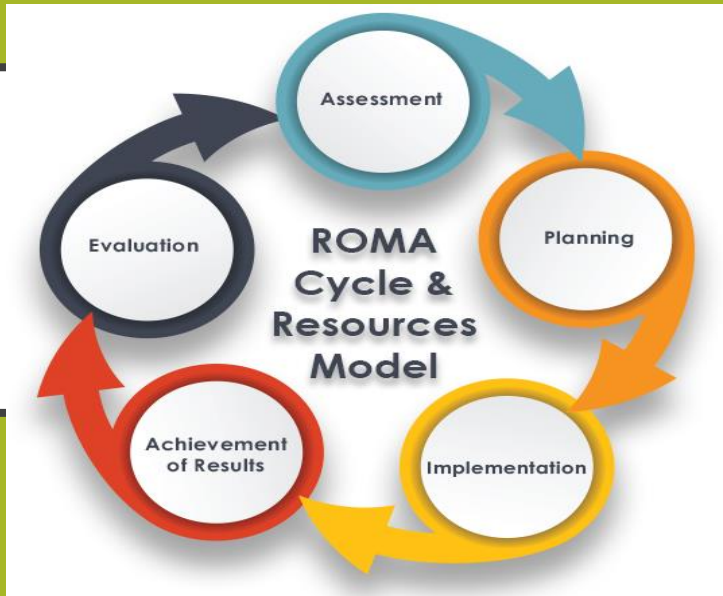
# AGENCY THEORY OF CHANGE

- Defines how the agency is suppose to work and what is suppose to change because of their work.
- The Theory of Change process essentially answers the question “How will the agency affect the movement of people with low incomes to stability and economic security” and also, “How will it affect the well being of the community?”
- As agencies consider initiating more community level strategies and supporting positive community change, the TOC will be an strategic asset.



# ROMA

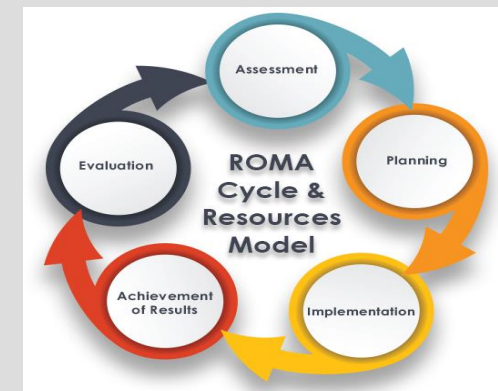
Results Oriented  
Management and Accountability





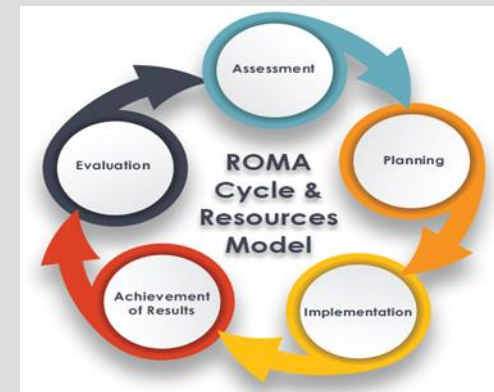
## ROMA: RESULTS ORIENTED MANAGEMENT PRINCIPLES

- Assess poverty needs and conditions within the community (Community Assessment)
- Define a clear- anti poverty mission and strategies and services to address those needs in both the immediate and long term, within the context of existing resources and opportunities in the community. (Mission Statement, Strategic Plan, Annual Community Action Plan)

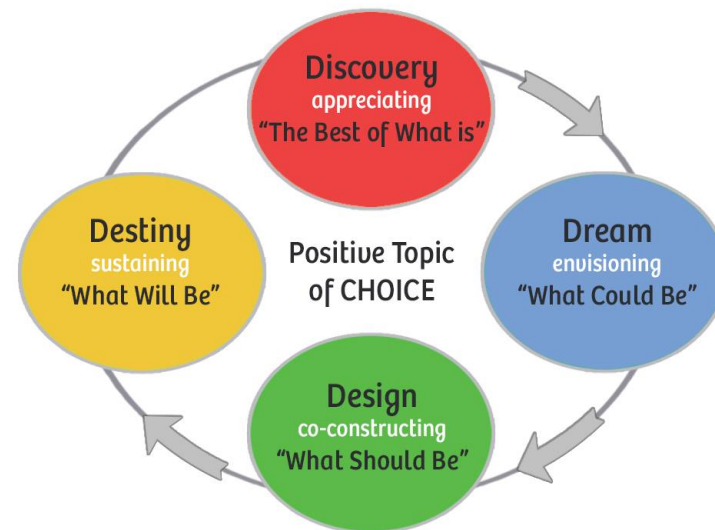


# ROMA: RESULTS ORIENTED ACCOUNTABILITY PRINCIPLES

- Develops and implements processes to identify, measure, and record improvements in the condition of low income people and the communities in which they live that result from CSBG intervention.
- Agencies utilize outcome information to determine:
  - overall effectiveness
  - to inform their long-range planning
  - to promote new funding and community partnership activities.

