

Impact - Some Practices. The Impact Canvas.

BERND EBERSBERGER





MCI[®]

The image shows a modern glass building with a sign for MCI Management Center Innsbruck. The sign is dark blue with white text. The top part of the sign features the MCI logo, which consists of the letters 'MCI' in a bold, sans-serif font, with a stylized globe icon integrated into the letter 'I'. Below the logo, the text 'MANAGEMENT CENTER INNSBRUCK' is written in a smaller, all-caps, sans-serif font. Further down, '1.-4. OG' is displayed. The bottom section of the sign has the text 'MCI school' written vertically in a bold, sans-serif font. The background shows a reflection of a mountain range in the glass facade of the building.

MANAGEMENT CENTER
INNSBRUCK

1.-4. OG

MCI school[®]

Structure of the presentation.

- Documenting impact is important
- We need a pluralist approach
- Are all actors on the same page
- How to start a productive conversation

Documenting impact is important.

You can't fatten a pig by weighing it. But if you don't have some means of weighing it you may find yourself unable to persuade others that it's as fat as you believe.

(Mulgan, 2011, p. 212)

Objectives for measuring impact.

- Understanding
- Management
- Accountability
- Resource allocation & funding
- Communication & image

We need to take a
pluralist approach.

Life's most persistent
and urgent question is
**'What are you doing for
others?'**

(Martin Luther King Jr.)

Dimensions of plurality.

Clusters of impact

- Education
- Practice & community
- Academic
- Teaching and instructional
- Other impacts

Approaches

- Quantitative
- Qualitative

Activities

- Teaching
- Research
- Outreach

Stakeholders

- Internal
- External

Time dimension

- Ex-ante
- Ex-post

Involved actors

- Management
- Faculty
 - Teaching
 - Research
- Administration

Are all actors
on the same page?

Experience.

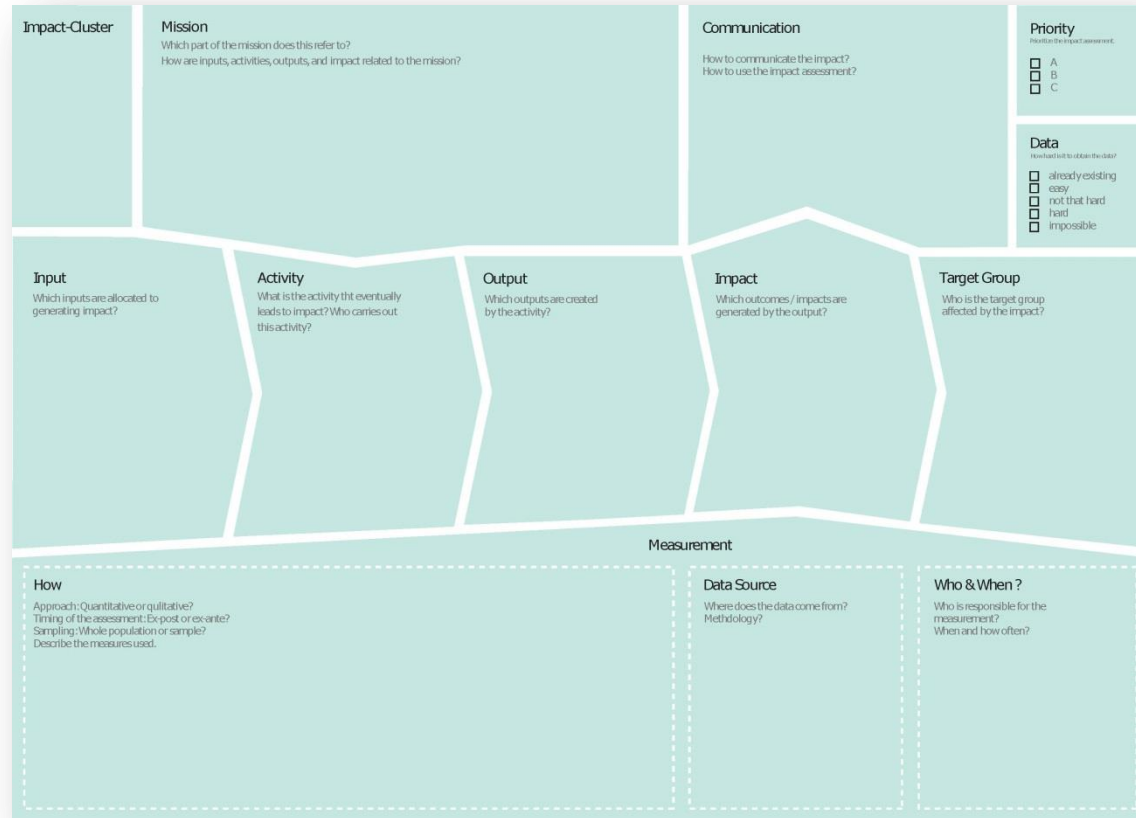
- Experience shows that different actors have different ideas. (actors = deans, faculty, stakeholders, administration)
 - What impacts are.
 - Which ones are important.
 - Which ones to focus on.
 - Which ones should be measured.
 - How the impacts can and should be measured.

