

# Gesellschaftliche Veränderungen mittels Collective Impact

## Keynote PHINEO gAG

*Entwicklungskonferenz*

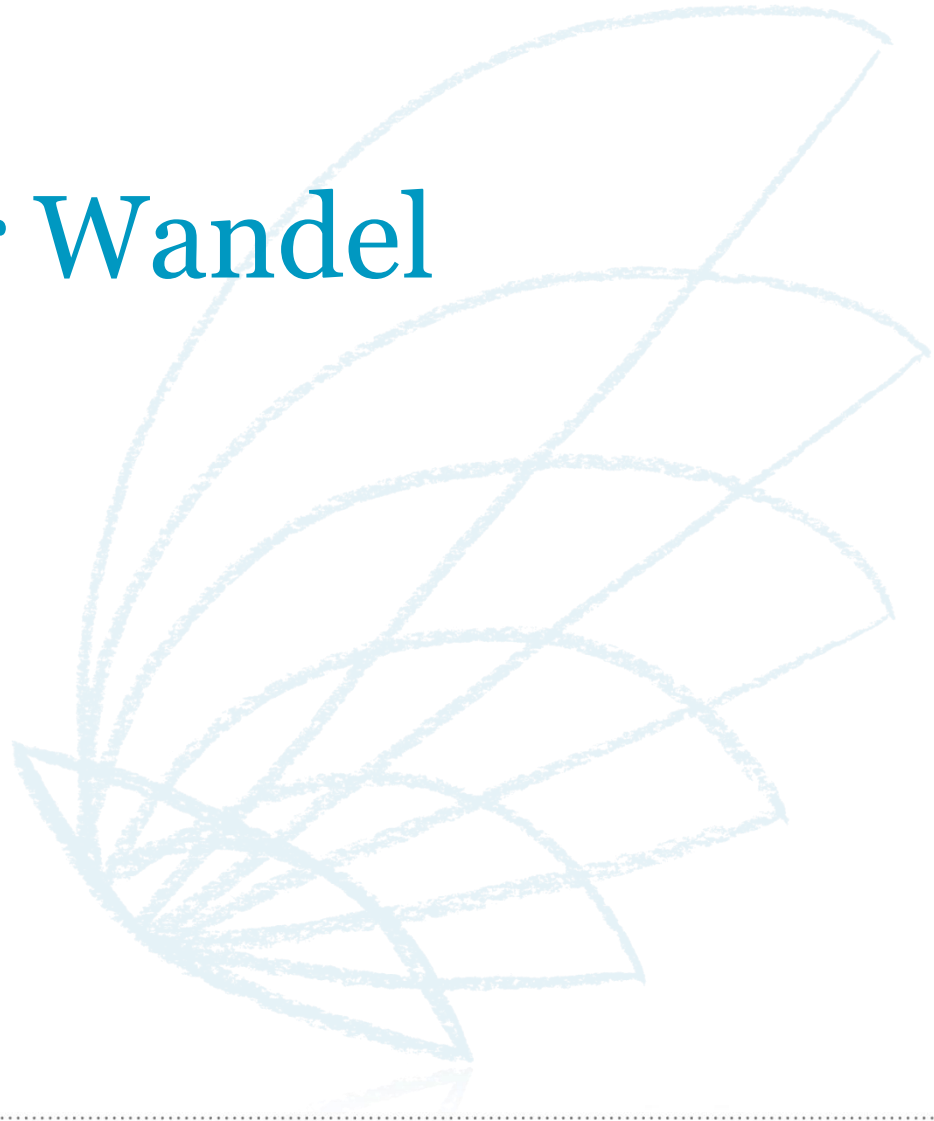
*Bündnis „Bildung für eine demokratische Gesellschaft“*

