



“What is Wisdom? The generosity to share deep knowledge and lived experience with humility, kindness, and a beginner’s mind.”

—Professor Quintus R. Jett, PhD, Rutgers University



## CERTIFICATE IN SPIRITUALITY & SOCIAL ENTREPRENEURSHIP

### MODULE TWO

## Measuring Social Impact: Mission–Based Data Evaluation and Strategy

#### DESCRIPTION

In order to be more proactive and impactful in today’s fast-paced environment, current (and future) leaders of mission-based organizations must increasingly apply strategic and operational thinking. They also face rising expectations to be both narrative- and evidence-based in their communications across a variety of stakeholders. This module is for those with charitable interests and/or a mission-ary heart seeking to build their mastery of these competencies.

This module is about learning to specify and operationalize a mission in order to achieve measurable impact with ability to scale. Participants will sharpen their understanding and skills for turning an altruistic goal into a practical endeavor that others will be motivated to join. The module is suitable for leaders and orga-nizations at various stages, from early-stage social entrepreneurs to employees and volunteers in established non-profit or faith-based organizations.

### INSTRUCTOR

Quintus R. Jett, PhD  
Research Director of  
Citizen Alum, School of  
Public Affairs and  
Administration; Fellow,  
the Center for Urban  
Entrepreneurship and  
Economic Development



### LEARN + APPLY + COLLABORATE

Our unique learning model includes expert instruction, a mentored community project of your choosing, as well as cohort feedback and collaboration. Our short-term hybrid on-campus/online certificate programs give students the tools and resources to put their goals into action quickly and effectively.

READY TO STEP  
INTO YOUR PURPOSE?

[appliedwisdominstitute.org](http://appliedwisdominstitute.org)  
(415) 488-6589

# MODULE TWO

## Measuring Social Impact: Mission-Based Data Evaluation and Strategy

### SPECIFIC TOPICS INCLUDE

**1. When calling meets constraint (Life decisions and public causes)**

Why is it fundamental to embrace both the real circumstances and the spiritual relevance of your service, and how do you create a compelling statement of your service mission that is actionable?

**2. Counting, lists, and data**

What kinds of information are available to explain your service mission, and how can you organize information to improve the management of yourself and others when implementing that mission?

**3. Specific vision, plans, and stories**

What communication practices do you need to operationalize your vision and improve your potential to both attract and allocate resources to your mission project?

**4. Growing efficiency and scale through evaluation techniques**

How do you measure progress with metrics other than money, and what approaches enable you to scale the impact and capacity of your project with limited resources?

### DELIVERY

- 8 weeks online instruction and mentoring in field
- 2 online presentations of student projects
- 3 day on-campus seminar event

### TIMING

- **Jul 12 – 14, 2018** On-campus seminar event
- **Jul 16 – Aug 30, 2018** Online instruction & mentoring in field
- **Aug 31 – Sept 1, 2018** Online collaboration & proposal presentation

### LEARNING OUTCOMES

1. Why data is valuable
2. Creation and interpretation of data
3. Tracking and dashboard creation and maintenance
4. Data usage for grants, donors and stake holders
5. Budgets, financial statements, and investments
6. Social discernment (The Census and community)

### COST

The full certificate includes three modules. Students may take modules separately, or as a package. Prices include lodging and food for on-campus seminars.

- **OPTION 1:** Full Certificate : \$7,000 (Package of three modules)
- **OPTION 2:** Individual module: \$2,800

