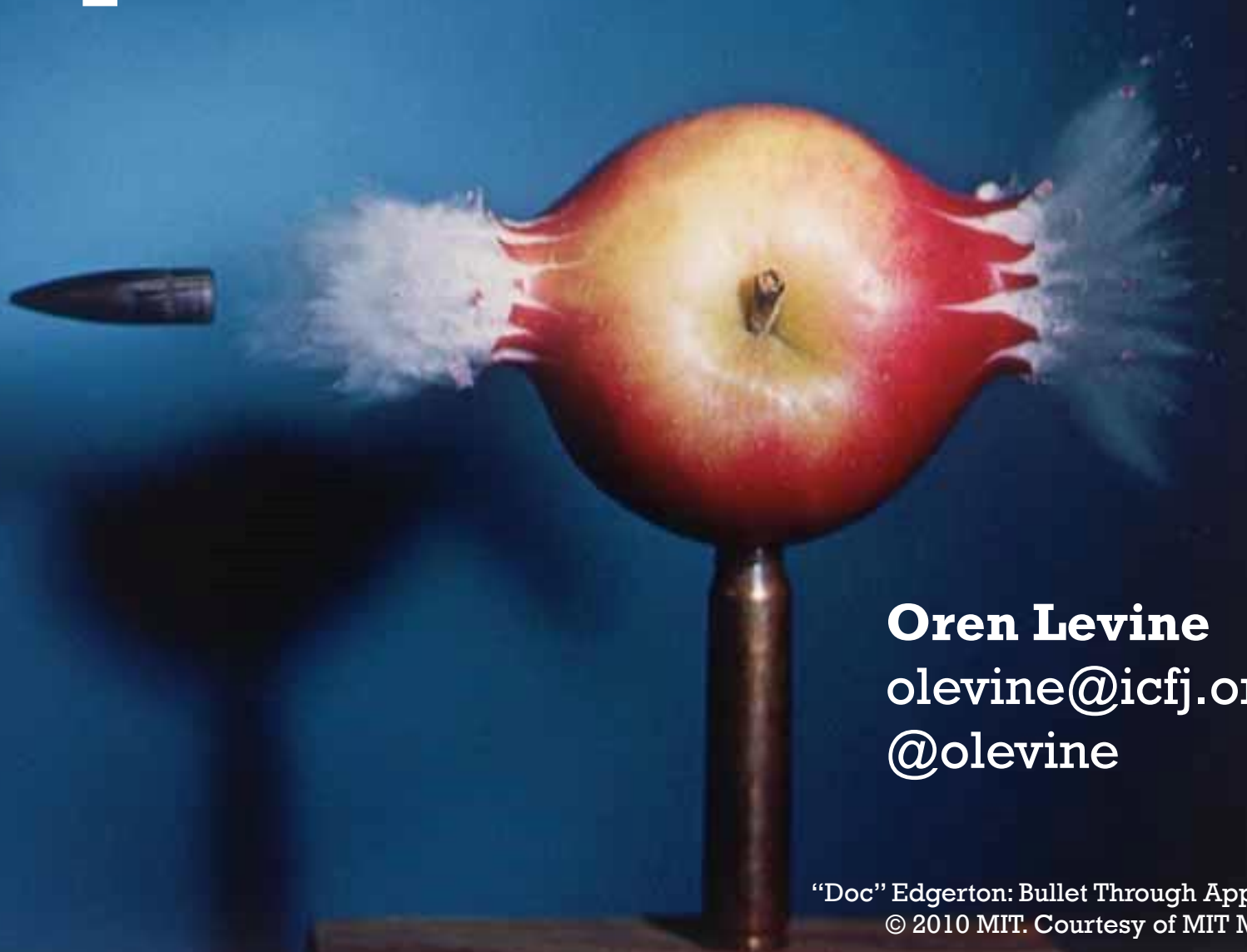


# Impact!



**Oren Levine**  
olevine@icfj.org  
@olevine

**ICFJ**

“Doc” Edgerton: Bullet Through Apple, 1964  
© 2010 MIT. Courtesy of MIT Museum.



