

The Social Change Quotient: Are We Doing Our Share?

A Public Forum on Measuring Social Change November 1 & 2, 2010 Ottawa, Ontario

The not-for-profit sector is increasingly becoming the primary social change agent in Canadian civil society. Not-for-profit organizations work collaboratively with their community participants to create a better life for individuals, families and communities. As resources become more scarce and demands increase, service providers and funders alike are required to be both more efficient and effective in how they work. There are increased demands to demonstrate results in a sector that works in this highly complex multi-dimensional business of social change.

Service providers are asking questions like: How do we measure this change? Do we understand the logic between the work we do and the results that we want to achieve? Are we able to measure all of the intended and unintended consequences of our work? Is it possible to capture the qualitative changes that are part of the human experience? Change takes time, and successes are not always recognized when they occur.



❖ About the Forum

The forum is intended to give service providers and funders the opportunity to hear what others think and share their views on the trends towards increased accountability and results measurement. On Monday evening our keynote speaker, Dr. Heléne Clark will talk about a particular approach called the Theory of Change. The panel on Tuesday morning will engage in a more critical dialogue about the benefits and drawbacks of measuring outcomes. There are three nuts and bolts workshops planned for Tuesday afternoon designed to give participants a chance to acquire skills for implementing the theory of change and social marketing of results. In the final workshop of the afternoon participants will hear about a technology designed to collect information required to report on social change.

❖ Who will be interested in attending?

Service providers, government and funders who are striving to know if their efforts are actually making a difference in the lives of the people they serve.

Forum Sponsor:

Home Instruction for Parents of Preschool Youngsters (HIPPY) Canada

508 - 1190 Melville Street, Vancouver, BC V6E 3W1

Tel: 604.676.8250 Fax: 604.676.8250 Web: hippycanada.ca



Monday, November 1st, 2010

Free Public Lecture



7:00—8:30 pm

Welcome to the Forum, *Tim Casgrain, HIPPY Canada Board Chair*
Opening Remarks, *Judith Maxwell, 2010 HIPPY Canada Honourary Chair*

Key Note Address – Theories of Change: Moving from Outputs to Outcomes

Dr. Heléne Clark, ActKnowledge

Dr. Heléne Clark will talk about an outcome focused process called the Theory of Change. Theory of Change is a process and a product for identifying not only which outcomes you expect to achieve or influence, but to identify all the changes that need to occur to get you from where you are today to whatever your long-term goal may be.

8:30—9:00 pm

Reception

Tuesday, November 2, 2010

Social Change Quotient Forum



9:00—10:30 am

Panel Presentation, *Judith Moses, Chair*

The panel will engage in a more critical dialogue about the benefits and drawbacks to measuring outcomes. They will explore different perspectives on the implication of measuring the impact of community programs.

- Importance of Measuring Outcomes – Dr. Heléne Clark (ActKnowledge)
- Social Marketing Impacts – Mark Sarner (Manifest Communications)
- NGO Perspective – Peggy Taillon (The Canadian Council on Social Development)
- NGO Perspective – Derek Evans (CUSO-VSO)
- Government Perspective – Terry Colpitts (Director, HRSDC)

10:30—10:45 am

Coffee/Tea Break

10:45—12:15 pm

Theory of Change Process, *Dr. Heléne Clark, ActKnowledge*

Dr. Clark will provide participants with tool for implementing the Theory of Change. What comes beyond outputs? What is an outcome? And how do you decide how much of an impact your own program or services can have in achieving that impact?

12:15—1:15 pm

Lunch (provided)

1:15—2:30 pm

Social Marketing Results, *Mark Sarner, Manifest Communications*

In this workshop Mark Sarner will argue that by being able to demonstrate and articulate results, your organization will be better positioned to create strategies and campaigns that help make social change happen.

2:30—2:45 pm

Coffee/Tea Break

2:45—4:00 pm

Efforts to Outcomes, *Adrian Bordone, Social Solutions*

For years, the founders of Social Solutions worked on the human services frontlines helping At-Risk Youth. Like other human service professionals, they grappled with a common dilemma: How do we know if our efforts make an actual difference in the individuals we serve? In this workshop the speaker will talk about their experience in developing technology that monitors the effectiveness of their efforts and identifies where they are having the greatest impact.

