

About Mission Measurement

In an era where social issues matter more than ever, we can no longer afford to guess what works. We have the resources to solve many of our gravest problems, but what has been missing is the evidence base and insights to make the right investments and maximize the returns. We see the need for a new generation of data and we are proud to be collaborating with the public and private sectors, investors and philanthropists, scholars and social entrepreneurs, all with an eye towards putting more ‘science’ into social science.

Contents

Vision.....	P4
Mission	P4
Values	P4
1. Outcomes	P5
1.1. Evaluation	P5
1.1.1. Evidence & Benchmarks	P5
1.1.2. Standardization.....	P5
2. Success.....	P6
2.1. Outcomes	P6
2.2. Impact.....	P6
3. Metrics	P7
3.1. Outcomes	P7
3.2. Evidence.....	P7
4. Capacity	P8
4.1. Self-Evaluation.....	P8
4.1.1. Tools.....	P8
4.1.2. Training.....	P8
4.1.3. Evidence.....	P8
5. ROI.....	P9
5.1. Insights	P9
5.1.1. Reports	P9
5.1.1. Portfolios.....	P9
5.1.2. Applicants	P9
5.1.3. Predictions.....	P9
5.1.4. Impacts.....	P9
Administrative Information	P10

Mission Measurement (MM)

Description:

Mission Measurement is the industry leader in measuring social outcomes for governments, foundations, corporations and nonprofits.

Stakeholder(s):

Funders :

OUR MISSION IS TO SOLVE THE WORLD'S MOST INTRACTABLE SOCIAL PROBLEMS USING DATA ~ That's a pretty tall order. But that's where you come in. We help funders like you (governments, foundations, corporate CSR) to improve the impact of your investments in social programs. Our outcomes-based frameworks, tools and benchmarks are leading the industry to set clearer goals, make smarter resource allocation choices and produce better portfolio impact.

Governments :

Each year governments, corporations and philanthropies across the world invest billions into social programs that aim to address some of society's biggest challenges, from poverty to public health, hunger to education and so much more. Yet, key indicators suggest this massive investment is not yielding dramatically improved results.

Foundations

Corporations

Corporate CSR Officials

Investors

Philanthropists

Scholars

Social Entrepreneurs

Jason Saul :

Jason Saul is the Founder and CEO of Mission Measurement. With more than twenty years of experience in the field as an entrepreneur, academic and author, Jason is known as one of the nation's leading experts on measuring social impact. He has worked with leading corporations, public sector agencies, private foundations and nonprofits to transform the way they think about creating value through social change.

Mission Measurement Advisory Board

Larry Hedges :

Department Chair, Professor, Board of Trustees, Department of Statistics, Northwestern University

Mitch Barns :

Former Chief Executive Officer, Nielsen Holdings; Board Director, Information Services, Data & Analytics, Digital Transformation

Nolan Gasser :

Architect of the Music Genome Project; Pandora Radio Composer, Pianist, Author

Liz Kerscher :

Former President, Data Division, Morningstar, Inc.; President, Fairpointe Capital

Mats Lederhausen :

Former President, McDonald's Ventures; Former Chair, Business for Social Responsibility; Founder & CEO, BECAUSE, LLC

Nina Nashif :

Former Founder & CEO, Healthbox; CEO, Board Director, Venture Capitalist

Impact Genome Project® :

Combining the latest advances in meta analysis and database technology, Mission Measurement created the Impact Genome Project® — a web-based platform containing the largest evidence base of social science research across 11 domains.

- *Derives a common outcomes taxonomy from thousands of evidence-based studies*
- *Matches intervention components to evidence-based analogues*
- *Uses the evidence-based analysis to inform program design and improve outcomes*
- *Benchmarks programs by efficacy and cost-per-outcome*

Arts Domain

Criminal Justice Domain

Critical Human Needs Domain

Culture & Identity Domain

Economic Development Domain

Education Domain

Global Development Domain

Public Health Domain

Science & Technology Domain

Domain

Sustainability & Environment Domain

Systems Change Domain

Youth Domain

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Stakeholders (continued)

Social Change Organizations :

Mission Measurement partners with leading social change organizations to make the Impact Genome Project® a public

resource for the industry to use when making decisions around funding or evaluating social programs.

Vision

More ‘science’ in social science

Mission

To solve the world's most intractable social problems using data

Values

Change: "WE DON'T WANT TO CHANGE THE WORLD ONLY, WE WANT TO MAKE IT SPIN A LITTLE FASTER." To that end, we work across all of our clients to advance the field in the following ways:

Reproducibility: SOLVING REPRODUCIBILITY ~ Imagine if we can codify the world’s evidence base and learn what works, and what doesn’t. We could have greater confidence in what works — by solving the reproducibility problem. The issue isn’t really about reproducing results — we only really want to do that so we can have confidence that a particular solution will work more than once. But we can solve that problem in a different way — instead of trying to prove that a program worked and can work again — we can instead tease out and understand the underlying DNA of the program, and program’s like it. In this way we’re not reproducing a program, we’re isolating the variables that drive program results so that we can reproduce those variables.

Evaluation: DEMOCRATIZING EVALUATION ~ Empowering all practitioners to use evaluation tools and access evidence, rather than hiring consultants or waiting for experts to tell them if they’re effective and leveling the Playing Field so all programs could be evaluated on equal footing. Not just because they’re big or were funded in the past.

