

Becoming a Web 2.0 Philanthropy at Robert Wood Johnson Foundation



COUNCIL *on* FOUNDATIONS

Steve Downs
Chief Technology and Information Officer

Claire Gibbons
Senior Program Officer



Robert Wood Johnson Foundation

May 17, 2012



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Welcome



Keith Green
Director, Membership
Council on Foundations

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Agenda

- Introductions
- Web 2.0 at RWJF
- Evaluation at RWJF
- Q&A



WebEx Tips

- To expand or collapse a panel, toggle the arrow (▶) or (▼).
- All phone lines are on mute.
- Questions? On the Q&A Panel, type your question, select "All Panelists," click "Send."
- This webinar is being recorded for self paced learning.

Moderator



Debra Joy Pérez
Assistant Vice President, Research and Evaluation
Robert Wood Johnson Foundation

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Speakers



Steve Downs
Chief Technology and
Information Officer
Robert Wood Johnson
Foundation



Claire Gibbons
Senior Program Officer
Robert Wood Johnson
Foundation

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Web 2.0 at RWJF



Steve Downs
Chief Technology and
Information Officer

Feel free to submit a question at any time. Use the "Q&A" panel on the right navigation bar. Type your question, select "All Panelists" and click "Send."

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Poll 1

What's your current use of social media?

- a) Official presence and staff presence
- b) Official presence only
- c) Staff presence only
- d) No presence yet but working on a plan
- e) Not actively pursuing this right now

Use the "Polling" panel on the right navigation bar to respond to the poll. Select your answer and hit the "submit" button.

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Origins

a) Strategic Planning

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What is Web 2.0?



WIKIPEDIA



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Origins

- a) Strategic Planning
- b) Emergence of social media

facebook

twitter

LinkedIn

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Feel free to submit a question at any time. Use the "Q&A" panel on the right navigation bar. Type your question, select "All Panelists" and click "Send."



Origins

- a) Strategic Planning
- b) Emergence of social media
- c) Establishment of staff working group

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Values, not just tools

“As the group developed an understanding of Web 2.0, we quickly concluded that there is an important distinction between an organization that simply adopts the tools of Web 2.0 and an organization that embraces the underlying qualities of Web 2.0 and weaves those qualities into its work.”

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Values

- Openness
- Participation
- Decentralization

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Openness



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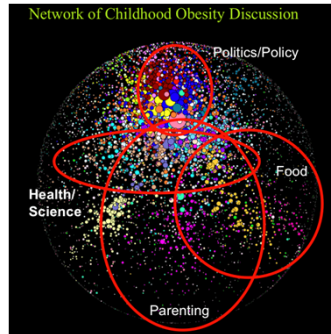
Participation



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Feel free to submit a question at any time. Use the "Q&A" panel on the right navigation bar. Type your question, select "All Panelists" and click "Send."

Decentralization



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- We're in the know

HIMSS'12 Take-away: Follow the Money

February 26, 2012 by John

Last week we attended the big healthcare IT confab HIMSS in that grand city of sin, Las Vegas. While many spoke of how HIMSS hit an all time record of over 37K attendees (an impressive number), HIMSS is still dwarfed by what is arguably the largest US-based healthcare trade show, RSNA, which had a 2011 attendance of just over 57K, (roughly 54% greater than HIMSS). Why such a radical difference you ask? As one colleague put it:



“RSNA is where providers come to make money and HIMSS is where they go to lose money.”

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THE HUFFINGTON POST
SEPTEMBER 9, 2009

Health Care 101
Visit Today to Learn About Health & Ear
Learn & Earn Today!
Learn4YourHealth.Digna.com

James S. Marks
Posted: August 5, 2009 11:19 AM

What if Benjamin Franklin Ran the Congressional Budget Office?

