

Mission Impact Council

Three Year Review and Celebration



Celebration Agenda

- MIC Beginning Sessions in 2013 & 2014
- MIC work in 2014, 2015, and 2016
- Social Innovation Lab Concept & Process
- Somali Social Innovation Lab
- Impact of MIC Work on MIC Members
- MIC Video



What is the Mission Impact Council's Story?



“The world as we know it is built on a story. To be a change agent is, first, to disrupt the existing Story of the World, and second, to tell a new Story of the World so that those entering the space between stories have a place to go.”

– Charles Eisenstein, Author/Speaker

The Partnering Organizations

Guide vision and strategy
Support aligned activities
Establish shared metrics
Build public will
Advance policy
Mobilize funding



The Story that Needs to Be Transformed

- **Demographics:** Minnesota is experiencing a unique demographic revolution.
- **Disparity:** Minnesota's aggregate social indicators are among the best in the country, but the disparities between racial groups are some of the worst.
- **Workforce:** White baby boomers are retiring and will be replaced by a much more diverse workforce.
- **Youth Development:** The existing education and employability systems are not adequately preparing youth of color.
- **Long-Term Consequences:** We will need to increase opportunity and equity for all youth to foster the healthy communities and economic growth needed for a greater Twin Cities.



Adapted from the Brookings Institution, March 17, 2015

Our Approach

A top-down view of a group of people's hands stacked together in a circle. The hands are of various skin tones and are wearing different colored sleeves, including white, black, teal, and grey. The background is a dark, patterned fabric. The overall image conveys a sense of unity and shared purpose.

The Mission Impact Council convenes diverse organizations to work together for positive social change through developing innovative and community-based solutions that change life opportunities for the Twin Cities urban core and underserved.

Mission Impact Council 2013 Beginning Goals

- ✓ **PROGRAMS:** Increase innovative, community-based initiatives that directly impact the urban and underserved populations.
- ✓ **PARTNERSHIPS:** Increase the number of organizations working together for social change.
- ✓ **EDUCATION:** Increase awareness and understanding of the social issues and needs of the urban and underserved communities.
- ✓ **YOUTH DEVELOPMENT:** Increase all of our capacity to foster social responsibility in youth.
- ✓ **IMPACT:** Positively impact the opportunity gap for the urban and underserved populations.



A Short History of the Mission Impact Council

2013 to 2016

First MIC Meeting



Mission Impact Council Process & Timeline

Key:

Foundation

Community Exploration

Initiative Development

2013 >

2014 >

Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Define Social Responsibility													

Internal Communications

Why Define Social Responsibility?

Six Months • Over 30 Organizations

- **Clarification:** Little agreement about what it means.
- **Assessment:** Many benchmarks and assessment tools for “youth development” and “healthy living,” but not for “social responsibility.”
- **Community Engagement:** Can guide how to best engage and serve diverse communities.
- **Impact:** Organizations that benchmark and grow their social responsibility can together create a greater Twin Cities future for all youth.



10 Characteristics of a Socially Responsible Organization

Mission

Articulates how it will transform the world.

Partnerships

Works collaboratively for more comprehensive change.

Inclusion

Engages the people it serves to co-create change.

Authenticity

“Walks the talk.”

Empathy

Understands how other people see the world.

Equity

Fosters social justice and works to eliminate disparities

Systems

Works to change systems for long-term and sustainable change.

Strengths

Honors and builds on community’s diverse talents and cultures.

Family

Strengthens the family’s capacity to raise thriving youth.

Accountability

Uses metrics to track effectiveness

Mission Impact Council Process & Timeline

Key:

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2013 >

2014 >

Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Define Social Responsibility													
	Understand Collective Impact initiatives												

Internal Communications

Why a Collective Impact Initiative?

Problems are multidimensional.

No single organization can solve everything by themselves.

Each organization possess unique capabilities to contribute.

A way to increase our individual and collective organizational impact.



“Nothing will work, but everything might.” Clay Shirky

Five Conditions for Collective Impact Success



Common Agenda

- Keeps all parties moving towards the same goal.

Common Progress Measures

- Provides real data about outcomes

Mutually Reinforcing Activities

- Leveraged everyone's expertise as part of the whole.

Communications

- Fostering a culture of collaboration

Infrastructure

- Managing the collaboration.

Mission Impact Council Process & Timeline

Key:

Foundation

Community Exploration

Initiative Development

2013 >

2014 >



Internal Communications

Criteria for Focusing MIC's Collective Impact Work

The Work must:

1. Be Youth-Centered
2. Co-Journey With the Community
3. Possess Clear Metrics
4. Eliminate Racial, Economic, & Achievement Disparities
5. Be Socially Innovative
6. Be Action-Oriented
7. Drive Policy
8. Include and Engage Diverse Voices



Mission Impact Council Process & Timeline

Key:

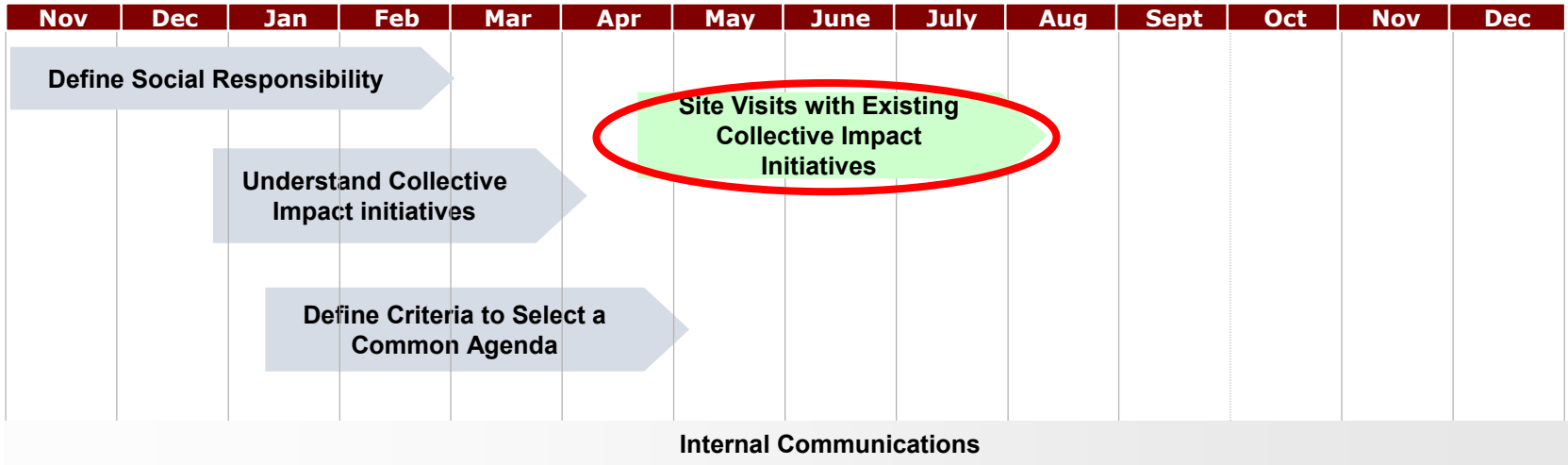
Foundation

Community Exploration

Initiative Development

2013 >

2014 >



What Can the MIC Uniquely Contribute?

Initiative	Common Agenda
Northside Achievement Zone	Prepare youth to graduate from high school ready for college in the “zone” of north Minneapolis
Saint Paul Promise Neighborhoods	Provide the academic and social supports children need for school and life in Saint Paul’s Frogtown and Summit-University neighborhoods
Sprockets	Improves the quality, availability and effectiveness of out-of-school time learning for all youth in Saint Paul
Generation Next	Accelerate educational achievement of all children from early childhood through early career in Twin Cities
Mission Impact Council	We visited each initiative to look for what we could uniquely contribute and not duplicate.