**What do we mean  
by “impact?”**



A close-up photograph of a hand holding a pencil, poised to write on a piece of lined paper. The pencil is orange and the hand is holding it in a tripod grip. The paper has blue horizontal lines and a red vertical margin line. Some cursive handwriting is visible on the paper. The background is a warm, out-of-focus orange color.

We want to spark

- Conversations
- Reactions
- Actions

By

- Readers
- Communities
- Officials





**What can we measure?**



A close-up photograph of a hand holding a pencil, poised to write on a sheet of lined paper. The pencil is sharpened and has a dark tip. The paper has light blue horizontal lines. In the background, there is a blurred orange surface. The overall lighting is warm and focused on the hand and pencil.

Views  
Shares  
Posts  
Likes  
Mentions

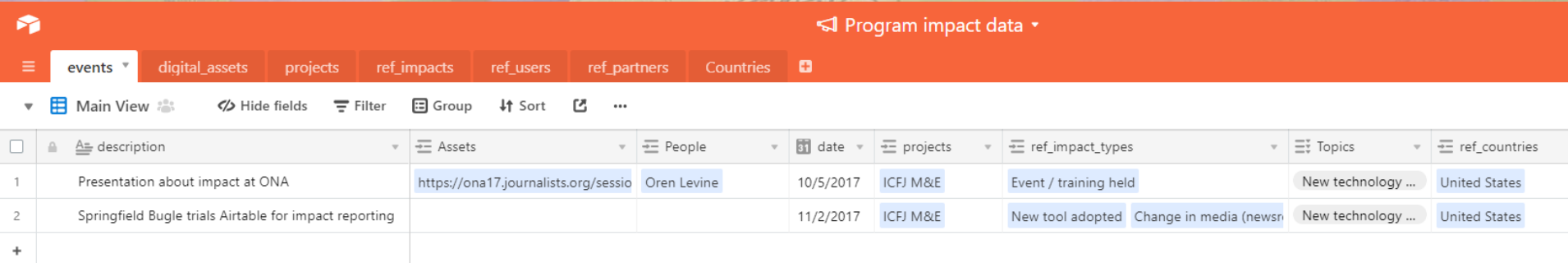
*And in some cases...*  
Policies, laws, & other  
evidence of change







# What we're doing about it



The screenshot shows the Airtable web interface. At the top, there's a navigation bar with a menu icon, a search bar, and a dropdown for "Program impact data". Below this is a tab bar with "events" selected, and other tabs for "digital\_assets", "projects", "ref\_impacts", "ref\_users", "ref\_partners", and "Countries". The main view is "Main View" with options for "Hide fields", "Filter", "Group", "Sort", and a plus icon. The table has columns for "description", "Assets", "People", "date", "projects", "ref\_impact\_types", "Topics", and "ref\_countries". Two rows of data are visible:

	description	Assets	People	date	projects	ref_impact_types	Topics	ref_countries
1	Presentation about impact at ONA	<a href="https://ona17.journalists.org/session">https://ona17.journalists.org/session</a>	Oren Levine	10/5/2017	ICFJ M&E	Event / training held	New technology ...	United States
2	Springfield Bugle trials Airtable for impact reporting			11/2/2017	ICFJ M&E	New tool adopted Change in media (newsr	New technology ...	United States

- Track qualitative information
  - Events, reactions, recognition
  - Inspired by CIR Impact Tracker





# What we're doing about it

- Exploring new approaches
- Learn about the “conversation”



Impacto.jor



# What's next

- How do we extract “intelligence” from the impact data?





# Thank you! Let's talk...

**Oren Levine**  
Director of Innovation, ICFJ  
[olevine@icfj.org](mailto:olevine@icfj.org)  
[@olevine](https://twitter.com/olevine)