



## **Collective Impact Workshop**

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Facilitator: Abi Ridgway, Consultant, FSG  
See the [facilitator's bio](#) under Friday Morning Workshops.

[Presentation: Collective Impact](#)

[Article: Channeling Change: Making Collective Impact Work](#)

[Article: Collective Impact](#)

[National Endowment for the Arts Collective Impact Webinar Archive](#)

This session provided participants with an in-depth overview of the Collective Impact model by addressing the five key components of Collective Impact (presentation slide 11), sharing successful Collective Impact models from different social sectors, discussing the variety of roles state arts agencies may play in Collective Impact initiatives (presentation slide 28) and the role the arts play in partnering to resolve larger social issues.

Workshop participants discussed in small groups different issues that Collective Impact might resolve (presentation slide 32), and how the arts could be framed as a critical component of their success. Examples included economic development, health and wellness, dropout rate and prevention, aging, self-esteem and bullying, and cultural heritage projects.

### **Key Points**

- With Collective Impact there is shared ownership of an issue.
- To develop and implement a successful Collective Impact approach to a problem, there must be a sense of urgency to remedy it. Ask yourself, "What is the goal?"
- Identify a problem that multiple people can work on. Catalyze community partners. No matter the amount of money, you cannot solve the problem alone.
- Identify the measurement of success.
- No one organization should own the common agenda. Partners must ask each other how their systems can work together to create a shared agenda.
- Collective Impact requires a mind-set shift from attribution to contribution. This may mean a cultural change in the perception of the state arts agency—from being seen as a funder of a program or project to more of a partner in the endeavor.

- Failures can be opportunities for learning and prototyping alternative solutions. Build in these valuable learning experiences.
- At the top of the collaboration is a steering committee that should be comprised of decision makers from different partner organizations.
- Many rural communities use the Collective Impact model to build neighborhoods. Look at different models in your states.