



**SOCIAL**  
**IMPACT**

# Social Impact Measurement in Higher Education: Teaching, Research & Community Engagement

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# Workshop Overview

- Defining social impact
- Theory of Change
- Sustainable Development Goals
- Why measure SI?
- Motivations
- GECES & choosing a framework
- Example case-studies
- Impact within universities & HE
- Discussions & Challenges throughout using Padlet! 😊



**UoN**

**University of  
Northampton**



**Hello  
Waterside**

*Changemaker  
Campus*

*Committed to Social  
Mobility*

*Community  
Anchor Institution*

*21<sup>st</sup> Century  
University*

*Widening Access*



# Interactive Questions

- On a scale of 1-5 how well do you understand the below concepts/frameworks:
  - Social impact
  - Measuring social impact
  - Theory of Change
  - Sustainable Development Goals





# SDGs Overview

- The Sustainable Development Goals provide 17 impact areas of focus to run to 2030.
  - They provide a “...a shared blueprint for peace and prosperity for people and the planet, now and into the future” (UN 2021).
  - Build upon the Millennium Development Goals that preceded them and Agenda 21 before that.
  - 17 SDGs, 169 targets, one holistic pathway to sustainability.



# Social Impact Measurement

## Social impact:

- no single universally accepted definition (Sairinen and Kumpulainen, 2005);

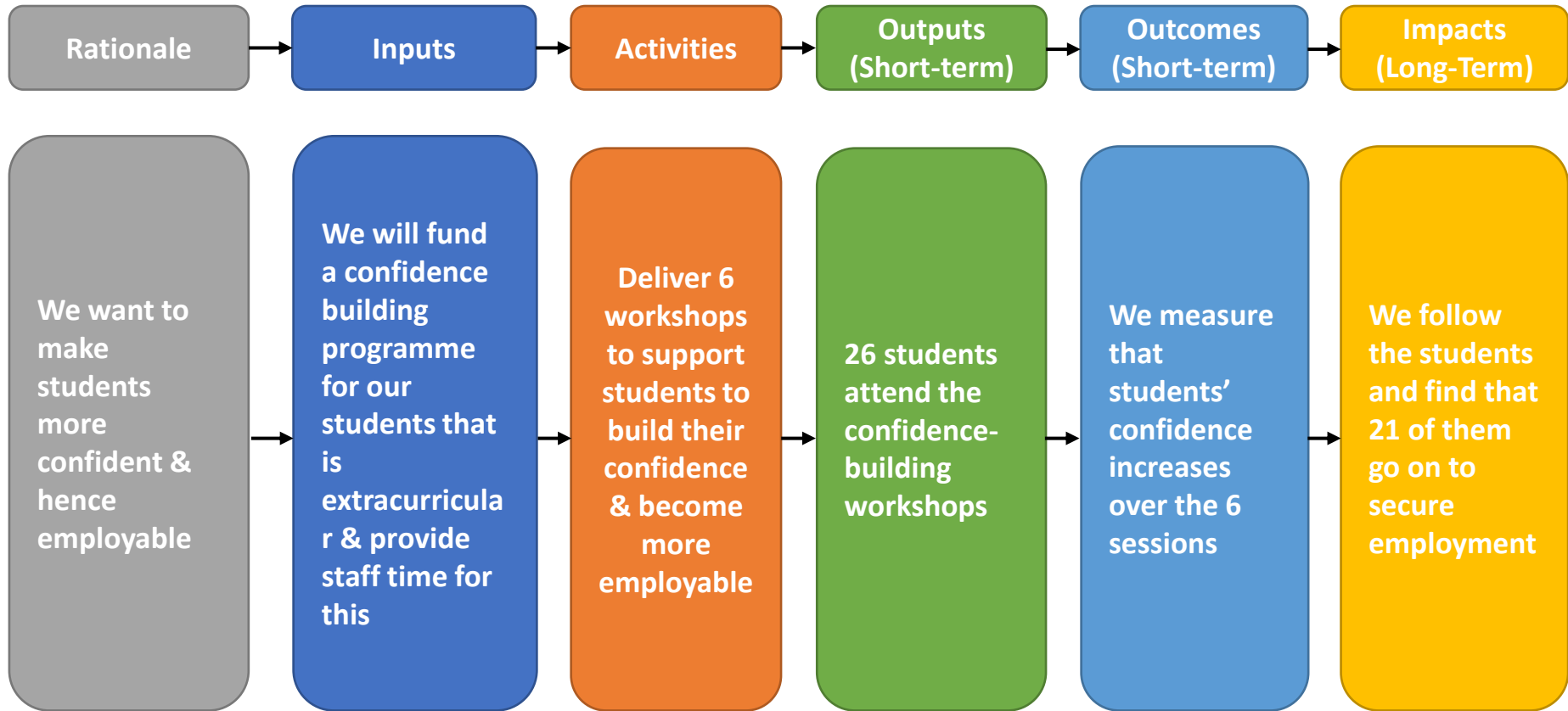
## SI measurement can be defined as:

