Using Ripple Effects Mapping to Determine Community Capitals Outcomes

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Session Overview

- **Background**

  –Elements and how it has been used

- **CCF Discussion**

  –Advantages and disadvantages

Purposes

Intended and unintended results of a program, intervention or collaborative for individuals, groups, sectors or communities.

Purposes

Can be
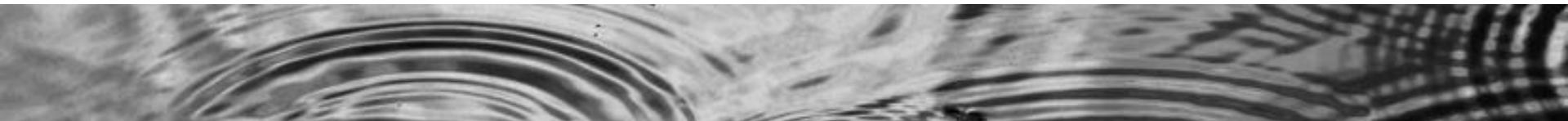**Post-program** (summative)
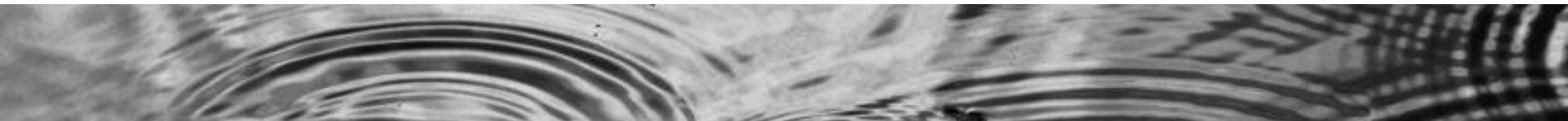or
Mid-program (formative)

Benefits

- Easy to use process for reflection (which is important but not always done!)

- Captures impact of complex or evolving work

- Captures intended and unintended impacts

- Participatory and appreciative approach that engages stakeholders and builds self-efficacy

- Group validation of results

Why it's helpful
Direct, Indirect and Delayed Impacts

- Collaboratives and high engagement programs often build social capital, but don't get credit for it.

- Strengthened social capital is a necessary pre-condition for other impacts.

- Ripple effects may not be evident for months or even years.

Program Examples

- Leadership Programs (WA, ID, ND, MN)

- Bridges out of Poverty Training (ID)

- Business Retention & Expansion (MN)

- Master Gardener Program (MN, WA)

- 4-H and Social Capital (Multi-state grant)

- Hometown Competitiveness (NE)

Process Steps

- Identify the intervention

- Schedule the event & invite participants

- Hold group mapping session

- Follow-up interviews

- Cleaning, Coding, Analysis

Why Does it Work?

Blending Effective Theory and Practice

◆ **Appreciative Inquiry Interviews**

◆ **Mind Mapping**

◆ **Community Capitals Framework**

Three Approaches Compared

One Ripple at a Time	Theming 1st, Ripple 2nd	Community Capitals
• Round robin • Invite others to add to what is being shared • One ripple story at a time is recorded • Code to CCF	• Round robin to list what happened • Develop themes • Ripples identified	• Start by listing impacts • Code to CCF on spider graph, starting with short-term impacts

Appreciative Inquiry Interview

❑ Tell me a story about how you have used the information from the program?

❑ Is there anything that resulting from the program that you are proud to share?