Mission Impact Council Process & Timeline

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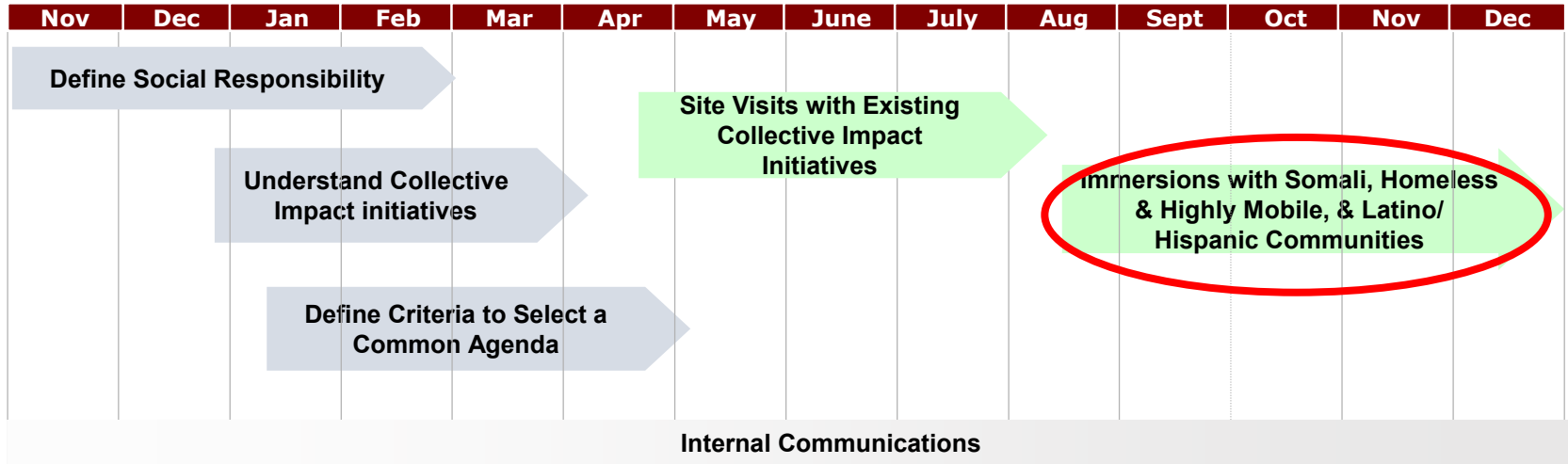
Foundation

Community Exploration

Initiative Development

2013 >

2014 >



12-Month Journey to Identify Key Gaps & Opportunities

Six Community Immersions

Somali
Community

Homeless and
Highly Mobile
Community

Latino/ Hispanic
Community

Hmong
Community

African-
American
Community

Indigenous/
Indian
Community

Exploring Six Topics

Youth Development

Employment

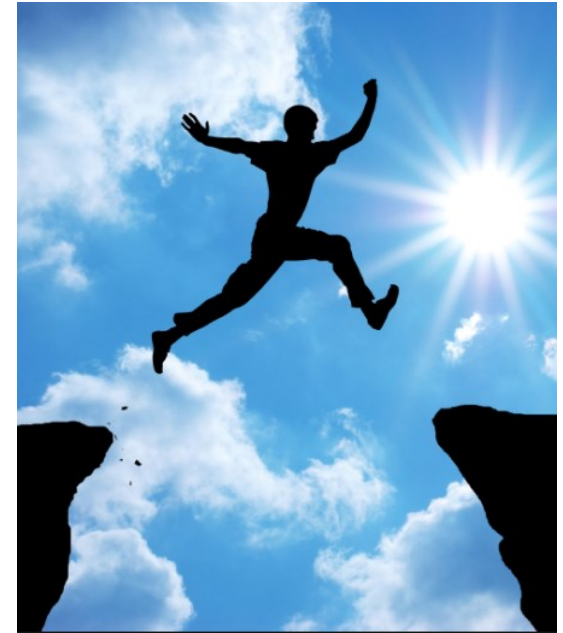
Education

Health & Wellness

Diversity & Inclusion

Support Services

Documenting Data to Guide the Common Agenda



Sample Opportunities and Gaps from Somali Community Conversation

East African Youth Development Opportunities

How Might We Collaboratively Address These Issues?

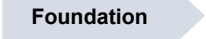
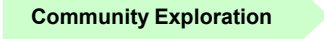

Program Access

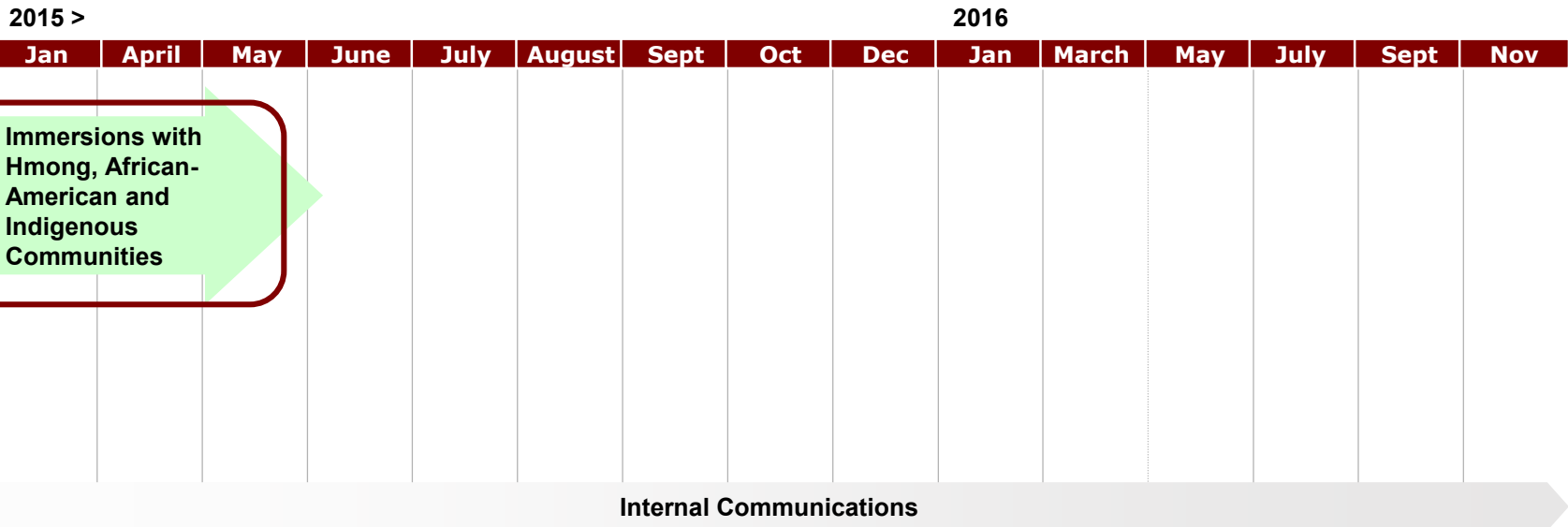
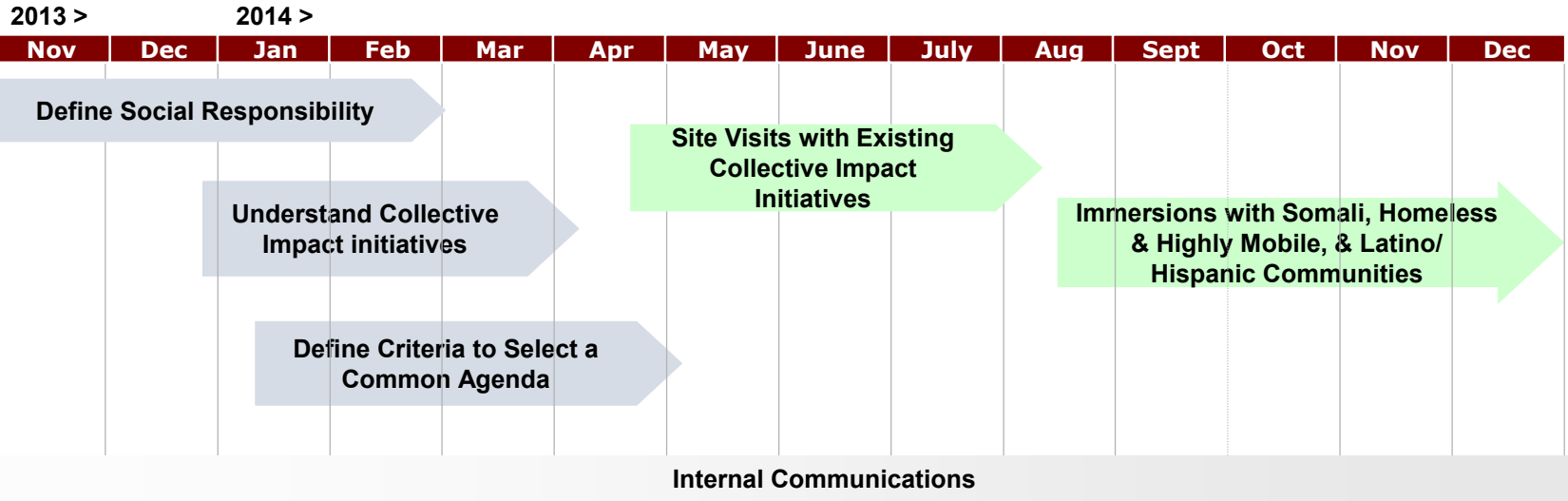
Program Fit