How to start a productive conversation about impacts?

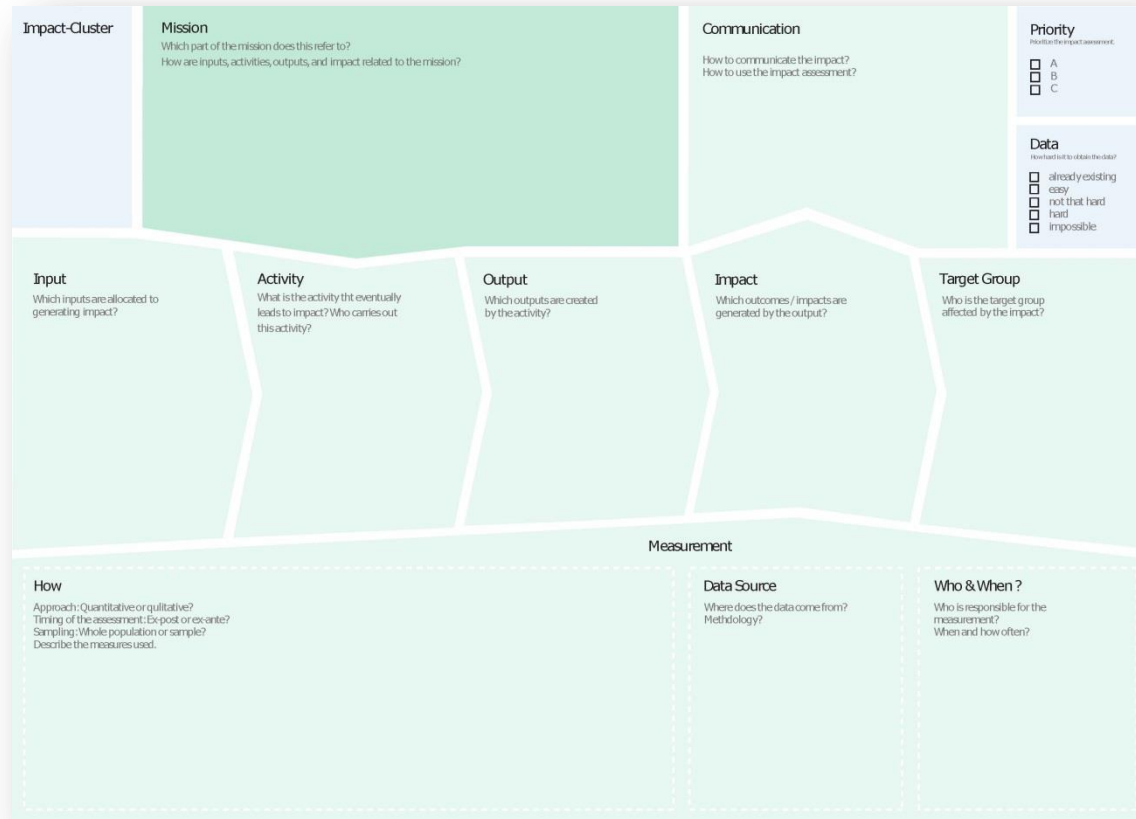
We used the
impact canvas.