*14. November 2017, Berlin*

*Cornelius Schaub, PHINEO gAG*



# Systemischer Wandel





# Wie kann Wandel gelingen? – Vom Status quo zum angestrebten Zukunftsbild

**1. IST**  
**Unzufriedenheit mit dem  
Status Quo**



**3. WEG**  
**Gangbarer Weg /  
systemische  
Interventionen**

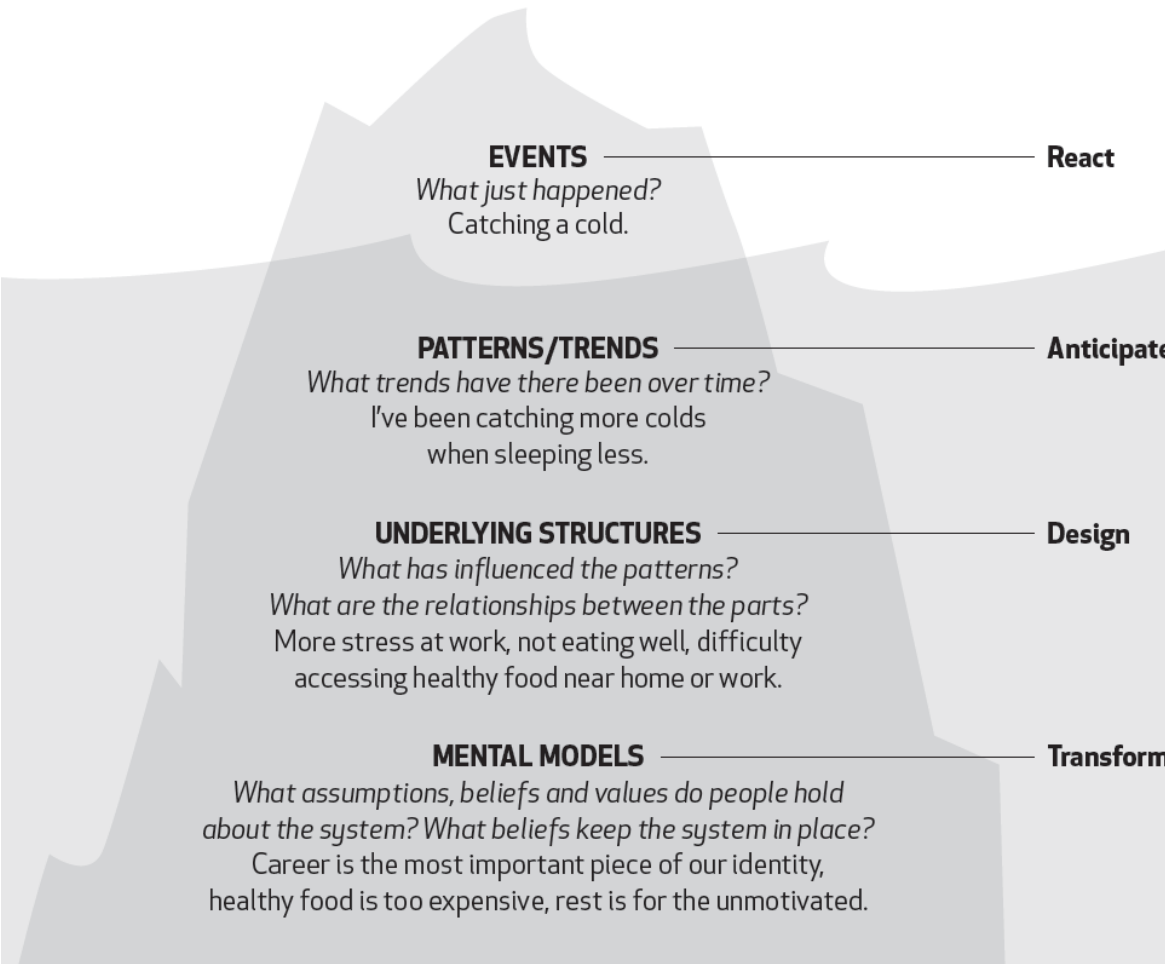


**2. SOLL**  
**Subjektiv  
attraktiver(er)  
Zielzustand**





# Der Eisberg als Analysetool von Systemen



## Mögliche Ansatzpunkte:

7. Einen Teil verbessern
6. Ein Teil auswechseln
5. Beziehungen zwischen Teilen verändern innerhalb vom System
4. Grenze des Systems öffnen
3. Selbstorganisation der Teile stärken
2. Ziele ändern
1. Haltung / Glaubenssätze ändern (Mindset)



