

# Webinar: Measuring Impact

HOW DO YOU MEASURE SUCCESS? ARE THE PROGRAMS FUNDED BY THE EDUCATION FOUNDATION IMPACTFUL? LEARN WAYS TO ENGAGE THE BOARD OF DIRECTORS WITH THE GRANTS AWARDED.  
PRESENTED BY JUDY GEELHOED, SAISD FOUNDATION



# Return on Investment – ROI and SROI (Social)

## ROI

- The rate of revenues received for every dollar invested in an item or activity
- Simple formula
- $ROI = (\text{Net Profit} / \text{Cost of Investment}) \times 100$

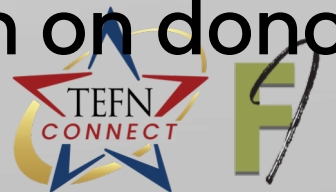
## SROI

- captures social value by translating outcomes into financial values
- $SROI = \text{Tangible} + \text{Intangible Value to the Community}$

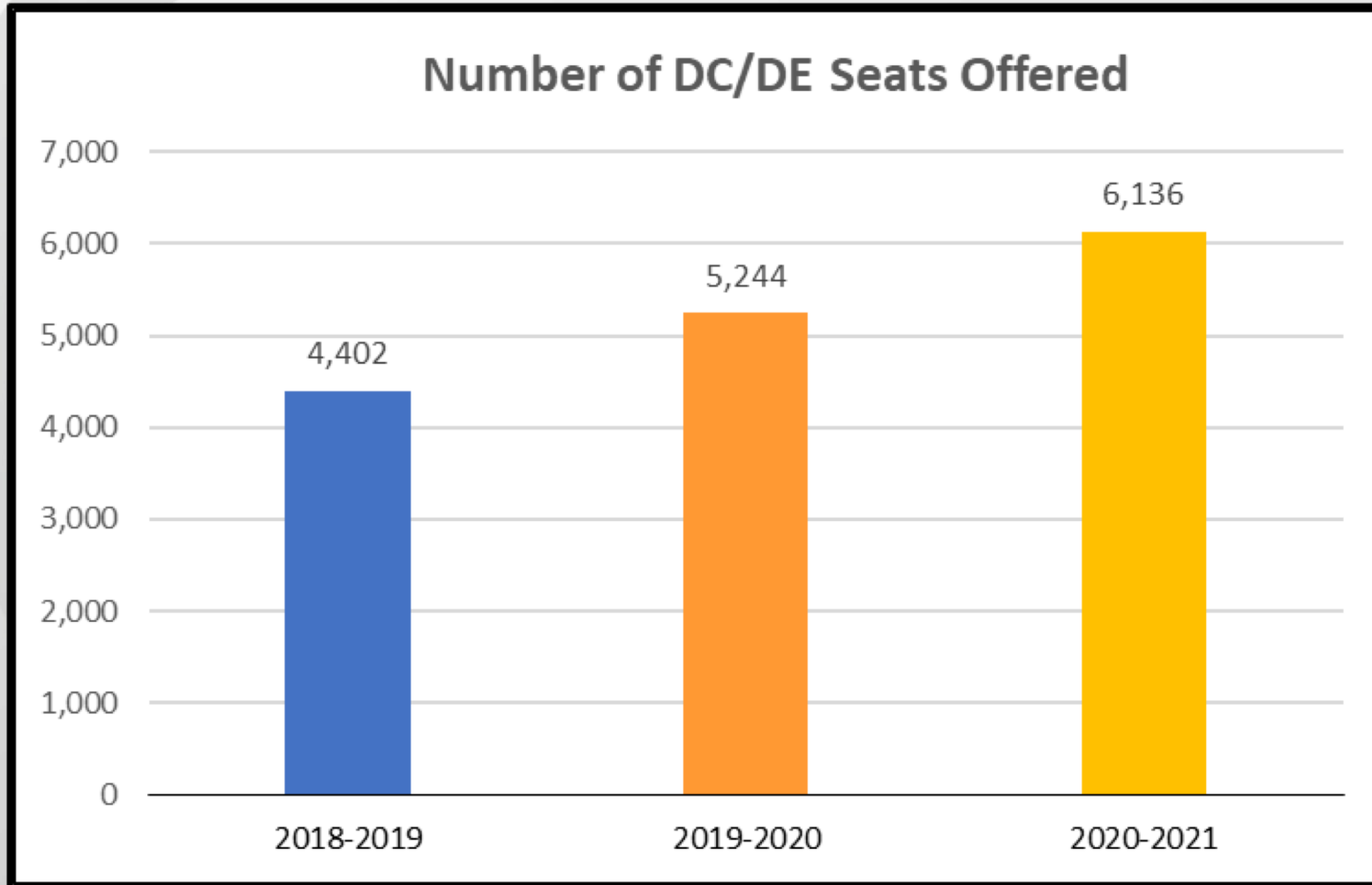
# What do you want to measure?