Read More: Congressional Budget Office, Health, Health Care, Health Care Reform, Prevention, Robert Wood Johnson Foundation, Politics News

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- We seed and engage in important conversations

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County Health Rankings
Mobilizing Action Toward Community Health

COMMUNITY HEALTH ACTION FORUM

Register | Login

Search Ideas

In anticipation of the 2011 release of the **County Health Rankings**, the Robert Wood Johnson Foundation wants to hear from you about how communities, using the County Health Rankings as a catalyst, can take action to improve health outcomes in the home, work and play. For example, tell us how communities can engage and mobilize all entities - government, business, education, health care, and others - to address the many factors that affect health. What initiatives, communities to take these steps to improve health, and what types of events, training and assistance do you think communities need to mobilize action to improve health outcomes?

Send your ideas about this forum here. Use the box below to begin adding your own ideas. Be sure to navigate through the site to read and comment on the ideas others have already submitted.

How can communities use the County Health Rankings to Improve Health Outcomes?

Suggest an idea.

Categories:

Other:

Browse Recent Ideas

1 November 09 | 1 Paper 00 | 102 (2)

Social Web

Be the first of your friends to like this.

10 | 1000000

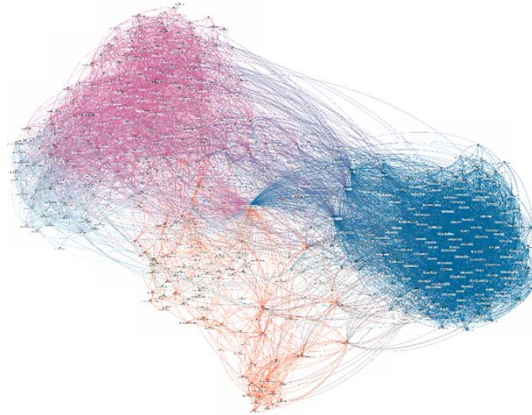
20

Feel free to submit a question at any time. Use the "Q&A" panel on the right navigation bar. Type your question, select "All Panelists" and click "Send."

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- We seek feedback more openly

- We cultivate and deploy networks across all dimensions of our work



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Feel free to submit a question at any time. Use the "Q&A" panel on the right navigation bar. Type your question, select "All Panelists" and click "Send."

- We make it easy for people to work with us

The screenshot shows the website interface with a navigation bar containing 'About RWJF', 'Program areas', 'Publications and research', 'Health policy', 'Grants', 'Newsroom', and 'Community'. A search bar is located at the top right. The main content area is divided into sections: 'Publications and research' with sub-links for 'Publications and research / Sites and abstracts', 'Evaluations', 'Grant Results', 'Business model', 'Focus and outcomes', 'The RWJF advantage', 'Data collections and our work', 'Publications by topic', and 'Publications by type'. Below this is a 'Slides and slideshows' section with a featured slide titled 'Chronic Care: Making the Case for Ongoing Care'. Other sections include 'RWJF Slide Search and My Presentation Builder: National' and 'Most popular slides added to presentation builder'.

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Feel free to submit a question at any time. Use the "Q&A" panel on the right navigation bar. Type your question, select "All Panelists" and click "Send."

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- We leverage our users' contributions

MOST E-MAILED RECOMMENDED FOR YOU

1. NICHOLAS D. KRISTOF
We Are All Nuns
2. MAUREEN DOWD
Bishops Play Church Queens as Pawns
3. OPINION
Unexceptionalism: A Primer
4. PAUL KRUGMAN
Wasting Our Minds
5. **Start-Ups Look to the Crowd**
6. NEWS ANALYSIS
Don't Just Sit There
7. THE ECONOMY
How Apple Sidesteps Billions in Taxes
8. BREAKDOWN
Big Purses, Sore Horses and Death
9. **My London, and Welcome to It**
10. THE STONE
If Peas Can Talk, Should We Eat Them?

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Feel free to submit a question at any time. Use the "Q&A" panel on the right navigation bar. Type your question, select "All Panelists" and click "Send."

