2014 IMPACT SUMMIT
Washington, DC, September 29-30, 2014

Conference Report

2014 CIC Impact Summit
Translating Indicators into Action:
Data -> Stories -> Impact
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WE ARE WHAT WE MEASURE. IT'S TIME TO
MEASURE WHAT WE WANT TO BE.
SUSTAINABLE MEASURES LLC
Summary
The 2014 Impact Summit is CIC’s annual forum on fostering informed civic and media discourse about local, regional, national, and global priorities. It also offered the opportunity to celebrate CIC’s 10 year journey to advance the art and science of indicators, facilitate the exchange of knowledge and encourage the development of effective indicators.

Conference Theme
Tools, such as storytelling, graphic animation, visualization, and social media, let statistics tell more engaging, more meaningful, more accurate, more connected stories that, in turn, improve community outcomes. How do we collect data and use it to connect and have an impact? How do we go from data to action? How do we build stories that reach their intended audiences? How do we sustain our work so that we can continue making a difference? These are some of the difficult questions that were addressed over the course of the two-day 2014 Impact Summit.

Conference format
Under the overall banner of Data - Stories - Impact - Translating Indicators into Action, the 2014 Impact Summit offered tracks in the following areas:

- **MEASURE**: Tools and technologies, resources and methods to obtain meaningful data.
- **CONNECT**: How we use tools, like story telling or visualization, to engage the public and decision-makers.
- **IMPACT**: How indicator projects can mobilize people to change minds, policies, systems, and priorities.
- **SUSTAIN**: Strategies and resources to sustain, improve and grow indicator projects.

Sessions were also identified according to the following topics: Health, Community & Economic Development, Sustainability, Education, or Cross-cutting.

In addition, the 2014 Impact Summit experimented with two new sessions:

- **Pecha Kucha**: a dynamic presentation that follows the following format: 20 slides x 20 seconds.
- **Speed Data’ing**: an informal exchange between service providers and service seekers.
A Sample of Exciting Presentations

Capitol Hill Economist and Data Visualization Expert Jonathan Schwabish, now a senior researcher and data visualization expert at the Urban Institute, offered insightful opening remarks on the importance of clarity and simplicity in presentations, concluding that the purpose of visualization is insight, not pretty pictures.

The Brookings Institution’s Richard Reeves dazzled the audience with his presentation *Seeing the Dream: Social Mobility, Social Indicators and Data*, demonstrating that good data, well presented, can change the debate, as he examined how social mobility and achievement in America and the UK are still influenced by financial, racial, and social status at birth.

In the Measure Track, Dr. William P. O’Hares (Annie E Casey Foundation) told us that in a few states and large counties young children had high net undercount rates in 2010 and suggested that we need to develop an understanding of why so many young children are missed in the census.

CAN’s Mary Dodd showed how their community dashboard allows a wide array of partners to share a common vision, an annual process for taking a broad look at how our community is doing and a common language for discussing what more needs to be done. It can help stakeholders better appreciate how their success is tied to success in other disciplines, jurisdictions or sectors and tells a story about the entire community.

Kevin Paris (CAN) made a strong case for the use of a dashboard to develop a common vision for all people within a partnership, to have a set of indicators measuring whether we are getting closer to that vision, to create an annual process for considering what more needs to be done, and what should be done collectively. CAN offers a common language for discussing community needs, but also cautioned that this may not be sufficient to support meaningful and coordinated action.

We were introduced to the work of Federal Reserve Banks’ Community Development departments across the twelve Federal Reserve Bank Districts, including an emerging partnership with philanthropy in select regions across the country.

ATTENDEES TOLD US WHAT THEY LIKED

Jonathan Schwabish: terrific information on how to improve data presentations

Reeves’ presentation was fabulous!!!

The session on Environmental Health Indicators from the EPA showed a sector of work that is often overlooked in community indicators.

Census undercount of young children -- a great talk on an important limitation of a key data source. The presenter is a respected researcher and one that I was thrilled to see at the conference.

The Session on Black Male Achievement was awesome. They had great story telling and data.

The Pecha Kucha session showed the remarkable talent among our peers.

