Taking the Reigns on Your Workforce Ecosystem

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Today’s Agenda

1. How does ecosystem mapping help communities?

2. What process can you follow?
Greater Dallas’ Experience
Ecosystem Mapping
Why Ecosystem Mapping?

• Takes system change to a practical level
• Uncovers:
  – Aspirations for system
  – Collaboration opportunities
  – Gaps
• Well executed, can:
  – Help with planning, sequencing & prioritization
  – Understand interactions
  – Support alignment
  – Improve funding allocation & decision-making
What Are Ecosystem Maps?

**Ecosystem Maps** are a visual representation that contain:

- Services and resources a segment of the population needs to thrive (IDEAL)
- The entities that provide those services (REALITY)
Ecosystem Maps Refine Community Strategies by Focusing Resources in Areas of Need

**Benefits of Ecosystem Maps**

<table>
<thead>
<tr>
<th>Benefits of Ecosystem Maps</th>
<th>Gov’t/Funder</th>
<th>Coalition</th>
<th>Nonprofit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Define strategy</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Award contracts</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Allocate funding and resources</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Launch new services</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Differentiate existing services</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Discontinue services</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Identify partners</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

**Users of Ecosystem Maps**
Ecosystem Mapping Methodology

1. Define the full range of services required for the population to thrive using best practice research

2. Identify organizations providing those services & capture relevant details in inventory

3. Identify gaps & collaboration opportunities

4. Analyze findings & take action!

Iterate & localize the continuum as needed
Pairing Ecosystem Map with Inventory Enables Collection of Detailed Information

<table>
<thead>
<tr>
<th>Health &amp; Benefits</th>
<th>Providers</th>
<th>Description &amp; Volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>Case Management/Social Work/Intake, Information and Referral</td>
<td>• JCC</td>
<td>• Onsite social worker provides referrals to needed services within the community; conducts support groups for the family members of seniors with dementia along with the Alzheimer’s Association; conducts assessments of seniors at the JCC to discuss cognitive needs with their families</td>
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<tr>
<td></td>
<td>• JFS</td>
<td>• Geriatric Care Management Practice (in a variety of residential settings) – assesses, plans, arranges, coordinates, and monitors all aspects of services to maintain client safely and successfully in their desired environment</td>
</tr>
<tr>
<td></td>
<td>• Cedar Village</td>
<td>• Information and Referral Line. In person consultation at home or JFS office with older adults and their family caregivers</td>
</tr>
<tr>
<td>Medical Care</td>
<td>• Cedar Village</td>
<td>• In-patient social services and assessments for residents</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Medical, nursing, physical, occupational, and speech therapies with specialty physicians onsite in clinic for audiology, podiatry, dermatology, ophthalmology, optometry, orthopedics, dentistry</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Respiratory therapy services, psychology, psychiatric services</td>
</tr>
</tbody>
</table>

Contents of Inventory:
1. Providers of services
2. Brief description of services
3. Volume of services

Need help? 211 Start here.
Pairing Ecosystem Map with Planning Leads to Informed & Aligned Decision-making

Knowledge Supports Action

- Workshops
- SEA Chapters
- Technical Assistance
- Certification
- e-marketplace
- Access to Capital

Public Awareness & Environmental Change

Local, State & Federal Policy Change

Policy

Government Grants & Loans

Registry

Legal – L3C, BCorp

Task Force

Proclamation

Policymaker Education & Research

Action

Supports

Knowledge

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- Registry
- Legal – L3C, BCorp
- Task Force
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- Workshops
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- Technical Assistance
- Certification
- e-marketplace
- Access to Capital
- Knowledge
- Supports
- Action
About Suzanne Smith
Founder & Managing Director, Social Impact Architects

National Member
- Senior Policy Advisor, Social Enterprise Alliance
- Consultant Member, Society for Organizational Learning
- Research Fellow, Center for the Advancement of Social Entrepreneurship at Duke University

Local Leader
- **Dallas, Texas** - Texas Social Innovation Initiative, Entrepreneurs for North Texas, Junior League, Leadership Dallas/North Texas, and Social Enterprise Alliance North Texas Chapter
- **Cincinnati, Ohio** – Flywheel: Social Enterprise Hub
- **Durham, North Carolina** – Bull City Forward (Social Innovation Initiative) and Social Enterprise Network of the Triangle

Awards & Honors
- Huffington Post’s Top 10 social sector blog, 2014
- Dallas Business Journal’s 40 Under 40 Award, 2012
- Next Generation Social Entrepreneurs Award, 2010

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