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- We adapt, based on the feedback we receive

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Feel free to submit a question at any time. Use the "Q&A" panel on the right navigation bar. Type your question, select "All Panelists" and click "Send."

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How are we doing?

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Web 2.0 Programming

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Feel free to submit a question at any time. Use the "Q&A" panel on the right navigation bar. Type your question, select "All Panelists" and click "Send."

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The screenshot shows the State Reformation website. At the top is the Council on Foundations logo. Below it is a navigation bar with links for 'state progress', 'discussions', 'documents', and 'blog'. The main content area features a 'Welcome to State Reformation' section with three buttons: 'Discuss Topics', 'Find Resources', and 'State Reformation Exclusives'. To the right, there are sections for 'participation guidelines', 'discussions underway' (listing recent comments), and 'most recent documents'. A 'most active category' section lists 'Insurance Exchanges', 'Health Reform Coordination', and 'Eligibility and Enrollment' with associated statistics. A 'site activity by state' section is also visible. A footer note encourages users to submit questions via a Q&A panel.

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The screenshot shows the Prevent Obesity website. At the top is the Council on Foundations logo. Below it is a navigation bar with links for 'Join the Movement', 'Take Action', 'Become a Leader', 'Blog', 'Inside Track', and 'About'. The main content area features a large banner with a photo of a young girl and the text 'Help Kids Live Longer and Healthier' with a 'Take Action' button. Below the banner are three buttons: 'Get Services', 'Connect', and 'Get Assistance'. A footer note encourages users to submit questions via a Q&A panel.

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Resources

Blogs:

- Beth's Blog: <http://www.bethkanter.org/>
- Working Wikily: <http://workingwikily.com/>

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Feel free to submit a question at any time. Use the "Q&A" panel on the right navigation bar. Type your question, select "All Panelists" and click "Send."

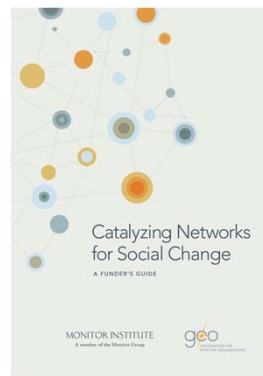
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Resources

Report:

- Catalyzing Networks for Social Change: A Funder's Guide

http://www.monitorinstitute.com/downloads/Catalyzing_Networks_for_Social_Change.pdf



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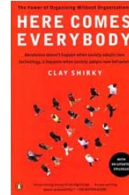
Feel free to submit a question at any time. Use the "Q&A" panel on the right navigation bar. Type your question, select "All Panelists" and click "Send."

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Resources

Books:

- Here Comes Everybody: The Power of Organizing Without Organizations
- Cognitive Surplus: Creativity and Generosity in a Connected Age



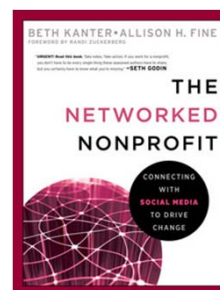
31

Feel free to submit a question at any time. Use the "Q&A" panel on the right navigation bar. Type your question, select "All Panelists" and click "Send."

Resources

Books cont.:

- The Networked Nonprofit: Connecting with Social Media to Drive Change



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Feel free to submit a question at any time. Use the "Q&A" panel on the right navigation bar. Type your question, select "All Panelists" and click "Send."

Mid-way Q&A Check-in

Use the "Q&A" panel on the right navigation bar. Type your question, select "All Panelists" and click "Send."



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Evaluation at RWJF



Claire Gibbons
Senior Program Officer

Feel free to submit a question at any time. Use the "Q&A" panel on the right navigation bar. Type your question, select "All Panelists" and click "Send."

