



GOAL COLLECTIVE

2021-2022

MID-YEAR REPORT

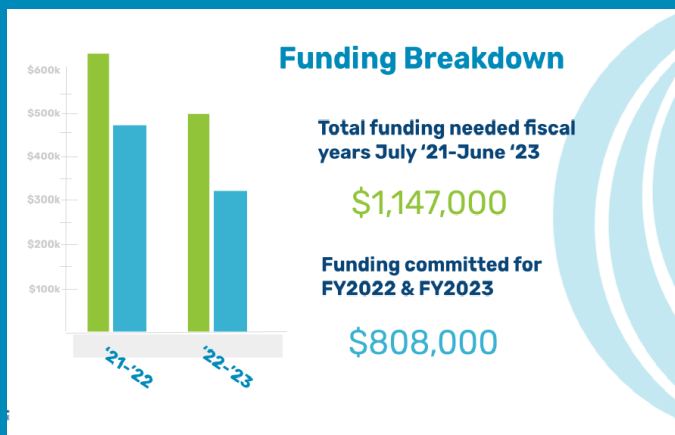
GOAL Collective grows opportunities for adult learners by driving innovation and connections throughout our learning systems.

Our mission is to triple the number of adults reaching their goals by 2025 and create a network better able to serve more people.

Mid-Year with GOAL Collective

The first half of the 2022 fiscal year represents a bittersweet milestone for GOAL: significant organizational growth and success as well as bidding a very fond farewell to one of GOAL's leaders and founders, Megan Godbey.

Emerging from the initial crisis that the pandemic brought in 2020 and the lessons learned along the way, GOAL built upon the success of the completed common intake form, launching the build of a shared data system. Informed by the Alpha testing done by Nashville Adult Literacy Council, the Common Intake Working Group officially formed a cohort of four partner agencies to implement the shared data platform, which is a key component to realizing the mission of the GOAL Collective.



In addition to programmatic success, GOAL also celebrates the philanthropic success achieved thus far with over \$800,000 committed through FY2023 from local foundations. We extend our sincere appreciation to these funders for their generosity, support, and demonstrated commitment to achieving GOAL's mission of tripling the number of Nashville adults meeting their educational needs.

Alongside these mid-year successes is the increased awareness and messaging about GOAL's work and highlighting adult education needs in Nashville.

With a newly created community engagement plan, GOAL distributed quarterly partner newsletters to reinforce transparency of progress, and was featured as a successful collective impact initiative by two community outlets. GOAL also welcomed and onboarded new agency partners and individual members to the Collective including a new agency partner, new Messaging Working Group leaders, and new members of our Guiding Team.

In November 2021, the GOAL Collective and wider Nashville adult education community celebrated the dedicated tenure of GOAL Director, Megan Godbey, and wished her well for her new professional journey. Megan's absence will certainly be felt throughout our work, but due to her expertise, foresight, and passion for adult education, GOAL is continuing to grow to the next level of organizational maturity.



Outcome 1: Create a system-driven network to better serve more students

After analyzing the intake processes and data collection practices of all partner agencies, GOAL Collective finalized development of a Common Intake Form, representing the minimum viable information critical to make referrals between participating agencies. Using that form, GOAL contracted with CommonTeri Services to design a Salesforce-based data system using their signature product Literacy Nimbus. This data system will house information shared between the collective and its participating members. As advised by the developer, GOAL has transitioned from a Beta test model to an updated "cohort" implementation model. In this cohort model, multiple partner agencies will launch a data system capable of evaluating program performance and matching prospective students to qualifying Collective programs.

The cohort phase will consist of the Common Intake Working Group, the developer CommonTeri Services, Alpha test agency Nashville Adult Literacy Council, and three participating cohort agencies: NICE, Begin Anew, and the Tennessee Language Center.



Together, they will design and test the capacity of the system for collecting shared data, streamlining student referrals, and reporting shared outcomes.

To complete the design and scale of the shared data system, GOAL Collective has:

- finalized a common intake form to be used by participating agencies
- framed a system of bidirectional data exchange related to client and program data
- signed a contract with Salesforce/Literacy Nimbus developer CommonTeri Services
- recruited participating cohort agencies to initiate the system
- contracted an IT Project Manager to manage data system implementation
- generated outcome categories for a city-wide dashboard, a clear measure of GOAL's impact
- initiated implementation of shared vocabulary for the data system

Over the next six months, GOAL Collective will initialize the shared data system using two outputs from the Common Intake Working Group: the Common Intake Form, and shared metrics, which represent data currently collected by those partners.

