



Why Measure + Free Tool(s) for Measuring Impact on Social Cohesion

From the BMAC Goals & Measures Team

Why Measure Impact?

- **Tell the story of your work to get more money, press and happy stakeholders.** Funders, board members, the press, volunteers, potential partners and others want to see the quantitative and qualitative impact of your work.
- **Make data-informed programmatic choices.** You have a hunch that some element of your work creates impact but you can't prove it. Measurement can help.
- **Contribute to the development of free tools you can use.** By using the measurement tools that the Goals and Measures team provides and giving feedback, you will inform updates to existing tools and new tools to come.

How to Measure Impact: Free tools From BMAC

- **Pre and post survey tool: SCIM (Social Cohesion Impact Measure).** SCIM is a survey that you can give to your program or event participants before and after the event in order to assess the impact of the event on their attitudes related to different dimensions of social cohesion.
- **A google form survey:** the surveys are built in google forms to make it easy and accessible for you to administer. We provide you a link for each survey (pre and post) and you share them with your participants. *Pro-tip: the more filling out the survey feels like part of the event, the more people will fill it out and the more you will learn!*
- **Validated questions:** the survey uses previously validated questions. That means there is no guessing at whether the results are academically rigorous.
- **Data visualization:** you get charts and graphs that show your results.
- **Demographic and marketing questions:** in addition to the questions to measure your impact, popular demographic and marketing questions can be included.
- **Predetermined set of questions or custom question set? You choose!** For those who don't want to pick questions but prefer to use a predetermined set, we have "Plug and Play SCIM." Want to pick your questions? We have 3 question sets from which you can choose: Original SCIM menu, Plug and Play SCIM and BOSS.

FAQ

- **What if my program isn't just about political differences but other differences, too?** That's great! You can choose a different dimension than political differences on which to measure (e.g., race, religion) or you can use "other" in any terms they like. Here's a look at all of [the questions](#).
- **Will it hurt my event to remind people of their differences with survey questions at the start?** No! We consistently see the dial move on polarization when the pre and post survey is used.
- **What if my results aren't "good"?** No one will attribute your results without your permission. And you will gain valuable insights as to how to improve the impact of your programs.

Questions? Contact Measure@ListenFirstProject.org