

Navigating the New Waters of Social Change:

An Ecosystem Perspective



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Today's Key Questions



How have the waters changed for Social Change?



What is Ecosystem Mapping?



How can it help my organization's work?

How have the waters changed?

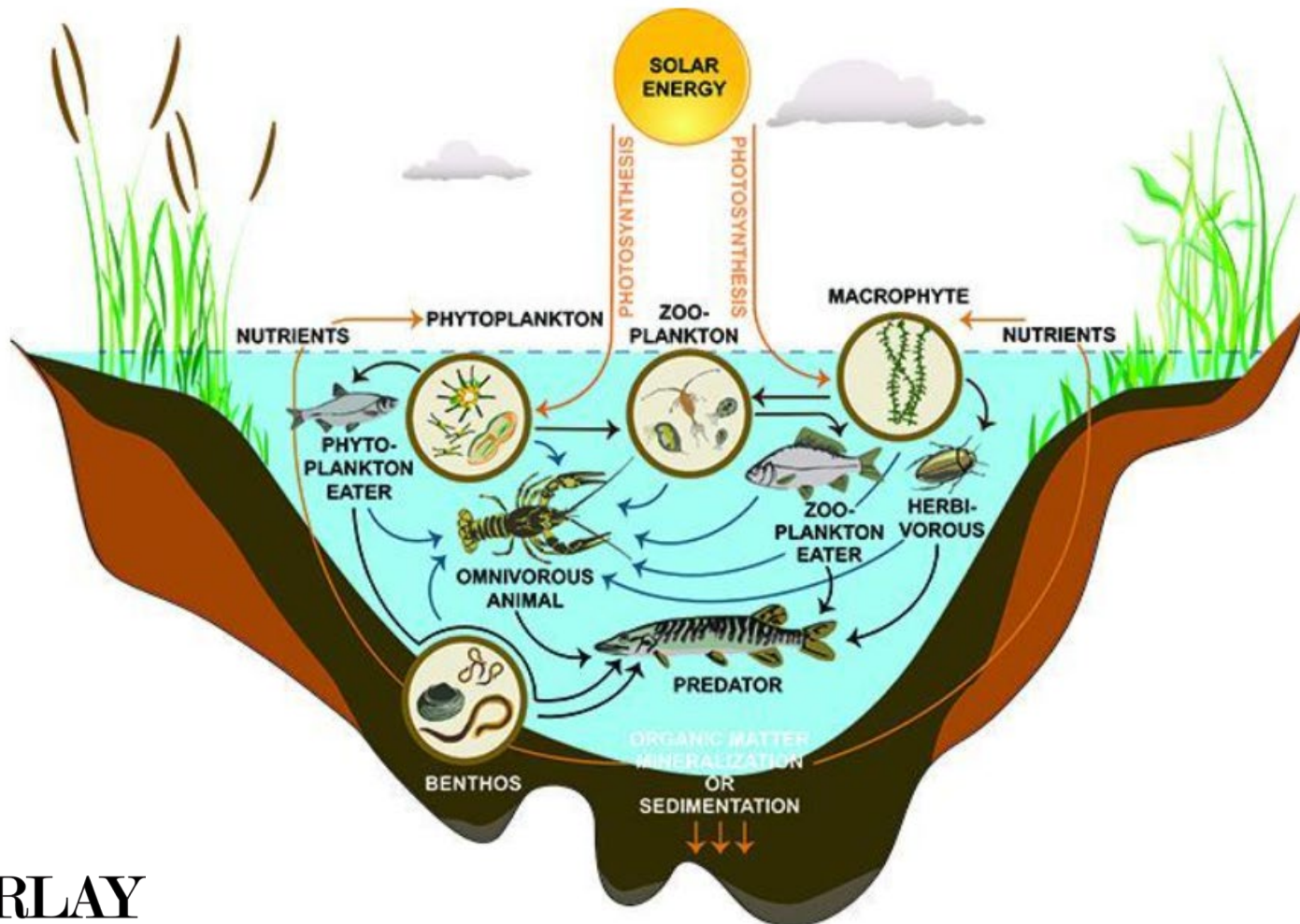
Generating
Impact

Funding
the Work

Capacity to
Deliver

What is Ecosystem Mapping?

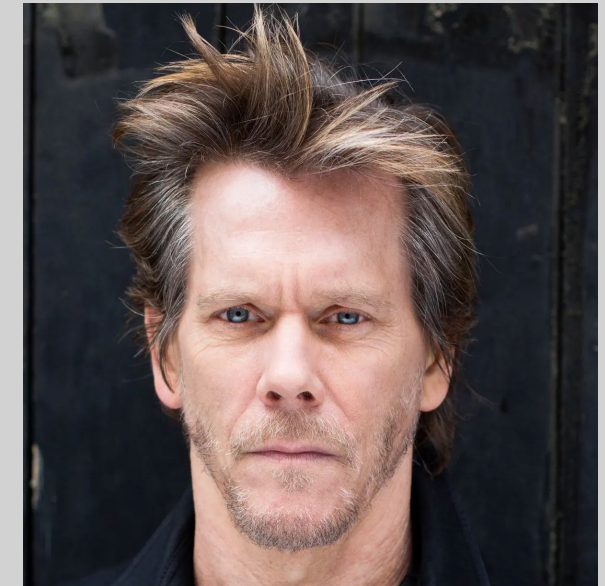
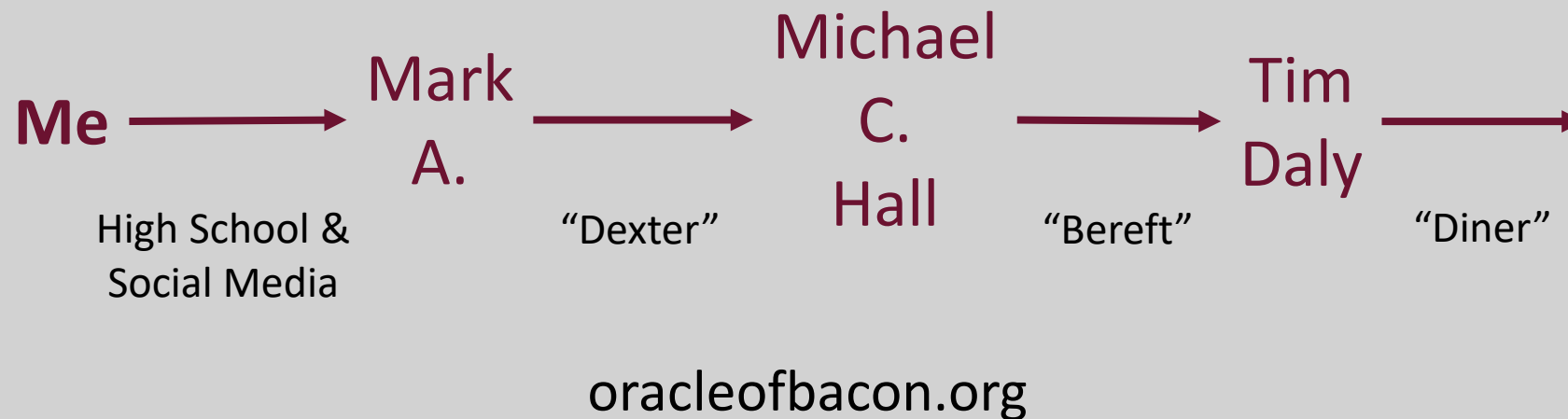
Organizations as Ecosystems



