

Creating Collective Impact: The SOAR Approach

Presented to the

“Building a Better Future for Coal Workers and their Communities”
Workshop

November 13, 2015

The Brookings Institution

Washington, D.C.

Charles W. Fluharty

President & CEO

Rural Policy Research Institute





U.S. Rep. Hal Rogers
5th District of Kentucky

Bob Mitchell
U.S. Rep. Hal Rogers
Chief Advisor

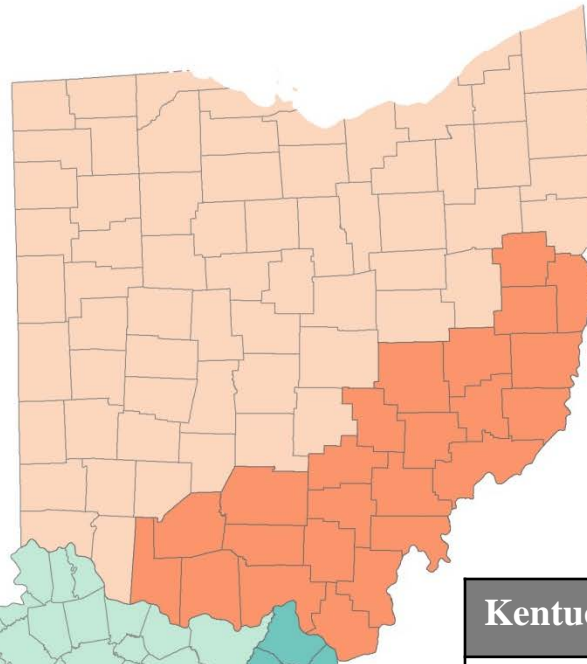


SOAR

Shaping Our Appalachian Region

SOAR Geographic Comparison with Appalachian Ohio

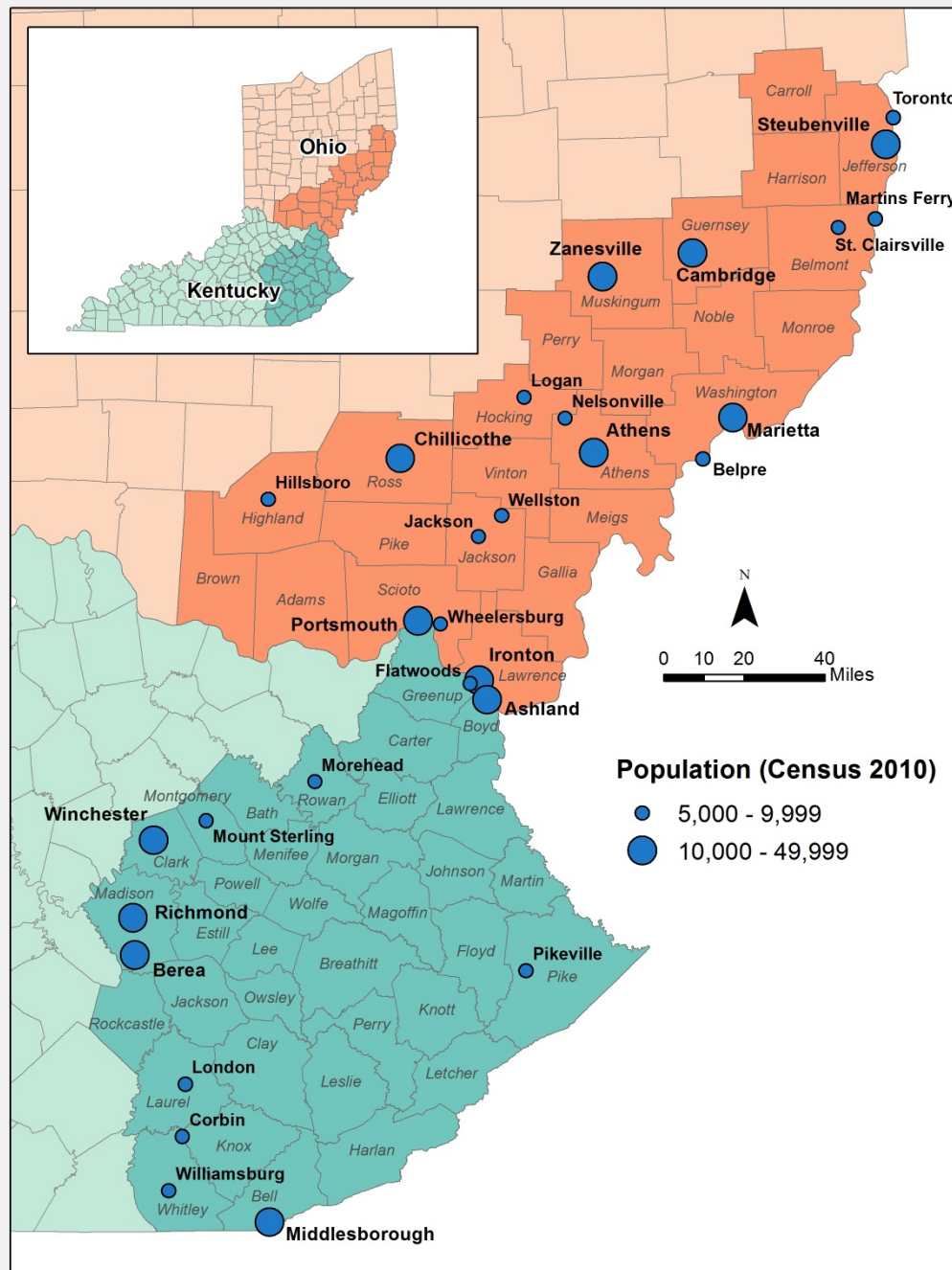
Ohio Counties	24
Land Area	11,820 mi ²
Population	1,014,355
Average Household Income	\$38,931
Average Unemployment Rate	10.6%