# Übung: Auf welcher Ebene setzt welche Intervention an?





# Was bedeutet das für Soziale InvestorenInnen und Zivilgesellschaft?

## Ziele

Vom Output zum Outcome zum Impact  
von der direkten zur indirekten Wirkung

## Haltung

vom „Ego“ zum „Wir“ zur Vision  
von der Partnerschaft zum Netzwerk zum „Netzwerk der Netzwerke“

## Förderung

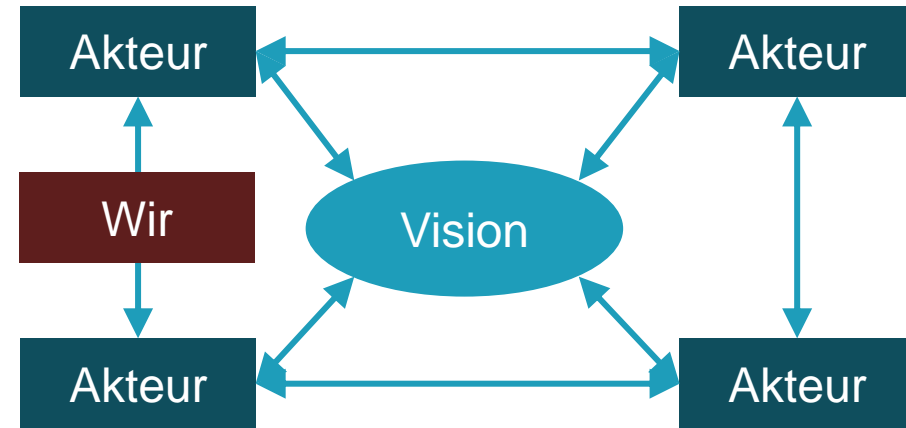
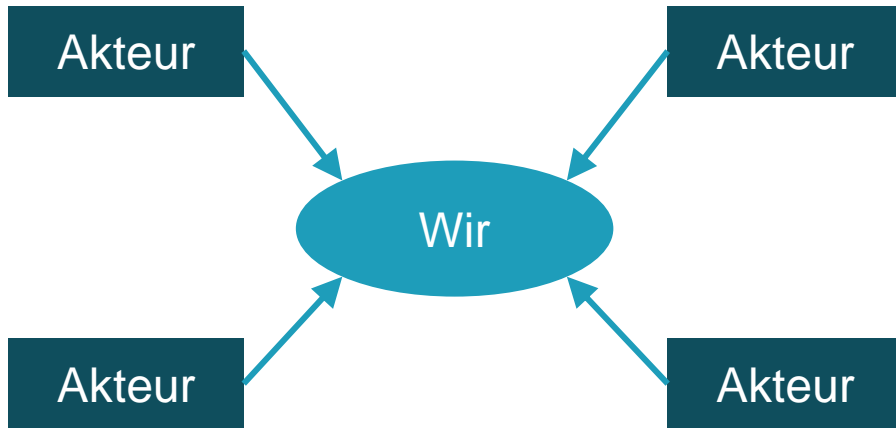
vom Projekt zum Programm zum Bündnis / Initiative  
von der Projekt- über die institutionelle zur Koordinationsförderung

## Umsetzung

vom linearen zum zirkulären Denken  
vom „Planen und Ausführen“ zur „Vision mit Feedback“  
vom Wettbewerbsvorteil/Alleinstellungsmerkmal zu Open Source



