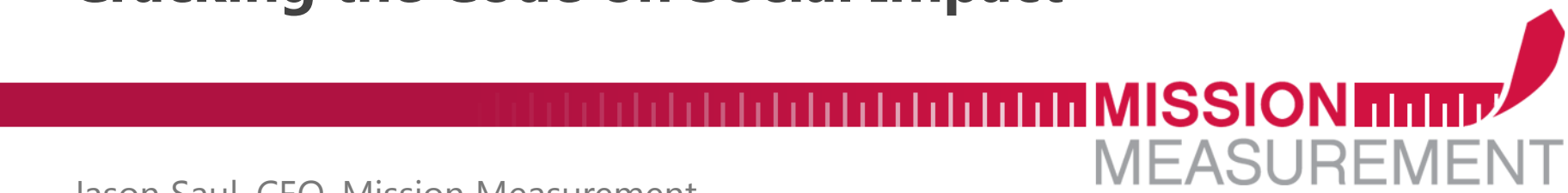
Cracking the Code on Social Impact



Jason Saul, CEO, Mission Measurement

Walt Disney Parks & Resorts
Discover Together Symposium

January 28, 2014

The Three Myths of Evaluation

1. Randomized Control Trials (RCTs) are the gold standard

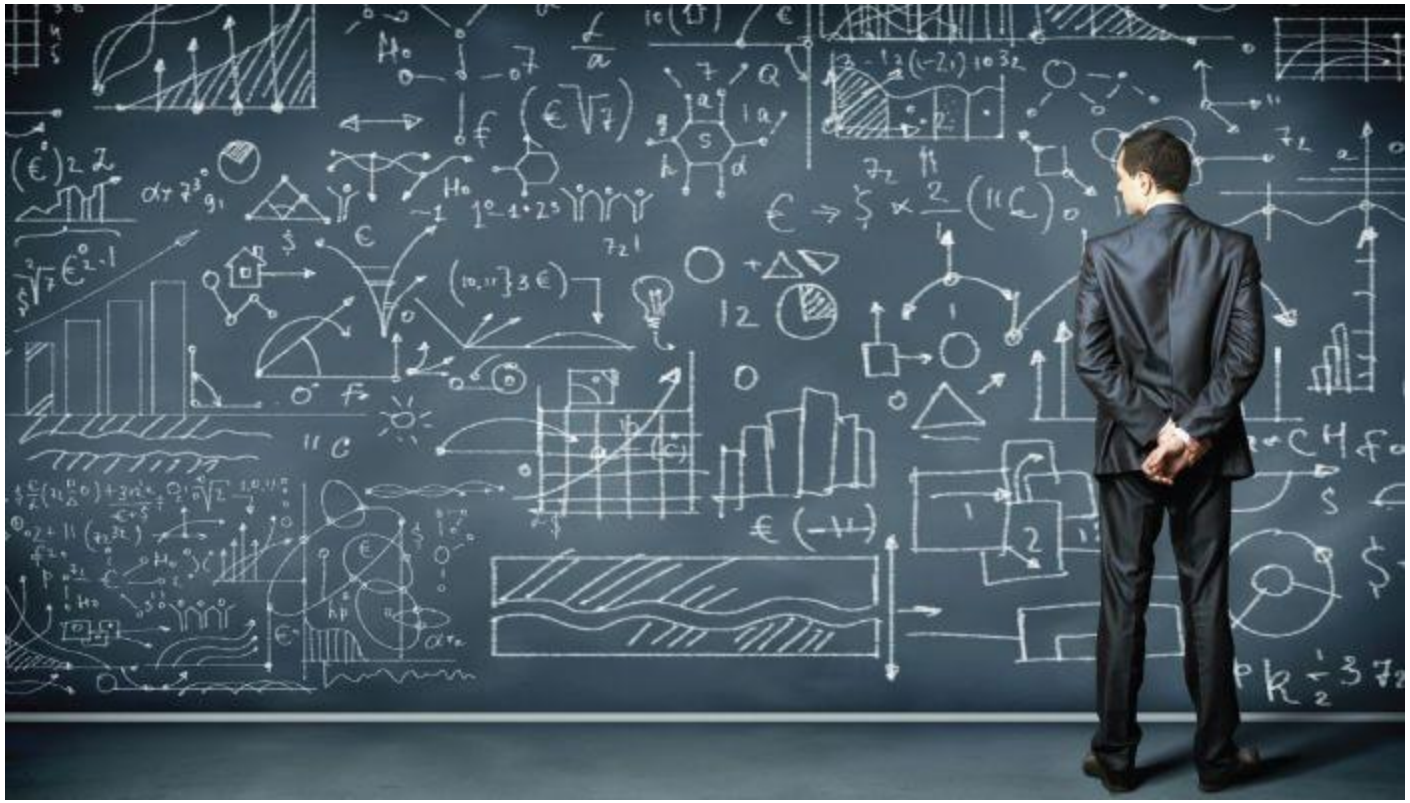
2. Shared measurement systems are the best way to aggregate impact

3. We need to build practitioners' capacity to measure their own impact

Can’t Compare Apples and Oranges But You Can Compare Their Contribution to Nutrition

MISSION MEASUREMENT

How Many Outcomes in the Social Sector?



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We Now Have a Common Outcomes Taxonomy

High-Level Program Classification	Specific Program Typology	Program Type Index	Standardized Outcome Classification	Standardized Sub Outcome Classification	Standardized Beneficiary Classification	Outcomes Indexed By Program Types
Education	Early Childhood Education	B03.02	**Improve academic achievement**	**General/other**	Pre-kindergarten	B03.02 – 007a
Education	Early Childhood Education	B03.02	**Improve school quality**	**School curriculum**	Pre-kindergarten	B03.02 – 009d
Education	Early Childhood Education	B03.02	**Improve school quality**	**Teacher effectiveness**	Pre-kindergarten	B03.02 – 009e
Education	Early Childhood Education	B03.02	**Increase access to education**	**General/other**	Pre-kindergarten	B03.02 – 010a

Source: MM Analysis

Which Makes Measurement Easier…

	Illustration	Definition
 **Efficacy Rate**	Efficacy Rate = 60%	**60%** Projected likelihood that a program will achieve an intended outcome
 **Expected Outcomes**	Efficacy Rate x Reach = 600	**600** Total number of people served by a program that are achieve a positive outcome
 **Cost per Outcome**	$\frac{Program\ Cost}{Expected\ Outcomes}$	**$1,667** Amount needed to produce a unit of impact for a given program

Measure the Contribution to Common Outcomes

Impact

Enhancing Child Well-Being

Outcome

Increasing Family Time and Strengthening Bonds

Strategies for Shared Discovery

Family Dinners

Family Entertainment

Family Volunteering

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Funders Can Also Move from Activities to Outcomes

We funded **10 partner** programs to develop STEM proficiency

$25M in Total Grants

4M People Reached

Our partners put **105,000** individuals on track to STEM Proficiency

$2500 per STEM Proficient Child

80% of Students on Track

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What This Means…

1. Agree on common outcomes for our work

2. Universalize measurement

3. Create benchmarks

4. Identify best practices, synergies and program design elements

The Social Capital Market is on the Horizon

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About Mission Measurement

Mission Measurement is the world leader in measuring social outcomes. We leverage our collective experience in the corporate, government and nonprofit sectors to help organizations make better decisions and design better strategies. Our aim is to use our proprietary methodologies and data to help our clients achieve *twice* the social impact for *half* the cost.

Our rigorous market research measures how social strategies affect the behavior and loyalty of customers, employees, investors and other stakeholders

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