Issue	Opportunity	Insights
Funding	Create added funding to support already successful programs.	Successful community-based programs can't scale widely.
Communication	Better inform families about existing youth opportunities.	Informal social networks may be one avenue to share about YD options.
Transportation	Eliminate transportation as a barrier to youth involvement.	Can be a basic and important obstacle to participation.
Space	Find more spaces for after school and summer activities	Big obstacle to equity. Perhaps East African Community Center in TC.?
Sustainability	Find ways to sustain successful youth programs.	Many past examples of successful efforts that disappeared.
Family Involvement	Find better ways to include, involve, and support families lead role in youth development.	Families sometimes only trust Faith Centers. Need to be involved and earn their trust. Need child care.
Cultural Competence	Bridge gaps and understanding between East African community and mainstream programs.	Can experience exclusion, cultural discrimination, stereotypes, racism by appearance or differences.
Professional Development	Promote added professional development for emerging leaders working with EA youth.	Strong connections with leaders that could benefit from added training.
Mental Health	Create resources and give skills to deal with this issue.	Need professionals with cultural competencies. Reframe PTSD as health issue versus racial issue. Break code of silence around issues.
Special Needs	Want programs to serve all needs (e.g. mental health, autism).	Essential to increase capacity to provides services in complicated areas.
Faith Center Partnerships	Grow Faith Centers' capacity to support youth development (act as Mosque and Community Center.)	Faith Centers cautious after 9/11. Partnerships with others could bring knowledge, credibility and trust.
Leadership Development	Support East African youth becoming creative problem solvers and leaders in their personal and civic lives.	Youth sometimes disconnected and need to develop commitment to wider community good. Who will be the next generation of leaders?

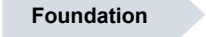
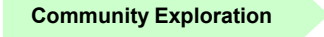

Sample

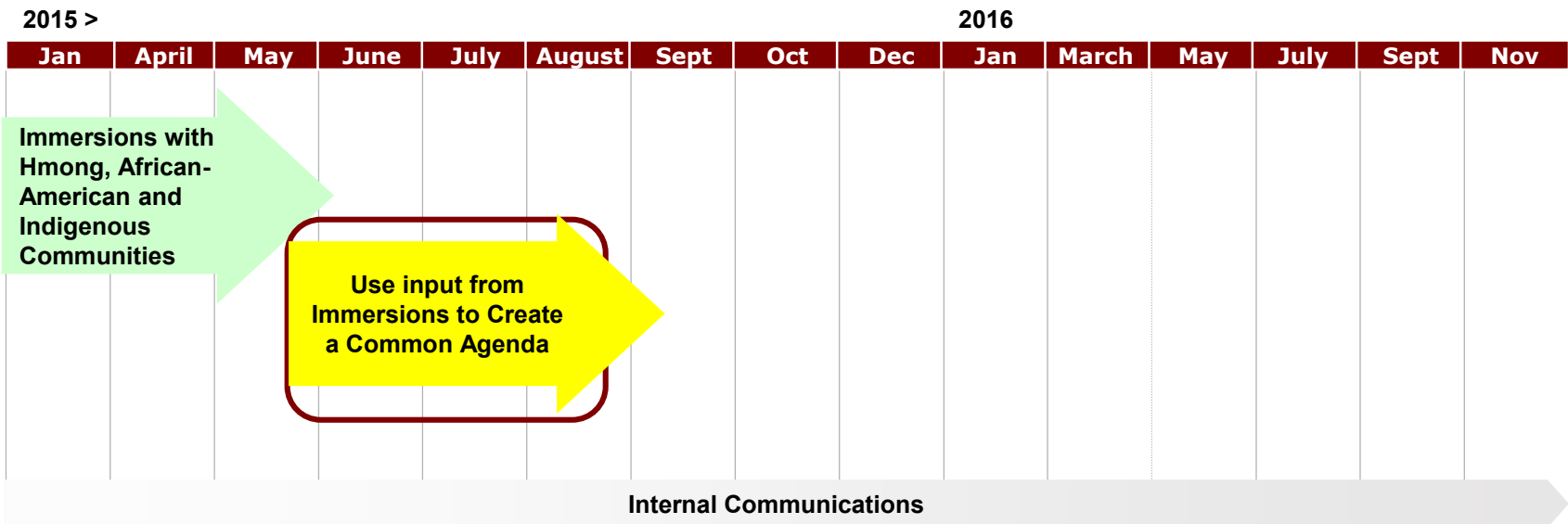
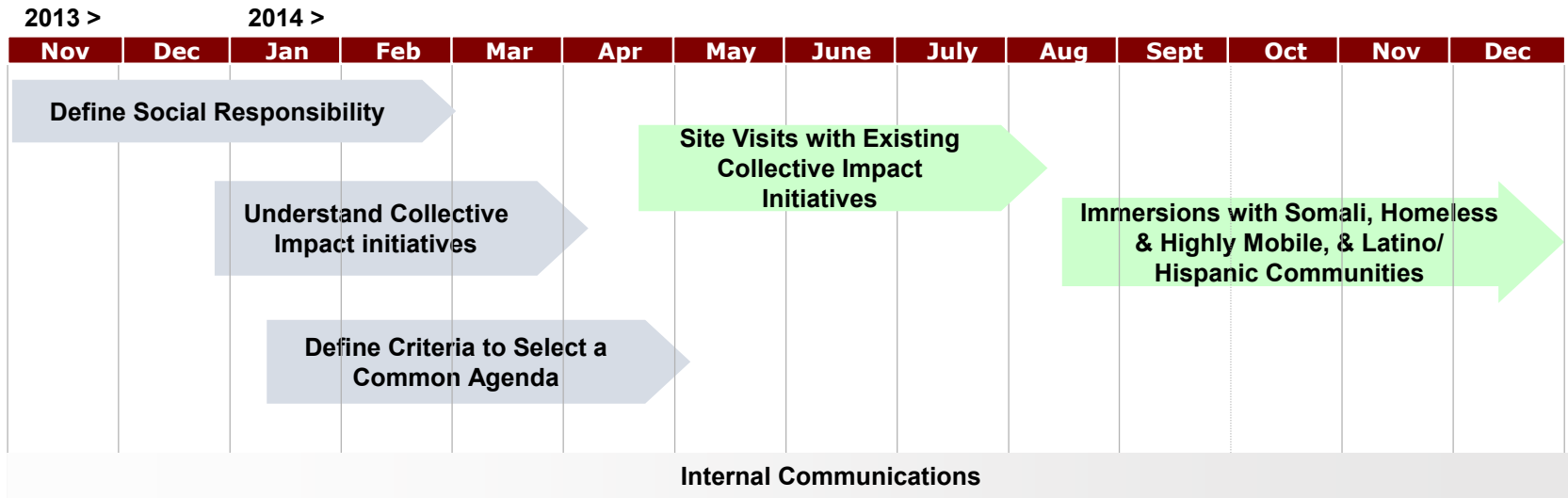
Mission Impact Council Process & Timeline