# Welche Art von Bündnis?



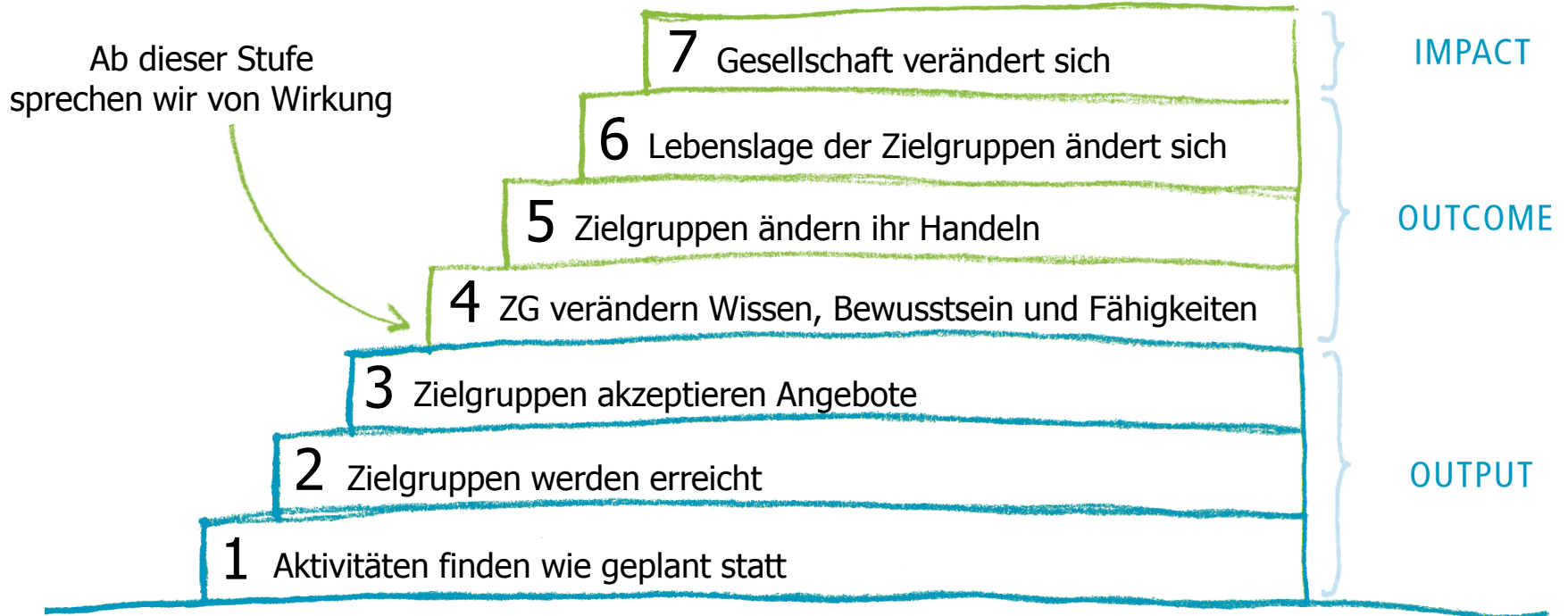
# Wirkungsorientierung und Collective Impact







