



A Rubric for Assessing Public Impact

Applying the Public Impact Fundamentals to the real world

Applying the Rubric

The <u>Public Impact Fundamentals</u> - Legitimacy, Policy and Action - are underpinned by a rubric that allows users to quickly assess their performance against each of the nine elements. The purpose of the rubric is to provide practitioners with a way of understanding what each element entails and identify areas where they are performing well or could improve. We have used this rubric to assess all of our case studies on our <u>Public Impact Observatory</u> and have found that stronger performance on each of the elements contributes to a higher chance of achieving the initiative's objectives.

Each element of the Fundamentals can be rated from weak to strong. When attempting to evaluate a policy against the rubric, it is helpful to first identify a precise initiative or programme as this will help answer ensuing questions. It is worth noting that the concepts below are subjective and creating a scale that will ensure universal agreement on appropriate scores is a difficult task. We did not set out to create an objective criteria that provides an inflexible way to conclusively measure performance on each element. Instead, what the rubric provides is a vocabulary that allows for a structured basis to discuss an initiative, providing some guidance on how to evaluate its performance.

What follows is a description of each of the grades for each element. Use the example sources listed underneath the rubric to help you identify where your initiative falls.

LEGITIMACY

PUBLIC CONFIDENCE
STAKEHOLDER ENGAGEMENT
POLITICAL COMMITMENT

POLICY

CLEAR OBJECTIVES
EVIDENCE
FEASIBILITY

ACTION

MANAGEMENT MEASUREMENT ALIGNMENT

Policy

Clear objectives

Weak

Fair

Good

Strong

Objectives defined maintained throughout

The type of sources one would typically require to evaluate this element are:



publications



blueprint





Strength of evidence

Weak

Fair

Good

Broadly positive evidence in favour of approach

Strong

Strong evidence in favour of approach (e.g. multiple studies, pilots)

The type of sources used to evaluate this element are:



Organisation publications



Initiative blueprint



Initiative implementation plan



studies/Reports on initiative

Feasibility

Weak

Fair

Good

feasible with a few manageable implementation challenges

Strong

Initiative considered to be highly feasible with no real implementation challenges

The type of sources required to evaluate this element are:



Initiative

blueprint

Initiative implementation plan



Legitimacy

Political commitment



The type of sources used to evaluate this element are:



Stakeholder engagement



The type of sources one would typically require to evaluate this element are:



Public confidence



The type of sources required to evaluate this element are:



Action

Measurement

Weak

Fair

Good

Comprehensive metrics identified at outset and tracked over time but not used to significantly influence approach

Strong

Comprehensive metrics identified at outset and tracked over time with results used to assess progress and refine approach

The type of sources required to evaluate this element are:







Initiative blueprint



implementation plan



Articles/Case studies/Reports on initiative

Alignment

Weak

Fair

Good

interests between the actors required to make change happen

Strong

Strong alignment of interests between the actors required to make change happen

The type of sources required to evaluate this element are:



publications



Initiative blueprint



Initiative implementation plan



on initiative

Management

Weak

Fair

Good

place to ensure progress

Strong

Strong mechanisms in place to ensure progress is made

The type of sources one would typically require to evaluate this element are:



Organisation publications



Initiative blueprint



Initiative implementation plan



Articles/Case studies/Reports on initiative



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ACTION

MANAGEMENT MEASUREMENT ALIGNMENT

The Centre for Public Impact is a global not-for-profit foundation, funded by The Boston Consulting Group, dedicated to improving the positive impact of governments.

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