Key:  Foundation  Community Exploration  Launch



Mission Impact Council Process & Timeline

Key:  Foundation  Community Exploration  Initiative Development



Mission Impact Common Agenda

Common Agenda

“To increase opportunities and equity for 12 to 24-year-olds that result in young people thriving as socially responsible, culturally competent leaders and employees that will create a greater Twin Cities.”



Youth Development & Leadership

Youth as Shapers and Makers that Provide Leadership for a Greater Twin Cities.

Employability

Youth as Shapers and Makers to Become the Twin Cities' Successful Innovators, Entrepreneurs, and Workers in a Global Economy.

The Common Agenda

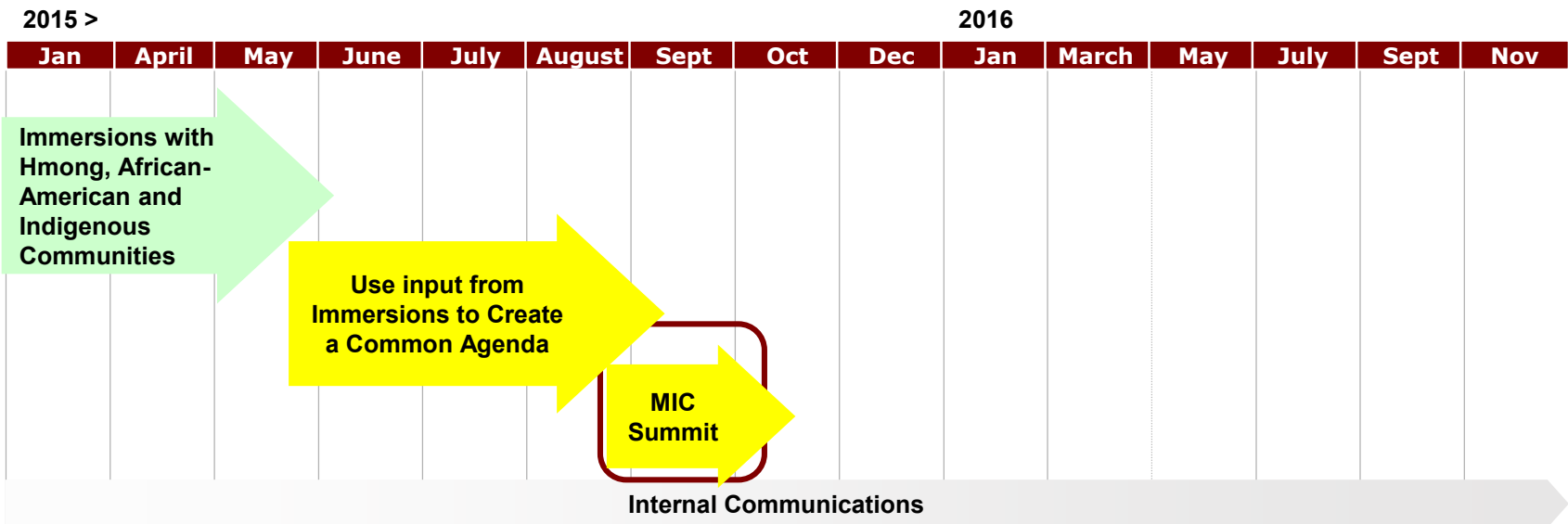
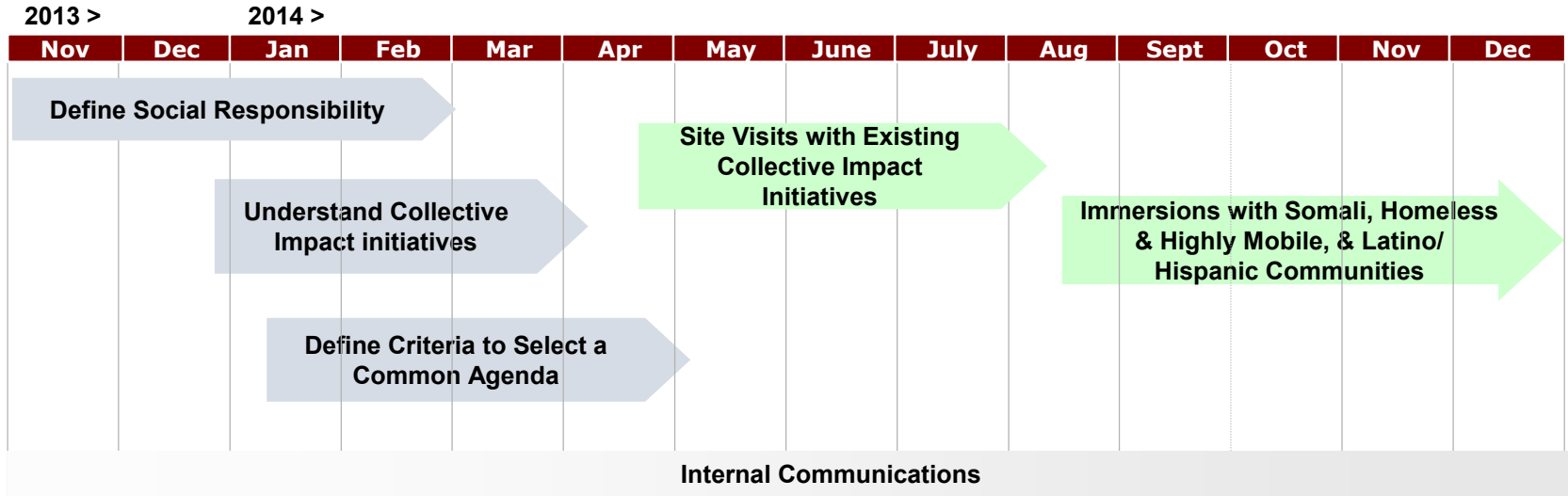
Cultural Competence

Youth as Shapers and Makers of a Greater Twin Cities Where All Cultural Groups are Valued, Thrive, and Work Together for Positive Change.



