

Recognizing the Impact of Community Technology

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<http://communitiesconnect.wikispaces.com/Recognizing+CT+Impact>

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Why Think About This?

- Community Technology plays an increasingly important role in the way organizations operate and deliver services
 - What are these roles and how are they evolving?
- Evidence of impact is the basis for funding and recognition of this important work
- It's hard to collect data, and you never know if what you are gathering is the right information
- Stepping back to look at the big picture occasionally can help with both these problems

What We're Doing

Three steps under the ACT initiative:

1. Build a logic model that can be used to consistently look at impact data in the future
2. Examine existing data to see what's out there and where there are gaps
3. Recommend a data collection framework and process that can be used by everyone to help build a consistent set of data for use locally and at the state-wide level to influence funding and support for Community Technology

What is a Logic Model?

- “... a fancy term for what is merely a succinct, logical series of statements that link the problems your program is attempting to address, how it will address them and what the expected result it.”

(Measurements in Prevention: A Manual on Selecting and Using Instruments to Evaluate Prevention Programs; US Dept. Health and Human Services Center for Substance Abuse Prevention).

Benefits of a Logic Model

- Develops understanding.
- Helps to monitor progress.
- Serves as an evaluation framework.
- Helps to reveal assumptions.
- Helps to keep us from over-promising.
- Promotes communications.

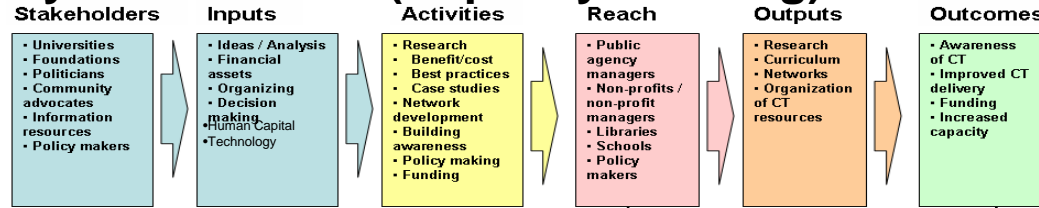
(Adopted from “Applying Prevention that Works: Substance Abuse Prevention Specialist Training” Western CAPT)

Where We Started

- Extensive work done over a number of years with the United Way/Win211 effort developed a model that is being used now for their program
- We modified with the ACT group to fit our efforts in this statewide program
- Your handouts show this in detail for the overall project and three subareas

Cascading Outcome Models Diagram

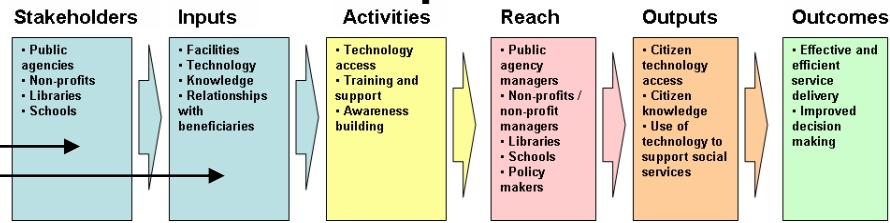
Systemic Model (Capacity Building)



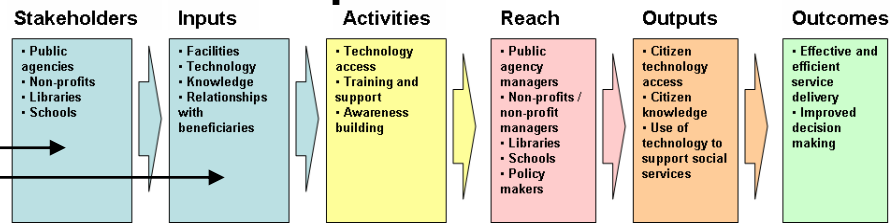
Systemic model reach, outputs, and outcomes cascade down to program level models.

For example, reach of systemic model should correspond to stakeholders of program specific models.