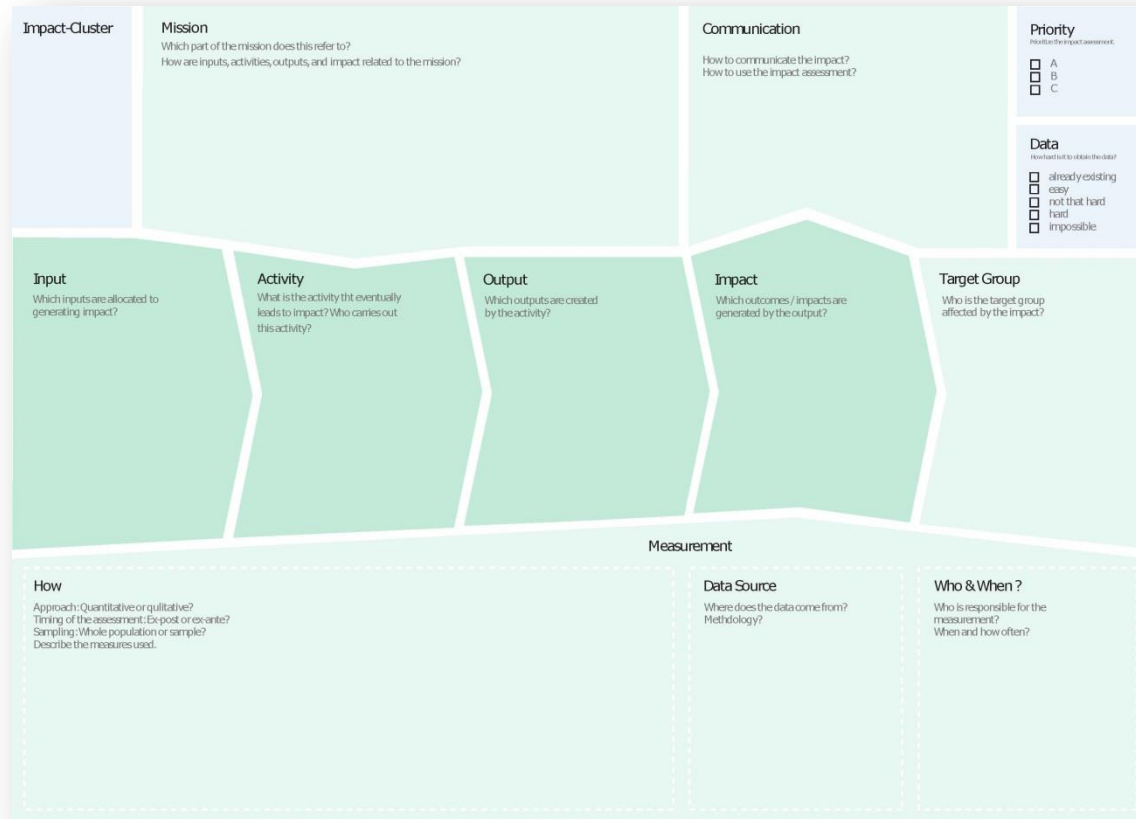
Impact canvas.



Impact canvas - Mission.



Impact canvas – Logic model.



Impact canvas – Target group.



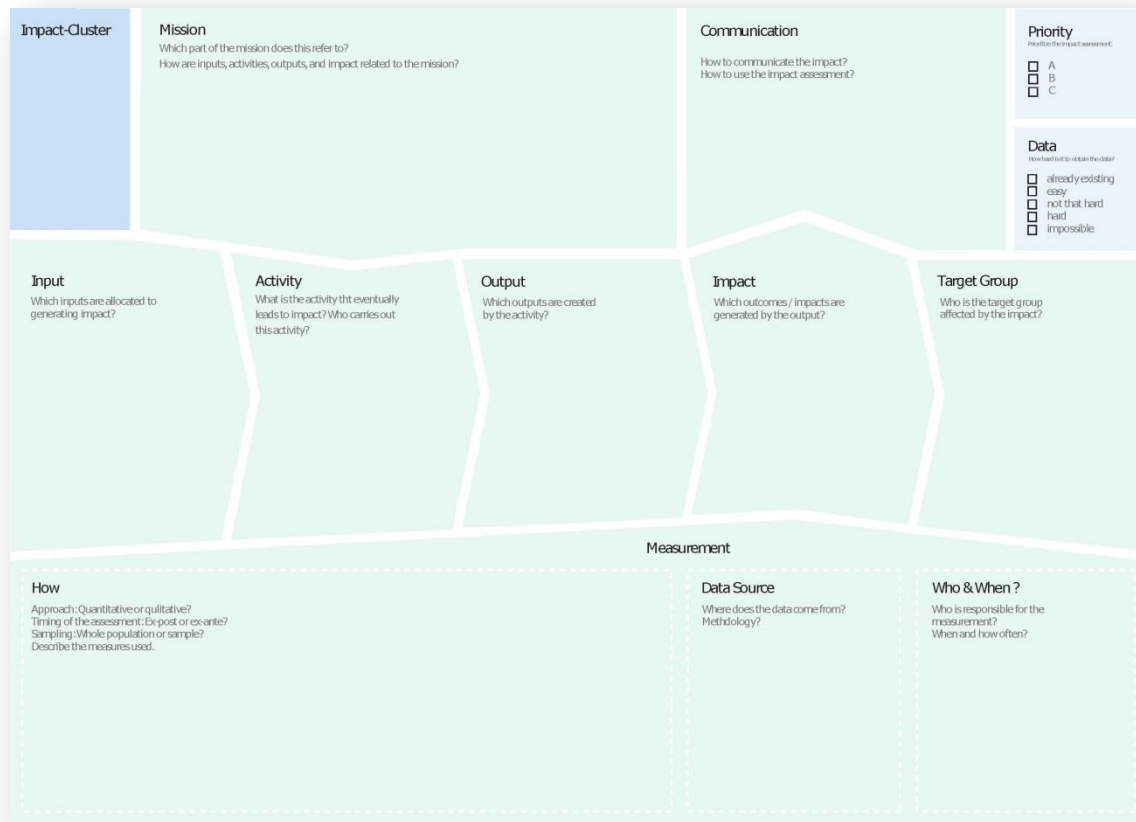
Impact canvas – Impact measurement.