Mission Impact Council Process & Timeline

Key: Foundation Community Exploration Initiative Development



MIC September 2015 Summit

The Event

Official
Launch of the
MIC

Attended by
500+ People

Held at
University of
Minnesota
Conference
Center

The Program

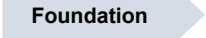
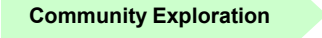

Keynote
Speakers,
Panel

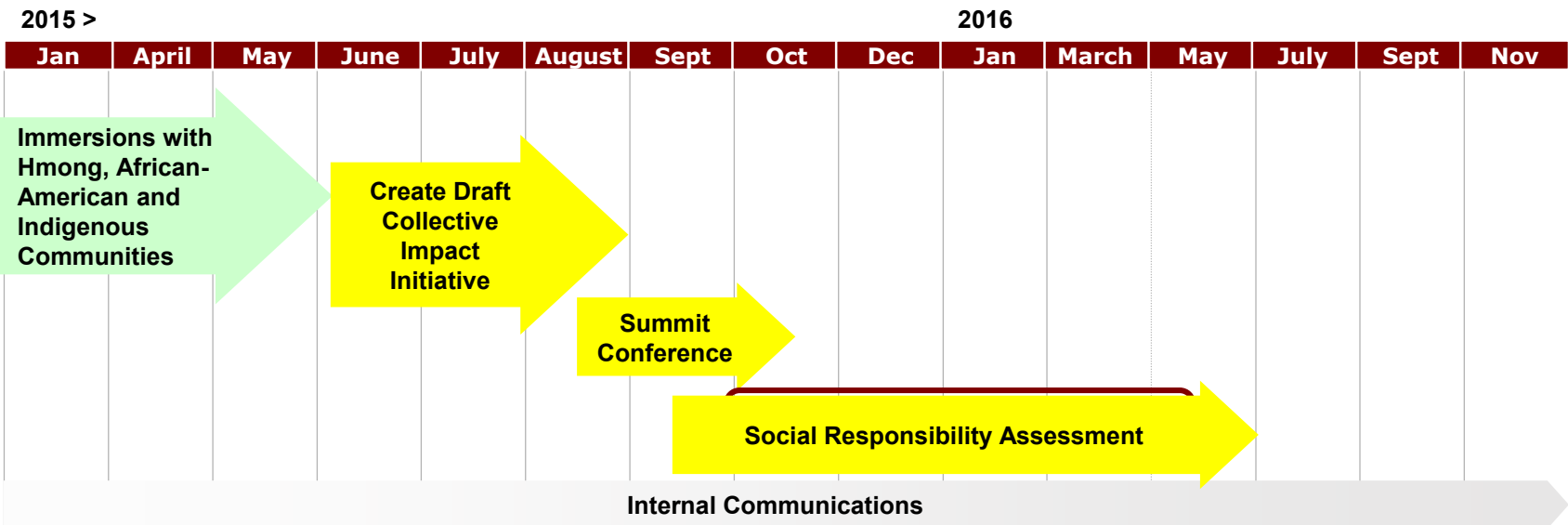
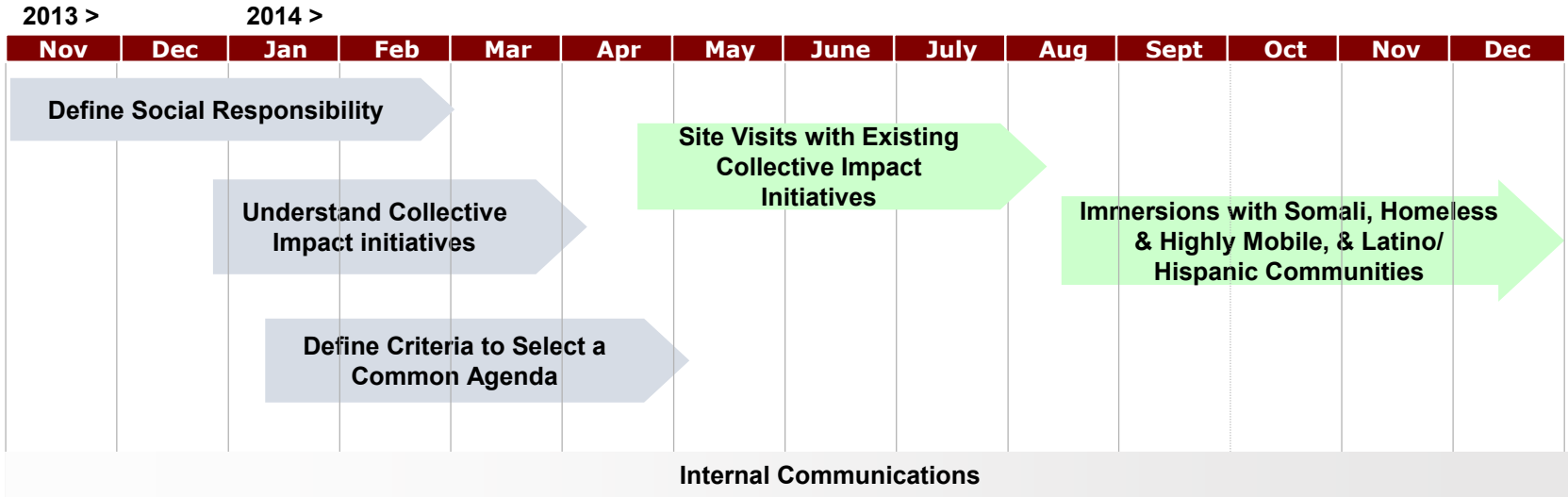
Presentations by
African-
American,
Somali, Hmong,
Hispanic-Latino,
Native American
and Homeless
and Highly
Mobile
Communities