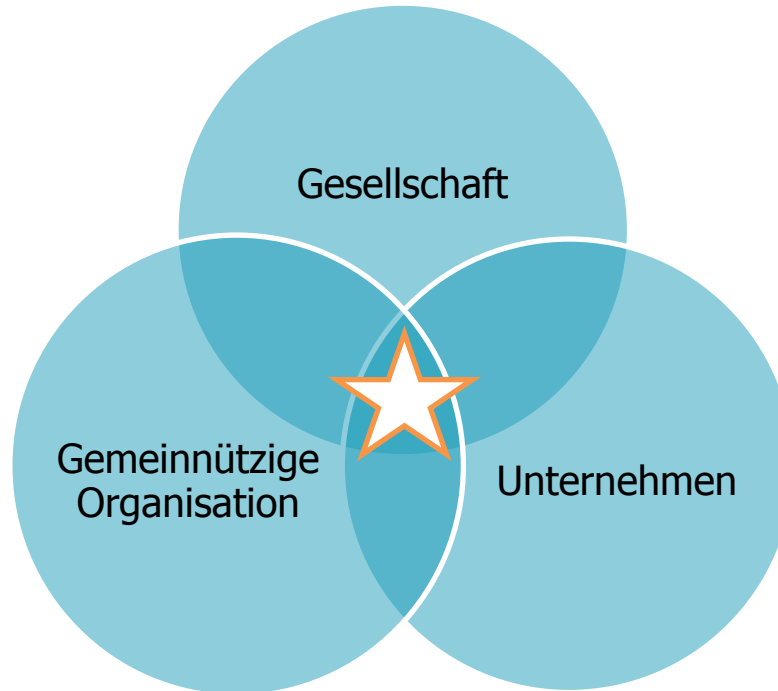
# Die Wirkungstreppe





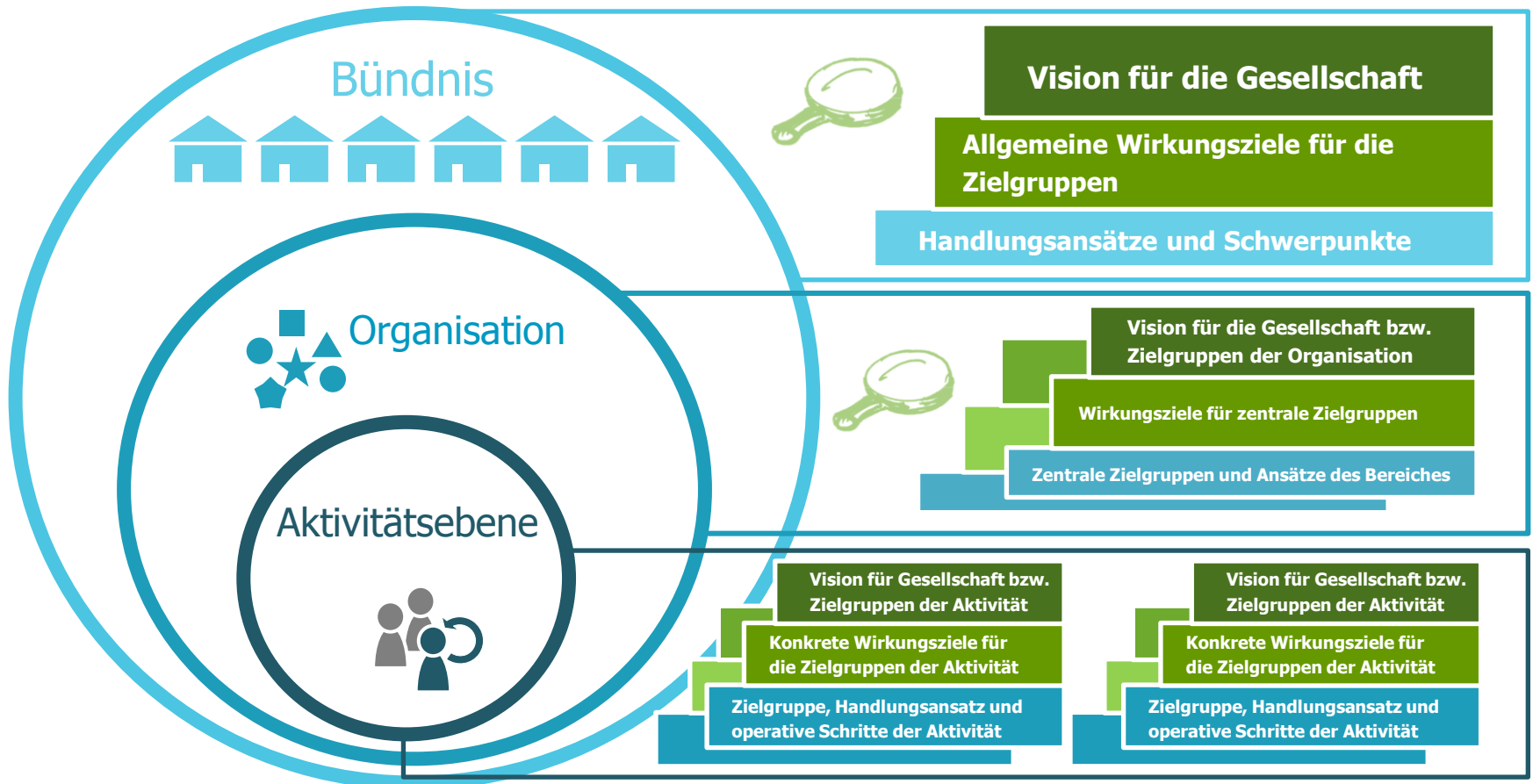
# Wann lohnen sich Kooperationen?