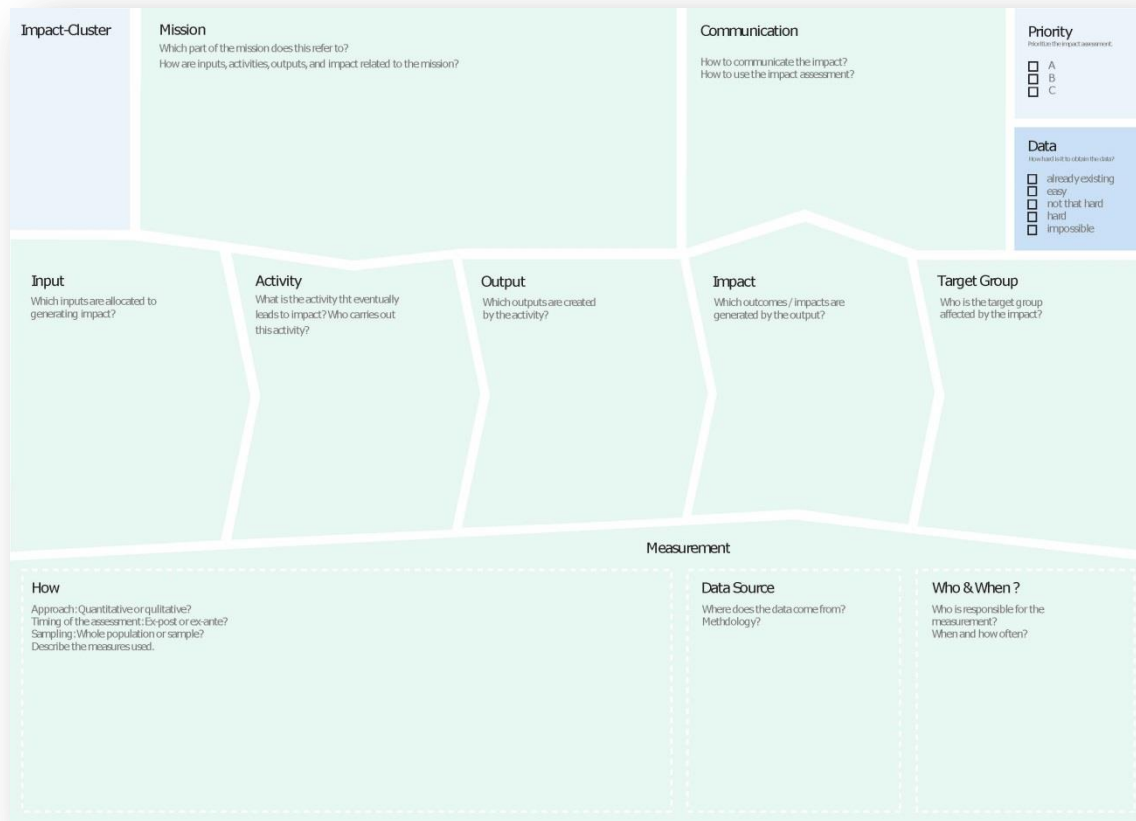
Impact canvas - Communication.