Resources: RATIONALIZING THE ALLOCATION OF RESOURCES ~ Helping funders understand which programs produce the outcomes they desire, and at the same time, helping practitioners clarify the total cost of ownership of an outcome. I.e. What it really costs to produce results. Lowering fundraising costs and reducing yield loss for funders and investors who all too often don’t get the results they want, which limits future investment.

Learning: SYSTEMATIC LEARNING ~ Discovering gaps in the evidence base so that we can invest in research where it’s really needed, not just because someone wants to do another study. Learning across evidence also helps us solve the elusive external validity problem so that we can begin to generalize results and create actionable information.

Evidence: ADVANCING THE EVIDENCE-BASED MOVEMENT ~ Today, many use the term evidence-based in a binary way — a program is either evidence-based or not. But that’s problematic for three reasons. First, just because a program couldn’t afford to hire a fancy evaluator doesn’t mean that its model is not supported by evidence, or that it doesn’t work. Second, the reality is that most programs are to some degree evidence-based, meaning certain program components may be effective at producing certain outcomes for certain beneficiaries in certain contexts, but not others. By defining programs in a binary way, this works, this doesn’t, and by analyzing programs as a black box rather than understanding their underlying structure and design, we are limiting the capabilities of using past evidence. And finally, the current framework of evidence-based thinking can be stifling to innovation. Implying that a program can’t work because it hasn’t worked before, and limiting choices of funders or policymakers only to proven models is highly problematic.

Innovation: We want to find ways to use knowledge and evidence to inform innovation, not stifle it.

1. Outcomes

Translate outputs and activities into meaningful outcomes

Stakeholder(s)

Policymakers :

Most policymakers, practitioners, and even most well-heeled funders strive to measure more than outputs — things like # people served, pamphlets distributed, policies enacted.

Practitioners

Funders

OUTCOMES, NOT OUTPUTS ~ At Mission Measurement, we help you translate outputs and activities into meaningful outcomes.

1.1. Evaluation

Make evaluation simpler and more accessible

We make evaluation simpler and more accessible using something called data standardization.

1.1.1. Evidence & Benchmarks

Use evidence and benchmark data to measure outcomes

Rather than reinventing the wheel, or just ‘making up’ performance metrics, Mission Measurement uses evidence and benchmark data to help you measure credible outcomes.

1.1.2. Standardization

Standardized outcome data

Our approach isn’t just more efficient and affordable; using standardized outcomes enables you to compare programs, aggregate data and figure out what works.

2. Success

Define success

DEFINE SUCCESS ~ Can you answer the ‘so what’ question? What outcomes are you trying to move the needle on? What’s realistic to measure? How can you standardize outcomes across diverse grants and programs?

2.1. Outcomes

Define clear, measurable outcomes

Mission Measurement helps your organization answer these questions and develop an organization-wide Impact Framework™. We use evidence, stakeholder engagement and benchmark data to help your organization define clear, measurable outcomes.

2.2. Impact

Capture and aggregate impact

Stakeholder(s):

Government Agencies :

Whether you’re a government agency focused on social services,

Corporate Foundations :

a corporate foundation giving to hundreds of different causes or

Philanthropies :

an endowed philanthropy looking to achieve deep systems change, our outcomes-based methodology will enable you to capture and aggregate your impact.

3. Metrics

Measure outcomes

MEASURE SUCCESS ~ Are you struggling to quantify squishy things? Are you tired of investing a fortune in outside evaluators or custom measurement systems? Are you struggling to aggregate disparate statistics and output data to tell your story?

3.1. Outcomes

Measure hard-to-measure outcomes

At Mission Measurement, we draw on over 14 years of experience measuring hard-to-measure outcomes that others can't or won't.

3.2. Evidence

Use best-in-class evidence

And as the pioneer of the world's leading social science evidence base — The Impact Genome Project® — we can help you avoid recreating the wheel and measure using best-in-class evidence.

4. Capacity

Build capacity

BUILD CAPACITY ~ How can you invest in improving grantee data? What tools, measures and competencies that nonprofits need to measure better? How can you use evidence to improve program design?

4.1. Self-Evaluation

Help nonprofits measure and improve their own impact

Since 2005, we have helped thousands of nonprofits to measure and improve their own impact. Our team of experienced evaluators and consultants work with funders to empower grantees and partner agencies to self-evaluate. We provide the tools, the training and the evidence to practitioners so that they can become outcomes-driven and evidence-based.

Stakeholder(s):

Nonprofits

4.1.1. Tools

Provide tools

4.1.2. Training

Provide training

4.1.3. Evidence

Provide evidence

5. ROI

Improve return on investment

IMPROVE ROI ~ Are you really getting the best ‘bang for the buck?’ If your budget is at-risk every year, how can you demonstrate a compelling ROI? How can you benchmark and improve the ROI on existing policies or grant programs?

5.1. Insights

Unlock insight

At Mission Measurement we help you unlock valuable insight without a formal, longitudinal study which can take years and cost millions of dollars.

5.1.1. Reports

Generate funder Portfolio Impact Reports

Using standardized data and self-reporting tools, we generate funder Portfolio Impact Reports on an annual or quarterly basis. These reports can be used to manage grantee or community investment portfolios, assess potential applicants for portfolio fit, predict ROI before you invest, and demonstrate impact to stakeholders.

Stakeholder(s):

Funders

5.1.1. Portfolios

Manage grantee or community investment portfolios

5.1.2. Applicants

Assess potential applicants for portfolio fit

5.1.3. Predictions

Predict ROI before you invest

5.1.4. Impacts

Demonstrate impact to stakeholders

Administrative Information

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