Network of Interdependent Parts

Social Ecosystem Mapping is Rooted in Social Network Analysis

Meet My Good Friend, Kevin Bacon



<https://www.theguardian.com/film/2017/may/20/kevin-bacon-thought-sent-tv-graveyard>

ACTIVITY: Organizational Interdependence

Ecosystem: Network of Independent Parts

Think about the **living** parts of your organization:

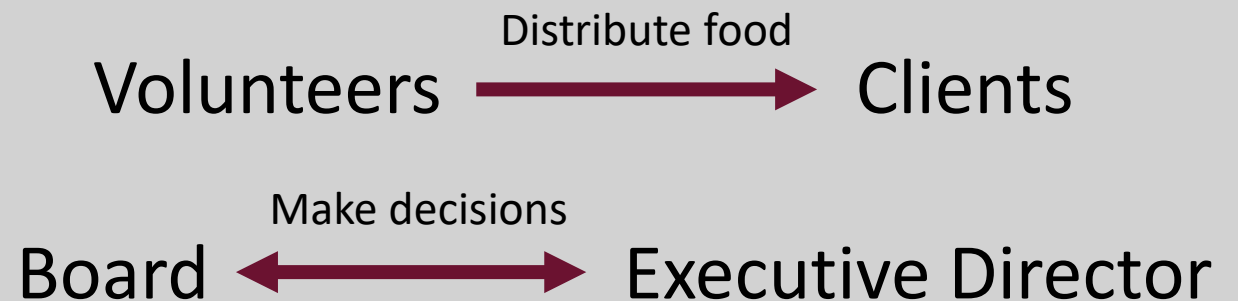
- Make a list of possible “actors” with **direct** connections.
- Draw an arrow to indicate the direction of the connection.
- Write the type of connection over the arrow.

Time: 3 minutes

Example

Living Actors

- Clients
- Employees
- Volunteers
- Board Members
- Donors



ACTIVITY: Organizational Interdependence

Ecosystem: Network of Independent Parts

Now look again. Are there any **indirect** connections?

- Find how actors might be interdependent or reliant on one another.
- Rearrange your connections to show relationships on more levels.

Time: 3 minutes

Example

Living Actors

- Clients
- Employees
- Volunteers
- Board Members
- Donors



What does your organization's ecosystem look like?



Is Your Organization “Self-Contained”?



No organization
is an island.



Organization Mapping: Levels of Scope



ACTIVITY: Interdependence Outside Your Organization

Ecosystem: Network of Independent Parts

Brainstorm other organizations that **directly** influence your work.

- Draw an arrow to indicate the direction of the connection between your organization and those outside influencers.
- Write the type of connection over the arrow.

Time: 3 minutes

Example

Organizations

- Grocery stores
- Shelters
- Office Management
- Vehicle Companies
- Outreach

Grocery Store $\xrightarrow{\text{Donates food}}$ My Food Pantry

Shelter \longleftrightarrow My Food Pantry

ACTIVITY: Interdependence Outside Your Organization

Ecosystem: Network of Independent Parts

Now look again. Are there any **indirect** connections?

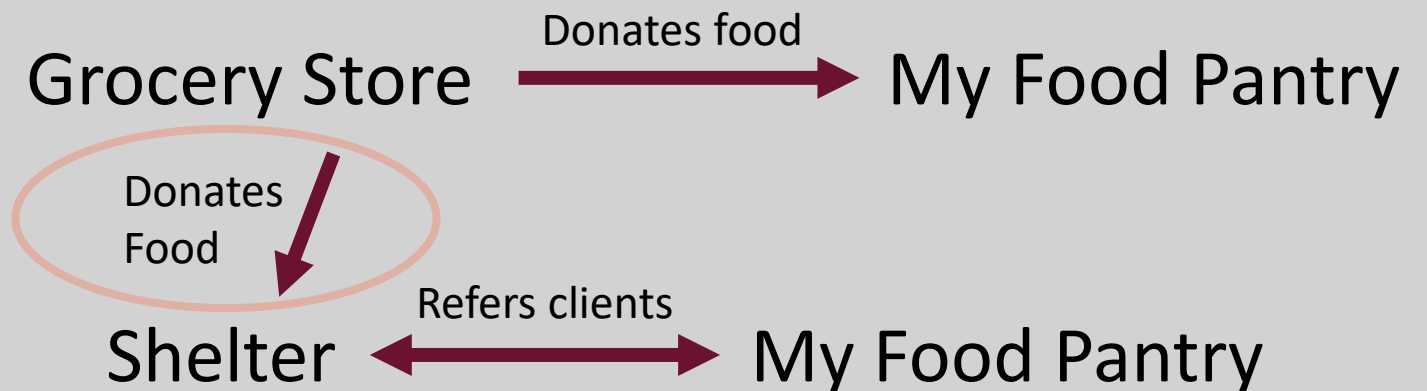
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Time: 3 minutes

Example

Organizations

- Grocery stores
- Shelters
- Office Management
- Vehicle Companies
- Outreach



What does your organization's ecosystem look like now?

How can
ecosystem
mapping
strengthen your
work?



Ecosystem Mapping can be used to...

Understand
Organizational
Reach

Track
Networks Now
and Over Time

Identify
Service Gaps
or Silos

Document
Funding
Mechanisms

Name Partners
and Promote
Connections

And More!

Scope can be broadened or narrowed depending on purpose.

Ecosystem Mapping: Data Collection Methods

Your project **scope**, **purpose**, **budget**, **timeline**, and **staff capacity** will all inform the data collection methodology you use.