The data journalism session was very useful as it was relevant to my desire to learn more about data visualization.

I loved the Sustain legacy organizations presentations because they provided real life experiences that are useful to newer organizations.
America’s Health Rankings® are the longest running annual assessment of our nation’s health on a state-by-state basis. They identify the driving health trends of the nation and provide insights into the national health challenges on the horizon (Shelley Espinosa, United Health Foundation). For ex., the Prevention Research Center at Tulane University used the ranking to do a situational analysis of Louisiana’s needs and political climate and presentations to policymakers and community partners, as well as offer testimonies at legislative hearings to promote a number of early childhood, school and community strategies (Mary K Poole, Tulane U). The Association of State and Territorial Health Officials (ASTHO) uses the ranking to inform and support state health leadership on findings from key informant interviews and data analysis using different formats to reach State Health Officials, State Health Deputies, and State Health Legislative Liaisons. The same presentation introduced us to the National Business Coalition on Health, a national, non-profit membership association of 53 business and health coalitions; a network of 4,000 employers and 35 million covered lives created to support better health, better care, and lower cost, community by community.

Greg Wise offered an asset-based framework for the development of quality of life indicators centered on Community Capital: the natural, human, social, and built capital from which a community receives benefits and on which the community relies for continued existence. By offering an opportunity to assess community values with qualitative data and measure importance and satisfaction, indicators can be used as an economic development tool.

Similarly, in the State of Morelos, Mexico, quality of life indicators were chosen through a participatory process to boost local discussion about the most relevant well-being dimensions at a local level and in the everyday life of its inhabitants with the goal of improving the design, follow-up and evaluation of public policies, as well as accountability. The benchmarking of indicators against those of other OECD member states helped identify two important challenges, namely improving income levels and environmental quality, and develop policies to address them.

To view these and many other presentations, go to www.communityindicators.net and click on Conference and Schedule and Presentations. Most PowerPoint presentations have been uploaded under each title. Speaker bios are also available for viewing.
Photo Gallery
Sustaining Your Indicator Projects

Indicator projects have been around for a long time. Over the last two decades they have exploded in every corner of the world, often inspired by pioneering work like the Jacksonville Community Council, Inc. (JCCI), which released its first community quality-of-life indicators project in 1985 and Sustainable Seattle’s inclusive and participatory 1993 Indicators of Sustainable Community.

But while JCCI today is a thriving organization with a clear track record of moving data to action, Sustainable Seattle, after receiving awards and international recognition and being used as a model by countless sustainable community organizations, completely left the indicators business almost ten years ago. Why do some projects thrive amid strong community support while others struggle to keep up? The Sustain track, first initiated as a session at the 2013 Impact Summit, was designed to explore this basic challenge and maybe come up with strategies and ideas to sustain, improve and grow indicator projects.

Several speakers demonstrated that organizational development and continuous improvement are necessary to support the difficult work of improving community conditions.

For Paul Horton, social capital and trust build networks to promote both the exchange of information and the number and quality of social connections to reduce the costs of conducting day-to-day affairs, facilitate the spread of innovation; and promote cooperative behavior. He suggested that developing participatory leadership internally and externally helps engage the organization on complex and interconnected challenges. A social capital assessment can assist in identifying leverage points to better facilitate the flow of knowledge, information across silos and levels of power, support creation of beneficial norms of working and communication, and build trust within an organization or network.

Program evaluation as part of an overall performance management framework works like a GPS to keep an organization on course. It starts with having consensus within the organization on what the program is trying to accomplish and who the target population is and developing metrics that can be analyzed for progress. The final step is the ability to react to what the analysis of the metrics shows as necessary steps for improvement. Daniel Tsip also suggested using internal dashboards to make the information available and actionable to the whole organizations and attaching names to tasks.

On a related topic, Shelly Johnson told us that technology offers one of the quickest and easiest ways to increase nonprofit capacity and effectiveness, as well as enhance performance-related investment—all while dramatically decreasing administrative costs. She suggested using an outcome-based framework to justify the use of technology to one’s board or funders, making sure that the technology directly aligns with the mission of the organization. A major area for improvement is in improving collaboration and communication within and across nonprofit organizations of all types. Value can be realized through faster, more efficient, more effective collaboration.