- *“The measurement of the impact of changes (outcomes) intentionally achieved in the lives of beneficiaries as a result of services and products, delivered by an organisation, for which the beneficiary does not give full economic value”*

**Effectively measuring the ‘good stuff’ that we are doing.**



# Theory of Change



- This is how we model the change our programme will deliver.
    - Like a Logic Model.
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# ACTIVITY: Your Own Theory of Change

- On Padlet with the person next to you, begin to plan out what a Theory of Change might look like for your teaching:
  - What is your rationale for supporting students?
  - What resources do you provide them?
  - What activities do you deliver?

For students in the audience, what support/activities do you want to receive?

There are no right/wrong answers here, this is just a brainstorm!





# 5 Stages of Social Impact Measurement

1. **Identify objectives:** What are the objectives of the impact measurement (i.e. organisation and partners)?
2. **Identify stakeholders:** Who are the beneficiaries and who provide resources?
3. **Relevant measurement:** Understand the theory of change and then utilise relevant indicators to capture this.
4. **Measure, validate and value:** Assess whether outcomes are achieved and whether they are relevant/recognised by the various stakeholders.
5. **Report, learn and improve:** Ensure the dissemination of and meaningful use of the data gathered and findings produced to internal and external stakeholders/audiences.











# Additional Considerations

- In addition, it also recommended the inclusion of:
  - **Deadweight:** What changes would have happened anyway, regardless of the intervention?
  - **Alternative attribution:** Deducting the effect achieved by the contribution of others (i.e. partner organisations).
  - **Drop-off:** Allowing for the decreasing effect of an intervention over time.



# Example of Impact

 <p><b>26 Jobs Created</b></p>	 <p><b>Salary = £17,685.62</b></p>	 <p><b>Hourly Rate = £9.30</b></p>	 <p><b>34.5 Hours per Week</b></p>
 <p><b>+£26,965.22</b></p>	 <p><b>+£28,247.29</b></p>	 <p><b>+£329,615</b></p>	 <p><b>Total Savings £384,827.51</b></p>

26 students get a job based upon your confidence-building programme, now its time to calculate what those jobs mean to society in terms of monetised impact.

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# ACTIVITY: Completing your Theory of Change

- Now take the first half of your Theory of Change you just designed on Padlet. Consider:
  - What outputs can you measure?
  - What will the outcomes for the students be of your support?
  - How will you capture the impact to society?

For students in the audience, what do you think the outputs, outcomes & impacts will be for you?



