RESOURCE EQUITY IN ACTION

MEASURING IMPACT AND MAINTAINING

MOMENTUM

ALLIANCE FOR RESOURCE EQUITY

Poll

1. Does your organization currently measure the impact of its advocacy efforts?

2. What are the most common ways that you measure impact in your advocacy?

Learning Objectives

Objectives: *By the end of the webinar participants will....*

1. Understand the benefits of measuring impact in advocacy campaigns, and the implications of impact measurement for campaign longevity

2. Be able to identify multiple methods for collecting impact data

3. Learn best practices for implementing impact measurement into their work and analyzing its results

How do we know if we're making a difference?

Where we've been…

Where we're going…

Why is measuring success imperative in advocacy efforts?

1. Provides honest, actionable insights that allow for continuous improvement

- A strong impact measurement system turns data into information, and information into actionable insights
- Allows you to target limited resources & time towards the most effective strategies
- Helps you monitor progress and change course as necessary

2. Demonstrates your impact to funders & supporters

- Funding is critical for campaign sustainability, and funders and contributors want to see results!
- Monitoring and reporting on impact can bolster relationships with current funders and individual contributors, and lead to increased funding from new sources

3. Builds credibility and sustains momentum

- Proof-points that speak to your impact can help you gain credibility and a wider network of influence
- Impact metrics can build support among your base & remind them of why they are doing this work

The Education Trust
IN TENNESSEE

Evaluation as a Core Advocacy Tactic

Gini Pupo-Walker

Executive Director, The Education Trust – Tennessee

Evaluation as a Core Advocacy Tactic

- Dedicated External Evaluator
- Evaluation as central component of our work
- Must be ongoing, informing program improvement in real time
- Must be used to adjust and pivot programming
- All team members must understand and participate in evaluation
- Essential to fundraising, showing our impact
- Informs employee evaluation and feedback

Evaluation Toolbox for Ed Trust - Tennessee

LOGIC MODEL

Foundational to our work

TOOLS FOR TRACKING

Development **of tools, surveys, 1:1 interviews** with partners, grantees, students

Survey Monkey
Mentimeter

COMMUNICATIONS

Comms tools – website, newsletters, social media, media mentions

EveryAction/ CRM

ENGAGEMENT

Tracking of champions and partners engagement

Every Action, Team activity logs, Interviews, Mentimeter

POLICY TRACKING

Monitoring of **bills and policies** we influenced

Local legislative webtool, our bill tracker

Logic Model for Collective Resource Equity Advocacy & Policy Change

Inputs-current capacity or capacity building for this work

Capacity

Hiring, Interns : **Staffing and Leadership Development**

ET National Support: **Skills Development**

Proposal & Applications: **Infrastructure Development**

Preparation/Planning

Prep work for identifying priorities: **Data Collection, Problem Assessment, Policy Assessment, Landscape Mapping**

Early Coffee & Community: **Partner Development**

Alexza, Shane, McNeely, Pigott, & Fox: **Message & Materials Development**

Retreat, Weekly Meetings, Proposals: **Goal Setting, Strategy Development**

Activities/Tactics-what is proposed to BE DONE

Policy and Communications and Outreach Politics

Grassroots Partnerships & Advocacy:
EmpowerEd, Student Voice, 2025 Project

Grasstops Advocacy:
Resource Equity Task Force
TN School Finance Institute
EmpowerEd

Organizing and Mobilization:
TN Alliance Equity in Education
Dollars & Sense
Tools for others to advocate – webinars, social media campaigns

Effective Messaging & Comms:
Website development, Twitter, Emails, Newsletters, Op-Eds
Mentions in articles
Chalkbeat relationship

Legislative Advocacy:
ETT one on one meetings
Legislative Newsletter
Legislative Bill Tracker
Baylor Company Consultation & Introductions
Akbari & Dixie relationship

Issue/Policy Research & Analysis:
Watch Parties, Webinars, Round Tables, Segregation Forever