To put things in perspective for indicator projects in general, Kathy Pettit and Tom Kingsley reported on an NNIP survey of their network of 35 data intermediaries that asked about staffing levels and revenues. The median staff size is 3.5 FTEs with a budget of $390,000. They all received some measure of some general support, mostly from their local foundation (average 38%) and local government (30%) and to a lower level from universities, United Way, corporate, etc. They suggested that organizations work to adapt to a new local data environment; expand the “pie”; make themselves indispensable to funders; and explore the
Sustaining Your Indicator Projects (cont’d)

The tradeoff of being “free-standing” versus being part of a larger organization.

One of the most illuminating sessions was the Sustaining a Legacy Indicator Project session. JCCI, Truckee Meadows Tomorrow (TMT) and Sustainable Calgary discussed the challenges of longevity and the accomplishments that come from being established in a community. Launched in 1985 in response to a request from the city’s chamber of commerce, JCCI is the longest running, most consistently published community indicators report in the world. Each year, a volunteer committee reviews the indicators and identify those that tell Jacksonville’s story. The report has evolved from a lengthy printed document, to a smaller print format, with the audience being directed to the data site. JCCI has faced the same challenges as those faced by many indicators projects: finding resources, funding, and staffing, and staying relevant but faced those challenges head on by making good use of networks and existing community, corporate, and political leadership – as well as new media leaders, leveraging congruent initiatives, publishing it at the same time each year so that its content becomes reliable, engaging existing community, corporate, and political leadership in a meaningful way and, maybe most importantly, by cultivating ownership.

TMT was created in 1993 to improve quality of life outcomes in NW Nevada through collaboration and partnerships. At its peak, around 2005-2007, it was highly visible in its community and praised by its peers in the indicators world for its innovative approach to linking data to action through well executed compacts. The recession hit the region hard, resulting in a marked decrease in members and contributors. Unable to sustain its infrastructure, TMT went in hibernation while preserving the data it had previously collected. With the realization that, in the absence of community-generated indicators, bad policies that further depressed the economy were made, TMT reemerged in a very streamlined way and is once-again publishing indicators.

Sustainable Calgary started small and stayed small, focused on its mission to promote, encourage and support community level actions and initiatives that move Calgary towards a sustainable future. Since 1996, it has been mostly volunteer driven and has made the decision to stick to the same format year after year of publishing a report and newspaper inserts, deciding that predictability is a key factor in supporting community interest.

In a different session, we heard how understanding the community has led some organizations to reinvent themselves. Northeast Ohio Regional Impact & Outcomes realized that complexity was getting in the way of their ability to have an impact so they transitioned from 19 to 9 indicators and from a hefty report on indicators to more simply designed series of factsheets on each indicator that emphasize graphics and maps.

In a subsequent reflective roundtable at the end of the conference, participants further discussed organizational sustainability, recognizing that the worse threats to an organization are: lack of funding, volunteer fatigue, turnover in leadership, and irrelevance.

Successful projects have many of those characteristics:

- They stay closely connected and attuned to their community
- They keep their volunteers engaged in meaningful tasks and recognize them often
- They adapt their communications to their audience
- They grow deliberately
- They build a strong and engaged board
- They invest in quality data
Awards
Since 2005, CIC has recognized some of the most impactful programs in the world and, since 2012, it has also inducted outstanding leaders into our CIC Hall of Heroes and recognized the promising talent of Emerging Leaders.

Award Winners at the 2014 Impact Summit reflect on what defines excellence

2014 Impact Winners

PEG is a relatively new comprehensive community indicators project that incorporates the latest web technology. Among the tools they use, their maps (mypeg.ca) interact with their data in a variety of formats and levels of analysis. The “explorer” shows visually how indicators are related to one another—and to various domains—in a unique and visual way. The website includes stories—often in video format—right in with their indicators. CIC recognized the two people who have been central to PEG: Charles Thrift is a Project Manager in the International Institute for Sustainable Development’s Knowledge for Integrated Decisions Program and Heather Block is the Director of Strategic Initiatives at the United Way of Winnipeg.