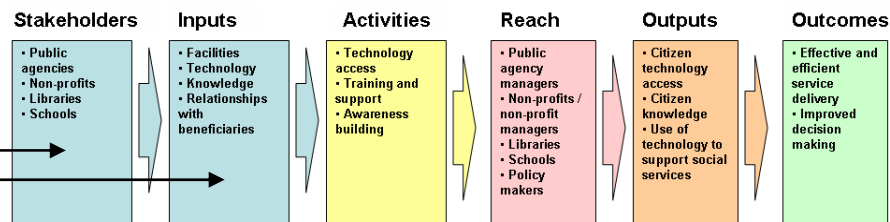
Workforce Development Outcome Model



Youth Development Outcome Model



Financial Services Outcome Model



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What Can You Do?

- Try it out— <http://209.200.117.181/logicmodel/>
- How can you use this for your agency—how can it help you?
- Can you see value in working toward consistent information for funding and policy agencies?
- We're collecting past CTC evaluations and will be gathering new data in the future
- Send us feedback!! Use the CCN Wiki for more information and to leave comments:
<http://communitiesconnect.wikispaces.com/Recognizing+CT+Impact>

Common evaluation tools to help build a movement case

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MGS Consulting

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Awareness Building through Evidence-Based Advocacy

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A Case Study

- Mike showed an overall logic model for thinking about impact in a way that provides evidence of success
- Now let's see a real-life example of how this approach can work, using data from two Yakima CTCs

<< Handouts >>

Field Setting

- 2 Community Tech Ctrs (CTCs) that serve migrant farm workers
 - Granger:
 - 1.3 sq mile, pop. 2,500—85% Hispanic & 39% born outside U.S.—surrounded fields & orchards; nearest town 5 miles; household income below state average; unemployment above; 34.4% high school+
 - CTC → old building, includes Hispanic radio station & social services
 - Sunnyside:
 - 5.9 sq miles, pop. 14,000; similar demographics; less isolated
 - CTC in new construction downtown; run by non-profit that offers training and services to increase people's employment skill
 - Both open during 6 days/wk for classes and personal use
- Included evaluative questions regarding CTCs



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CTC Key Objectives

- To increase access to computers and IT resources for Latino farm workers
- To increase the educational levels of Latino farm workers
- To increase the English literacy skills of Latino farm workers
- To increase the IT skills of Latino farm workers

CTC Findings

- Heavily used for very basic ESL and access to the Internet in Spanish
- Sunnyside valued for providing childcare (gave credit to high school seniors)
- Improved confidence & communication skills
- Trusted CTCs to provide credible & important info for everyday use (finding better jobs, learning English, homework help, job training (especially computer skills), access to Spanish music, travel)
- Increased literacy levels, tech & job skills, sense of community

CTC Findings, Cont.

- Parents let kids go because trust orgs running CTCs
- Users teach their families—“pass on” what they learn; email family in Mexico; communicate/translate important issues into English; help children with homework
- Learning English reduced their “fear” of navigating the local service system, and reduced their dependence on others:

“I don’t have to bother my children as much regarding the computers,” and “I can shop more easily, fill in forms and do banking”

End Results

- Organizations can clearly describe the role of community technology toward achieving their objectives
- Individual organizations have solid evidence of their success
- Evidence is presented in a manner that can be used again, to support larger initiatives focusing on funding for community technology
- Common language begins to build among stakeholders, so it's easier to communicate your successes and needs

What Can You Do?

- See the Yakima example in the handout
- Try out the logic model:
<http://209.200.117.181/logicmodel/> and see how you can use this for your organization
- Brainstorm about the value in providing consistent evaluation data to funding and policy agencies
- Send us feedback!! Use the CCN Wiki for more info and to leave comments:
<http://communitiesconnect.wikispaces.com/Awareness+Building>

Evidence-based Grassroots Organizing

Betty Buckley
Stone Soup

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