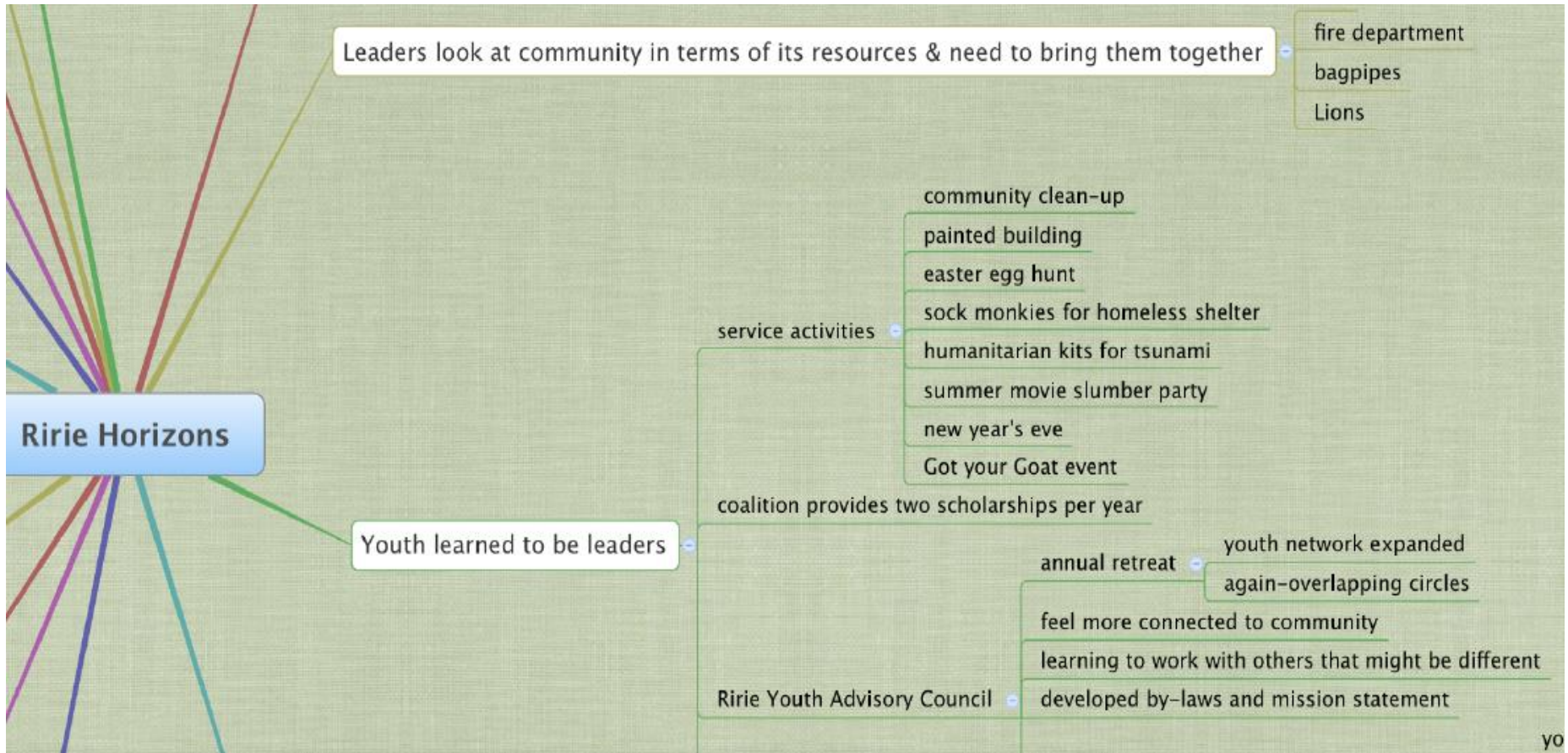❑ List an achievement or a success you had based on what you learned.

