



United Way
of New York State



Community Impact Roundtable

*Advancing the Common "Great": applying passion, clarity
and discipline to our to our goals for education, income and health*

August 13, 2009

Evaluation

46 Participants Responded out of 72 or 63%

Please take a moment to share your impressions of the roundtable. Use the comments section to tell us what was most relevant, not particularly useful and/or how you intend to use the information in your community. We'd also like your thoughts on a 2010 Community Impact Roundtable.

Advancing the Common Good – Meg Plantz

	excellent	good	fair	poor
Relevance of topic	38	8	-	-
Opportunity for participant dialogue	18	22	5	1
Chance to learn new ideas/strategies (or to improve what I already know)	24	16	6	-
Provided answers to my questions	13	17	5	-

How will you use what you learned today?

- Take back to collaboration
- Share with local Safe Harbors agency – use definitions and Community Engagement information for - Women's Leadership planning.
- We have just begun our transition to CI, working with a consultant. All of today's information was useful and inspirational!! Great things are happening out there!
- We began the move to being a Community Impact United Way but stalled out with other changes going on. Think we will re visit the materials and process.
- To help us move forward.
- To continue to train staff on concept of community impact.
- Share with Board to help implement changes.
- Attempt to engage more stakeholders in our continued transformation.
- Share at local level – new ideas/especially during introduction during education session – networking opportunity.
- Need to look at our current indicators to see if they address what is needed in the community.
- Was in training previously – reinforced concepts.
- Take a harder look at our current work to redefine how we “engage”.
- Campaign messages.
- Incorporate Meg's discussion in how I engage volunteers and communicate messages with campaigns.
- Early building blocks for community impact.
- New to UW so great background and framework to go by.
- We are about to embark on first “needs assessment” in 5 years. Plan to use the CI template presented as our guide.
- Integrate some of it into our currently evolving/operating community impact process.
- We need more assistance implementing CI, without offending long time supporters who are tied to certain agencies.
- Help me plan in my own backyard.
- There were a couple of specific points that will help me refine some of our outcomes to better measure our goals in one, possibly 2 impact areas.

- Apply information to engage stakeholders. Checklist-pressing issues in your community will be of great use.
- In everything I do at the United Way!
- To better understand dept/manager and maximize their ability to create impact within community.
- Loved the checklists and overview sheets Meg shared (like pgs. 2-18, 19, 20) and Mary shared (“Good to Great” cover sheet).
- Tools for planning.
- Make more informed decision on Community Impact Oversight Committee.
- Share with our collaboration and board as both are at the strategic planning stage so timing is perfect. Terrific tools! This will make sure we are deciding for our community but involving them in our strategic planning and not just thru surveys.
- Share with Board – amend marketing materials – refine and focus efforts rather than broad and shallow efforts.
- Good ideas about how to mark our “community impact” better – how to increase the impact.
- As an agency it provided more input on community impact. It provided me with new ideas and a better understanding.
- Present to partners and other stakeholders.
- Share information with Board, partners, collaborators, and community as it aligns with our CI implementation.

What unanswered questions to you still have?

- What UWA is doing to collaborate with community partners.
- Definition “on time” graduation.
- How the actual investment process will happen? (With the change to CI)
- How to implement in a smaller UW with limited staff and resources.
- What have been some of the pitfalls?
- Will wait til afternoon sessions for more specific dialogue and Q&A.
- Are we “doing this right”?
- I’m sure I’ll have some as we move forward – none now!
- How to accomplish it all with such a small staff!
- More information on implementation is helpful. Transitioning tools from saying we do impact to really doing it.
- I taught H.S. in NYS for over 30-years. I’m having trouble wrapping the ideas of graduating on time as a goal with the idea of all children can learn “given adequate resources” (time being one). This also relates to trying to define community. In the Orange County Community, the diversity of school districts makes this an issue in some, but not others.
- I can see where we are going to struggle with potential conflicts of interest as we move forward with Impact Councils. Our pool of folks is such that individuals who sit on councils also work for or sit on Boards who will be competing for these funds.

Other comments:

- 2nd half was rushed, perhaps “less is more” given time constraint.
- Wish that there were answers to some of the questions posed early on – due to UWA’s process there were no answers...yet.
- Great presentation – love the shift in “speak”.
- Meg is a wonderful presenter.
- Meg has my undying respect – so glad she could be here today!
- Meg has a lot of knowledge. Put her engagement on a CD so local United Way’s can distribute to Board members.
- Terrific speaker – terrific presentation. Very, very relevant and informed.