# HEI Social Impact Hexagon



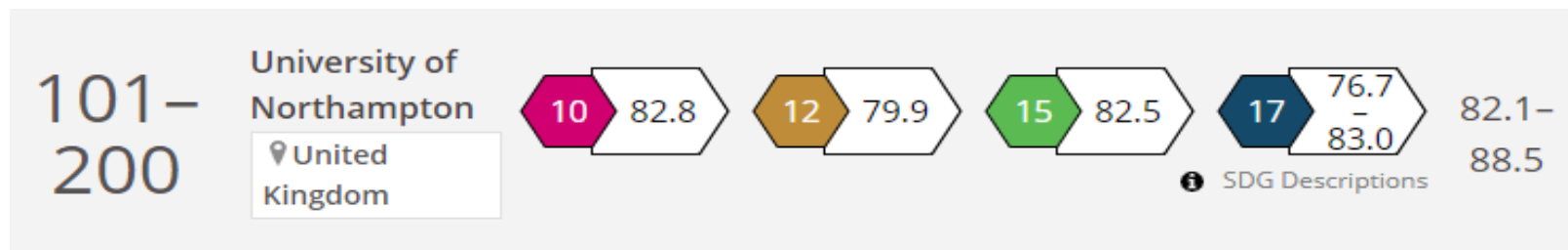
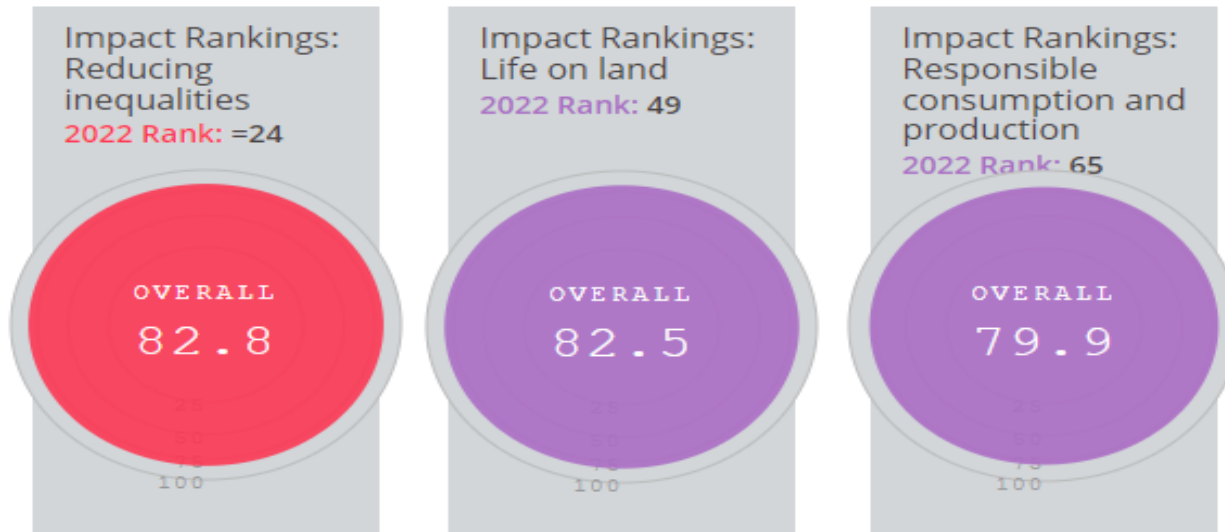
*HEIs should achieve ALL of these six outcome pillars where possible*



# UON SIM Example: Young People

1. To enable young people to learn & flourish	a/ Improving Student Social Mobility	Meet APP objectives in student success	% progression across Years 1, 2 & 3	Number of students in Y1 Number of students in Y2 Number of students in Y3 Number of students who progressed from Y1 to Y2 Number of students who progressed from Y2 to Y3 Progression for POLAR4 students Progression for students from IMD Q1-2	Student Services
			% of 'Good Degrees' (2:1 or above)	Number of students who completed their degree Number of students who received a 1st Number of students who received a 2:1 Number of students who received a 2:2 Number of students who received a 3rd Number of students did not complete Good degrees for IMD Q1-2 students Good degrees for POLAR4 students	
	Improved young peoples' Self-efficacy	General Self-efficacy Scale	Number of students who completed GSE scale T1 Average score for students at T1 Number of students who completed GSE scale T2 Average score for students at T2	ISII Primary Data Gathering	
	Improved Well-being	ONS-4	Number of students who completed wellbeing scale T1 Number of students signposted to support based upon wellbeing scores Average score for students at T1 Number of students who completed wellbeing scale T2 Average score for students at T2		

# 2022 Times Higher Impact Rankings



- UON finished in the **Top 200 globally** (1,406 HEIs total), with several of our SDG submissions ranking inside the Top 100:
  - SDG10: Reducing Inequalities **we ranked 24<sup>th</sup>!**

# Student Impact

- Students also deliver a wide-range of impacts within/outside universities:
    - Volunteering in the community
    - Supporting university initiatives
    - Student start-up businesses including social enterprises
    - Provision of free research through dissertation projects
  - Universities need to ensure that they better harness students passion for positive social change & support them to deliver impact
  - Students are the future leaders, the Changemakers in society!
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# Community Impact



- Logistics business ~**£4M** turnover, profitable.
- **Trains & employs** ex-offenders, homeless, drug addicts etc.
- In 2011 The University invested **£200k** for a **20% stake**.
  - Turnover at time **£500k**
- Opportunities:
  - Research case studies.
  - Student placements.
  - PR & financial return.
- **Create social impact!**

# ACTIVITY: Your University

- Through the session we have mapped out a Theory of Change in relation to the teaching of students.
- But what other impacts do you think you can measure at your universities?
  - Community engagement?
  - Work with government?
  - Supporting business?
  - Changing Policy?





Thank you  
for listening

Any questions?

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