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

<table>
<thead>
<tr>
<th>One Ripple at a Time</th>
<th>Theming 1\textsuperscript{st}, Ripple 2\textsuperscript{nd}</th>
<th>Community Capitals</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Round robin</td>
<td>• Round robin to list what happened</td>
<td>• Start by listing impacts</td>
</tr>
<tr>
<td>• Invite others to add to what is being shared</td>
<td>• Develop themes</td>
<td>• Code to CCF on spider graph, starting with short-term impacts</td>
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<tr>
<td>• One ripple story at a time is recorded</td>
<td>• Ripples identified</td>
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<tr>
<td>• Code to CCF</td>
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</table>
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

- 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

- annual retreat
- youth network expanded
- again-overlapping circles
- feel more connected to community
- learning to work with others that might be different
- developed by-laws and mission statement

Ririe Youth Advisory Council

Youth learned to be leaders
Hugo, MN
Business Retention and Expansion

Hugo Business Association (HBA) (FREE STANDING)

Park Commission (FREE STANDING)

Market the City of Hugo

- How to attract residents and biz (continuing work)
- Have identified key attributes about the City

Host Business and Breakfast Workshop(s)

- 5 business breakfasts were held
- 70-80 attendees
- Lots of business networking

Address Highway 61 Access Issues and Improve Downtown Hugo

- Installed a traffic light at 61 and 347th
- Removed 4 blighted blgs on 61
- People comment positively
- A business relocated to a vacant bldg.
- No vacancies in downtown area

City transportation plan (FREE STANDING)

Change in Attitudes and Behaviours

- Businesses see City as more approachable
- HBA has time on meeting agendas for City updates
- Have observed more action
  - Created a mindset moving forward
  - Businesses feel better about City
  - Businesses refer each other to City Hall

Resources and Opportunities

- City staff got to know businesses
- Creating a businesses list was beneficial
- Relationships with utility officials
- STILL using biz resource guide

Business development

- 10-12 permanent jobs
- Xcel Energy training center created
- Business investments
Coding and Reporting

- Data management strategies
- Effective communication with participants, stakeholders and decision makers
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<thead>
<tr>
<th></th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>NCPR, Northport Building Relationships Changing perceptions of 'help'</td>
<td>Natural</td>
<td>Cultural</td>
<td>Human</td>
<td>Social</td>
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<tr>
<td>2</td>
<td>Capitals</td>
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<td>4</td>
<td>1. Community Center</td>
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<td>5</td>
<td>1.1 Several business people use community center for free advertising</td>
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<tr>
<td>6</td>
<td>1.1.1 Generated business for computer technician because</td>
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<td>7</td>
<td>it provides a place to advertise - at least 3 or 4 referrals</td>
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<td>8</td>
<td>1.2 Ran completely by volunteers</td>
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<td>9</td>
<td>1.2.1.15 volunteers work steady, 3 on call</td>
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<td>M</td>
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<td>10</td>
<td>1.3 Gives kids something positive to do</td>
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<td>11</td>
<td>1.3.1 Especially for kids who don't have anything else to do</td>
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<td>M</td>
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<tr>
<td>12</td>
<td>1.4 12 computer stations: Individual computer usages/ provides wireless internet</td>
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<td>13</td>
<td>1.4.1 Dramatic increases between April to June</td>
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<tr>
<td>14</td>
<td>1.4.2 223 total registered computer users</td>
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<td>15</td>
<td>1.4.3 Who uses?</td>
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<tr>
<td>16</td>
<td>1.4.3.1 Resume writing</td>
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<td>17</td>
<td>1.4.3.2 Beginning computer classes</td>
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<td>18</td>
<td>1.4.3.3 Ebay business</td>
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<td>19</td>
<td>1.4.3.4 Ebay business</td>
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</tbody>
</table>
## Outcomes per Capital

<table>
<thead>
<tr>
<th>Community Capitals</th>
<th>Short-term outcomes</th>
<th>Medium-term outcomes</th>
<th>Long-term outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Natural</td>
<td>26</td>
<td>21</td>
<td>7</td>
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<tr>
<td>Cultural</td>
<td>67</td>
<td>80</td>
<td>49</td>
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<tr>
<td>Human</td>
<td>667</td>
<td>436</td>
<td>116</td>
</tr>
<tr>
<td>Social</td>
<td>548</td>
<td>386</td>
<td>70</td>
</tr>
<tr>
<td>Political</td>
<td>168</td>
<td>166</td>
<td>74</td>
</tr>
<tr>
<td>Financial</td>
<td>196</td>
<td>332</td>
<td>100</td>
</tr>
<tr>
<td>Built</td>
<td>21</td>
<td>39</td>
<td>74</td>
</tr>
</tbody>
</table>

Short = something learned | Medium = action taken | Long = change
## Coding to CCF – Theme First

<table>
<thead>
<tr>
<th>First order (core outputs)</th>
<th>Second order ripples</th>
<th>Third order</th>
<th>Fourth order</th>
<th>Effects (knowledge and behavior change)</th>
<th>Social capital effects</th>
<th>Civic effects</th>
<th>Financial effects</th>
<th>Built capital effects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market the City of Hugo</td>
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<td>City identity workshop -</td>
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<td>How to attract residents and biz (continuing work)</td>
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<tr>
<td>Have identified key attributes about the City</td>
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<tr>
<td>Create, Coordinate, and Encourage Events</td>
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<td>New position at City for park &amp; rec. planning</td>
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</tbody>
</table>
# 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

<table>
<thead>
<tr>
<th>Short-term change</th>
<th>Who benefits and how?</th>
<th>Systems and long-term change. Are there changes in the way community groups and institutions do things?</th>
<th>Future action ideas</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>B</strong> Designed fishing pier constructed at Fisher Lake</td>
<td><strong>H</strong> Youth learned design and community planning skills</td>
<td><strong>C</strong> Work ethic of students—balance community, sports, academics <em>(this is a more general outcome--fits in many rows)</em></td>
<td>• Inventory of youth capacities to market to the community.</td>
</tr>
</tbody>
</table>

- **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
Benefits

• Easy 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 advantages and disadvantages of the different approaches?
• What would you do differently?