What is the ROI for your education foundation?

- Did you meet the goal you set for the project/program you raised fund to support?
- The impact on educational outcomes
- The effectiveness of reconnecting Alumni back to your district
- The impact of an event or a volunteer program on donor cultivation

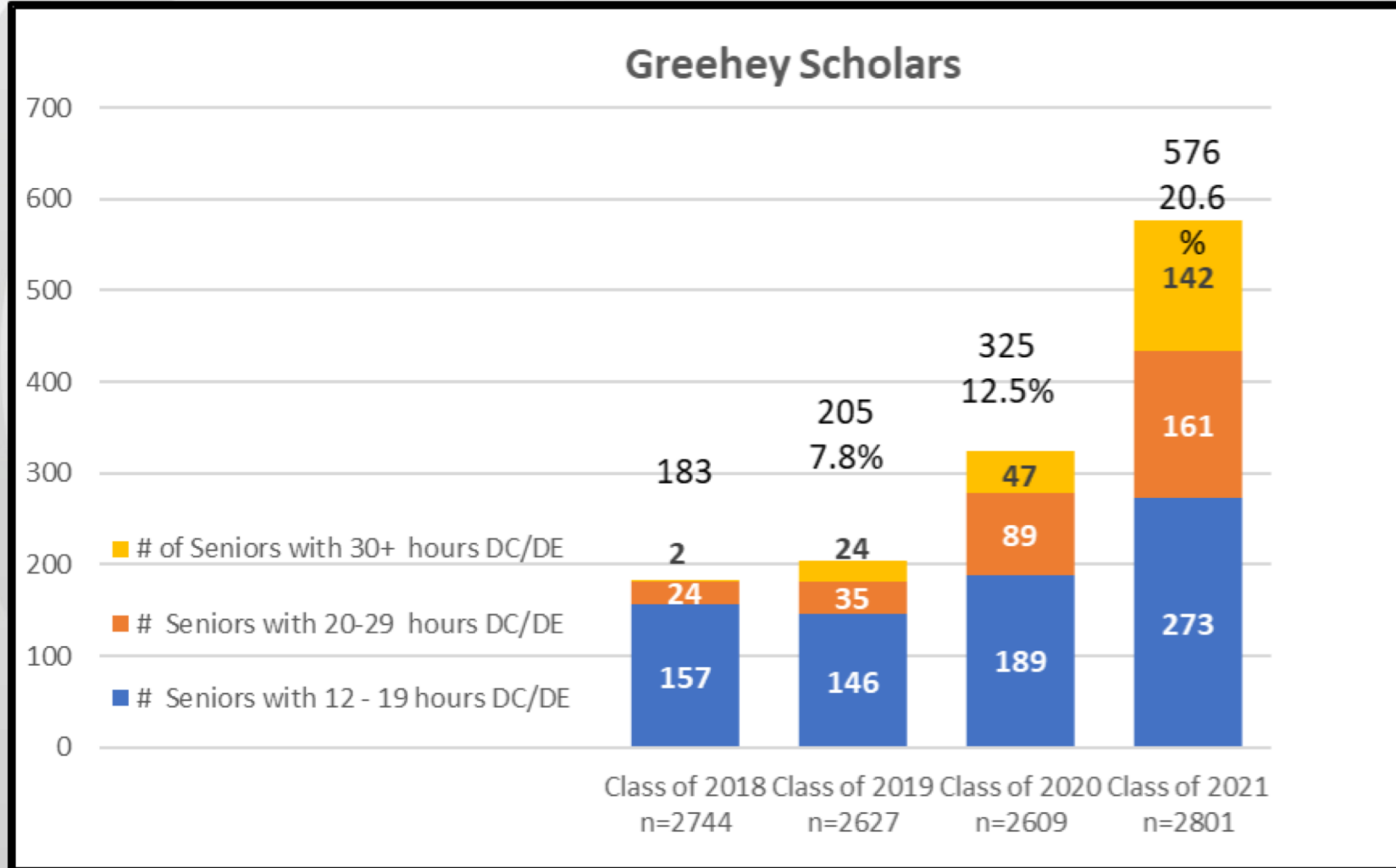


# Outcomes – Meeting the Goal You Set



- Increased dual credit seats by 2,000 student seats.

# Outcomes – Meeting Goals



- Class of 2021: 576 students or 20.6%+ earned 12+ hours of college credit in our traditional high schools
- Does not include Early College High Schools



# Celebrate Wins – Tell the Story

THE SAISD FOUNDATION PRESENTS  
THE 10TH ANNUAL

## INSPIRE AWARDS

MASTER OF CEREMONIES  
JOHN QUIÑONES, ABC NEWS

6PM - 9PM | WEDNESDAY  
OCT 6, 2021 | WITTE MUSEUM


HONORING DISTINGUISHED SAISD ALUMNI

BOONE POWELL | JEFFERSON HIGH SCHOOL  
SUZANNE SCOTT | HIGHLANDS HIGH SCHOOL  
CATHERINE TORRES-STAHl | FOX TECH HIGH SCHOOL

& FRIENDS OF THE FOUNDATION  
THE GREEHEY FAMILY FOUNDATION



# Going Deeper – Why does the goal you set matter?

	Enrolled in College	Enrolled in 4 YR College	Enrolled in College Fulltime
All Graduates	46%	24%	30%
Students earning 3+ DC/DE hours	60%	43%	47%

What problem are you trying to solve?



# Educational Outcomes – Afterschool Book Clubs



- Gains in all afterschool book club participants vs. non-book club participants with the most significant differences being at 3rd grade
