



VISIONING

PHASE TWO





The Visioning Exercise

In August 2013, Diana Robinson, Director, Center for Governmental Studies, Northern Illinois University was asked to facilitate the visioning process for Impact DuPage. The first meeting of the Collective Impact Visioning Workgroup (this group was later identified as the Impact DuPage Steering Committee) was held on August 1, 2013. At this meeting, Diana Robinson and Candace King provided members with a draft vision statement to begin the visioning exercise. Members reacted to the initial vision statement and were led in a discussion about further defining health and core values. This process was aligned with the collective impact model¹, which identifies the following conditions to effectively influence community change:

1. **Common Agenda:** All participants have a shared vision for change including a common understanding of the problem and a joint approach to solving it through agreed upon actions.
2. **Shared Measurement:** Collecting data and measuring results consistently across all participants ensures efforts remain aligned and participants hold each other accountable.
3. **Mutually Reinforcing Activities:** Participant activities must be differentiated while still being coordinated through a mutually reinforcing plan of action.
4. **Continuous Community Communication:** Consistent and open communication is needed across the many players to build trust, assure mutual objectives, and create common motivation.
5. **Backbone Support:** Creating and managing collective impact requires a separate organization(s) with staff and a specific set of skills to serve as the backbone for the entire initiative and coordinate participating organizations and agencies.

Using the conditions of collective impact as a guide, the following values were identified during this meeting and reaffirmed during subsequent meetings:

Values

Asset-focused
 Collaboration
 Data-driven
 Transparent
 Accountable
 Community-owned
 Focused/Prioritized
 Legitimacy
 Leverage
 Unity

The committee was very intentional about the words selected for the vision statement. It was determined that the vision statement should not include the word “health” because it would not be explicitly inclusive of “community

¹ Hanleybrown, F., Kania, J., and Kramer, M. Channeling Change: Making Collective Impact Work. Stanford Social Innovation Review. January 26, 2012.





needs.” Consequently, the word “well-being” was chosen as the focus for the vision. The committee met six times between August 1, 2013 and December 6, 2013, to craft the vision. During these meetings, the group endorsed the name “Impact DuPage” for this initiative. They also agreed on the tagline “Needle-Moving Change.” By December 20, 2013, the following vision statement was formally adopted by this committee:

Vision

Impact DuPage is committed to creating a common understanding of community needs, gaps and priorities that will advance the well-being of the DuPage County community.

Keeping the Vision Alive

The vision was incorporated into Impact DuPage communications and subsequent Steering Committee meetings to keep the vision present during related activities. This included highlighting the vision of Impact DuPage during the keynote address of the Local System Assessment, held on October 8, 2014. As the four community assessments were implemented, Impact DuPage adopted a new tagline, “Driving DuPage Forward,” to underscore the commitment of the initiative to advancing the well-being of residents.