Four Design
Challenge
Groups

Call to Action

Mission Impact Council Process & Timeline

Key:  Foundation  Community Exploration  Initiative Development

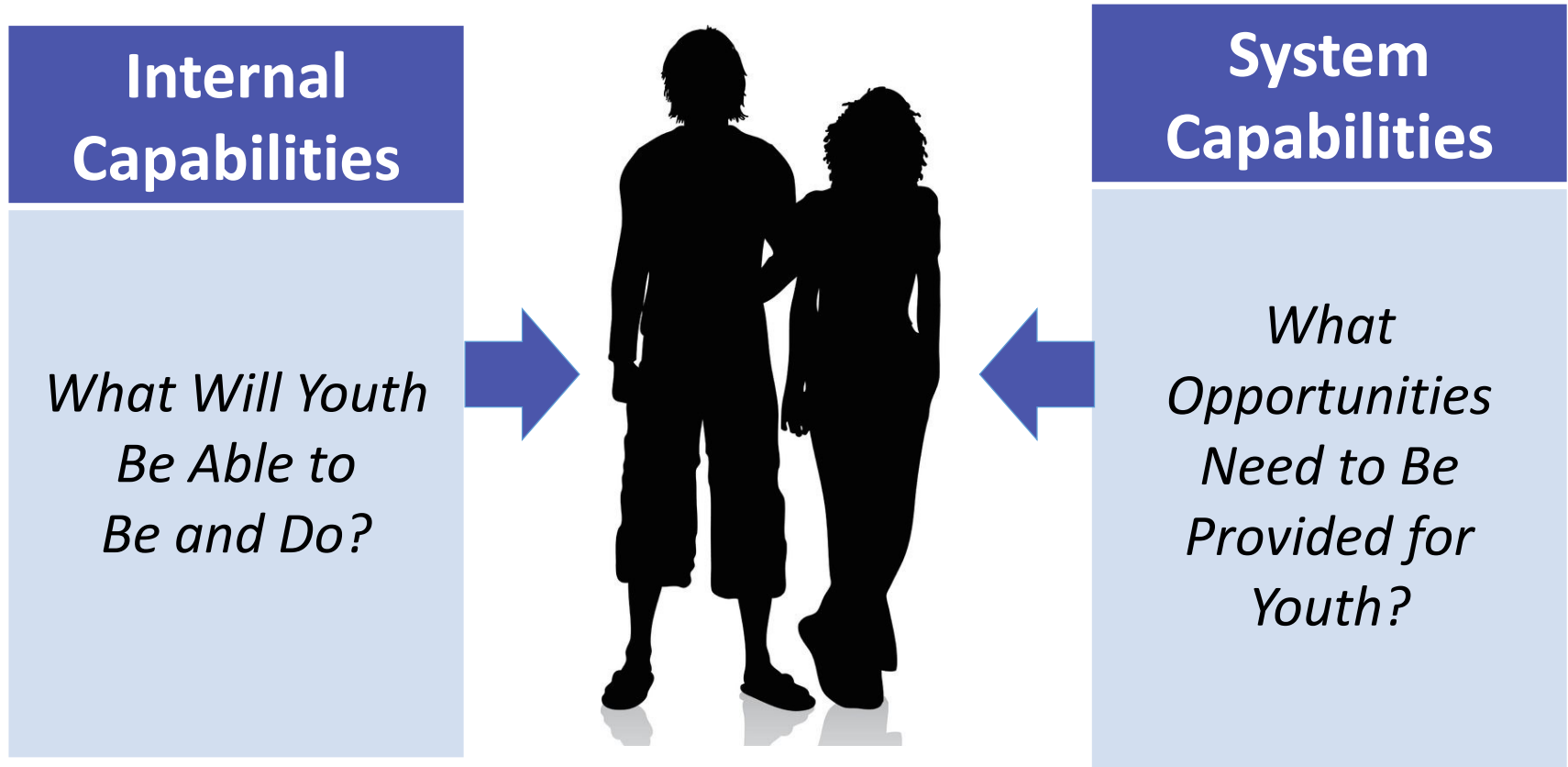




***The world is perfectly designed to
get the results you're seeing.***

***If we want to change the results,
you'll need to change the system.***

How Do You Grow Opportunity?



Many youth are high capability and low opportunity!

The Look of the Social Responsibility Assessment

6. EQUITY: Fosters social justice locally and globally by working to eliminate disparities and discrimination that limit peoples' opportunities.

Characteristic

Why It's Important to Social Responsibility: When individuals and groups experience discrimination and social injustices, they are denied opportunities that are essential to their development and ability to contribute to the larger society. Focusing on equity can increase social impact when organizations increase access to opportunities for those that might benefit from their products and services.

Importance

	0 – Undeveloped	1 Beginning to Develop	2 Somewhat Developed	3 Developed	4 Highly Developed	N/A
a. Self-Examination: <i>Does the organization use an equity lens to review and transform its policies, hiring, programs, communications and practices?</i>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Organizational Risk Taking: <i>Is the organization comfortable challenging the status quo when faced with social injustices?</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Resources: <i>Does the organization allocate resources to its role as an agent of change?</i>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Rating Level of Development

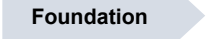
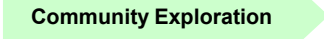

One Organization's Equity Results

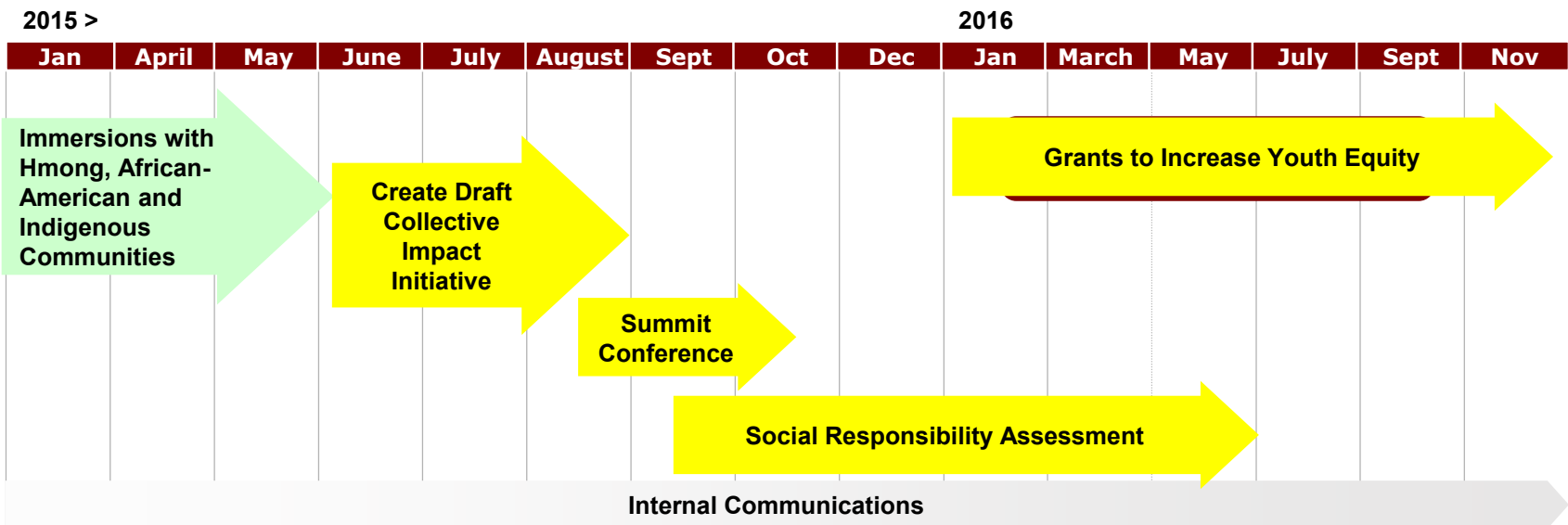
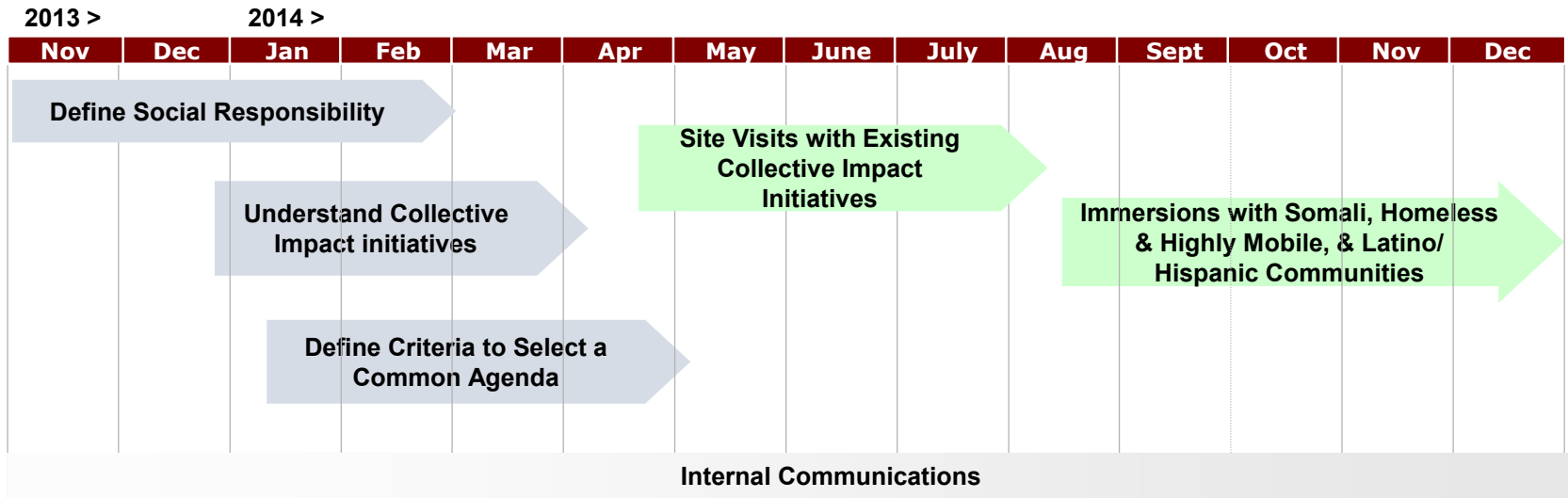
Question	Needs Developing	Developed
Self-Examination: Does the organization rethink policies, hiring, programs, communications and practices to make sure they serve all cultural groups?	38%	62%
Organizational Risk-Taking: Is the organization comfortable challenging the status quo when face with social injustices?	62%	38%
Resources: Does the organization allocate resources to its role as an agent of change?	63%	37%
Advocacy: Does the organization advocate against racism and other forms of prejudice in the community?	35%	65%
Educating Others: Does the organization educate others about the need to increase opportunity and equity for all?	40%	60%