- 51% of book club participants met “Approaches Grade Level” vs. 41% non-book club students
- 23% of book club participants “Met Grade Level” vs. 18% non-book club students
- 10% of book club participants “Mastered Grade Level” vs. 7% non-book club students.
- Resulted in an additional \$50,000

# Reconnecting Alumni

## JOIN THE NATION!

Reconnecting SAISD Alumni!



@SAISDNation



@saisdnation



@SAISD\_Nation



# What resources do you have to measure?

- ISD Research and Evaluation Staff or Department
- College interns
- PT or FT staff
- Technology Tools
- Where is the data now?

## SAISD Foundation Data Specialist

### Job Summary:

Reporting to the Executive Director, the Data Specialist is responsible for entering, updating, reporting, and analyzing data pertaining to donor cultivation, giving, and volunteering with the SAISD Foundation. In this role, the Data Specialist support the SAISD Foundation team and is responsible for regular database maintenance and regular reporting for both internal and external audiences. The Data Specialist is also responsible for external correspondence that involve large mail merges or donor reporting. The Data Specialist will also be involved in recruiting and tracking volunteers to support SAISD Foundation programs.

### Classification:

Part-time Position (20-30 hours/week) | Non-Exempt 12 months | One-year term eligible for renewal subject to performance | Open until filled | Hourly Rate based on experience