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Evaluation at RWJF

- It's in our DNA
- Learning, not grading

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Context

- Growing social media activity
- Assumption:
 - More social media activity is better
- *What do we expect social media will achieve for us?*

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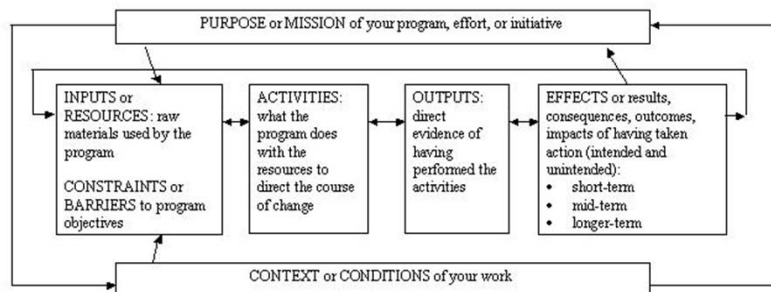
Poll 2

Have you used a logic model before?

- a) Yes
- b) No

Use the "Polling" panel on the right navigation bar to respond to the poll.
Select your answer and hit the "submit" button.

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Milstein, Bobby and Chapel, Tom. "Developing a Logic Model or Theory of Change." *The Community ToolBox*. Ed: Val Renault and Steve Fawcett. 2012. [University of Kansas](http://ctb.ku.edu/). <<http://ctb.ku.edu/>>

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Feel free to submit a question at any time. Use the "Q&A" panel on the right navigation bar. Type your question, select "All Panelists" and click "Send."

Social Media Logic Model

- Victoria Dougherty, Project Director
 - Document review
 - Interviews
 - In-person meeting
 - Measurement

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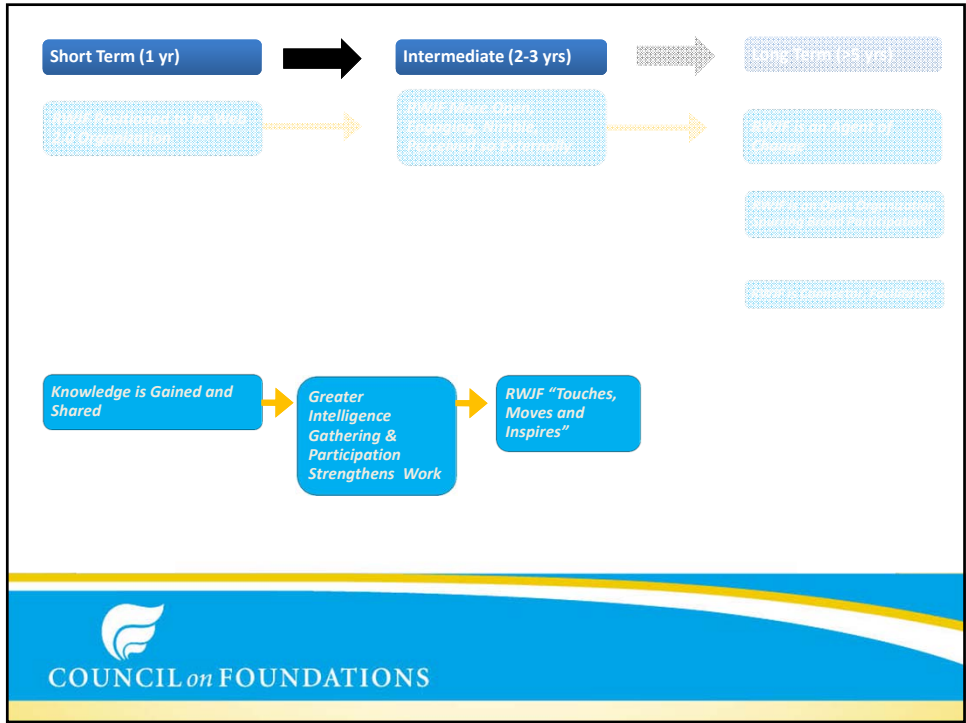
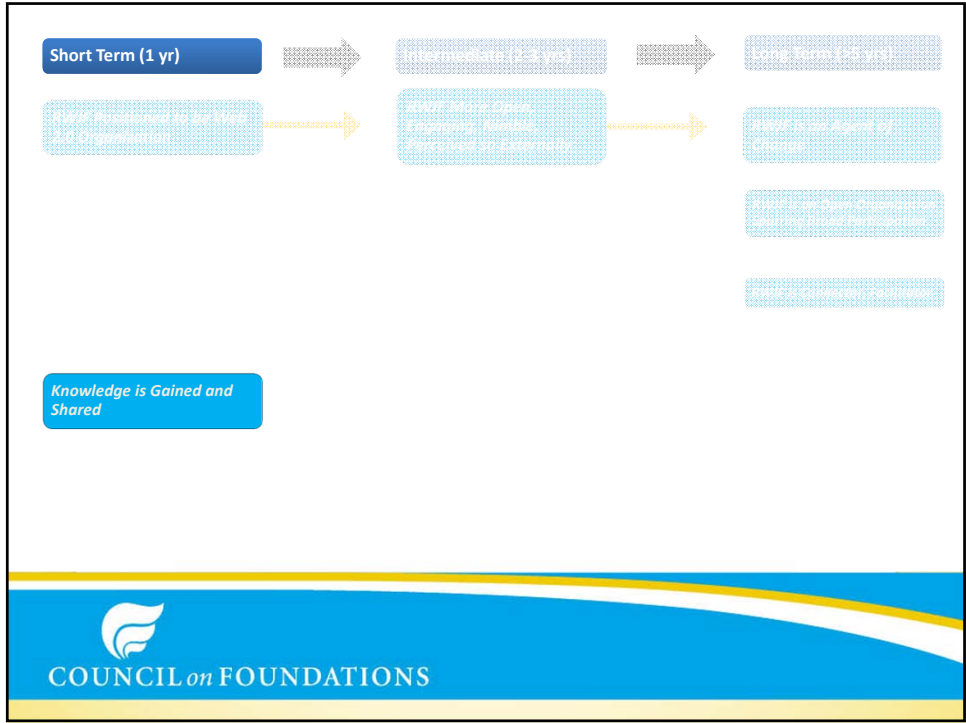
Findings