Impact canvas – Impact cluster.



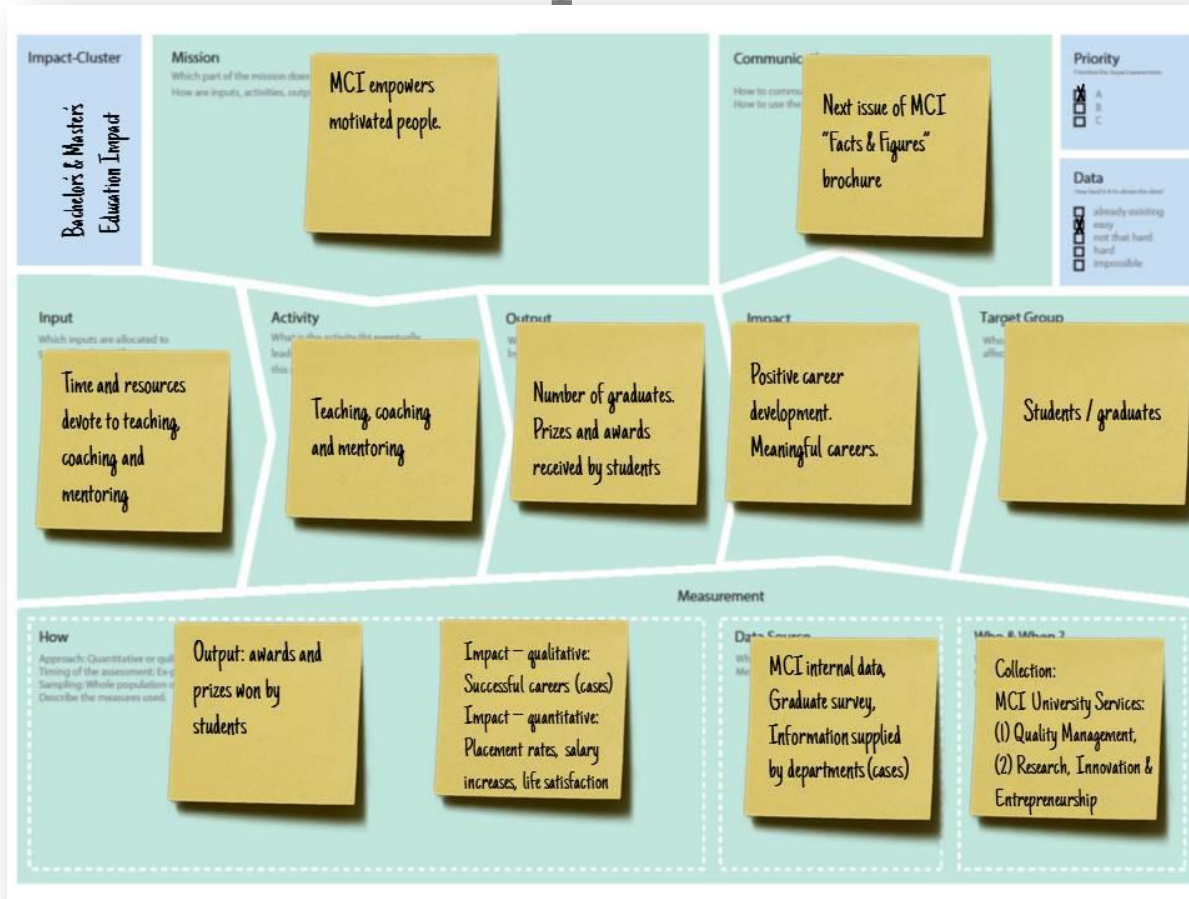
Impact canvas - Data.



Impact canvas - Priority.



Impact canvas - Example.



Impact canvas.

- Can be used in a **workshop** setting
- Facilitates a **meaningful conversation** about measurement of impact in your school
- **Collects** your ideas (~brainstorming)
- Helps you to **prioritize**
- Assigns **responsibility**
- Shows how impacts are related to your **mission**
- Highlights the difference between **inputs, outputs** and **impacts**
- Assists you in writing up an **impact report**
- Helps you to specify **what to do** with the impacts (communication)
- Can be included in the **strategy** making of your school (logic model)

Dissemination.

Currently writing a **book about impact** measurement .

Facilitating **workshops**.

Contact me when you need support in your impact assessment exercises!

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Leave your **business card** with me and I will keep you posted on the publication process and the availability of the book.