Interim Outcomes-whether capacity built & audiences engaged

Advocacy Capacity

Organizational Capacity: (staff, interns, consultants)

Partnerships or Alliances: 85+ Organizational Allies

Collaboration and Alignment: mutually supporting; alliance presentations; network analyses

New Advocates (including unlikely or nontraditional)

New Champions

New Donors: Continually building

More or Diversified Funding: philanthropy, education, local, national

Organizational Visibility or Recognition: Survey, Presentation Requests; network analyses

Policy

Media Coverage: Website, Socials, metrics

Issue Reframing

Awareness & Understanding: Survey Items

Salience: Survey Items

Attitudes or Beliefs: Survey Items

Public Will : Survey Items; Learning Sessions Attendance

Political Will: Anecdotal from Reggie; artifact review

Constituency or Support Base Growth: "LIST" growth

Policy Goals / Outcomes

Policy Development

Placement on the Policy Agenda

Policy Adoption

Policy Implementation

Policy Monitoring and Evaluation

Policy Maintenance

Policy Blocking

Impacts

Equitable Funding: Every student attends a school that receives the funding it needs based on the needs of the community it serves.

Barriers / Context

Taskforce-Identified Issues:

GOP dominated legislature / inadequate Governor and TDOE leadership / rural vs. urban dynamics / resistance from rural legislators / opposition from much of the business community / obstruction from pro-voucher and pro-private school entities / need for a data- and research-driven narrative from an organized coalition / the state's regressive tax structure and aversion to spending / a politically-charged urban-rural divide / need for a strong support system to help us push our agenda forward / agreement on funding formula and equity within it

Case Study - Dollars and Sense Campaign

2020

Planning

- Create framework for 7-session public facing series
- Create framework for School Finance Institute, Select members
- **Develop surveys, network exercise, interview protocol**

2021

Launch Dollars and Sense – Jan 2021

- Sessions kick off in Jan
- Network interviews conducted
- **Surveys conducted after each session**

Governor Announces Funding Reform Review

- Creation of materials, advocacy tools, glossary
- Attendance at webinars, Town Hall, trainings
- Support for Steering Committee members
- **Monitoring of use, downloads, site visits, media mentions**

2022

Bill Introduced in Session

- Team develops bill evaluation, training for partners
- Day on the Hill, Hill Appts
- Sign-on letter
- **Monitoring of website visits, social media, requests for training, data, analysis, media mentions**