Less Interactive

Use an existing contacts database

Conduct an online survey

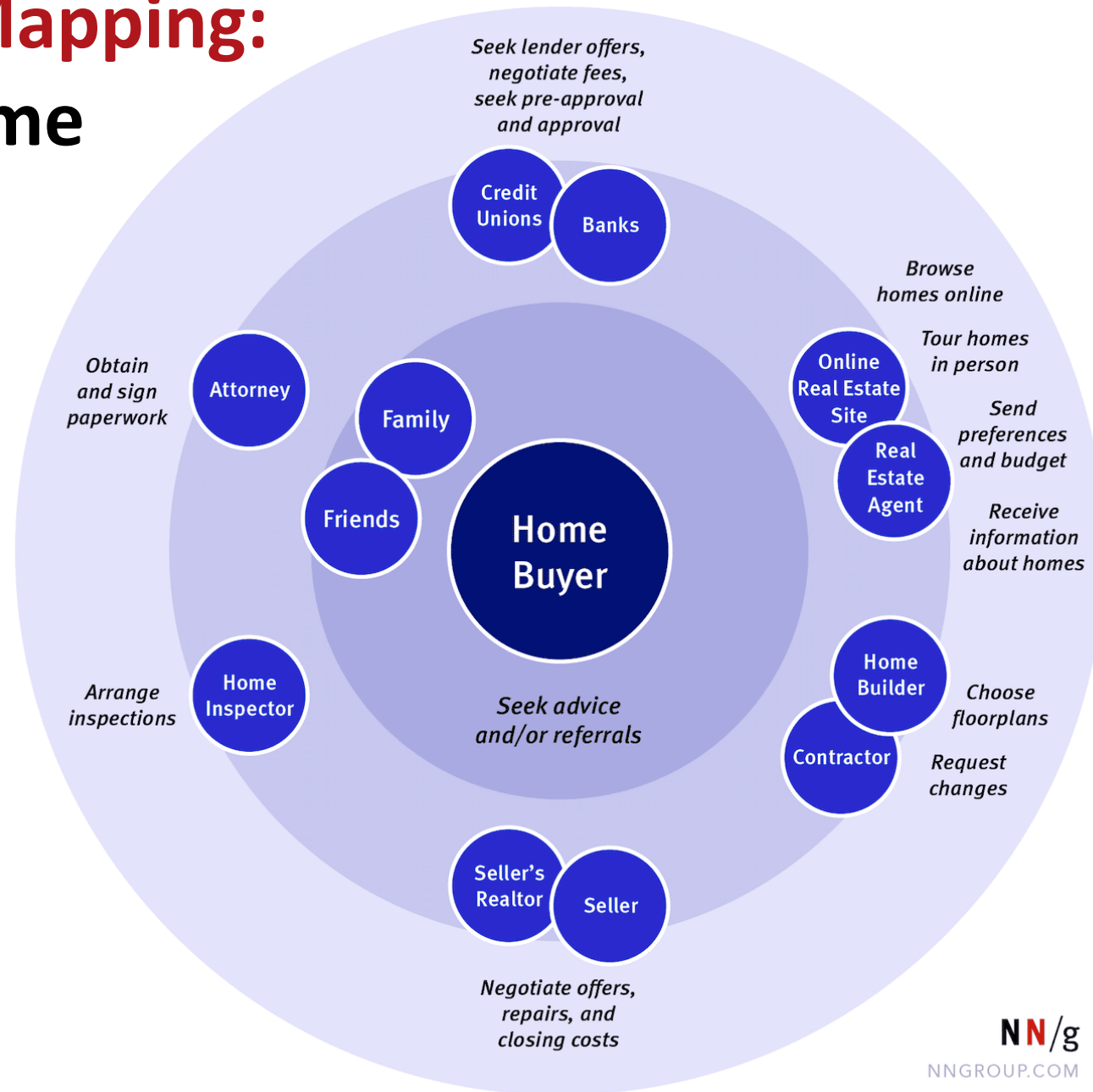
Crowdsource

Interview key actors

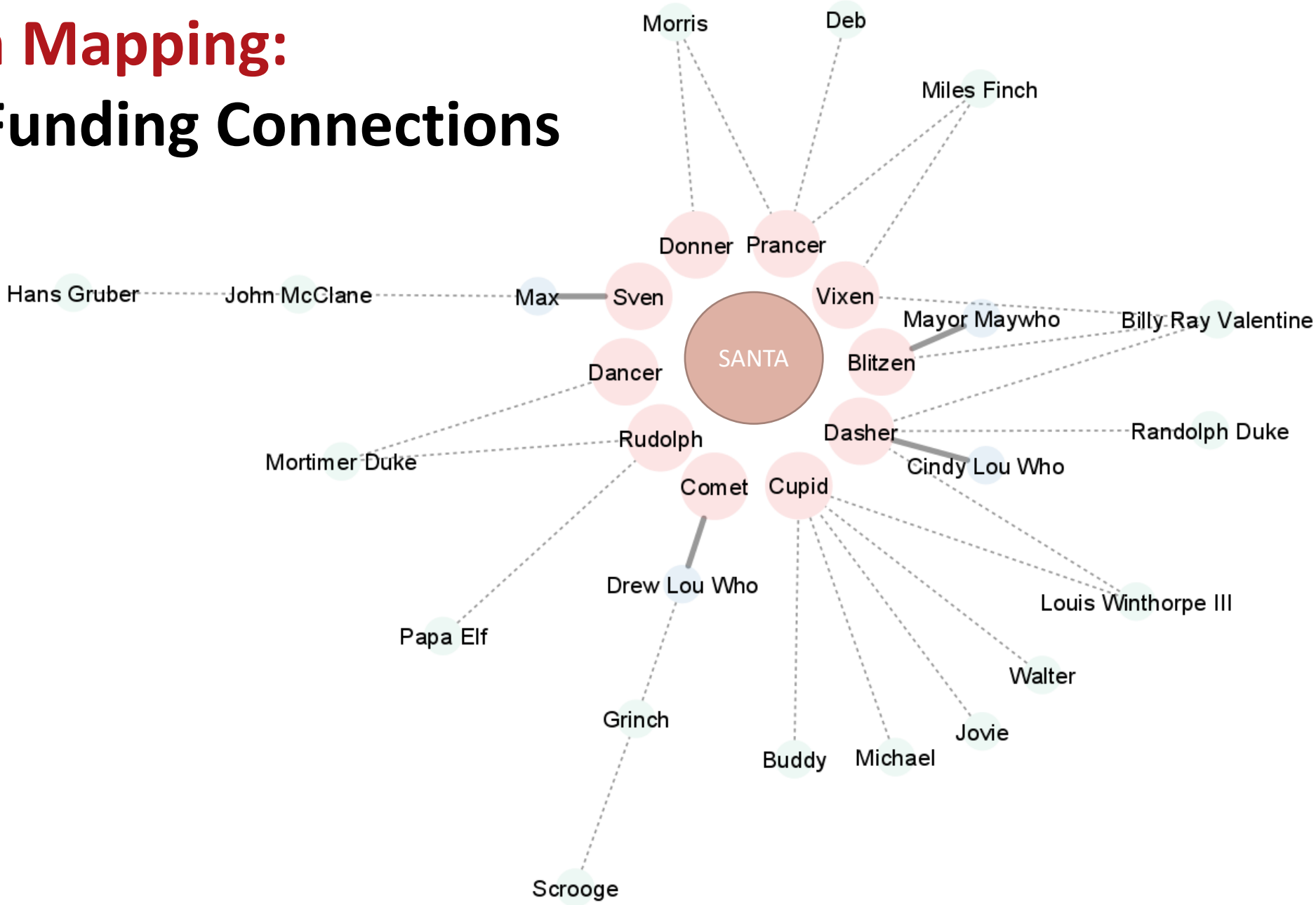
More Interactive

Group mapping workshop

Ecosystem Mapping: Buying a Home

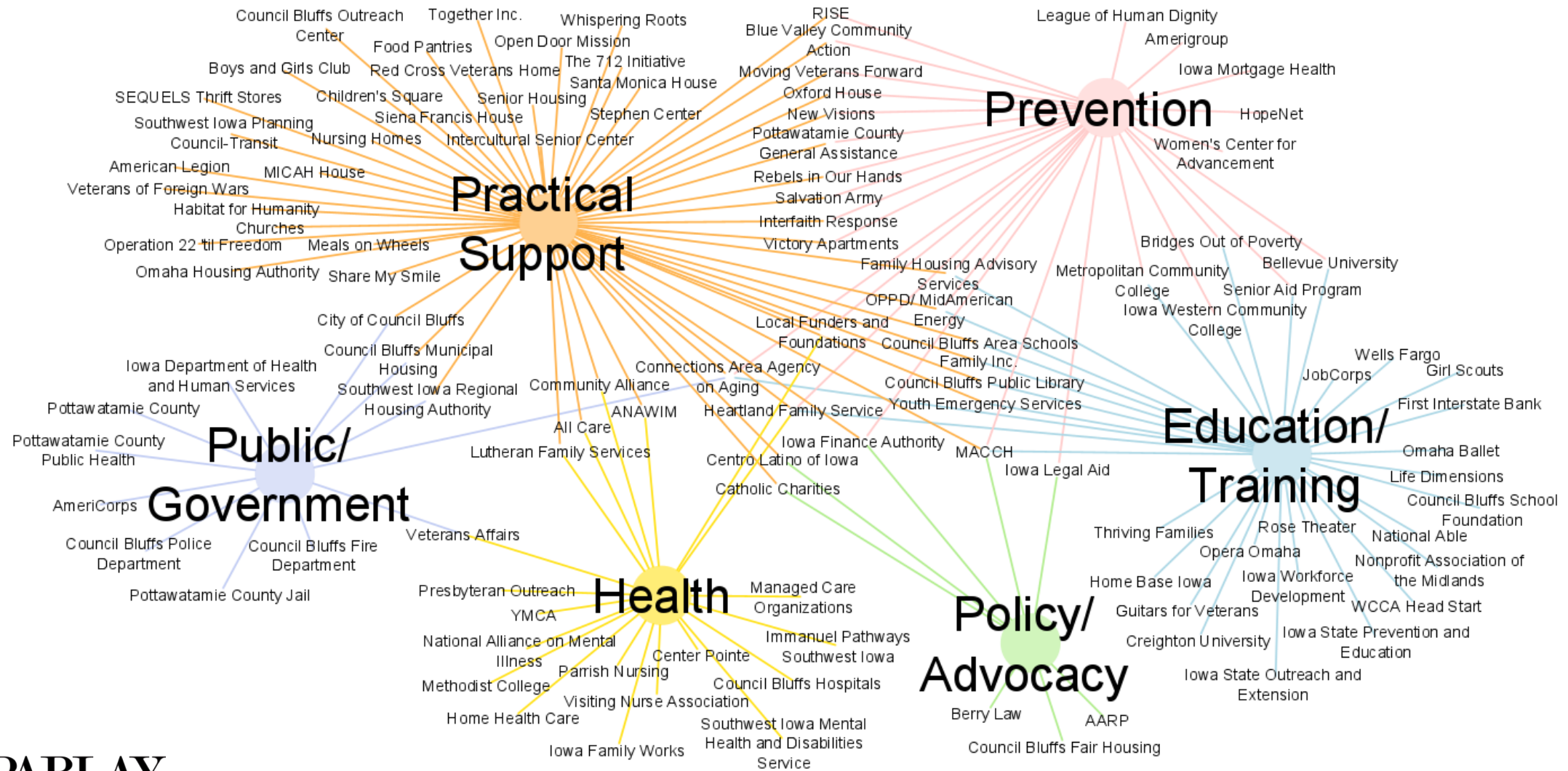


