

The Social Change Indicators Matrix¹

Indicator of Social Change Impact	Definition of Shift	Typical Strategies/ Activities Linked to the Shift	Scale of Influence / Resources Required (time and money)
<p>Shifts in Definitions</p> <p>The issue is defined differently in the community or larger society.</p>	<p>An issue or idea is given new meaning. The community or society sees the issue differently as a result of your work (i.e. rape is understood as an act of violence with legal and civil consequences ...not a sexual transgression).</p>	<p>Research, documentation of actual experiences, articulating concepts through writing and/or presentations.</p>	<p>Potential to be large and profound – locally and globally.</p> <p>Sometimes small resources can spark a change. Combining shift #1 and #2 can be effective for accomplishing “buy-in” of new definitions. One-time funding of research/ dialogue can sometimes result in new definitions.</p>
<p>Shifts in Engagement</p> <p>People in the community or larger society are more engaged.</p>	<p>More people are engaged in an idea of action as a result of your work. Ideally, enough people get involved that they are noticed, voices are heard, i.e. a critical mass of “tipping point” is reached (e.g. individuals from groups and/or groups coalesce for regional impact and numbers of people and organizations make a difference).</p>	<p>Community-based organizing and public education (including media education); media campaigns; networking; supporting a group to find collective strength or identity, etc.</p>	<p>Potential to be large and profound, especially when “critical mass” is defined more explicitly to match the vision or goal.</p> <p>Usually requires large financial resources and multiple years of attention to assist organizing efforts, institutional coalitions or development of intermediaries and networks, often including media strategies.</p>
<p>Shifts in Policies</p> <p>An institutional, organizational or legislative policy or practice has changed.</p>	<p>Organizational, local, regional, state, national or international policy or practice has changed to better serve social change ideals (e.g. specific laws change and/or institutional systems change or practices change).</p>	<p>Public policy reform, education and interaction with policy and system-level decision-makers.</p>	<p>Potential to be large-scale if change occurs at state or national policy levels; local systemic change schools, courts, etc) can also be important.</p> <p>Usually requires multiple years of investments and a variety of approaches.</p>
<p>Current Position Maintained</p> <p>Past gains have been maintained.</p>	<p>Earlier progress on issues is maintained in the face of opposition (e.g. funding for breast cancer research is saved from budget cuts).</p>	<p>Strengthen organizations and leaders and their ability to withstand backlash and resistance to change.</p>	<p>Often the work is complex and requires the interactions of people from many levels, including community-based.</p> <p>Resources needed depend on the scale of the resistance effort.</p>

¹ Adapted by The Valentine Foundation from the tool developed by Stephanie Clohesy of Clohesy Consulting, based on WFN’s *Making the Case* tool.