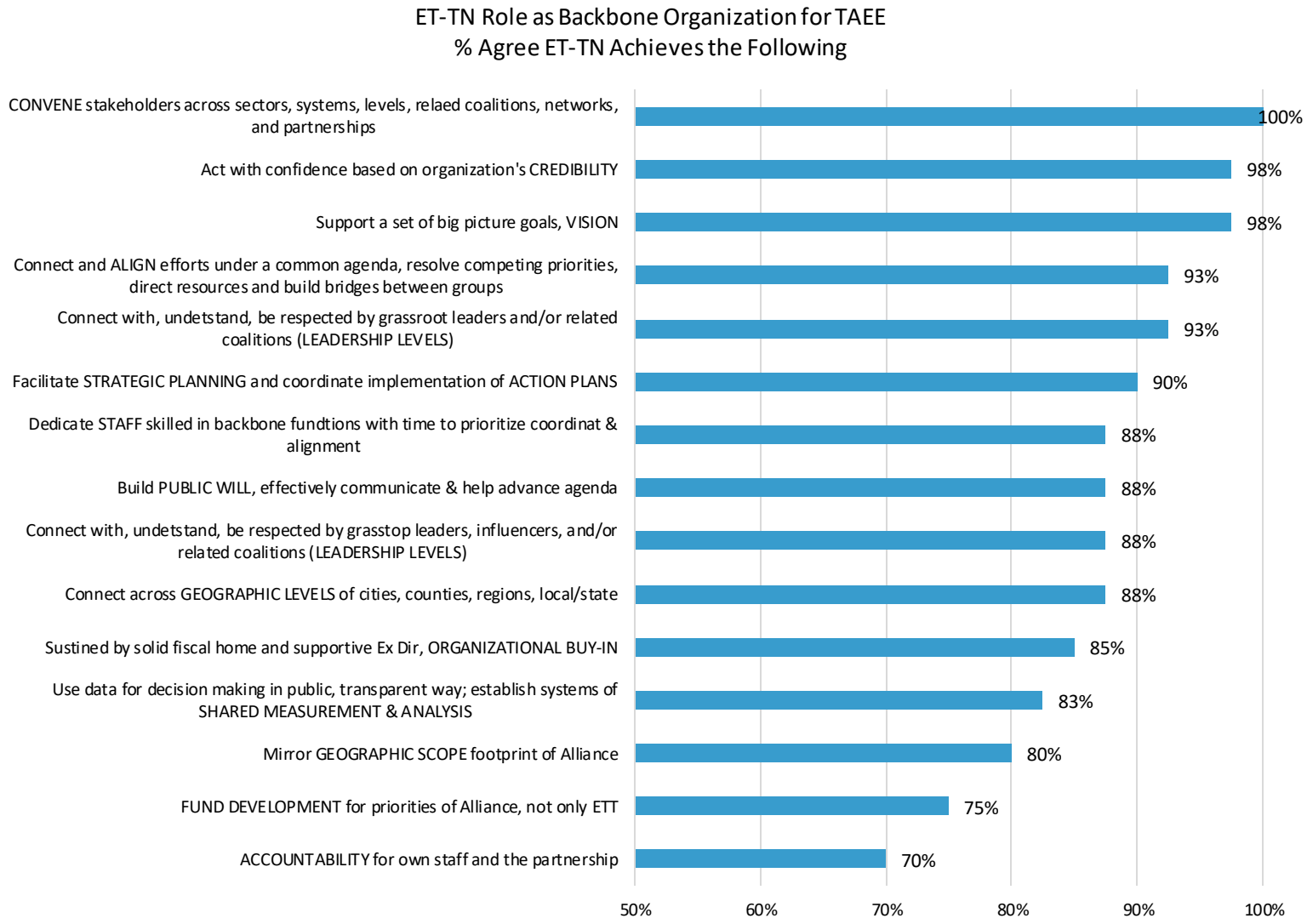
Bill Passage & Rulemaking

- Rulemaking language, training of partners on submitting recommendations and testifying
- **Site visits, downloads, partner engagement**