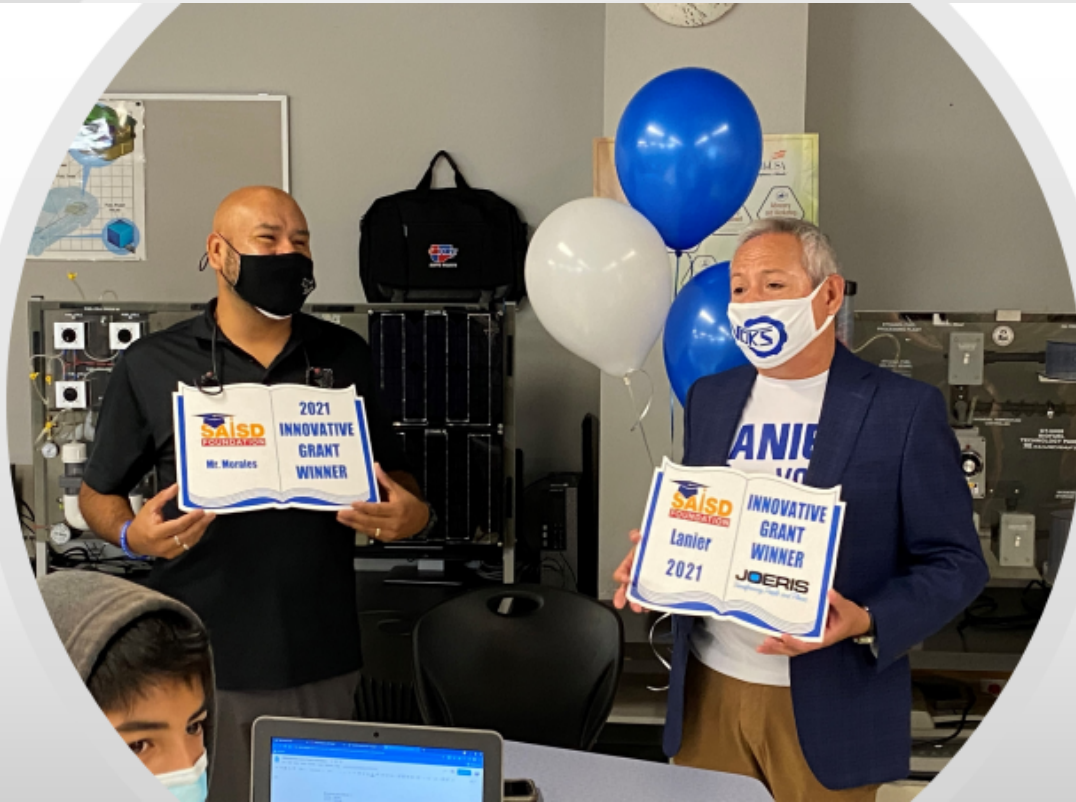
### Essential Job Functions:



# What do you already have to share?



# What do you already have to share?



# What do you already have to share?



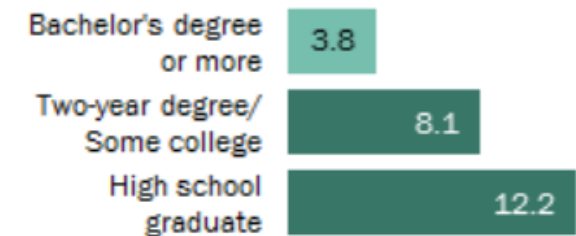
# Disparity among Millennials Ages 25-32 By Education Level in Terms of Annual Earnings ...

## Disparity among Millennials Ages 25-32 By Education Level in Terms of Annual Earnings ...

*(median among full-time workers, in 2012 dollars)*



## Unemployment Rate ...



## And Share Living in Poverty ...



Information from  
Pew Research Center  
2014

## SROI

- How much does the problem you address cost society in financial terms?
- Determine the intangible and tangible costs avoided or benefits gained from your nonprofit's work.





# Thank you for attending!

Judy Geelhoed

San Antonio ISD Education Foundation  
[jgeelhoed@saisdfoundation.com](mailto:jgeelhoed@saisdfoundation.com)

Texas Education Foundation Network | [www.tefn.org](http://www.tefn.org)  
Foundation Innovation LLC | [www.foundationinnovation.com](http://www.foundationinnovation.com)

TEFN has partnered with Foundation Innovation, LLC for the launch of TEFN Connect. This comprehensive resource center is a service tailored just for education foundations and has been developed for you at no cost and an added benefit to TEFN members. For more information, please visit [tefn.org](http://tefn.org) or [foundationinnovation.com](http://foundationinnovation.com).

