

# Cracking the Code on Social Impact

The logo for Mission Measurement features the word "MISSION" in red and "MEASUREMENT" in grey, separated by a red graphic element that resembles a stylized bar chart or a ribbon. The red graphic element consists of a series of vertical bars of varying heights, with the tallest bar on the right side, which curves upwards and to the right, ending in a pointed tip.

**MISSION**  
MEASUREMENT

Jason Saul, CEO, Mission Measurement

Walt Disney Parks & Resorts  
Discover Together Symposium

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# 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

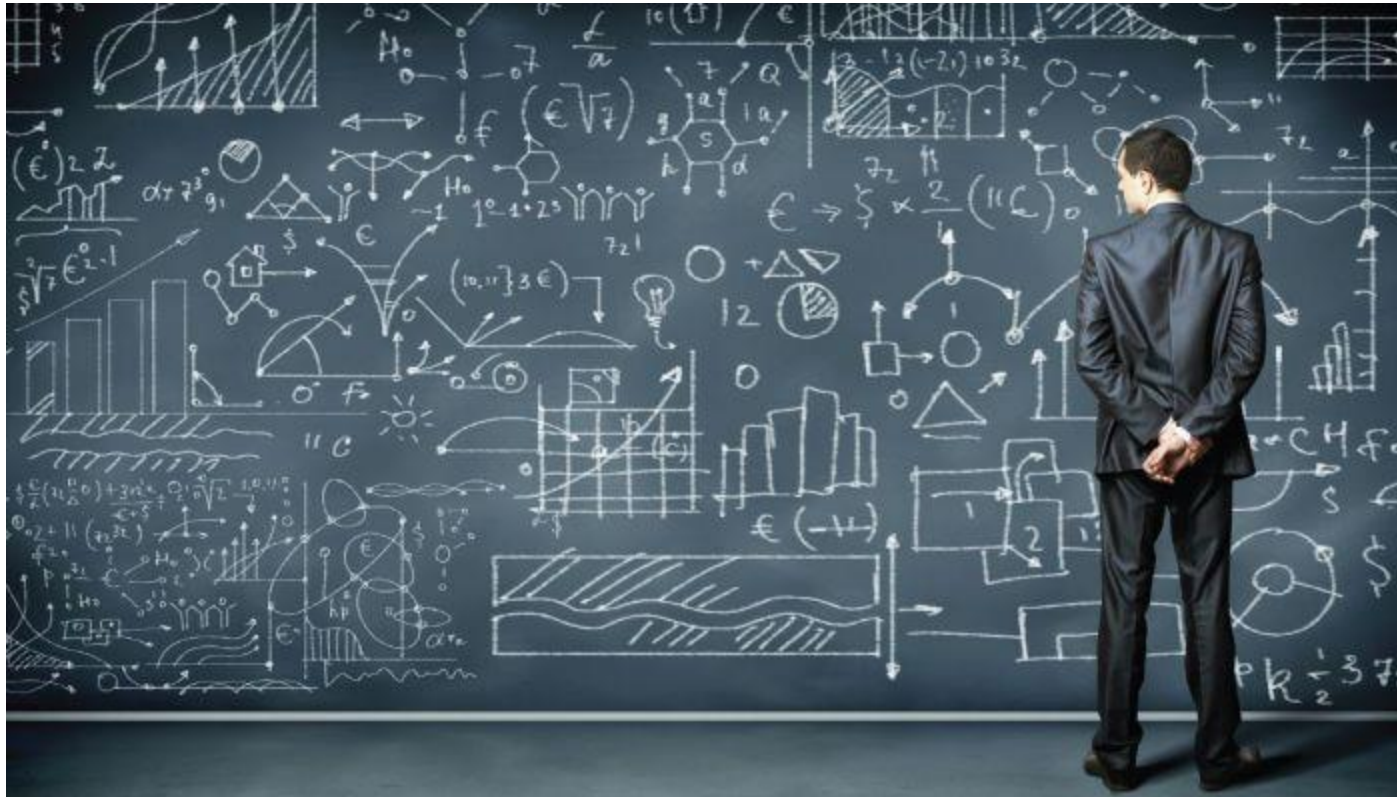
# Can't Compare Apples and Oranges But You Can Compare Their Contribution to Nutrition



<b>Nutrition Facts</b>		
Serving Size 1 cup (228g)		
Servings per Container 2		
<b>Amount Per Serving</b>		
<b>Calories</b> 280	<b>Calories from Fat</b> 120	
		<b>% Daily Value*</b>
<b>Total Fat</b> 13g		
Saturated Fat 5g		
Trans Fat 2g		
<b>Cholesterol</b> 2mg		
<b>Sodium</b> 660mg		
<b>Total Carbohydrate</b> 31g		
Dietary Fiber 3g		
Sugars 5g		
<b>Protein</b> 5g		
Vitamin A 4%		
Calcium 15%		
<small>*Percent Daily Values are based on a diet of other people's secrets. Percent Daily Values are based on a diet of other people's secrets. Percent Daily Values are based on a 2,000-calorie diet. Values may vary.</small>		
<b>Calories:</b>		
Total Fat	Less than	6g
Sat Fat	Less than	20g
Cholesterol	Less than	300mg
Sodium	Less than	2,400mg
Total Carbohydrate		300g
Fiber		25g
		375g
		30g
<b>Calories per gram:</b>		
Fat 9		Protein 4
		Carbohydrate 4



# How Many Outcomes in the Social Sector?



# 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	<b>Improve academic achievement</b>	<b>General/other</b>	Pre-kindergarten	B03.02 – 007a
Education	Early Childhood Education	B03.02	<b>Improve school quality</b>	<b>School curriculum</b>	Pre-kindergarten	B03.02 – 009d
Education	Early Childhood Education	B03.02	<b>Improve school quality</b>	<b>Teacher effectiveness</b>	Pre-kindergarten	B03.02 – 009e
Education	Early Childhood Education	B03.02	<b>Increase access to education</b>	<b>General/other</b>	Pre-kindergarten	B03.02 – 010a

Source: MM Analysis

[Cracking the Code on Social Impact] | [January 2014]

# Which Makes Measurement Easier...

## Illustration

## Definition



Efficacy Rate = 60%

**60%**

Projected likelihood that a program will achieve an intended outcome



Efficacy Rate x Reach = 600

**600**

Total number of people served by a program that are achieve a positive outcome



$$\frac{\textit{Program Cost}}{\textit{Expected Outcomes}}$$

**\$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**

# Funders Can Also Move from Activities to Outcomes

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

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

**\$25M in Total Grants**



**\$2500 per STEM Proficient Child**



**4M People Reached**



**80% of Students on Track**





## 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



# 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



Mission Measurement

[www.missionmeasurement.com](http://www.missionmeasurement.com)

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