Evaluating our Role as a Backbone Organization

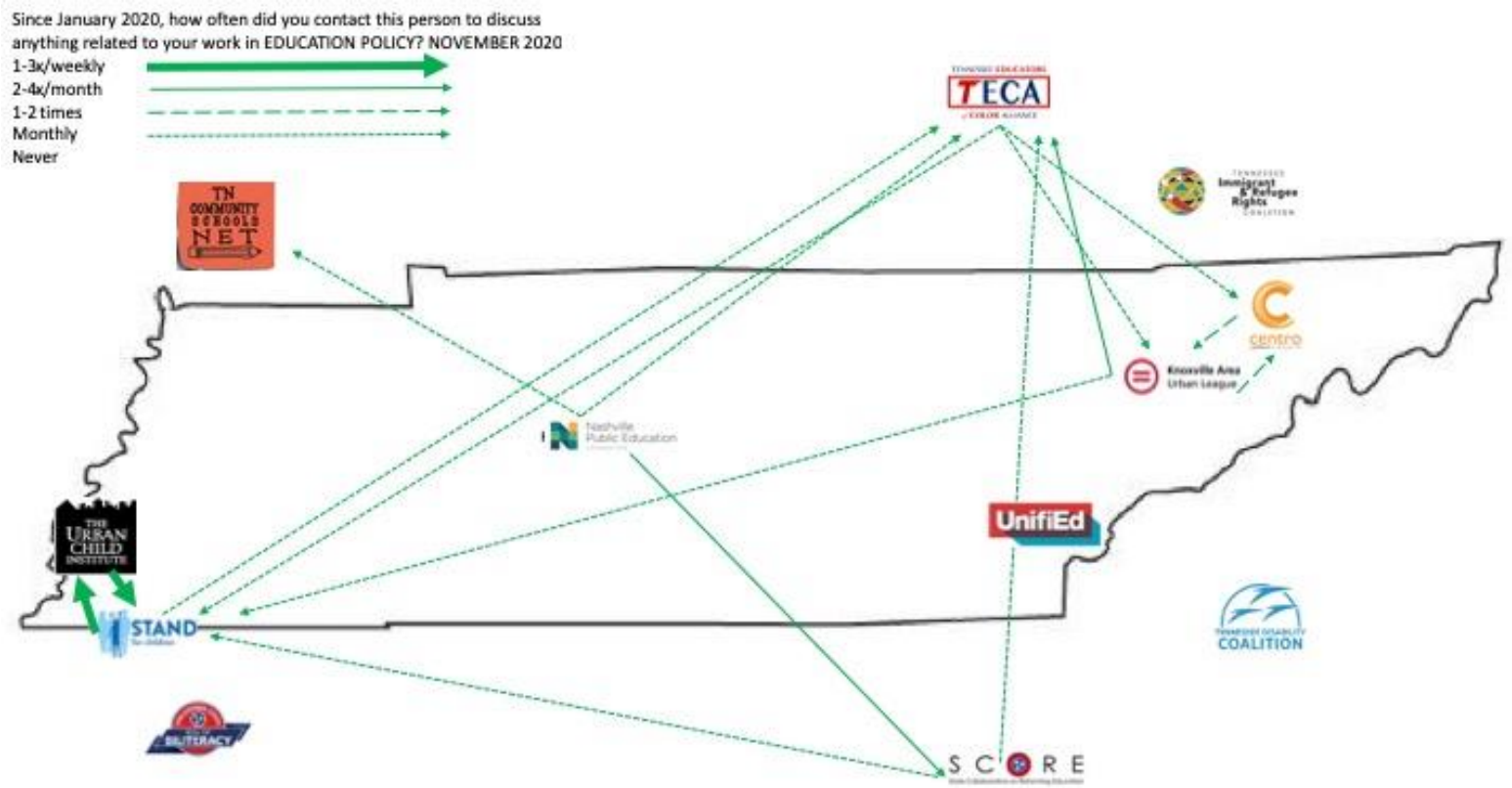
SURVEYS

- Questions consistent over time
- After each event or training
- To Alliance partners
- To Grantees