Mind Mapping
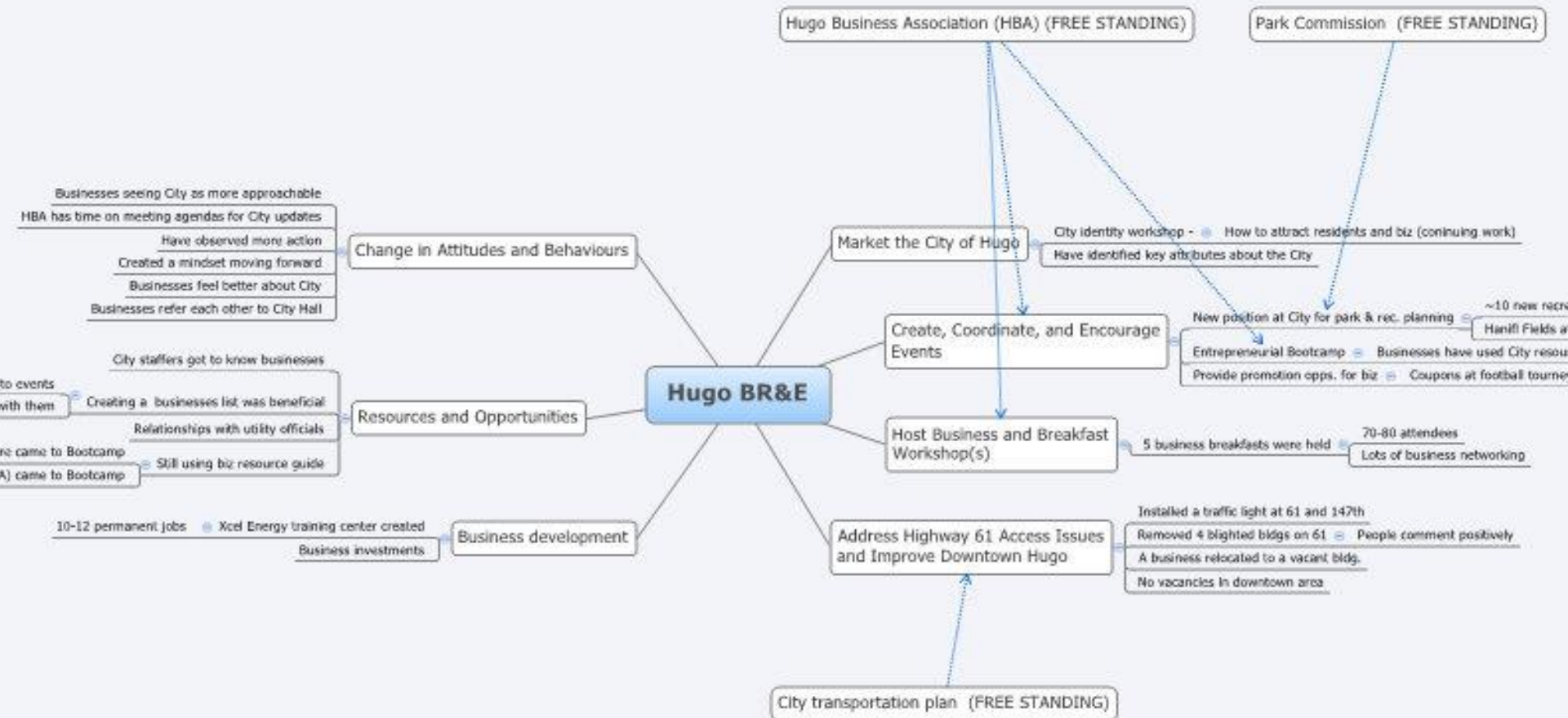## The Whole is Greater than the Sum of the Parts

Ririe Idaho Horizons

Leaders look at community in terms of its resources & need to bring them together

fire department
bagpipes
Lions

Ririe Horizons

service activities
- community clean-up
- painted building
- easter egg hunt
- sock monkies for homeless shelter
- humanitarian kits for tsunami
- summer movie slumber party
- new year's eve
- Got your Goat event

coalition provides two scholarships per year

Youth learned to be leaders

annual retreat
- youth network expanded
- again-overlapping circles

feel more connected to community

learning to work with others that might be different

R03 Ririe Youth Advisory Council
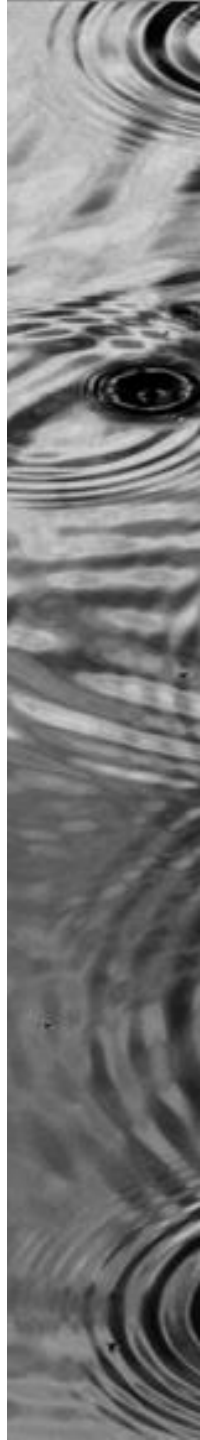- developed by-laws and mission statement