Outcome 2: Align resources for scalable growth across Nashville

Partner Engagement

GOAL's most important resources are our partners. Currently, fourteen partner agencies make up GOAL Collective, including twenty-eight individual members. While strained capacity has limited some partners' engagement, we are in regular contact with all current partners and engaged with all twenty-eight members this fiscal year.

Additionally, GOAL's growth included:



GOAL reviewed and revised our governance documents this fall, gathering and analyzing feedback from the full Learning Community and making final revisions with the Guiding Team. Revisions included a recommitment to our operating principles and clarity around the roles and responsibilities of Guiding Team and Backbone members. Over the next six months, we plan to connect with all disengaged partners, bring on new partners and leaders, and reorganize Working Groups to better achieve our 2022 goals.



Working Groups met frequently to accomplish their objectives in 2021, using our Basecamp project management platform to communicate and organize the work between meetings, including:

- 9 Guiding Team meetings with 76 total attendees
- 17 Working Group meetings across 3 Working Groups with 135 total attendees
- 5 Learning Community meetings with 85 total attendees
- Weekly planning & strategy meetings with Backbone and Working Group co-chairs

Learner Engagement

GOAL Collective is working to prioritize learner engagement and feedback as we continue to grow. In July 2021, the Common Intake Working Group conducted learner focus groups to gather feedback on the development of its Common Intake Form, which will improve the functionality of the adult education referral process in Nashville.

The purpose of the Common Intake Form is to better serve both learners and agencies to get the right learner in the right seat at the right time. This requires data to be shared across agencies in a more streamlined referral process, therefore it is essential that the learners feel comfortable with the information being collected. GOAL also worked to use learner feedback to mold how the form is presented to learners to make the value of the form easy to understand.

7

partner agencies hosted learner focus groups

72

HiSet and ESL **learners interviewed**

90%

Learners **willing to share their information** for the sake of a more effective referral system

The next phase of work will include renewed focus on learner engagement during the continued development of the shared database.



GOAL Collective agencies will be able to utilize our shared data system to refer learners to the agency that best fits their needs.

Outcome 3: Increase awareness and advocacy to support growth

GOAL Collective continues to foster awareness about our work within the adult education and funding communities. A newly created communications plan guided our prioritization of strengthening relationships with internal stakeholders during Q1 and Q2, including members, partner agencies, partner agency leadership, and funders. To facilitate this growth, the Messaging Working Group created internal tools to help members share GOAL updates and integrate branding materials at partner agencies.

7

partners incorporated **GOAL branding** at their agencies.



65

individuals, representing **30 partner agencies**, received quarterly newsletters.

30

funding community members received detailed updates on progress of work

Funder Support

Another important indicator of continued awareness comes from increased funding. The GOAL Collective attracted new funding from the HCA Healthcare Foundation and the Community Foundation of Middle Tennessee. We proudly received continued funding from Dollar General Literacy Foundation, Joe C. Davis Foundation, The Frist Foundation, The Memorial Foundation, and Scarlett Family Foundation.

The next phase of work will require the recruitment of additional members to support the Messaging Working Group and will focus on expanding awareness of GOAL's work and the issues surrounding adult education to external constituents within the Nashville community.

Getting the word out

In addition to the efforts taken to strengthen relationships with internal stakeholders, GOAL's work was publicly highlighted thanks to these actions:

- Interviewed by the Center for Nonprofit Management in CNM Collective Impact Highlight: The Collective Perspective, Center for Nonprofit Management Newsletter, July 2021(passcode: If*^XME5)
- Featured alongside GOAL partner Tennessee Language Center (TLC) in Brighter Tennessee, A Publication of the UT Institute for Public Service, Fall 2021

Up next with GOAL Collective

GOAL Collective is poised to finish FY2022 in a very strong position: programmatically, financially, and strategically. The Guiding Team convened in December for an annual strategic planning retreat to not only revisit our one, three, and ten year goals, but also to discuss the future leadership of GOAL. A key focus in the coming months will be recruiting a new leader for GOAL who will leverage the current success into the next stage of organizational growth.

While we celebrate the funding and data cohort successes, as well as new and renewed partner engagement, we know we have more work to do to fulfill our mission. This touchstone represents a defining moment for GOAL's next chapter, and furthers our progress toward increasing access for Nashville adults to reach their educational goals.



GOAL Guiding Team, December 2021

For more information or to support the work of the GOAL Collective, please visit: <https://www.goalcollective.org>.

**The work of GOAL Collective is made possible by
the generous support of our funders.**



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