Network Exercise – School Finance Institute

1. Prior to Convening



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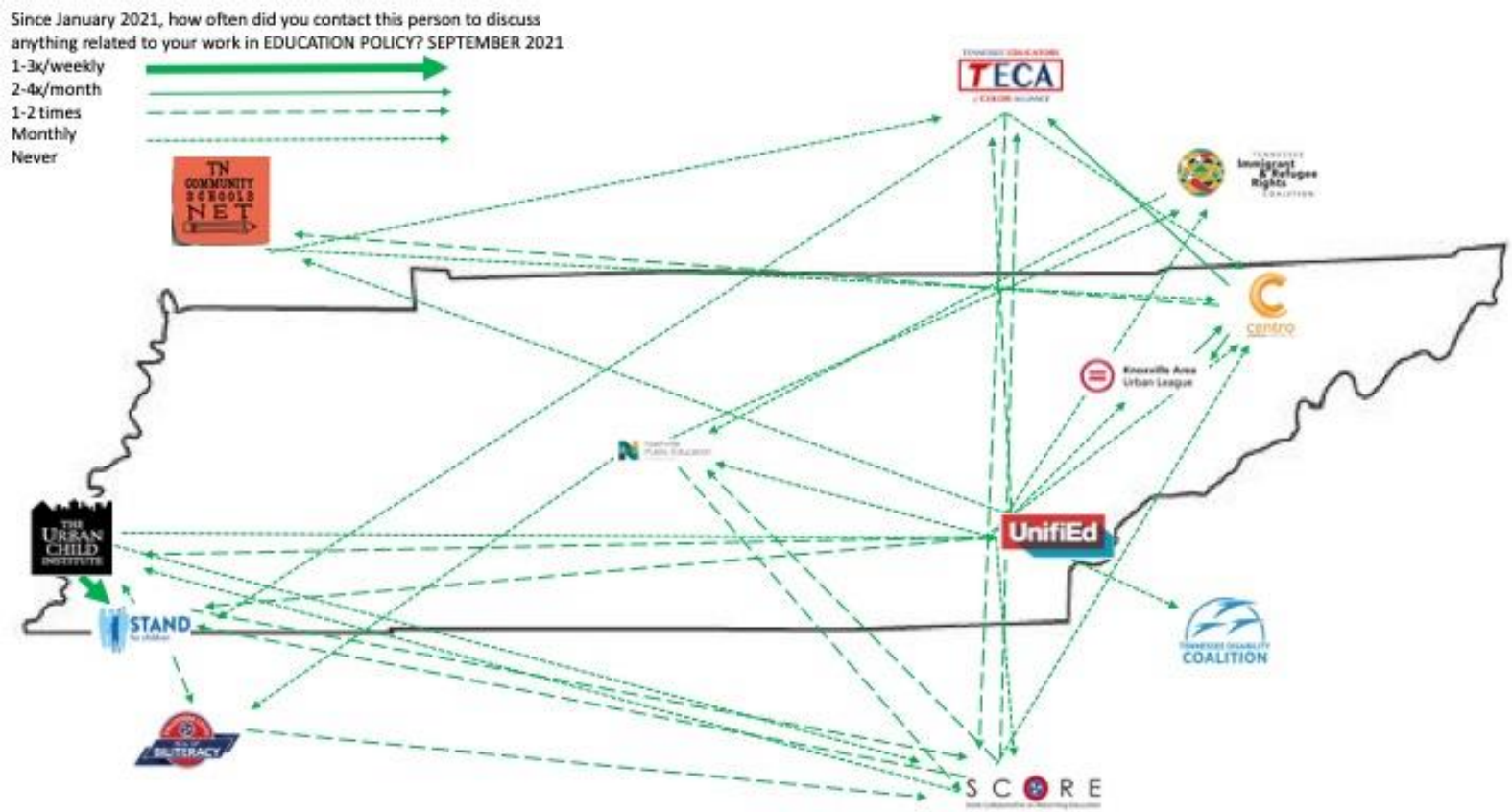
Network Exercise – School Finance Institute