One Organization's Accountability Results

Question	Needs Developing	Developed
Metrics: Does the organization possess clear, measurable goals for increasing opportunity and equity to all groups in its service area?	61%	38%
Assessing Program Outcomes: Does the organization formally and informally assess its social impact on a regular basis?	67%	33%
Community Assessment: Does the organization seek the perspective of diverse community members about what it likes and doesn't like about its services?	67%	33%
Family Impact: Does the organization assess its impact on families?	65%	35%
Self Accountability: Do the members of the organization speak up to hold themselves and each other accountable for being socially responsible?	76%	24%

Mission Impact Council Process & Timeline

Key:  Foundation  Community Exploration  Initiative Development



MIC Grants to Increase Youth Equity



Brian Coyle Community



Little Earth



Youthrive



Almas, Henry Sibley

Mission Impact Council Process & Timeline

Key:

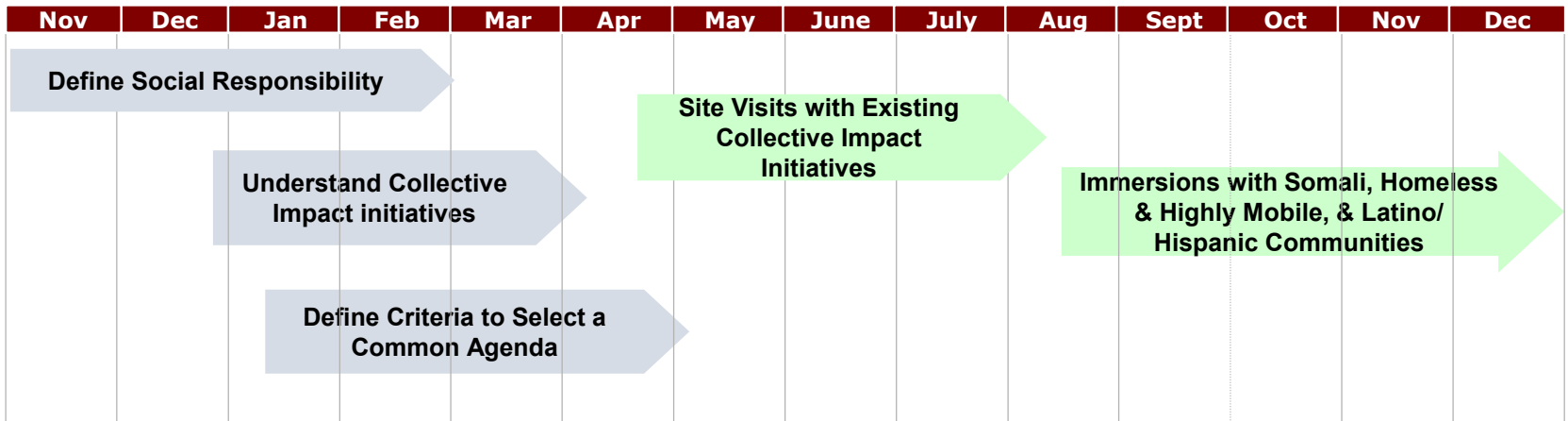
Foundation

Community Exploration

Initiative Development

2013 >

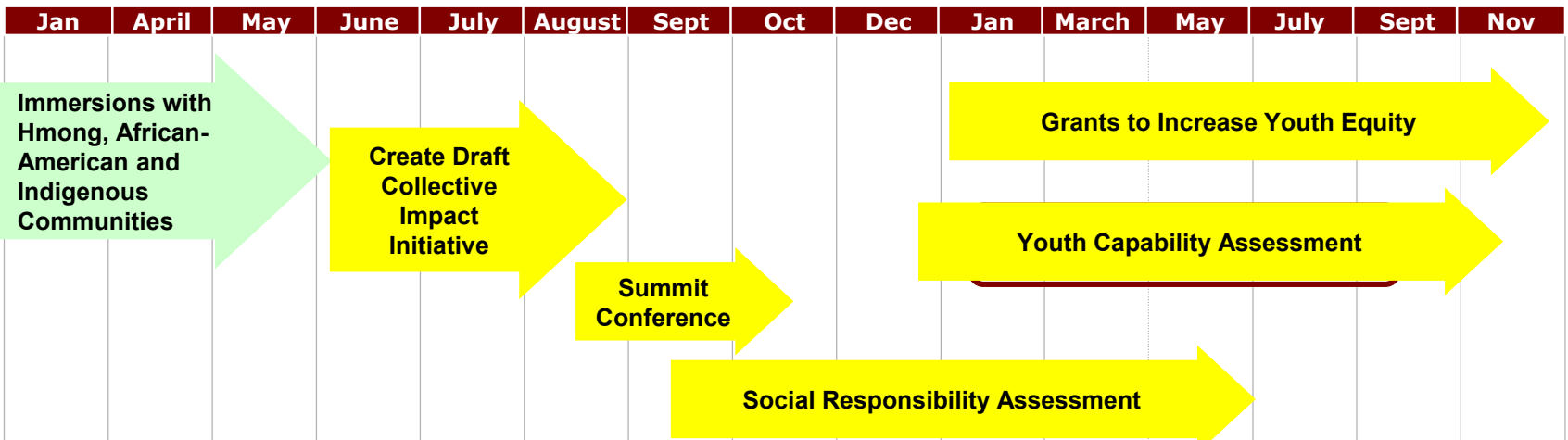
2014 >



Internal Communications

2015 >

2016



Internal Communications

MIC Six Core Youth Capabilities

**Youth Development
And Leadership**



**Cultural
Competence**



Employability



Goals for the Survey

1. **OPERATIONALIZE:** To operationalize the common agenda with concrete indicators.

2. **VALIDATE:** To test the value of the six internal capabilities framework:

What is it we want all youth to be able to be and do?