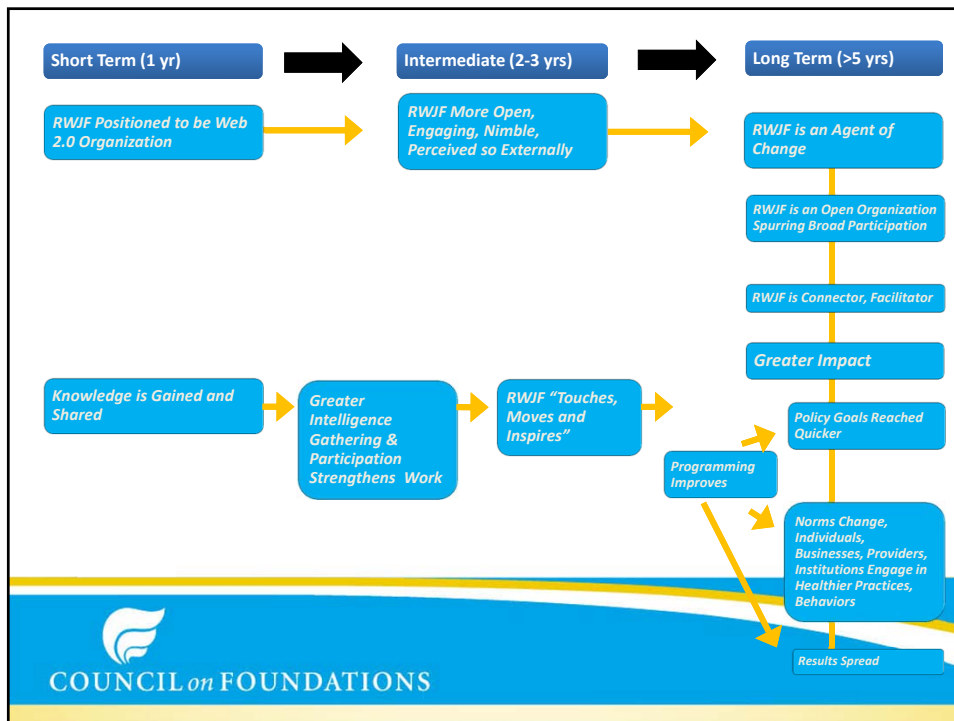
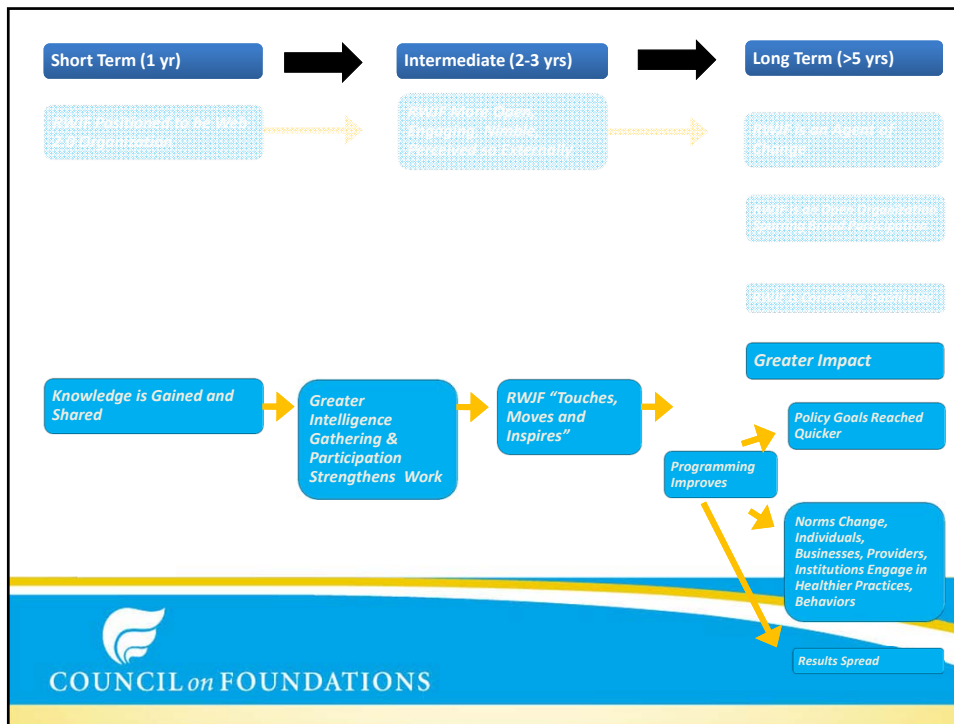
- More than just using social media
- RWJF will become a different organization
- Some goals are institution-wide, others are program specific