Kentucky Counties	35
Land Area	11,873 mi ²
Population	870,823
Average Household Income	\$29,705
Average Unemployment Rate	10.9%

These two regions are similar in geographic size, but in Kentucky:

- There are 45% more counties
- There are 14% fewer people
- Income is 24% lower



Unique Kentucky Challenges

- County lines
- Family names
- Friday night lights
- Listening to old tapes
- Stories we tell ourselves

2014 SOAR Program of Work

Plan the Work:

I. SOAR Summit (December)

Goals: Renew Hope and Commitment
Build Regional Identity and Collaboration
Surface Ideas and Innovations

II. SOAR Development (January-May)

Goals: Build an Organization
Create a Leadership Commitment /
Common Vision
Seek Resources
Frame a Program of Work



Plan the Work:

III. SOAR Working Group Process (June-August)

Goals: Enhance Citizen Engagement / Dialogue
Craft Specific Recommendations
Present Collaborative Action Opportunities
to the Region

IV. SOAR 2025 Futures Forum

Goals: Use Working Group Report to Begin Long
Term Visioning
Identify Ten Year SOAR Goals
Create Metrics to Assess Progress Yearly



Work the Plan:

I. 2015 Year One Priorities (September-November)

Goals: Priorities Discussed / Aligned Where Possible

Founding Executive Director Hired
Region's Leaders, Organizations,
Institutions and Governments Asked
to Engage



Work the Plan:

II. 2015 SOAR Summit and Action Teams (January-Ongoing)

Goals: Generate Regional Buy-In and
Responsibility for Recommended Action
Leadership / Teams Established, Work
Begins
Year One Priorities Now Being Addressed



Assignment: Prioritize Regional Innovation Ideas That:

- Complement, not Compete
- Build on and Add Value to Work of Others
- Seek and Advance New Approaches, at Regional Scale
- Spread Impact of Successful, Evidence-Based Policy and Practice
- Strengthen Regional Collaboration and Identity



Guidelines for Prioritization

- Will Not Happen, Unless SOAR:
 - Assists, Nudges, or Advocates
- Will Add True Value to Others' Work
- Will Be Achieved through SOAR not by SOAR
 - True Servant Intermediary



The Framework for Regional Rural Innovation



Critical Internal Considerations

- Wealth Creation and Intergenerational Wealth Retention
- Youth Engagement, Retention, and Leadership Expression
- Social Inclusion and Social Equity

Eight Forms of Rural Health

Physical

Financial

Natural

Human

Intellectual

Social

Cultural

Political

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Collective Impact

Large-scale social change requires broad cross-sector coordination, yet the social sector remains focused on the isolated intervention of individual organizations.

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By John Kania & Mark Kramer | 90 | Winter 2011

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SELE

Five Conditions for Collective Impact Success

I. Common Agenda

- Clear vision for change

II. Mutually Reinforcing Activities

- Differentiated, but still coordinated

III. Backbone Organization

- Serves entire initiative, coordinating participating organizations, firms and agencies



Five Conditions for Collective Impact Success (cont'd)

IV. Continuous Communication

- Consistent, open, unmediated

V. Rigorous and Shared Measurement

- Collecting predictive indicators, regional data: then measuring ongoing results, consistently



01 /

KVEC BOARD MEETING

SEPT 23TH@ KVEC

OCT 28TH@ EXPO
CENTER in PIKEVILLE

02 /

**2ND ANNUAL
PROMISING PRACTICES
SUMMIT**

@Eastern KY Expo Center
in Pikeville, KY

OCTOBER 28TH, 2015
beginning @ 8:30am

[Click here to Register](#)

#ARIpromise15



**2ND ANNUAL
PROMISING
PRACTICES SUMMIT**



Eastern Kentucky Expo Center, Pikeville, KY
October 28, 2015 8:30a.m. till 3:30p.m.



The Summit will showcase learning innovation taking place across the east Kentucky region as a direct result of the Race to the Top-District Grant awarded to Kentucky Valley Educational Cooperative and 17 outstanding rural school districts.

**Join the Summit
Virtually by
logging into**

2015 KVEC Area Fall
Gathering for Students
and Their Families with
Hearing and Vision
Losses

September 22, 2015

KVEC will be hosting the
Fall Gathering for Students
and Their Families with
Hearing and Vision Losses...
on October 16th, 2015. This
event will be held...

2014 KVEC TRANSITION
FAIR

March 27, 2014, Heather Hall an...

[View Photo Gallery](#)

Special Thanks to those
districts that participated...
by bringing their students
to the fair: Floyd, Leslie,
Letcher and Perry.



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Change: Driven By Innovation



NEXT

UPCOMING EVENT

World Diabetes Day Health Extravaganza

13th Nov, 2015

3

days

01

hrs

21

mins

07

secs

[ALL EVENTS](#)

Latest SOAR News

[SEE ALL NEWS](#)

High School Congressional App Challenge Now Open through January

on November 9, 2015

U.S. Rep. Harold "Hal" Rogers (KY-05) is excited to announce that innovative students from Kentucky's 5th Congressional District will be competing in the Congressional App Challenge.

Presenting Partners



Federal Policy Recommendations for Further Consideration





Charles W. Fluharty

cfluharty@rupri.org

President & CEO

Rural Policy Research Institute

Clinical Professor

Department of Health Management and Policy

University of Iowa College of Public Health

145 N. Riverside Drive

Iowa City, IA 52242

(319) 384-3816

<http://www.rupri.org/>