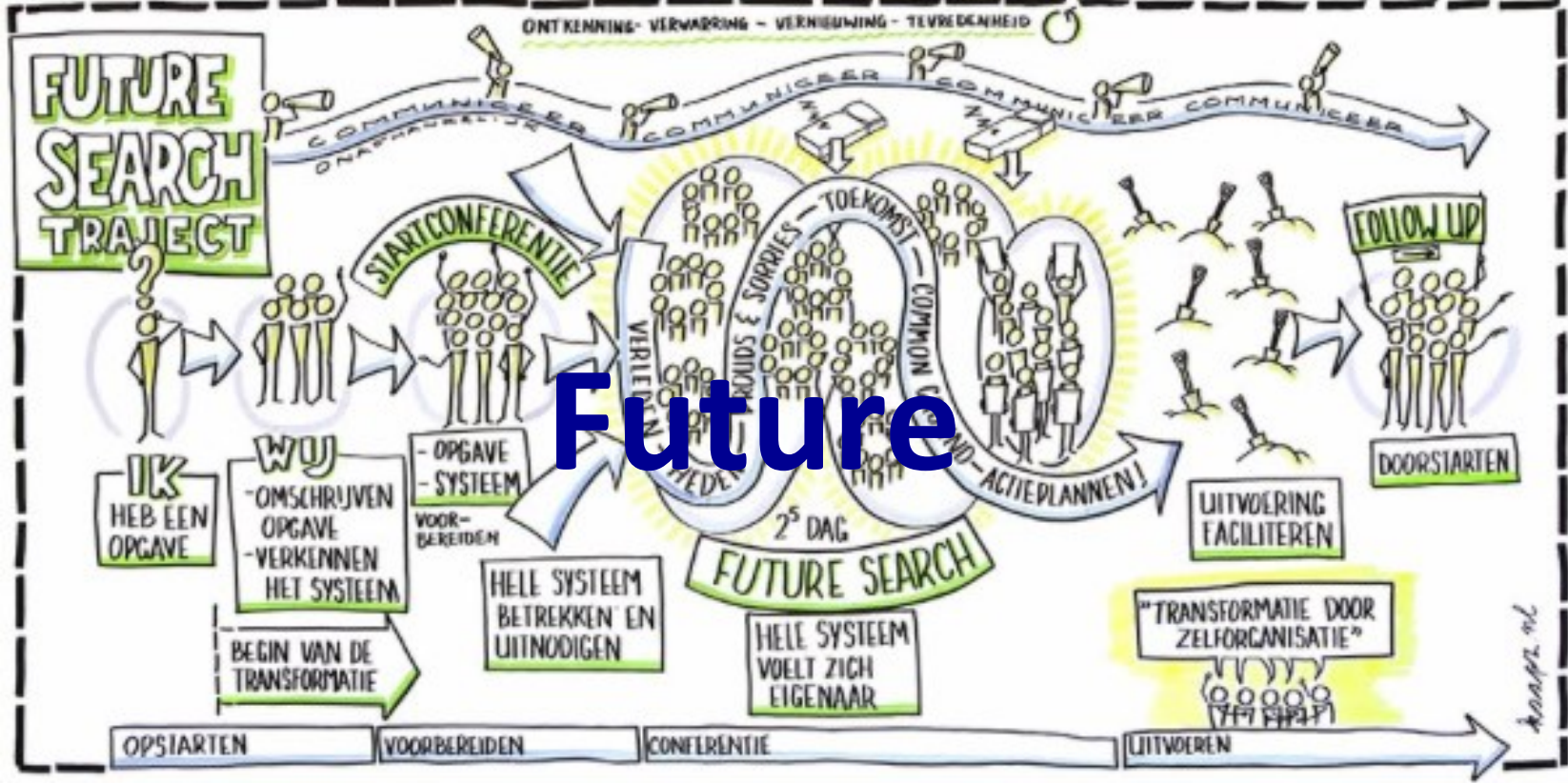
1. **MOBILIZE:** To mobilize MIC member participation and growth by documenting the current state of these internal capabilities among Twin Cities youth.

2. **MONITOR:** To document and monitor progress toward the common agenda in strengthening the six capabilities.

3. **INNOVATE:** To focus innovation to enhance opportunities and increase equity through strengthening internal capabilities.

Six Capabilities All Youth Require to Thrive as People, Workers & Citizens

	Capability	What Youth Can Be & Do	Survey Indicators
Youth Development	Leadership (Civic Smart)	AGENCY: All youth will possess the leadership mindset, skills and knowledge to shape their life path and to problem-solve in their communities.	Leadership Mindset <ul style="list-style-type: none"> • I do the things I say I will do. • I am good at helping others to reach a goal. • People consider me to be a leader. Civic Efficacy (Agency) <ul style="list-style-type: none"> • I can make a difference in my community. • Even though I am young, there are positive ways for me to get involved in my community. • I can use what I know to solve “real-life” problems in my community.
	Social Competence (People Smart)	CONNECTED: All youth will form and sustain healthy, developmental relationships with friends, family, and within the community.	<ul style="list-style-type: none"> • I encourage others to be their best. • I show respect to other people. • I am sensitive to the needs and feelings of others. • I’m a good listener when other people need me • I can manage my emotions.
Cultural Competence	Positive Identity (Self Smart)	ROOTS: All youth will explore, understand and integrate their culture, talents, passions, family and faith into a positive identity.	<ul style="list-style-type: none"> • I spend time trying to find out more about my culture, like its history, traditions, and celebrations. • I enjoy participating in cultural practices of my own group (Examples include special food, c and celebration). • I am happy with the person I am. • I feel hopeful when I think about my future.
	Cross-Cultural Competence (Culture Smart)	EMPATHY: All youth will comfortably and effectively engage people that are diverse by race, ethnicity, faith, culture and beliefs.	<ul style="list-style-type: none"> • I work well with people who are different from me. • I don’t judge other people based on their racial or ethnic background • I feel comfortable talking to people different from myself. • I enjoy spending time with people from ethnic or cultural groups different from my own. • I know a lot about cultures different from my own.
Employability	Strengths-Finding (Asset Smart)	PASSION: All youth will identify, grow & apply their unique passions & strengths to succeed & to contribute to the community.	<ul style="list-style-type: none"> • I have interests and talents that I really enjoy spending my time on. • I have opportunities to learn more about my interests and talents. • I try to develop my interest and talents by practicing and working on them. • I know what I am good at.
	Growth Mindset (Possibility Smart)	RESILIENT: Youth love challenges, believe that success comes from hard work, and persist when facing a setback.	<ul style="list-style-type: none"> • I believe it is OK to make mistakes when you are trying to learn new things or improve. • I’m willing to try new things, even if I think I might not be good at them. • I see mistakes as a chance to learn and get better. • I enjoy a good challenge. • I can get smarter by working hard.



Future

MIC Levers
to Increase
Opportunity
and Equity
for all Twin
Cities Youth

Creating More External
Opportunities for
Underserved Youth
Social Responsibility
Assessment

Measuring and Growing
Youth's Internal
Capabilities
Search Institute Survey

Collaboration
Coordinate Strengths
Find Common Projects
Share Expertise

Develop Innovative
Solutions to Increasing
Opportunity & Equity
Social Innovation Lab

Develop Communications
Plan to Advance the
Common Agenda
Web Site Development
Publicize MIC Member Work



What is Our Brand-Defining Tagline?

Company	Tagline
Apple	Think different.
Nike	Just do it.
McDonald's	I'm loving it.
BMW	The ultimate driving machine
DeBeers	A diamond is forever.
Disneyland	The happiest place on earth.
Las Vegas	What happens in Vegas, stays in Vegas.

The Importance of Opportunity

“To me, (people) are like Bonsai trees. When you plant the best seed of the tallest tree in a six-inch deep flower pot, you get a perfect replica of the tallest tree, but it is only inches tall. There is nothing wrong with the seed you planted; only the soil-base you provided was inadequate.”

Muhammad Yunus, Founder of Grameen Bank, Nobel Peace Prize winner

