



### Refining your team's shared result

- 1) Your problem statement should include a clear definition of the target population as well as the baseline conditions you are seeking to impact through your work.
- 2) In refining your shared result, consider the various data sources that are available to measure the conditions you are interested in. How reliable are these data sources, and how often are they updated? What kind of scale is the data available at? (block group, census tract, zip code, city, etc.) How easy or difficult is it to obtain this data?
- 3) Your shared result should be simple and concise, stating in one to two sentences what you aim to achieve over a period of ten years. We do not expect that teams will be able to achieve these results during the three-year period of the grant, but rather that this result will serve as a common aim that drives your work together.
- 4) Your shared result should not be too broad in scope (e.g. "we will cut the overall unemployment in half") nor too narrow (e.g. "we will place 200 residents in construction jobs.") The result you are seeking should be bold but not unattainable.
- 5) When including a data benchmark in your goal (e.g. "Increase the proportion of employed young adults by 40%"), think about: a) if you can accurately measure the starting point, and, b) how many people would need to achieve this outcome in order to succeed.
- 6) Avoid the temptation to include your strategies and activities in the problem statement and/or headline result, because strategies and activities are likely to evolve as your team learns from the results of piloting and implementation.
- 7) Test your shared result: how will you concisely report on progress toward its achievement in 1 year, 3 years, 5 years? What data points will you use?

### SAMPLE PROBLEM STATEMENTS AND HEADLINE RESULTS

*Please note that these examples are intended for illustrative purposes only. They do not indicate any preference for a particular issue, target population, or result.*

#### **SAMPLE: Small Business and Economic Development**

*Problem Statement:* In City X, small businesses are a vital part of the local economy, particularly among new immigrants. Nevertheless, many of them struggle to get off the ground and do not survive the first year of operation. A recent study conducted by the regional Economic Development Council found that between 2007 and 2012, the new business start-up rate in City X declined by 8 percent and the failure rate for new businesses was 22 percent.



*Headline result:* Our initiative aims to triple the number of annual new business start-ups in the city and to reduce the failure rate for small businesses to less than 15 percent within ten years.

**SAMPLE: Affordable and Workforce Housing**

*Problem Statement:* In City X, 20 percent of households are rent-burdened (spending more than 30 percent of their income on rent) and an additional 8 percent are severely rent burdened (spending more than 50 percent of their income on rent). This prevents many families from achieving economic stability and hinders the growth of the local workforce.

*Headline result:* Our initiative aims to reduce the number of rent-burdened and severely rent-burdened households by 5 percent over ten years, from 20 to 15 percent and 8 to 3 percent, respectively.

**SAMPLE: Educational Opportunity**

*Problem Statement:* More than half of the students from City X who attend the local community college do not complete their degree. In many cases, these students are not adequately prepared for college classes and need to undertake substantial remedial course work first, which extends the time and cost of their enrollment.

*Headline Result:* Our initiative will improve the college completion rate for City X high school graduates at the local community college to 90 percent over ten years.

**SAMPLE: Health & Wellness**

*Problem Statement:* City X has one of the highest rates of pediatric asthma in the state, particularly among Black and Hispanic children. Asthma rates have been steadily on the rise over the past five years and now stand at 12.5 percent for Black children and 9.5 percent for Hispanic children.

*Headline Result:* Our initiative aims to reverse the current growth trend in pediatric asthma rates and bring the overall percentages for Black and Hispanic children down by 4 percent over eight to ten years.