The Research and Planning Division of the Health and Human Services and Veteran’s Services Departments of Travis County is a leader in their community for the extensive analysis of community conditions. They use the data they collect to inform their investments and produce a Community Impact report each year highlighting the outcomes for each investment they make. Travis County has pulled off an exemplary work in the area of Community Indicators-Performance Measure integration. The Award was received by Lawrence Lyman, the Director of Research & Planning at Travis County HHS and a leader in his own right, with nearly 20 years of experience in public service.
2014 Hall of Heroes

Hall of Heroes: leaders who have had significant, long-term impact on the indicators field and the improvement of community conditions and well-being

Frank Lenk
Director of Research Service, Mid-America Regional Council (MARC)
Kansas City, Missouri, USA

Since 1993, when he led MARC to publish the “Urban Core Report,” Frank Lenk has been at the forefront of the indicator movement. The report was for years greater Kansas City’s Bible in creating policies and programs to fight the deterioration of the inner city.” In 2001, Frank created a new tool called “Metro Outlook” for the purposes of helping the Kansas City region to solve various problems. Metro Outlook defined the interactions of social systems with each other in a constant stream of inputs and outputs. This led the UN to invite Frank to present at an economists summit in Paris. Frank now leads the development of an indicators system to that helps to foster MARC’s sustainability goals.

Jon Hall
Policy Specialist – National Human Development Reports
Human Development Report Office
UNDP
New York, New York, USA

Before joining UNDP, Jon Hall spent 7 years working for the Organisation for Economic Co-Operation and Development (OECD) where he lead the Global Project on Measuring the Progress of Societies, a project that was instrumental in paving the way to the Stiglitz-Sen-Fitoussi commission on Measuring Economic Performance and Social Progress. Prior to the OECD he worked for the Australian Bureau of Statistics and was the chief architect and author of the first two issues of “Measures of Australia’s Progress” Jon has spoken in nearly 50 countries on indicators and measuring development and progress (including at the CIC in Seattle in 2009). And in 2013 was one of 12 global opinion leaders invited to meet German Chancellor Angela Merkel to discuss progress and wellbeing.
2014 Emerging Leaders

Leaders under the age of 45 that have demonstrated extraordinary contribution to the indicators field with cutting-edge approaches to improving community conditions and well-being

Mark Abraham
Executive Director, DataHaven
New Haven, Connecticut, USA

Since 2009, Mark Abraham has been responsible for the management and development of DataHaven. During that time he has established the Connecticut Wellbeing Survey and has published several reports including the Greater New Haven Community Index. Mark serves as a Fellow of the W.K. Kellogg Foundation as part of a national cohort focused on Racial Equity.

With 36,000 Twitter follower to his @urbandata account, Mark helps disseminate information and shape policies.

Emily Garr Pacetti
Manager of Research and Evaluation at the Fund for Our Economic Future
Cleveland, Ohio, USA

In addition to her leadership role at the Fund for Our Economic Future, Emily Garr Pacetti is the author of What Matters to Metros™: Foundational Indicators for Economic Competitiveness. A former Fulbright Fellow, she brings experience in regional labor market analyses from stints with both The Brookings Institution and The Economic Policy Institute here in Washington, D.C. With a master’s degree in urban studies from El Colegio de Mexico (Mexico City), she is currently on leave of absence from the Fund while pursuing a master’s in public administration at the Harvard Kennedy School of Government.
Twitter

Under the conference’s hashtag #CICSummit a lively discussion and sharing of information between presenters, attendees and their followers took place before, during and after the Summit.

[Image of tweets and images related to the conference]

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#1 SHARE what you’ve GOT.

![Image of graph showing data]

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Emily Shaw
@emilydshaw
30 Sep

@PeglnIndicators: “Caring is important, but it’s not enough by itself. We have to know how we’re doing.” Indicators in a nutshell! #cicsummit

Retweeted by Scott Donald

Kathy Pettit
@kpettitdc
29 Sep

RT @seenadiyer: @RichardvReeves’ Lego video: youtu.be/t2Xftu_02RA
& related essay full of data: brookings.edu/research/essay...