Ecosystem Mapping: Visualize Funding Connections



Ecosystem Mapping: Council Bluffs Homeless Resources

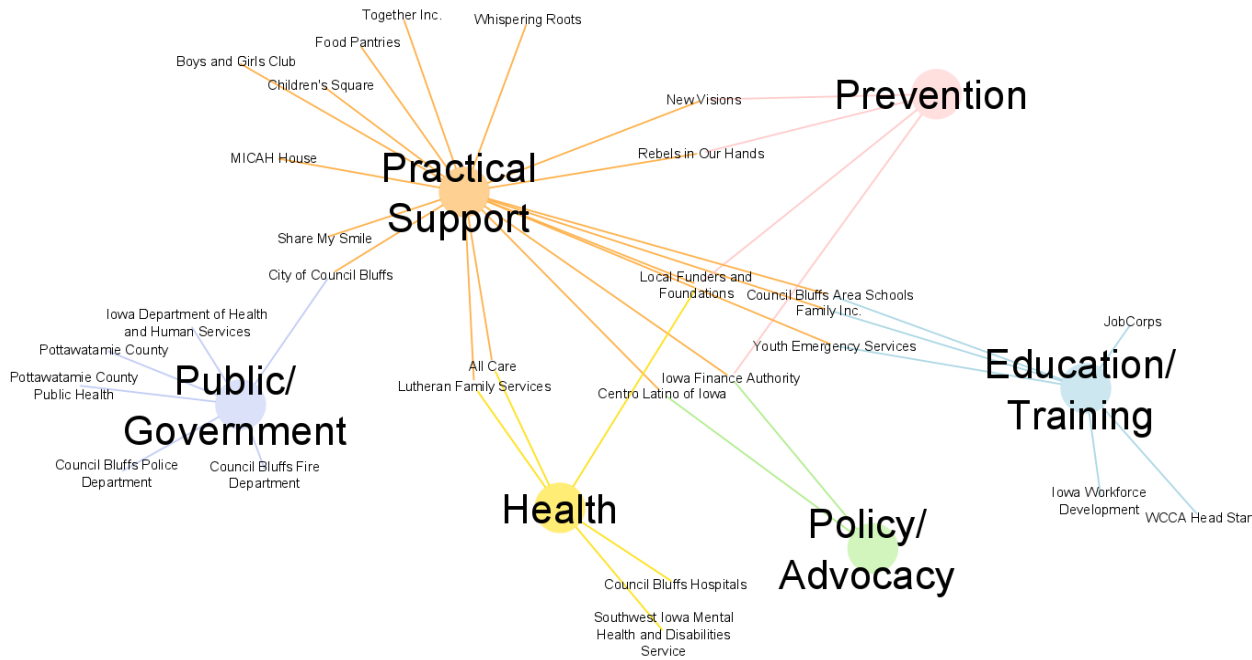
Workshop convened by MICAH House and New Visions Homeless Services and facilitated by Parlay Consulting Firm. Thanks to Iowa West Foundation for funding the workshop and map development.



