What is collective impact?
We’re using the term “collective impact” to describe organizations working together to make changes in our community. What’s new about this approach is when organizations — nonprofits, agencies, foundations — share goals and measures of success for a specific community challenge, the pace of change is accelerated.

Why do we need collective impact?
No single program, organization, or institution acting in isolation can bring about large-scale social change on its own. For change to occur there needs to be a concerted effort of the many different players around a common agenda.

How is GCF making collective impact work?
We have made a multiyear investment in seven “backbone” organizations that will serve as leaders to nonprofits in our community as they work on specific issues and systems. The backbones will help nonprofits report and measure progress, connect partners and collect data.

Our partnership with these seven organizations will help everyone work together across sectors, address resource gaps and fuel the implementation of proven strategies to make our community better.

Who are the organizations?
Agenda 360, Green Umbrella, LISC Greater Cincinnati & Northern Kentucky, Partners for a Competitive Workforce, Strive Partnership, Success By Six®, Skyward.

What is it?
Agenda 360 is the regional action plan designed to collaboratively transform Cincinnati USA into a leading metropolitan region for talent, jobs, and economic opportunity for all who call our region home.

Our three overarching goals are meant to keep talented workers in the region and attract new ones; to grow new jobs; and retain existing jobs, and to provide economic opportunity and a good quality of life.

What is the problem? Our regional economy is not growing fast enough.

• In 2007, civic leaders identified a slowdown in the economy and like the rest of the country, Cincinnati saw rising unemployment and poverty rates. Both have started to decline but have not yet reached pre-recession levels.

• There are many great efforts to improve the economic environment in our region, but often they aren’t aligned for the greatest impact.

• Cincinnati is lagging behind the changing demographics of the country, which can affect our overall competitiveness as a region. Local companies report challenges attracting talent, particularly young professionals for whom diversity is a “non-negotiable.”
Agenda 360’s Solution

Great communities don’t happen by accident; intentional, prolonged and collaborative action is key. In Cincinnati, Agenda 360 provides this leadership and serves as a catalyst for change. Much of Agenda 360’s work is aligned with Northern Kentucky’s Skyward (formerly Vision 2015), which bridges the river to ensure a connected and collaborative region.

Regional Indicators Reports - Agenda 360 and Skyward have built an array of reports that provide a data-driven comparison of our community against eleven other regions. These efforts help to measure our economic progress and better understand the opportunities for growth.

Diverse by Design - In 2012, Agenda 360 and Skyward launched Diverse by Design, an initiative to create a “culture of inclusion” in the region. The report focuses on attracting and retaining talent and suggests that a more intentional approach to inclusion will improve Programs like CONNECT, which is working to leverage cross-company employee resource groups, grew out of Diverse by Design.

Much In Common - Agenda 360, along with many community partners is bringing together government leaders from across the region in an effort to connect elected officials and top administrators to increase collaboration.

Diverse by Design
Robert, a hiring manager for a Fortune 500 Company, works hard to recruit a talented workforce. He is proud of the diversity and inclusion that he has built over the last decade. He is passionate about Cincinnati and wants other transplants to be as well.

One day, Janine, a single African-American woman who Robert attracted to Cincinnati from New York two years ago came to his office. She expressed how much she loves her job and the diversity she experiences at work; however this changes dramatically when she goes home to an almost exclusively white, family-friendly community recommended by her relocation specialist. She struggles to make friends with similar lifestyles and interests. From this, Robert realized that this is a frequently told story by transplants and he decided to start working toward creating systematic community change.

Robert is now involved with Diverse by Design, along with hundreds of volunteers, to design and implement strategies to increase diversity and enhance inclusion. Robert thinks this is his best opportunity to retain high potential talent.