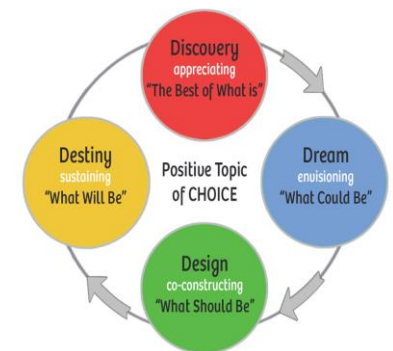


# APPRECIATIVE INQUIRY



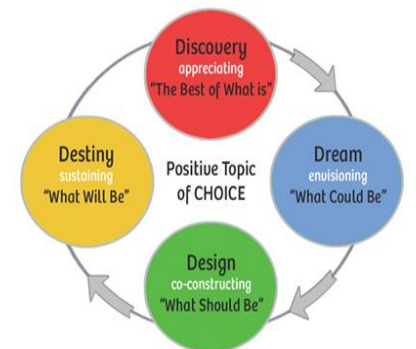
# APPRECIATIVE INQUIRY (AI)

Appreciative Inquiry represents a paradigm shift in the world of sustainable organizational development: a radical departure from traditional deficit-based change to a positive, strength based change approach. AI focuses on leveraging an organization or community's "positive core" strengths to design and redesign the systems within the community to achieve a more effective and sustainable future.



# APPRECIATIVE INQUIRY

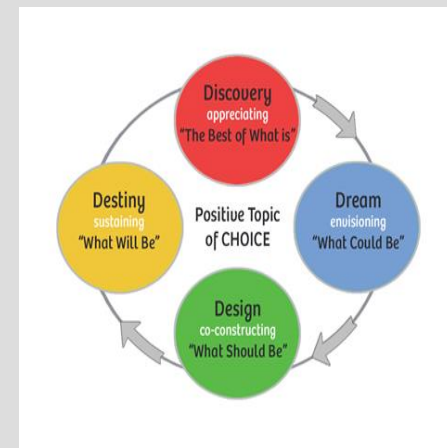
Appreciative Inquiry (AI) is the perfect tool for an asset-based community approach. The process engages people in conversation about what matters most deeply to them. AI identifies what is positive and connects present assets to a vision of a better future.



## AI-4-D CYCLE

AI initiatives are implemented using the “4-D Cycle.” (Discovery, Dream, Design and destiny). A methodology that allows an organization or community to identify its positive core strengths “affirmative topic” being addressed and initiate concrete operational steps to achieve its goal.

The affirmative topic is the focus of the community intervention.



# AI-4-D CYCLE

## Discovery

The best of what is ;Appreciating.The primary task in the Discovery phase is to identify and appreciate the best of “what is.” The distinguishing factor of AI in this phase is that every question is positive.

## Dream

What might be? Environing Results/Impact

Once the community “discovers” its positive core, the next step is to imagine and envision the future.The Dream phase of the AI-4-D Cycle accomplishes this step.



# AI-4-D CYCLE

## Design

What should be-the ideal? Co-constructing

In the design phase, attention turns to creating the ideal community in order to achieve the dream. The design phase of 4-D is key to sustaining positive change and responding to the community's most positive past and highest potential.

## Destiny

How to empower, learn and improvise/ Sustaining

The Destiny phase delivers on the new images of the future and sustained by nurturing a collective sense of purpose. It is continuous learning, adjustment, and improvisation – all in the service of shared goals.