Hugo, MN
Business Retention and Expansion

Coding and Reporting

- Data management strategies
- Effective communication with participants, stakeholders and decision makers

Coding to CCF – One Ripple

	A	B	C	D	E
1	NCPR, Northport Building Relationships Changing perceptions of 'help'				
2	Capitals	Natural	Cultural	Human	Social
3					
4	1. Community Center				
5	1.1 Several business people use community center for free advertising				
6	1.1.1 Generated business for computer technician because				
7	it provides a place to advertise - at least 3 or 4 referrals				
8	1.2 Ran completely by volunteers			M	
9	1.2.1 15 volunteers work steady, 3 on call				M
10	1.3 Gives kids something positive to do				M
11	1.3.1 Especially for kids who don't have anything else to do				M
12	1.4 12 computer stations: Individual computer usages/provides wireless internet				
13	1.4.1 Dramatic increases between April to June				
14	1.4.2 223 total registered computer users				
15	1.4.3 Who uses?				
16	1.4.3.1 Resume writing				
17	1.4.3.2 Beginning computer classes				
18	1.4.3.3 Ebay business				
19	1.4.3.4 Avon business				

Outcomes per Capital

Community Capitals	Short-term outcomes	Medium-term outcomes	Long-term outcomes
Natural	26	21	7
Cultural	67	80	49
Human	667	436	116
Social	548	386	70
Political	168	166	74
Financial	196	332	100
Built	21	39	74

Short = something learned | Medium = action taken | Long = change

Coding to CCF – Theme First

First order (core outputs)	Second order ripples	Third order	Fourth order		_f _..s (knowledge and behavior change)	Social capital effects	Civic effects	Financial effects	Built capi effects
Market the City of Hugo									
	City identity workshop -						X	X	
		How to attract residents and biz (continuing work)			X			X	
	Have identified key attributes about the City				X		X	X	
Create, Coordinate, and Encourage Events									
	New position at City for park & rec. planning				X				

Coding to right to CCF

Forms of Capital: B=Built, H=Human, F=Financial, S=Social, C=Cultural/Health (added by group), N=Natural, P=Political

Short-term change How have you changed the community?	Who benefits and how?	Systems and long-term change. Are there changes in the way community groups and institutions do things?	Future action ideas
B Designed fishing pier constructed at Fisher Lake	**H** Youth learned design and community planning skills **F** Tourists use the pier—more tourists lead to more and healthier ~~businesses~~	**C** Work ethic of students—balance community, sports, academics *(this is a more general outcome--fits in many rows)*	• Inventory of youth capacities to market to the community.

Benefits

- Easy to use to use process for reflection (which is important but not always done!)
- Captures impacts of complex and evolving
- Captures intended and unintended impacts
- Participatory and appreciative approach that engages stakeholders and builds self-efficacy
- Group validation of results

Limitations

- Risk of bias in participant selection and data collection

- Participants may not have complete information about a program or program outcomes

- Potential for inconsistency in implementation

Suggestions

- Use same facilitator, recorder and "mapper"

- Develop a facilitator guide with prompts and probes

Suggestions

- Recognize that one organization isn't trying to take all credit for all change.

- Follow-up when information isn't available during mapping sessions (e.g., $ amounts of grants) or key stakeholders are absent

Lessons Learned

- Effort into recruitment and explaining the process

- Choose a good setting – not too informal

- Balance between breadth and depth

- External facilitators, not program staff

- Emergent method – important that it stays that way

Discussion Questions

- What programs might use this method?

- What concerns do you have about using Ripple Effect Mapping?

- What are a dvantages and disadvantages of the different approaches?

- What would you do differently?