Ecosystem Mapping: Council Bluffs Homeless Resources

By population

Unaccompanied Youth



Families with Children



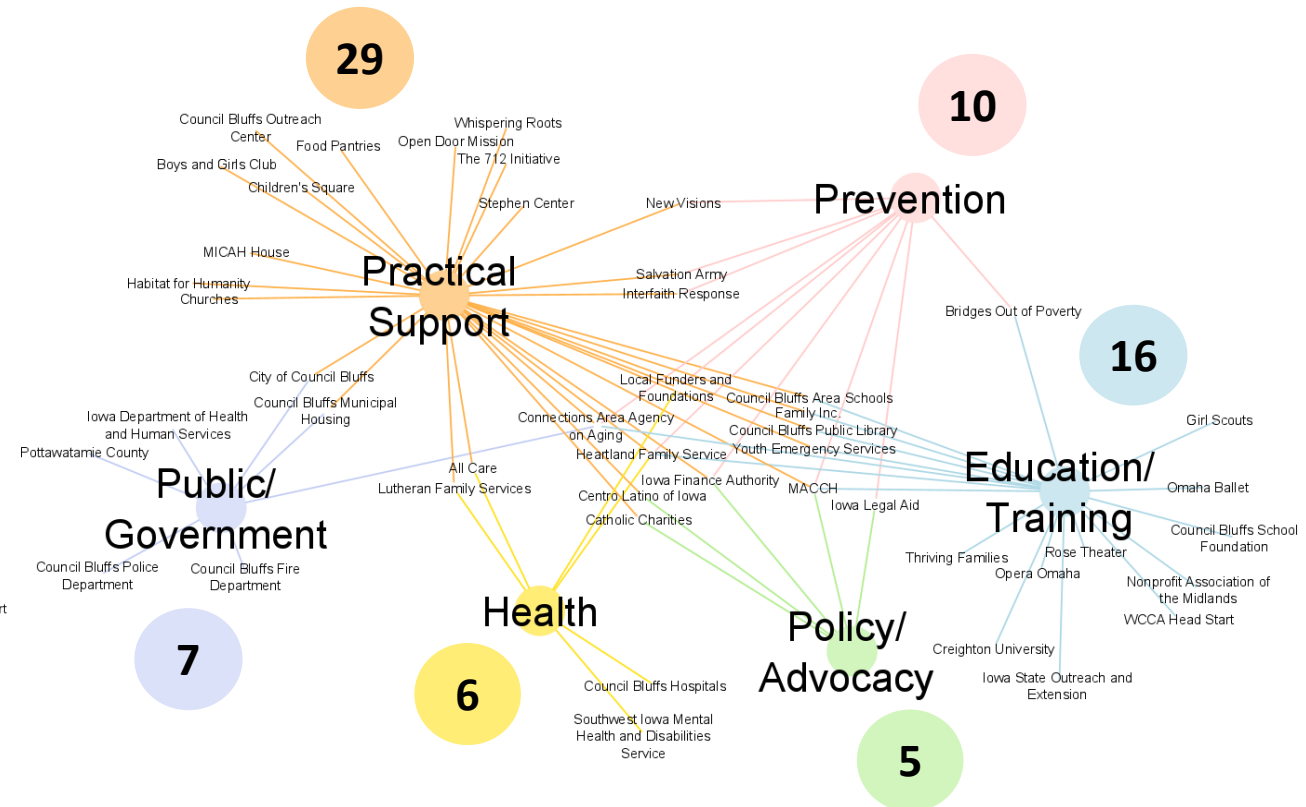
Ecosystem Mapping: Council Bluffs Homeless Resources