- Would like more direct access to on-line tools for outcomes measurement, data reporting forms, monitoring techniques, etc.
- Some of the strategies discussed were referenced a couple of times as “no-cost, low-cost”. I disagree; there is a significant cost to this work because it is valuable. The high cost/high value of the work of all involved, should be acknowledged/valued, but framed in a way that communicates that the cost of not being involved is much greater to the community.
- Thank you!
- Nice to affirm that we’re at least taking some small steps in the right direction – unfortunate that latter portion was “hurried” along.
- Clear and concise presentation.

Roundtable - education = 21 income =14 health=9 (please check the one you attended)

	excellent	good	fair	poor
Relevance of information that was presented	23	17	4	-
Opportunity for participant dialogue	22	17	3	-
Chance to learn new ideas/strategies (or to improve what I already know)	21	17	3	-
Provided answers to my questions	13	11	8	-

How will you use what you learned in the roundtable?

- Share ideas of literacy with Seneca County literacy partnership
- Many applicable strategies.
- Eager to work on an early childhood initiative as our United Way moves forward with CI process.
- Thanks for doing the one minute intros – great ideas.
- Made a few contacts I will call to obtain further info that will help further our work.
- I really enjoyed the roundtable!!
- Database info.
- Continue to build our initiative.
- Share with my United Way.
- NYC presentation focused on 0/8 and the bridge to connect early childhood/literacy/schools.
- New funding sources and partner ideas.
- Compare local programming/outcome targets to the NYS Early Childhood Plan.
- Campaign.
- How to better utilize volunteers in income initiatives on a basic level.
- Lots of great ideas that I can take back.
- Networking with other CASH coalitions around activities; looking at what they have done.
- Move toward preventive collaborations.
- Will begin to look at integrating early literacy and early childhood development services in family day care centers, which have become the most pre-dominant form of child care in our community. Will follow-up with UW colleagues in Buffalo, Schenectady, and Allegany (this came out of initial introductions).
- Will use data report as guide, resource and to inform our own data report which will be published this month.
- I can take a lot of new ideas home.
- To develop stronger relationships that advances the common good!
- Thanks to Mr. Frawley for all that DATA! 50 minutes for introductions was a waste of time.
- The Music Mobile’s Ruth Pelham was my favorite part of the day.
- Share with our coalition.
- I have a long list of follow ups to do after the participant sharing time! Good ideas to incorporate as well (enhance existing efforts) as new ideas to consider; great snapshots.

- Rethink “Education” to be presented in broader terms in our community – policy arena role, others to engage.
- Lots of excellent ideas about how to expand EITC program. Concrete info on collaborators, disabled services, were excellent and gave me information/ideas to build upon.
- Framing issues and conversations.

What other information would be useful to you?

- Use microphones when speaking.
- Would have liked more panel members to speak. 2 ½ hours was too long for just 2 speakers to present.
- More info on the Youth Bureau “Ready by 21” partnership.
- How to translate into campaign messages.
- Focusing on issues, investments, initiatives and resources.
- More information on workforce development.
- How to implement successful tactics without duplicating research and planning efforts.
- Cross-boundary leadership.

Other comments:

- Email names and ideas of presenters to attendees.
- Ruth was entertaining and I will look into her services some more. (Would love to see her in our area).
- I also enjoyed hearing about initiatives in various communities.
- Music Mobile was interesting and entertaining, but I had a hard time connecting to high school graduation rates or even school readiness. Great project for cultural diversity and global citizenship education, or civic engagement. “Authentic Engagement”, but a little too ‘Kumbayah’ for me.
- Presentation on CASH Buffalo was inspiring!
- Excellent idea to have quick sharing first to build network and get an “appetizer” of program expertise – thank you!!

Overall impressions of the day

	excellent	good	fair	poor
Organization and timing	30	14	1	-
Materials (briefing book & other handouts)	29	15	-	-
Chance to learn from my colleagues	22	19	2	-

Most helpful was:

- Roundtable
- Education Roundtable
- Meg was informative and a great presenter.
- Overview of Education/Income/Health and subsets of each.
- Info on state agencies working together – great website resources given. Resource book with contact info – great!
- Networking.
- Review of what community impact is and what it isn’t. Exercise with possible changes in community conditions.
- Food.
- Too many.
- Materials are a great takeaway.
- Network with other United Ways.
- Meg Plantz and how UWNYP used the CI template in their education area and initial introductions.

- Learning from M. Plantz that Community Impact is not about an RFP process or a funded partner investment process but focusing on a coalition type approach to solving problems.
- Seeing Mary Shaheen!
- NYC group and its planning success.
- Meg lecture.
- Format broad strategy in morning session followed by targeted issue, breakout session.
- Thank you for staying on time!
- Meg Plantz presentation.
- I thought the work shop was very well done and informative.
- Format of multiple presenters for Education session was excellent – lots of ideas at multiple levels – balanced time allocated well. Fun to include Ruth Pelham too!
- EITC discussions during the afternoon.
- Opportunities for dialogue and sharing
- It is about “Community” not “United Way”.