Beispiel:





# Wirkungsorientierung auf unterschiedlichen Ebenen

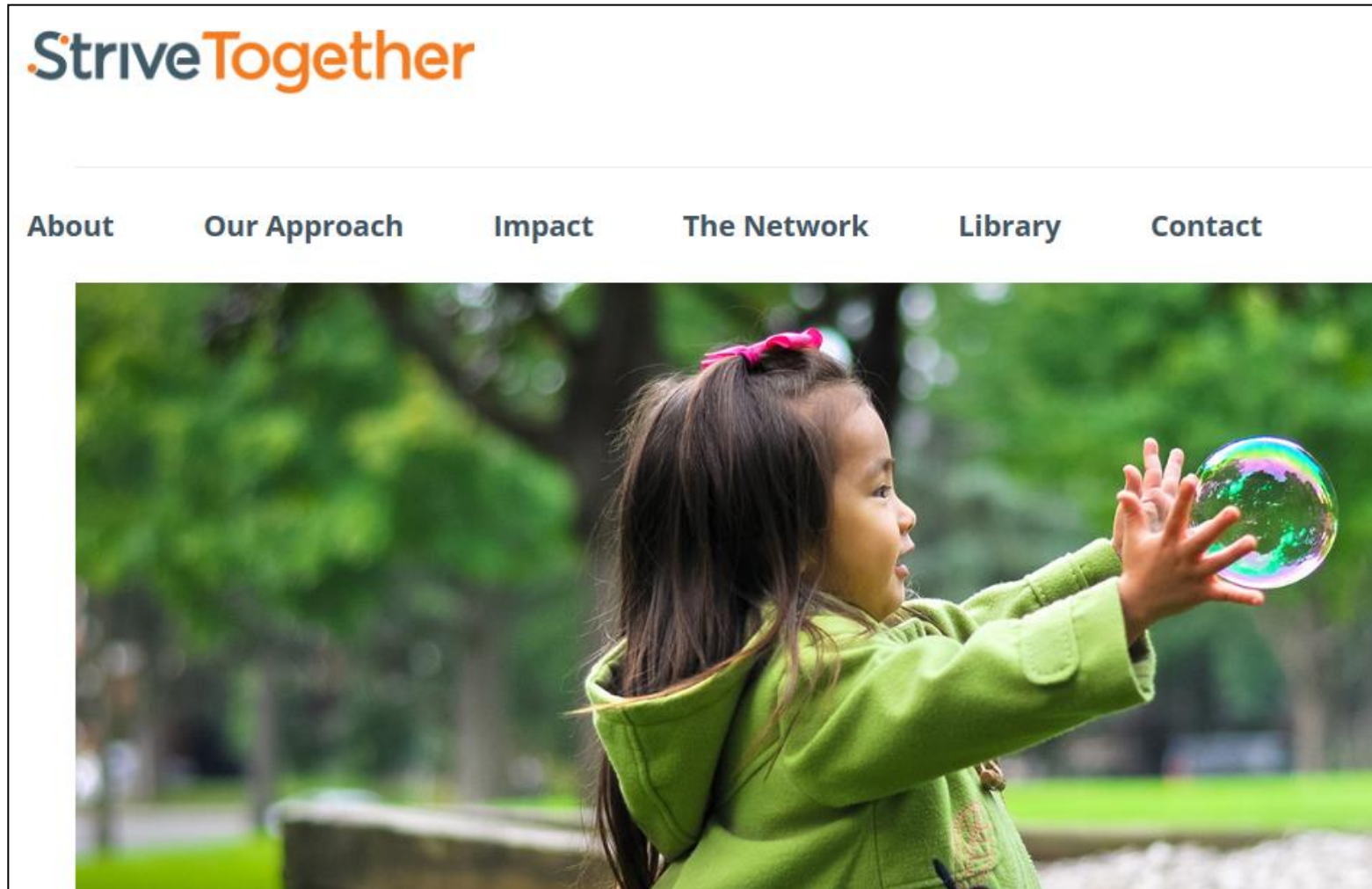


# Praxisbeispiel für Collective Impact





# Collective Impact am Beispiel von STRIVE (USA)



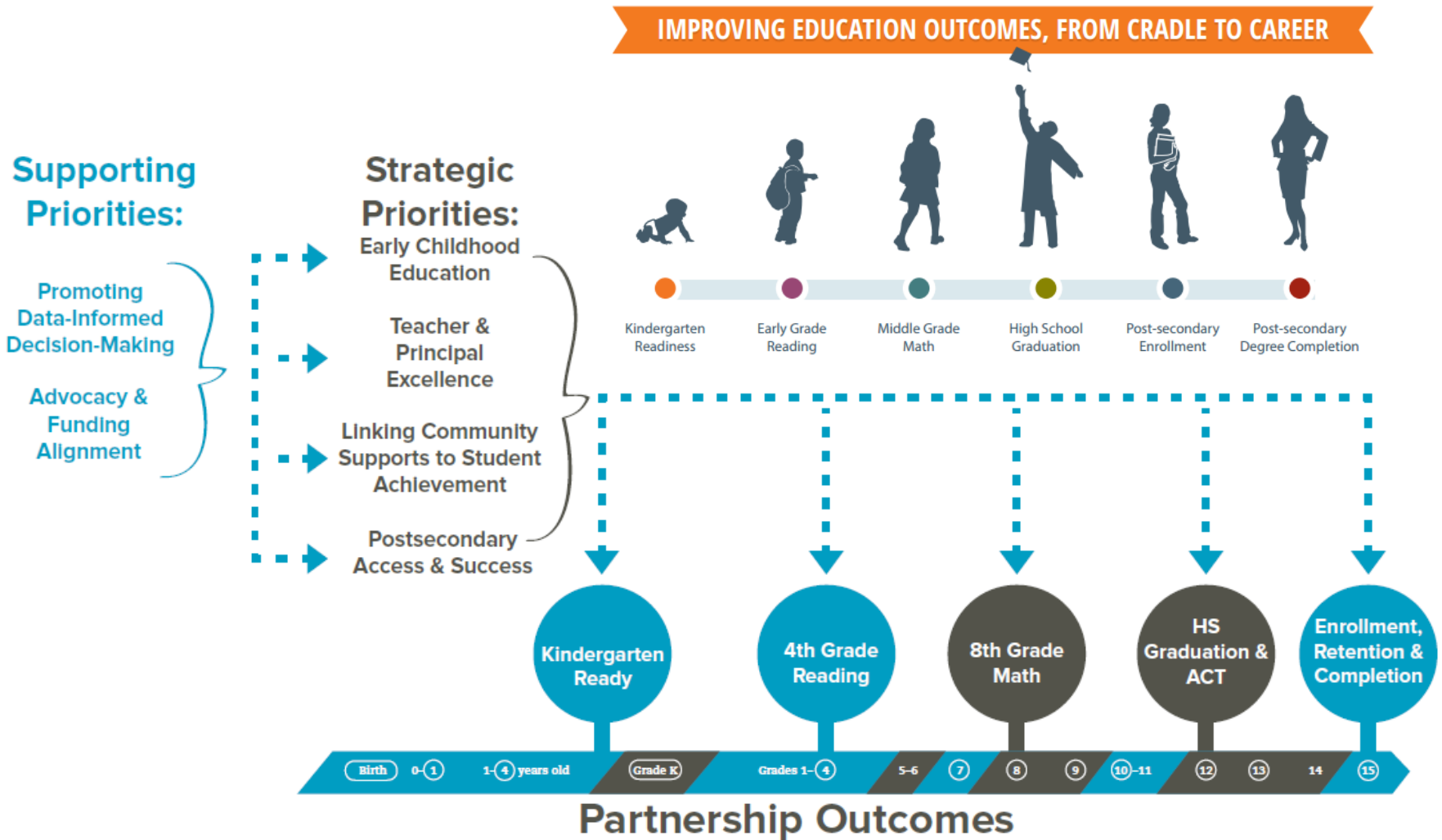


# Gemeinsame Initiative von Akteuren aus allen Sektoren





# Entwicklung einer gemeinsamen Vision und Strategie





# Transparenz über Zielerreichung ...

Goal 2, 3 & 4: Every student will be SUPPORTED, SUCCEED academically and ENROLL in college.\*

Cincinnati Public					
	Current pct. or avg.	Change since baseline year	Change since recent year	Current target	Target year
4th grade Reading	71%	+16 (2004)	+8	84%	2011
8th grade Math	61%	+24 (2004)	+11	72.3%	2011
Graduation	82%	+10 (2003)	+2	95%	2011
ACT Composite	18.1	N/A	N/A	19	2011
College Enrollment	65%	+7 (2004)	-3	70%	2011

Note: ACT data not comparable due to a change in administration of the test.