By population

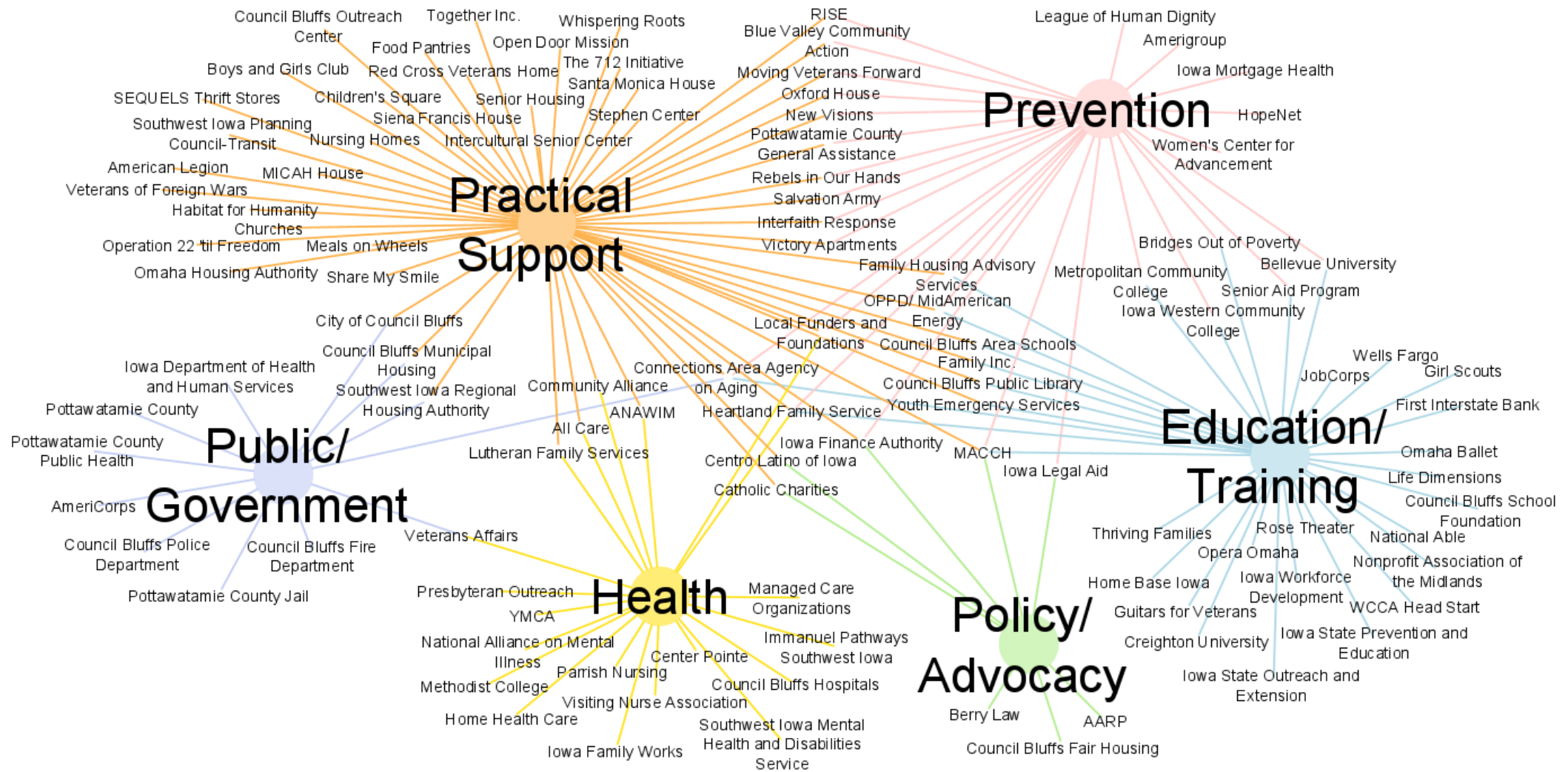
Unaccompanied Youth



Families with Children

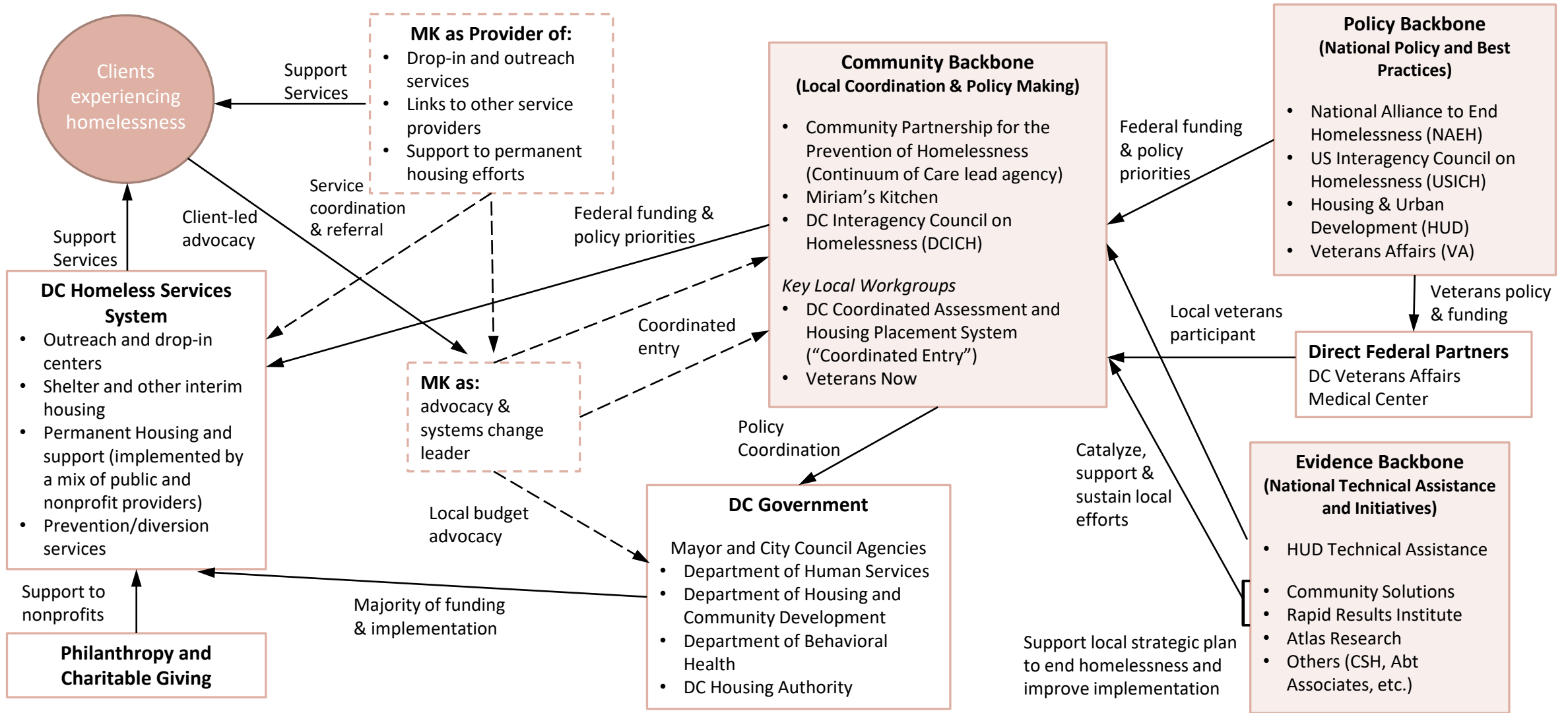


Ecosystem Mapping: Council Bluffs Homeless Resources



Ecosystem Mapping: Systems Change

Ending Veterans and Chronic Homelessness in Washington, D.C.





Omaha STEM Ecosystem

Vision

Transforming Omaha into a robust center of STEM excellence and innovation

Mission

Building a stronger STEM community by connecting education and business development for tomorrow's workforce

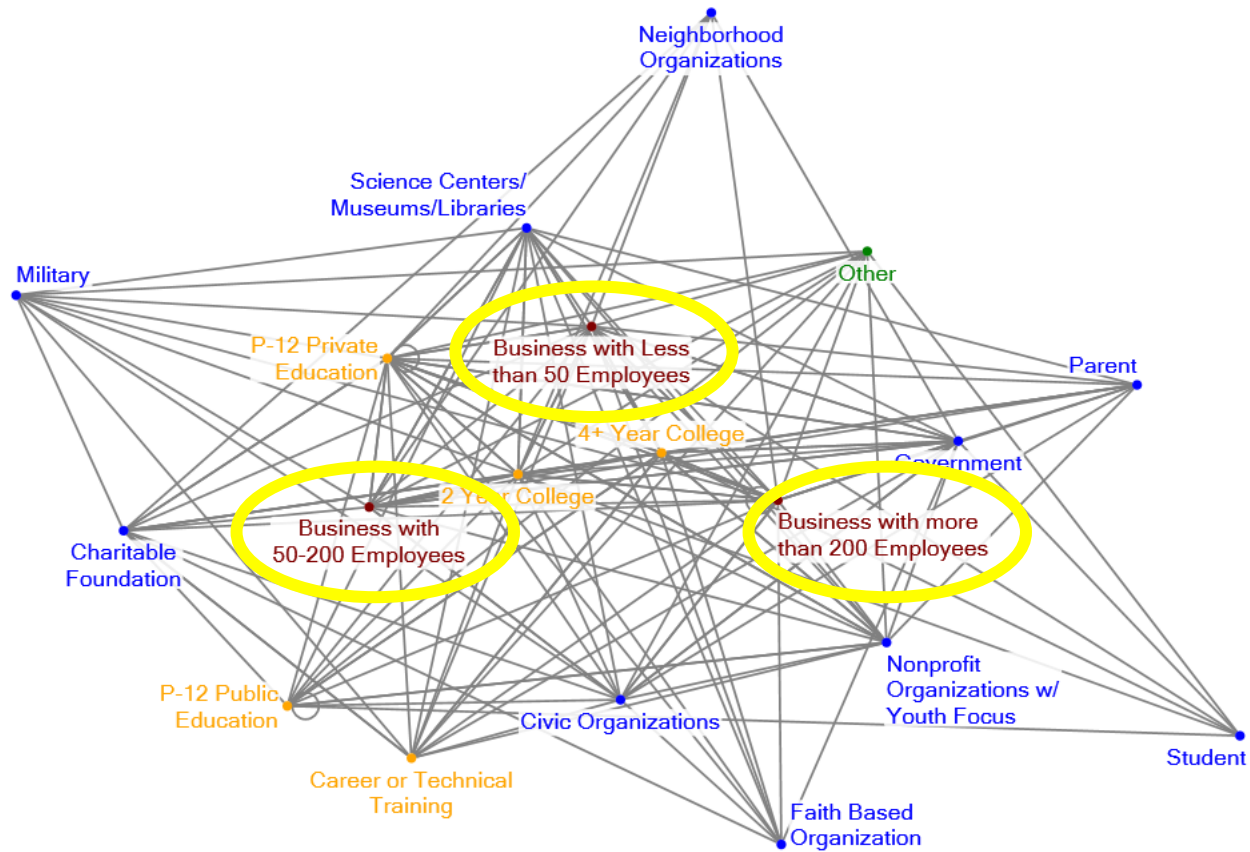
Connect Collaborate Communicate

1. Connected to over **900** partners including Education and Business
2. Increased Interaction between our partners by **18.7%** in 2021
3. Leveraged the **social capital** of each partner to measure impact to ensure progress



