

Civic Engagement Impact Framework

 UpMetrics



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Impact Framework Summary



Who are we serving

The people that you serve and are helping.

01 Engage students in democracy

9 KIlls



What are we delivering and how much

The programs or services you are delivering for the people you serve.

01 Provide project-based civic learning classes

5 KIlls



What is the quality of our delivery

How you ensure what you are delivering is quality and that your team is executing at a high level.

01 Provide quality curriculum that engages students

4 KIlls



Are those we serve better off

How the people you serve are better due to the quality services you provided.

01 Increase confidence in civic knowledge

1 KII

02 Increase confidence in political efficacy

2 KIlls

03 Increase confidence in civic skills

2 KIlls

Impact Framework Summary



Are those we serve better off

How the people you serve are better due to the quality services you provided.

04 Increase confidence in civic motivation

2 KIIs

05 Increase in school engagement

1 KII



Community Contribution

Impact is a collective effort. There are two types of community contribution, direct and indirect. Direct contribution is an extension of your better off KIIs. Indirect contribution is often tied to your vision statement. Your defined target community should take geography and demographics into consideration.

01 More students engaged in school

1 KII

02 More young people are at the forefront of creating a more just, participatory, and inclusive country

1 KII

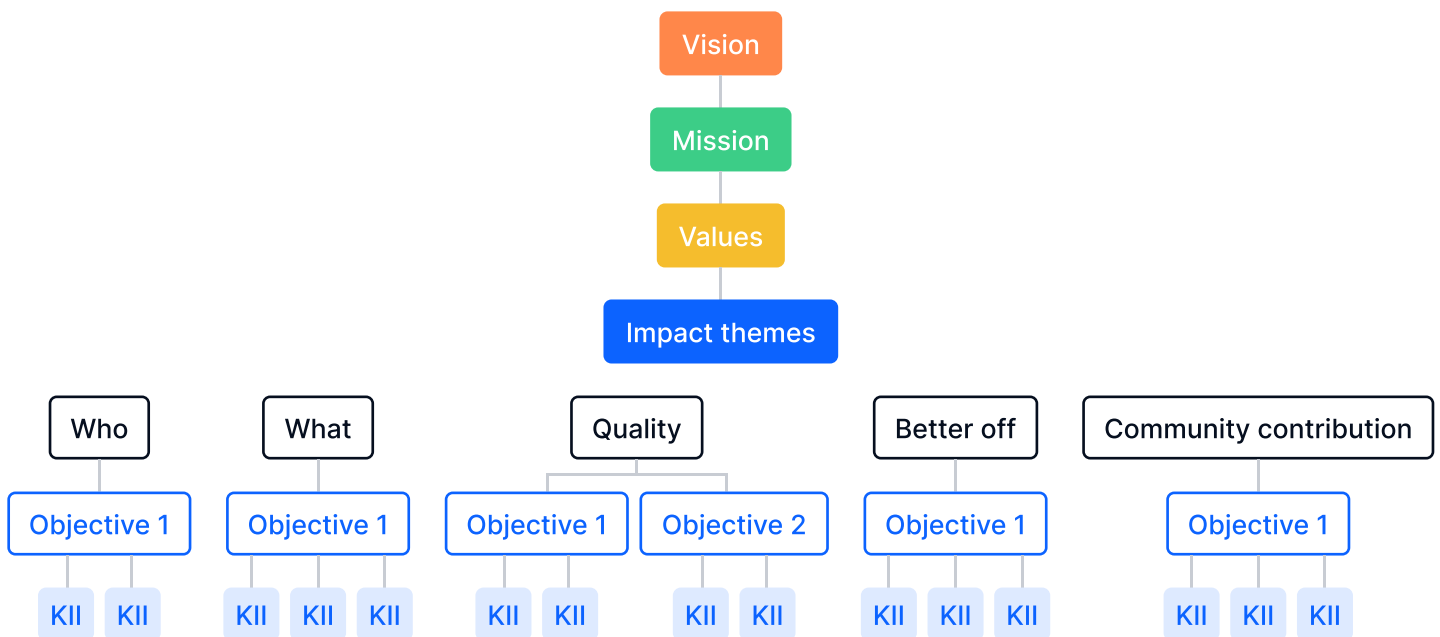
What is the Impact Framework?

An Impact Framework is a structured approach that helps mission-driven organizations define and operationalize their impact - allowing teams to identify, measure, and communicate their social or environmental impact.

Why is this important?

UpMetrics' impact measurement and management platform helps purpose-driven organizations maximize positive social outcomes by making it easy to collect and use data to measure, improve, and report on impact - then share their story with the world. This structure is valuable in creating a data-driven story of impact and tying quantitative measures to how your organization is driving towards the success of your vision.

Find out more about the framework including what terms like dimensions, objectives and KIIs are at UpMetrics.com



Vision

A world in which young people are at the forefront of creating a more just, participatory, and inclusive country.

Mission

To build an education movement that equips and inspires young people to transform our democracy.

Values

Equity & Inclusion

Shared Learning

Non-Partisan

Themes

Civic Engagement



Who are we serving

Objective 1

Engage students in democracy

- # of students
- # of female students
- # of students in zip code 94110
- # of students on free and/or reduced lunch program
- % of students in urban communities
- # of students age 13 or younger
- # of BIPOC students
- # of students in grades 6-8
- # of students who speak a language other than English at home



What are we delivering and how much

Objective 1

Provide project-based civic learning classes

- # of classes offered
- # of classes provided by type (project-based, speakers, field trips)
- % average attendance by class type
- # of curriculum hours offered per student participant
- # of hours attended by type (project-based, speakers, field trips)



What is the quality of our delivery

Objective 1

Provide quality curriculum that engages students

- NPS score from students: On a scale of 1-10, would you recommend this program to a friend?
- % Retention rate of participating schools - year over year
- NPS score from teachers of class
- % Retention rate of students returning to the program - year over year



Are those we serve better off

Objective 1

Increase confidence in civic knowledge

- % of students who reported that they are more confident in their ability to understand how inequitable systems impact different communities

Objective 2

Increase confidence in political efficacy

- % of students who reported that they are more confident in their ability to understand how local government works
- % of students who reported that they are more confident in their ability to know who are their elected officials

Objective 3

Increase confidence in civic skills

- % of students who reported that they are more confident in their ability to create a plan to address a school or community issue
- % of students who reported that they are more confident in their ability to convince others to follow a plan of action



Are those we serve better off

Objective 4

Increase confidence in civic motivation

- % of students who reported that they are more confident in their ability to make a difference in the community
- % of students who reported that they are more confident in their ability to understand opinions that are different from their own

Objective 5

Increase in school engagement

- % Average daily attendance increase



Community Contribution

Objective 1

More students engaged in school

- % Average daily attendance in schools

Objective 2

More young people are at the forefront of creating a more just, participatory, and inclusive country

- % of young people involved in community centric events (hearings, council meetings, etc.) beyond the classroom