I would have like more time for:

- Examples from other UW and UWA.
- Visiting health and income segments without having to choose just 1 roundtable
- Participating in more than 1 roundtable (2)
- Sharing of current work and best practices and networking.
- Networking – meeting other area UW’s – lunch time was great time for this but too short.
- Whole day with Meg – I seem to never be able to learn all that I crave in general impact knowledge.
- Too much time between bathroom breaks.
- Would love more from Meg.
- A more in depth review of the NYC experience in education, implementation issues, etc. More examples of UW’s involved in education collaboratives.
- In depth learning in impact area.
- Discussion of how to communicate with and manage funding partners during funding transition to impact funding. Also more work on outcomes, measures, gathering/assessing data, communicating results, etc.
- Lunch interaction with peers.
- Peer-to-peer learning. There’s a richness of discussion that takes place in person that isn’t easily accomplished in email exchanges and electronic forums.
- Small group discussions (5-10 people)
- Everything – would have loved to have been at all the roundtables. I heard they were great.

Overall comments: Please share any further thoughts you have about the roundtable, the presenter and the information you received today. Feel free to share your comments about what would have improved the overall experience.

- The presenter in the morning was great, just would have loved to hear about examples from UWA.
- Education Roundtable format was awesome.
- Great opportunity, look forward to more in the future.
- The only thing I would ask that be considered is to have the conference spacing and participants considered, is to have it at a place like the Desmond where it is on –site and encourages networking for those that need to stay over and can’t commute in one day.
- This is a GREAT venue. Please try to secure this for future years. Easy to find, close to accommodations, spectacular acoustics, comfortable and practical seating.
- Keep having them.
- As we went around the room initially during the Ed. session there were several education initiatives that would have provided instructive guidance on how it works. Would have been better (for me) to hear from them rather than about the NYSECAC.

- Good workshop overall.
- There was a little time to learn from my colleagues – which was good. I came to hear from experts like Meg.
- Great day, thanks!
- Morning session dragged on too long. Break-out into discussion groups would be better.
- Received too much paper that I will not have time to read.
- I wish we were able to get more of our Board involved but distance precludes that from happening. Those with jobs would lose two days of work.

Looking ahead to 2010

Would you participate in a community building roundtable if one were held in 2010?

34=Yes 0=No 4=maybe

What topics would be most useful to you?

- Roundtable on all 3 United Way pillars of good life for all participants
- More time for sharing ideas and networking. Would people come for a day and a half? Day 1- 1pm-4:30pm-networking and sharing by platform. Day 2- 9-4- formal programming.
- Youth related.
- Measurement tools and data collection resources.
- Progress made during year.
- How UWA and local UW's make decisions, communicate and deal with what "we get out of"
- National strategies on health if developed by then.
- Expanding upon work in Education, Income and Health. By this time next year, we should have a great collective idea of how we will implement and will need continued guidance.
- Product Development.
- Not sure need to see agenda or at least preliminary plan for topics.
- Continuation of the building blocks discussion with examples (Education, Income, and Health).
- Translating the broad, abstract, academic product of "sustained, positive community change" into sub-categories of products (with explicit value propositions) that resonate with key stakeholders (donors, community partners, policy leaders, etc..) because it's tough to engage them with a one-size fits all highly theoretical community wide outcome.
- Depending on location; Albany is good!!
- A follow-up to today's program because today's program was very helpful and applicable to where we are now as an organization.
- Continue with feature speaker from United Way of Westchester and Putnam (UWA).
- How to balance interests of collaborative partners, ex., banks work with us, but won't work together.
- Too early to tell, more about Youth Bureau – UW in Orange County Carol Chichester? Checking in on progress toward graduation goals, reaching community in "authentic" ways.
- Marketing information on tying outcomes of community impact to investment opportunities.
- System redesign (shared services, mergers, co-op media buys, etc.)
- Advocacy – how to incorporate into strategies, legal do's and don'ts.
- Continued work with implementation of community impact including development of an RFP – potential conflicts of interest, marketing of our message.

Please share any final thoughts you have on how we can collectively improve community impact efforts around New York State or how United Way of New York State can assist you.

- Reports, articles, in newspapers, websites, re-information. Great day, thank you.
- All presenters seem to speak from, the big picture view point, i.e., Metro 1's and 2's etc. It could be beneficial in the future to have smaller UW's make presentations – we all struggle with “how to do it” with very limited resources.
- Music mobile – fun way to end the day!
- As always, thank you, Mary et.al. for a great day!
- NYS Board can push a common marketing message that all United Way's use.
- It is a long drive from Western NY. Could we leave/end by 3:45, maybe start at 8:30? Would it be possible to hold one mid-state?