Covington Independent					
	Current pct. or avg.	Change since baseline year	Change since recent year	Current target	Target year
4th grade Reading	64%	+14 (2004)	-7	80.23%	2011
8th grade Math	24%	+14 (2004)	-2	80.23%	2011
Graduation	63%	N/A	N/A	90%	2011
ACT Composite	16.4	-5 (2009)	-3	17.4	2011
College Enrollment	61%	+16 (2004)	-3	75%	2015

Newport Independent					
	Current pct. or avg.	Change since baseline year	Change since recent year	Current target	Target year
4th grade Reading	50%	-4 (2004)	-14	80.23%	2011
8th grade Math	65%	+44 (2004)	+9	80.23%	2011
Graduation	62%	N/A	N/A	91.25%	2011
ACT Composite	16.7	N/C	-1.1	17.2	2011
College Enrollment	47%	+6 (2004)	+1	75%	2014

Note: Ohio and Kentucky use different assessments to measure achievement, therefore, results are not comparable across states.

Urban Covington & Newport Diocesan					
	Current pct. or avg.	Change since baseline year	Change since recent year	Current target	Target year
3rd grade Reading	73 NP	N/A	N/A	TBD	2011-12
7th grade Math	50 NP	N/A	N/A	TBD	2011-12
Graduation	94%	+5 (2006)	+3	TBD	2011-12
ACT Composite	22.5	+8 (2005)	+5	TBD	2011-12

Note: The Archdiocese and Diocese switched to a new assessment this year, the Iowa Test of Basic Skills. The current achievement data is represented as a national percentile (NP) score. The Covington Diocese administers the tests in the 3rd and 7th grades.

Urban Cincinnati Archdiocesan					
	Current pct. or avg.	Change since baseline year	Change since recent year	Current target	Target year
4th grade Reading	59 NP	N/A	N/A	+2%/yr	2011-12
8th grade Math	62 NP	N/A	N/A	+2%/yr	2011-12
Graduation	89%	+5 (2007)	N/C	92%	2011-12
ACT Composite	23.2	+8 (2004)	+5	23.4	2011-12

Note: The Archdiocese and Diocese switched to a new assessment this year, the Iowa Test of Basic Skills. The current achievement data is represented as a national percentile (NP) score.

The complete set of data and trends are available online and updated on a regular basis. Please visit: <http://www.strivetgether.org/education-results-resource/striving-together-report-card/>

Note on high school graduation rates: Kentucky districts changed the way they report graduation rates. Kentucky now uses the Averaged Freshman Graduation Rate (AFGR), making data from previous years incomparable. Kentucky will report the AFGR for three years and then begin reporting the new four year adjusted cohort rate. Ohio schools will also be reporting the four year adjusted cohort rate as their official graduation rate beginning next year. The cohort rate will be adopted by most states and will become a standard and hopefully more accurate way to report graduation rates across states.

\* We use "college" to refer to postsecondary education.





# ... als Basis der Qualitätsentwicklung

University of Cincinnati					
	Current percentage	Change since baseline year	Change since recent year	Current target	Target year
College Retention Rate (Local Students)	86%	+5 (2005)	-4	90%	2019
College Completion: 6 yr Graduation Rate (Local Students)	56%	+9 (1999)	+2	75%	2019

Cincinnati State Technical & Community College					
	Current pct. or num.	Change since baseline year	Change since recent year	Current target	Target year
College Retention Rate (Local Students)	45%	-10 (2005)	-	55%	2019
College Completion: Total Credentials Awarded (Local Students)	291	+74 (2005)	+1	350	2019



Gateway Community & Technical College					
	Current pct. or num.	Change since baseline year	Change since recent year	Current target	Target year
College Retention Rate (Local Students)	63%	-4 (2005)	-	67%	2019
College Completion: Total Credentials Awarded (Local Students)	63	+5 (2005)	-	70	2019

Northern Kentucky University					
	Current pct. or num.	Change since baseline year	Change since recent year	Current target	Target year
College Retention Rate (Local Students)	69%	+10 (2005)	+1	79%	2019
College Completion: 6 yr Graduation Rate	37%	+17 (2005)	+1	54%	2019



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Vielen Dank!

**Cornelius Schaub**

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