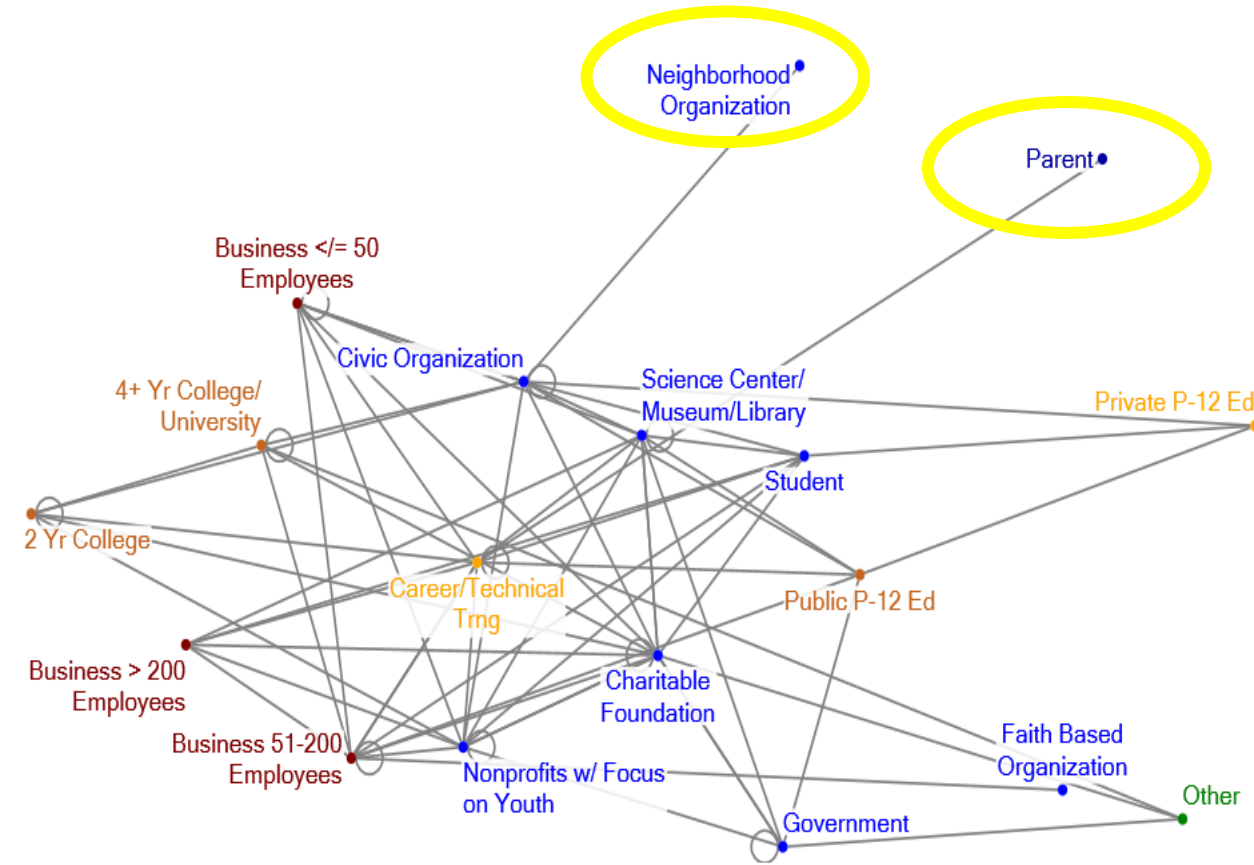
Ecosystem Mapping: Omaha STEM

2020 Informal Collaboration: **61%**



Created with NodeXL (<http://nodexl.codeplex.com>)

2020 Formal Collaboration: **27%**

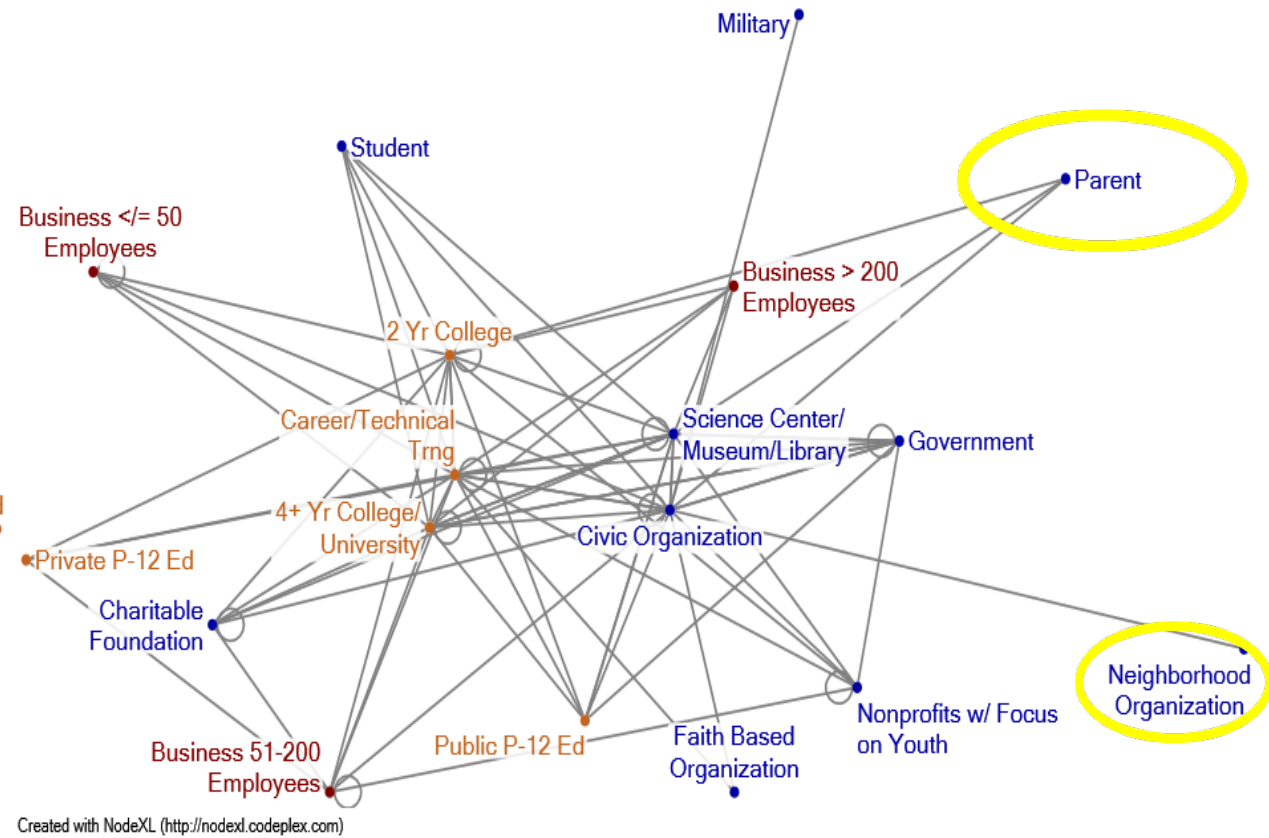
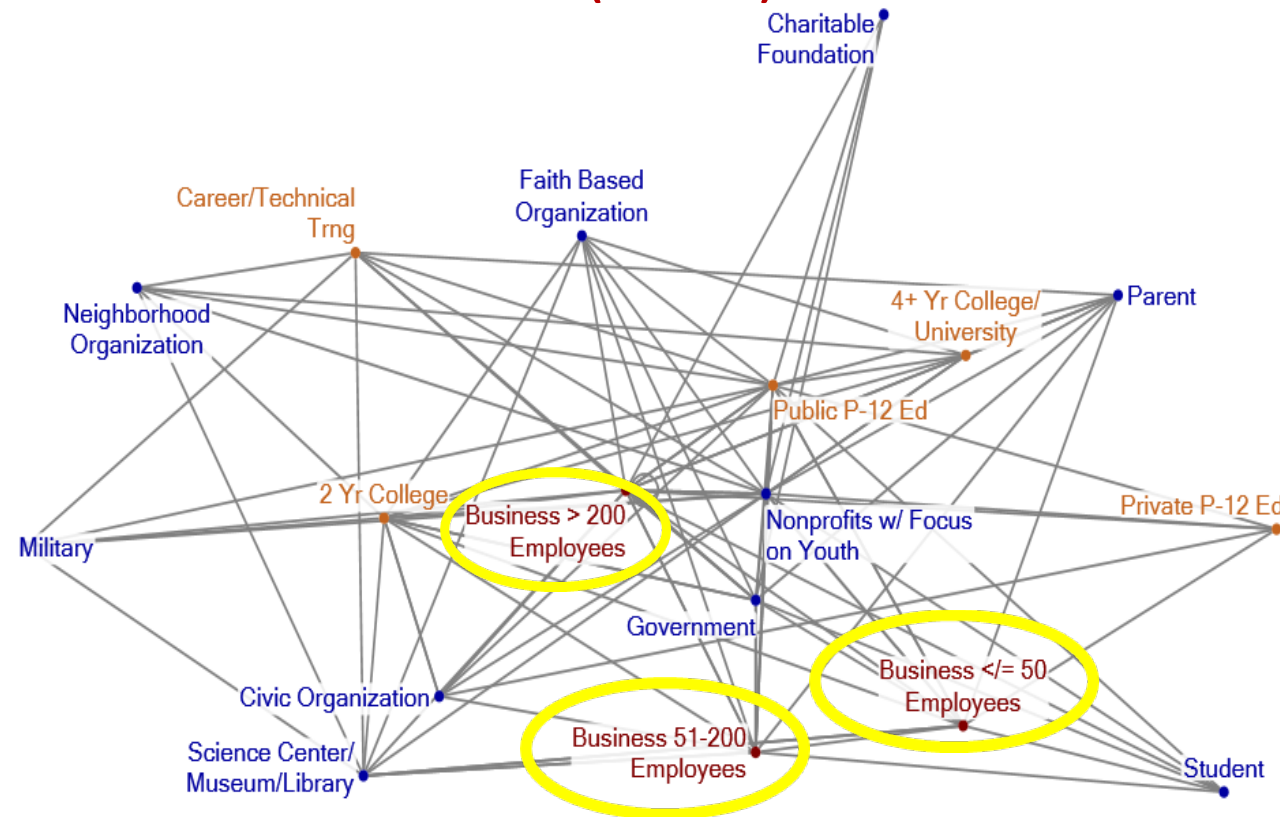