# COLLECTIVE IMPACT



# COLLECTIVE IMPACT

- “Collective Impact” describes an intentional way of working together and sharing information for the purpose of solving the complex problems of poverty.
- While Collective Impact seem similar to plain old “collaboration” there are characteristics that distinguish collective impact initiatives and make them successful.
- A Collective Impact initiative participants are a combination of individuals, organizations, grant makers, and representatives from business community and government,



## CHARACTERISTICS OF COLLECTIVE IMPACT INITIATIVE

- Participants share a vision of change and a commitment to solve a problem by coordinating their work; they agree on **shared goals**. It starts with a common agenda.
- Participants also agree to **measure** or monitor many of the same things, so that can learn across the initiative, and they hold each other accountable.
- To be most effective, the activities of all the participants are coordinated by a “**backbone,**” which could be a single organization, or a steering committee that represents all participants.



## CHARACTERISTICS OF COLLECTIVE IMPACT INITIATIVE

- It fosters mutually **reinforcing activities**. Mutually reinforcing activities ensure that the activities of the participants are aligned; direct towards shared measurement; and making progress towards common goals.
- A successful collective impact initiative depends on **resources** to keep it going, and consistent and open communication between all the participants, so that everyone is informed and stays motivated.



## HOW IS COLLECTIVE IMPACT DIFFERENT FROM COLLABORATION

- Collaborations is viewed as a two-way street collective impact has been described as “building on the muscle of collaboration” to create an entire community that is intentional about its approach to solving a problem or multiple problems – together.
- A collective impact approach will build upon the strategic plans of multiple agencies, moving an initiative forward using a community-wide strategic lens. Ideally, the initiative will be inclusive of community voices representing the community, and tackle policy changes in order to making lasting, “**systems change.**”



# COMMON GOALS TO UNCOMMON RESULTS

## COLLECTIVE IMPACT PRINCIPLES OF PRACTICE

- Priority Placed on Equity
- Includes Community Members
- Co-Create with Cross Sector Partners
- Learn, Adapt and Improve
- Cultivate leaders with leadership skills
- Build a culture of relationship and trust

## CORNERSTONES OF COMMUNITY ACTION

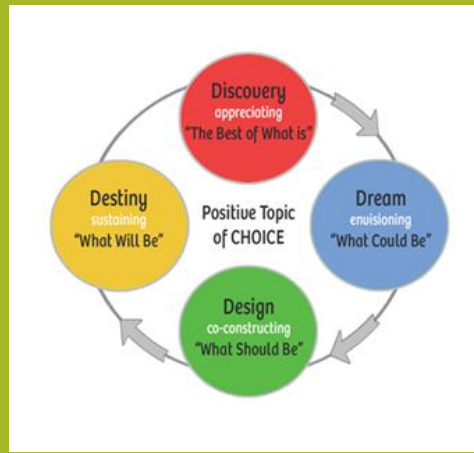
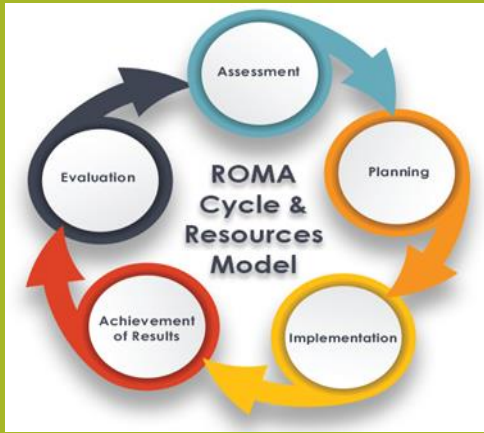
- Maximum Feasible Participation
- Community Engagement
- Strategic Planning
- Data Collection and Analysis
- Leadership Development



# OPPORTUNITIES TO ADDRESS COMMUNITY NEEDS THROUGH COLLECTIVE IMPACT

- Re-entry and Family Reunifications
- Unemployment and Underemployment
- Out of School Youth/ Opportunity Youth
- Whole Family or 2 Gen Approaches to Economic Security
- Poverty Reduction
- Crime
- Affordable Housing
- Homelessness





THANK YOU

Now let's go empower people to create positive change in our communities.

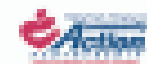
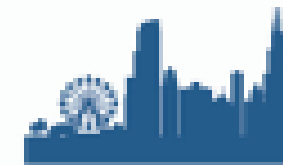




Your feedback is important  
to the Partnership.

We invite you to complete a brief evaluation of this  
session so we can continue to provide timely content.

*Please complete the evaluation on paper  
or in the Event App.*



2019

COMMUNITY ACTION PARTNERSHIP ANNUAL CONVENTION  
COMMUNITY ACTION: A VOICE FOR CHANGE  
CHICAGO, IL • AUGUST 28-30, 2019