4:00—4:15 pm

Closing Remarks, *Judith Maxwell, 2010 HIPPY Canada Honourary Chair*

Keynote Address Speaker

Dr. Heléne Clark works with organizations engaged in social change to build their capacity to develop clear goals, gather knowledge about results, and expand the impact of critical social interventions. She is the co-founder of ActKnowledge. Her international work includes the development of not-for-profit organizations in Moscow, social housing in Brazil and various projects in the United Kingdom. She has published widely on housing and community development policy topics, as well as education and youth development.

Forum Speakers

Adrian Bordone is the founder of Social Solutions, creators of ETO Software which has been successfully implemented in hundreds of organizations throughout the U.S. and Canada. Adrian began his career working directly in social services, teaching underprivileged youth in Baltimore before joining The Learning Bank, in the heart of Baltimore's economically depressed west side, as an adult education instructor. He then ran a nonprofit workforce development organization before helping to start Social Solutions in 2000.

Terry Colpitts is the Director, Grants and Contributions and Regulatory Evaluations at Human Resources and Skills Development Canada (HRSDC). Terry began his career in the federal government in 1981 as a regional economist in New Brunswick. In 1983 he moved to Ottawa to join HRSDC as an evaluation officer. He remained in HRSDC's Evaluation Directorate until 2005 when he transferred to Service Canada to create and head up their evaluation unit.

Derek Evans is the founding Executive Director of CUSO-VSO, an international development organization supporting programs in some 40 countries. His primary background is in education and human rights. He served through the 1990s as Deputy Secretary General of Amnesty International.

Judith Maxwell was the Founding President of Canadian Policy Research Networks (CPRN) until she retired in 2005. She has extensive experience in both public and private sector think tanks. Mrs. Maxwell is a member of the Order of Canada and a member of the Board of Directors of the Community Foundation of Ottawa.

Judith Moses is the recent Past Chair of HIPPY Canada and has served on a number of boards. She has 33 years of government experience both at the federal and provincial levels of government (Ontario). As a Senior Assistant Deputy Minister, she led major policy, legislative and institutional reforms.

Mark Sarner is the President and founder of Manifest Communications. A leading national authority on social marketing for over 30 years, Mark has created some of Canada's most influential social change programs on a wide array of issues. His work has won numerous national and international awards.

Peggy Taillon is a passionate advocate for equality and social justice. Ms. Taillon "brings together people and systems," says CCSD Board Chair, Wayne Helgason. She has lent her expertise to numerous networks and organizations anchored by social justice goals.

Forum

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November 1 & 2, 2010
Ottawa, ON

Please make copies of this form for additional registrants.

First Name

Last Name

Organization

Address Home Work

City

Province

Postal Code

Telephone (Day)

(Evening)

Fax

Email

Please check which event you would like to attend:

- Free - Public Lecture with Dr. Heléne Clark only, Monday November 1
- \$130 - Social Change Quotient Forum, Tuesday November 2

For more information contact:

Wazi Dlamini-Kapenda

Email: wkapenda@hippycanada.ca

or call 604-676-8253

Conference Venues

Free Public Lecture, Monday Nov 1:
Ottawa Public Library, Auditorium,
120 Metcalfe Street.

Social Change Quotient Forum, Tuesday Nov 2:
Hotel Indigo, Indigo Room, 123 Metcalfe Street.

Accommodation:

The conference participants will be accommodated at the Hotel Indigo, located at 123 Metcalfe Street in Ottawa.

Rooms have 2 queen beds for \$139.00 per night plus tax. Please reserve your room by October 7, 2010 to be guaranteed this rate. The discount code is 'HIB' and reservations can be made by calling 1-877-660-8550 or through the front desk at 613-231-6555.

For more information on the Hotel Indigo, please visit www.ottawadowntownhotel.com

TO REGISTER:

for the free public lecture (Nov 1) ONLY contact:

Kathleen Martin by

Tel: 613-288-6175 or

Email: m.kathleen.martin@gmail.com

or the Social Change Quotient Forum including the free public lecture:

- register online at www.hippycanada.ca, or
- mail registration form and cheque to:
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Vancouver, BC V6E 3W1