Retweeted by Barrons

Mark Mather
@MarkSMather
29 Sep

Sharp increase in census undercount of young kids since 1980! Bill OHare presents at #cicsummit
pic.twitter.com/U5Z7iJfPSA

Retweeted by Joe Baldwin

Lee Rose
@thisLeeRose
30 Sep

#things4CX 1 - Share what you’ve got, even if you think it isn’t much. #cx #cicsummit
pic.twitter.com/Lieh42KVQnb

Retweeted by Ruth Hamberg

Brookings
@BrookingsInst
29 Sep

Attending #CICSummit? Here’s @RichardvReeves’ Lego video: youtu.be/t2Xftu_02RA
& related essay full of data: brookings.edu/research/essay...

Retweeted by Barrons

Turbandata
@turbandata
30 Sep

#LEGOS illustrate US social mobility.
MT @BrookingsInst: #CICSummit
@RichardvReeves video youtu.be/t2Xftu_02RA
data: brookings.edu/research/essay...

Retweeted by DataHaven

Ruth Hamberg
@rehamberg
6 Oct

A few of the practice tweets at #ciscasual #cicsummit From 1 graph, many ways to share.
ncp.com/icis/median.
pic.twitter.com/u1jaFJuLe

Kingsley
@emercorkingsley
1 Oct

Thanks for a great panel at #cicsummit, @bnojify @joebjaminn
@NNPCHQ - the data you’re getting to community leaders is tremendous!

Retweeted by BNICA-JFI

Carmen Dixon
@CarmenMDixon
30 Sep

“The child treats the world the way the world treats the child.”
@CSCBrsward #CICSummit

Retweeted by Ruth Hamberg
Conference Planning Committee
The 2014 Impact Summit Conference Planning Committee included:

- **Dr. Meg Holden**, Associate Professor of Urban Studies and Geography, Simon Fraser University, Committee Chair
- **Craig Helmstetter, PhD**, Senior Research Manager, Wilder Research, Awards Chair
- **Janice Outtz**, Senior Associate, Campaign for Grade-level Reading, the Annie E Casey Foundation, Awards Co-Chair and Track Lead
- **Karen Hruby, PhD**, Management Firm (past executive director) Truckee Meadows Tomorrow (TMT), Track Lead
- **Zanny Marsh**, Development Officer, Public Funding, Renown Health, Track Lead
- **Joe Baldwin**, Planning Section Manager, Department of Health & Community Services, Pinellas County
- **Chantel Bottoms**, Community Analysis & Planning Manager, United Way for Greater Austin
- **Emily Garr Pacetti**, Director-Research & Evaluation, Fund for Our Economic Future
- **Chantal Stevens**, CIC Executive Director
- **Lyle Wray**, PhD, Executive Director, Capitol Region Council of Governments

FROM THE ATTENDEE SURVEY

The [2014 Impact Summit] presentations provided a wealth of resources we look forward to sharing with our staff. The overall organization and quality of this year’s conference was wonderful. We look forward to participating again next year and hope to encourage more organizations to attend.

Very collegial and congenial atmosphere that seemed to encourage organic networking.

A very interesting conference with information that crossed many different disciplines and was food for thought.

The breadth of presentations allowed for a broad spectrum of experience.

Conference was well-organized and flowed very well -- was a great size and format for networking as well.

Very cohesive theme about bringing the data to life.
CIC Annual Conference Timeline

- **2015**
  - Austin, TX
  - TBD

- **2014**
  - Washington, DC
  - Translating Indicators into Action

- **2013**
  - Chicago, IL
  - Advancing Transparency and Equity

- **2012**
  - Maryland
  - Driving Change and Getting Results in Challenging Times

- **2011**
  - eConference
  - A Knowledge Exchange: From Data to Impact

- **2009**
  - Bellevue, WA
  - Community Indicators as Tools for Social Change

- **2008**
  - Washington, DC
  - Community Indicators - Moving Information to Action

- **2007**
  - Jacksonville, FL
  - Connections: Building Bridges, Networks, and a Community of Practice

- **2005**
  - Burlington, VT
  - Marking the Evolution of the Movement

- **2004**
  - Reno, NV
  - Advances in the Science and Practice of Community Indicators