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Feel free to submit a question at any time. Use the "Q&A" panel on the right navigation bar. Type your question, select "All Panelists" and click "Send."

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Short Term (1 yr)

RWJF Positioned to be Web 2.0 Organization

Knowledge is Gained and Shared



Intermediate (2-3 yrs)

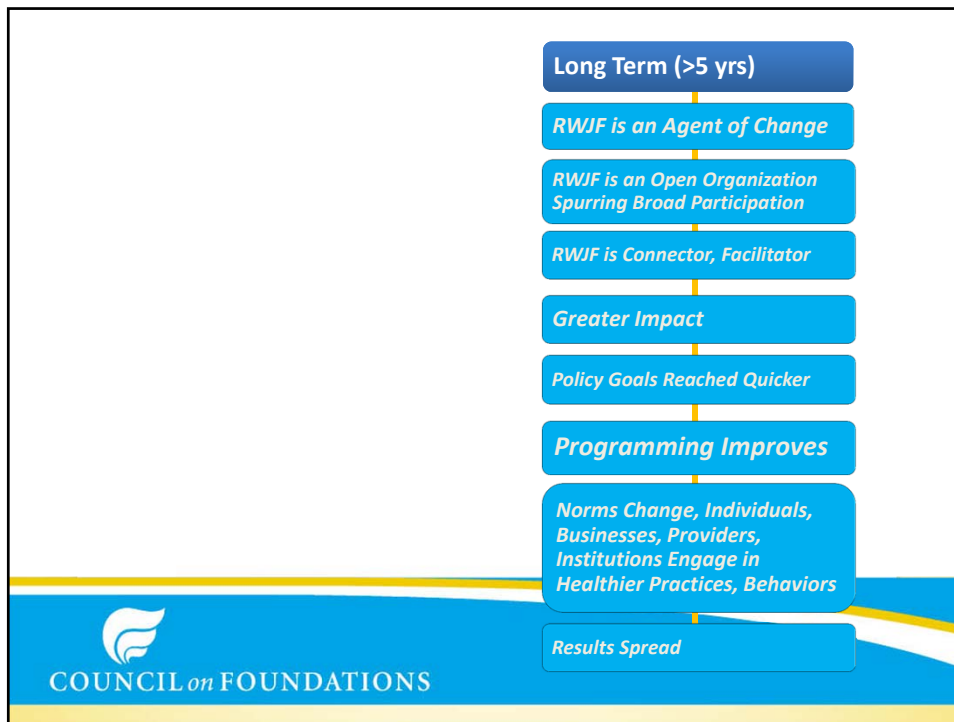
RWJF More Open, Engaging, Nimble, Perceived so Externally


Greater Intelligence Gathering & Participation Strengthens Work



RWJF "Touches, Moves and Inspires"





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To Do: Measurement

- Some outcomes are vague (e.g., RWJF is an agent of change)
- Learn more about what measures are available
- Data collection process

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Feel free to submit a question at any time. Use the "Q&A" panel on the right navigation bar. Type your question, select "All Panelists" and click "Send."

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Chat Your Response

What social media measurements are you using?

Use the "Chat" panel on the right navigation bar to respond to the question. Look for the "Send to" box in the chat panel. Write your message and select "All Participants". Hit send.

Your response will be viewed by participants, speakers and recorded for those who may replay this message for self paced learning.

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Next Steps

- Communicating
- Convening
- Coordinating
- Measure development

Feel free to submit a question at any time. Use the "Q&A" panel on the right navigation bar. Type your question, select "All Panelists" and click "Send."




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Q&A

Use the "Q&A" panel on the right navigation bar. Type your question, select "All Panelists" and click "Send."

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Speaker Information



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@StephenJDowns

#RWJFweb20



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Organizational Effectiveness for Foundations – A Webinar Series

- *Save the date—August 16:* Exiting Responsibly: Best Donor Practices in Ending Field Support
- Visit the webinar archive at www.cof.org/education to play back other recordings from this series
 - **Improving Effectiveness in an Age of Uncertainty**
January 17, 2012
 - **Improving Internal Practices in Philanthropy**
February 21, 2012

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What's Next?

Give feedback

Fill out evaluation now or by email

Join us on Twitter now!

Follow the chat, using [#RWJFweb20](#)
and by following [@StephenJDowns](#)

Review and share

Today's webinar recording will
be e-mailed to you

Sign-up for future webinars

Supporting Nonprofit Capacity Building:
Considering Multiple Strategies to Further
Mission
Wednesday, May 30, 2–3:30 p.m. ET

Executive Talent Management
Increasing Philanthropy's Bench Strength
Thursday, June 7, 2–3:30 p.m. ET

Register for the

2012 Fall Conference for Community
Foundations
September 10-12 ~ New Orleans, LA

Visit www.cof.org/education to learn more.

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Thank You

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