RESOURCE EQUITY IN ACTION
MEASURING IMPACT AND MAINTAINING MOMENTUM
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
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**

<table>
<thead>
<tr>
<th>Inputs-capacity or capacity building for this work</th>
<th>Activities/Tactics - what is proposed to BE DONE</th>
<th>Interim Outcomes - whether capacity built &amp; audiences engaged</th>
<th>Policy Goals / Outcomes</th>
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<tbody>
<tr>
<td>Capacity</td>
<td>Policy and Communications Outreach</td>
<td>Advocacy Capacity</td>
<td>Policy Development</td>
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<tr>
<td>ET National Support:</td>
<td>Grassroots Partnerships &amp; Advocacy:</td>
<td>Organizational Capacity: (staff, interns, consultants)</td>
<td>Placement on the Policy Agenda</td>
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<td>Staffing and Leadership Development</td>
<td>Grassroots Advocacy:</td>
<td>Partnerships or Alliances: 85+ Organizational Allies</td>
<td>Policy Adoption</td>
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<td>Proposal &amp; Applications:</td>
<td>Resource Equity Task Force</td>
<td>Collaboration and Alignment: mutually supporting; alliance presentations; network analyses</td>
<td>Policy Implementation</td>
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<td>Infrastructure Development</td>
<td>TN School Finance Institute EmpowerEd</td>
<td>New Advocates (including unlikely or nontraditional)</td>
<td>Policy Monitoring and Evaluation</td>
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<td>Preparation/Planning</td>
<td>Organizing and Mobilization:</td>
<td>New Champions</td>
<td>Policy Maintenance</td>
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<td>Prep work for identifying priorities: Data</td>
<td>TN Alliance Equity in Education Dollars &amp; Sense</td>
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<td>Policy Blocking</td>
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<td>Collection, Problem Assessment, Policy Assessment, Landscape Mapping</td>
<td>Tools for others to advocate – webinars, social media campaigns</td>
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<td>Partner Development</td>
<td>Website development, Twitter, Emails,</td>
<td>More or Diversified Funding</td>
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<td>Newsletters, Op-Eds</td>
<td>philanthropy, education, local,</td>
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<td>Mentions in articles</td>
<td>Chalkbeatt relationship</td>
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<td>Chalkbeatt relationship</td>
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<td>Retreat, Weekly Meetings, Proposals:</td>
<td>Legislative Advocacy:</td>
<td>Political Will:</td>
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<td>Goal Setting, Strategy Development</td>
<td>ETT one on one meetings</td>
<td>Anecdotal from Reggie; artifact review</td>
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<td>Legislative Newsletter</td>
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<td>Legislative Bill Tracker</td>
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<td>Baylor Company Consultation &amp; Introductions</td>
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<td>Akbari &amp; Dixie relationship</td>
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<td>Barriers / Context</td>
<td>Issue/Policies Research &amp; Analysis:</td>
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<td>Watch Parties, Webinars, Round Tables,</td>
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<td>Segregation Forever</td>
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<td>Taskforce-Identified Issues:</td>
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<td>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 push our agenda forward / agreement on funding formula and equity within it</td>
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**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

**Case Study - Dollars and Sense Campaign**

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

**Launch Dollars and Sense – Jan 2021**
- Sessions kick off in Jan
- Network interviews conducted
- Surveys conducted after each session

**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

**2020**

**2021**

**Governor Announces Funding Reform Review**

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

**2022**
Evaluating our Role as a Backbone Organization

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

**ET-TN Role as Backbone Organization for TAAE**

% Agree ET-TN Achieves the Following

- **Convense stakeholders across sectors, systems, levels, related coalitions, networks, and partnerships**
- **Act with confidence based on organization’s credibility**
- **Support a set of big picture goals, vision**
- **Connect and align efforts under a common agenda, resolve competing priorities, direct resources and build bridges between groups**
- **Connect with, understand, be respected by grassroots leaders and/or related coalitions (leadership levels)**
- **Facilitate strategic planning and coordinate implementation of action plans**
- **Dedicate staff skilled in backbone functions with time to prioritize coordination & alignment**
- **Build public will, effectively communicate & help advance agenda**
- **Connect with, understand, be respected by grassroot leaders and/or related coalitions (leadership levels)**
- **Connect across geographic levels of cities, counties, regions, local/state**
- **Sustained by solid fiscal home and supportive ex Dir, organizational buy-in**
- **Use data for decision making in public, transparent way; establish systems of shared measurement & analysis**
- **Mirror geographic scope footprint of Alliance**
- **Fund development for priorities of Alliance, not only ETT**
- **Accountability for own staff and the partnership**
Network Exercise – School Finance Institute

1. Prior to Convening
Network Exercise – School Finance Institute

2. After Institute
Network Exercise – School Finance Institute

3. Including Ed Trust - TN

Since January 2021, how often did you contact this person to discuss anything related to your work in EDUCATION POLICY? SEPTEMBER 2021
- 3+ weekly
- 2-4x/month
- 1-3 times
- Monthly
- Never
Q & A
Give Us Feedback!

Please provide feedback on today’s session so that EdTrust can continue to bring you timely, impactful, and engaging events!

https://forms.office.com/r/3KvMEgYtGH
Stay in the loop!

Check out our website and join our monthly mailing list for education resource equity news, tools, and events.

Subscribe to our newsletter and find today’s resources (plus more!) at:

https://educationresourceequity.org/
Watch Our Series

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