Created with NodeXL (<http://nodexl.codeplex.com>)

Ecosystem Mapping: Omaha STEM

2022 Informal Collaboration: **50%**
(-11%)

2022 Formal Collaboration: **39%**
(+12%)



Created with NodeXL (<http://nodexl.codeplex.com>)

Created with NodeXL (<http://nodexl.codeplex.com>)

What's next for the Omaha STEM Ecosystem?

STEM Community Platform

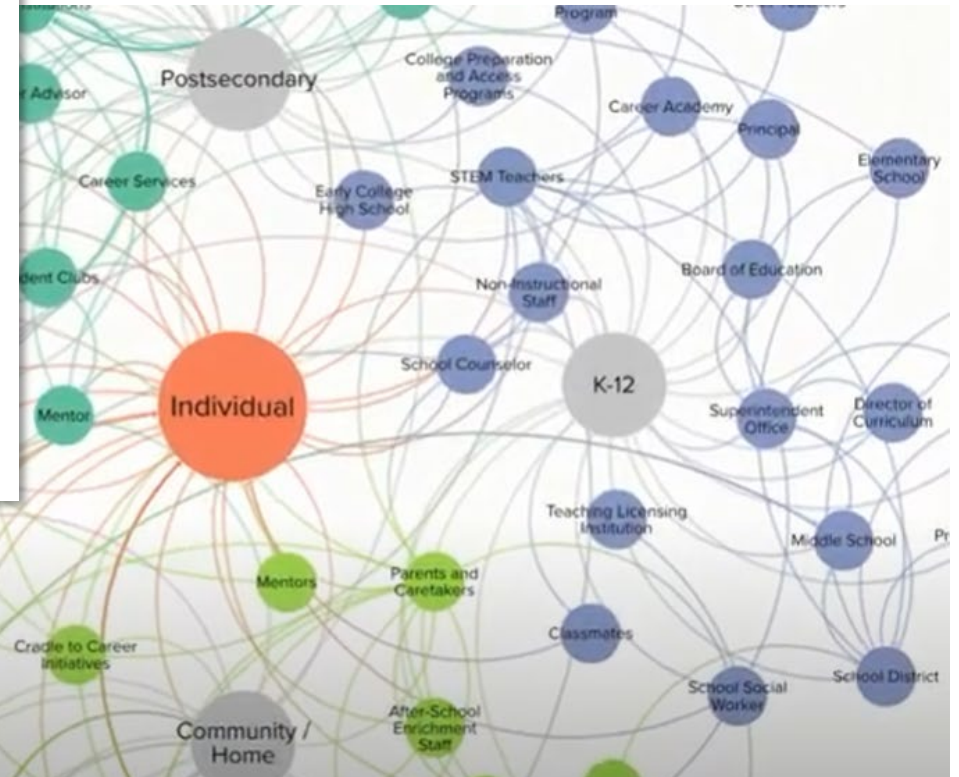
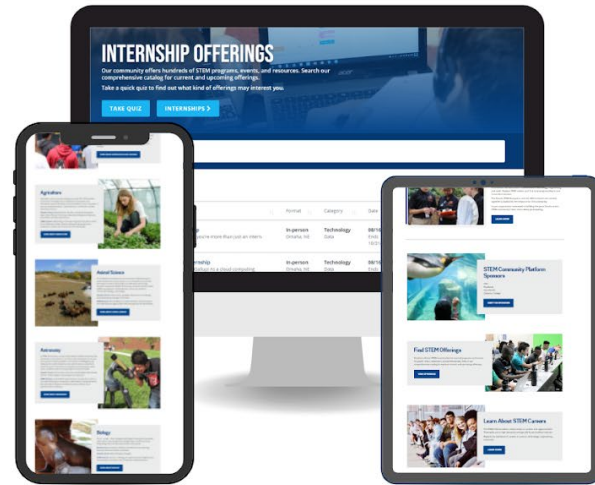
stemplatform.org

STEM Resources

Internships

Program Offerings

Career Exploration



STEMconnector Presents: Interactive STEM Talent Ecosystem Map

Reflections

- What ideas do you have to apply mapping to your organization's work?
- What would you map? How would it guide your work moving forward?
- What is one next step you can take to begin applying what you learned in today's session?



Resources

Tools used to make these maps:

- **Data collection:** Excel, Google Sheets, Survey Monkey, Zoom
- **Crowdsourcing and collaboration:** Google Docs, Miro, Jamboard
- **Mapping:** Kumu, Cytoscape, Gephi, Civic Graph, NodeXL

Visit Parlay's table to help build the NAM Summit Ecosystem Map!

Questions?

Contact us to learn more:

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