2. After Institute



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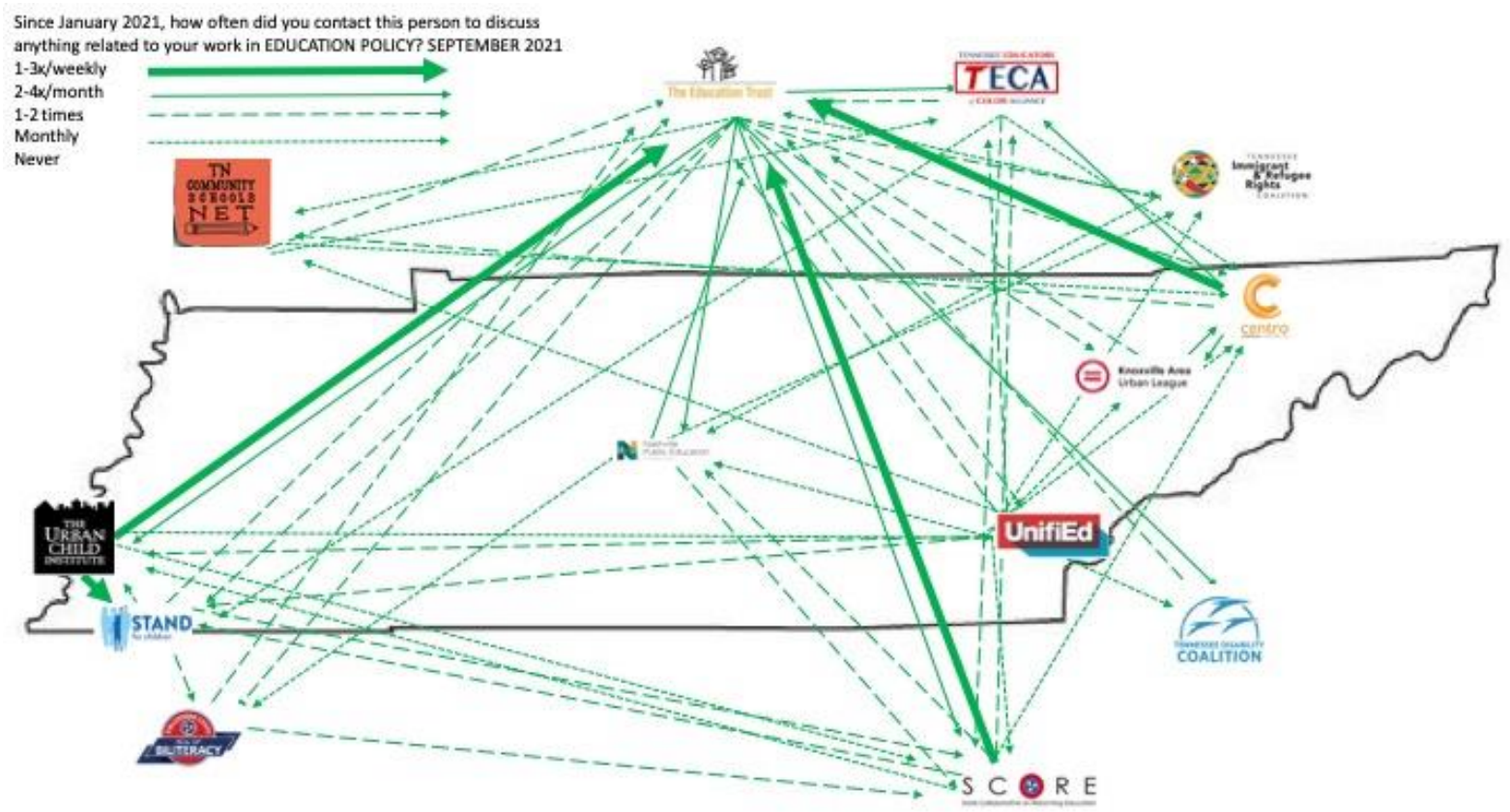
Network Exercise – School Finance Institute

3. Including Ed Trust - TN



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Q & A

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https://educationresourceequity.org/

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Find recordings of all three sessions from this Resource Equity in Action webinar series on EdTrust's YouTube page

Partners

Education Resource Strategies is a national nonprofit that partners with district, school, and state leaders to transform how they use resources (people, time, and money) so that every school prepares every child for tomorrow — no matter their race or income. Since 2004, ERS has worked with more than 40 school systems and states to improve resource equity for students by analyzing data, exploring trade-offs, planning strategically, building consensus, and monitoring progress.

The Education Trust is a national nonprofit that works to close opportunity gaps that disproportionately affect students of color and students from low-income backgrounds. Through research and advocacy, EdTrust supports efforts that expand excellence and equity in education from preschool through college; increase college access and completion, particularly for historically underserved students; engage diverse communities dedicated to education equity; and increase political and public will to act on equity issues.