

University of California, Berkeley

DeCal 98/198: **Impact Assessment** (Spring 2014)

Prerequisites – Strong interest in at least one of these fields:

- Consulting
- Data Analysis
- Machine Learning
- Statistical Significance
- Behavioral Psychology
- Internships and Volunteering
- Organizational Performance Evaluation

Instructor: Katherine Cheng – NeptusDeCal@gmail.com

Class Format: Lectures

Units of Credit: 2

Day and Time: TBD

Location: TBA

Enrollment: Email NeptusDeCal@gmail.com to explain how you satisfy prerequisites. Attach Application Form and Resume.

Goal:

Educate students about the challenges organizations face in quantifying their impact, giving an introduction to a more analytical data-driven approach to making decisions, with emphasis on doing more with less.

Course Description:

This class seeks to educate students about the challenges of assessing social and environmental impact of a social venture. Special emphasis will be put on triple bottom ventures, which in addition to focus on people and planet – also make profit which gets reinvested into causes in the interest of people and planet. Many people are happy to assume that giving free medicine, mosquito nets, or textbooks to starving children in less developed countries are all good things. But we live in a world with limited resources and thus it is important that we use those resources in the most efficient manner. A growing trend in the developing world is that organizations no longer just channel donated money and products from developed countries, but they in addition adopt typical business operations to generate their own revenue. People tend to take what they have to work for or pay for more seriously, so charging just a symbolic amount has tremendous psychological efforts, which relates to impact and sustainability. The class will have a particular emphasis on how social entrepreneurship, building social ventures, can dramatically improve long-term impact.

Topics:

- Data Analysis
- Sustainability
- Crowdsourcing
- Social Ventures
- Machine Learning
- Triple bottom line
- Statistical Significance
- Social Entrepreneurship
- Corporate Social Responsibility
- Organizational Performance Evaluation
- Outsource Impact Assessment vs Building Internal Competence

Homework: Assigned weekly, 12 total. Either readings or impact assessment cases. Readings provided. Quizzes at beginning of class on all readings.

Project: Each student will be required to submit a final presentation. You are welcome to work in groups of up to 3 people. The project consists of two main parts: a 10-minute in-class presentation and a 5-page paper. This project may either be a proposal for a new intervention or a new evaluation of existing data. You are to describe the program, its design, data analysis, and describe the possible policy implications and ethical and externality complications, if any. Project account for 30% of the final grade.

Attendance: Attendance sheet will circulate each class. Absence for more than 2 classes will put you at risk of not passing the class. No warning will be given this in this case.

Extra Credit: A couple extra credit suggestions are given in each lecture. These are generally very fascinating papers or videos. To get extra credits, studies should relate to project.

Grading: P/NP.
Not Pass grade given for failure to complete all assigned homework and for poor attendance. Extra credit can compensate for missed homework and absence, but will not compensate for missing project.

Class Roadmap:

- Week 1 **Introduction** – Overview of various Impact Assessment Solutions
- Week 2 **Definitions** – Terms and concepts in the world of Impact Assessment
- Week 3 **Market sentiment** – Why periodical survey matters
- Week 4 **Data, Data & Data** – It's all in the Data, and how your work cannot be better or more reliable than your data.
Guest Speaker: President Todd Stark, Good World Solutions
- Week 5 **Measurement errors** – And how to control for them
- Week 6 **What's Fair** – How to introduce and maintain Fair Trade solutions
Guest Speaker: Co-owner Rodney North, Equal Exchange Coop
- Week 7 **Social Ventures** – Trend: Non-profits generating revenue and effects on impact
- Week 8 **Getting the message across** – Challenges in engaging donors
Guest Speaker: Naomi Hirabayashi, CMO, Do Something
- Week 9 **Time Series** – The importance of following trends over time
- Week 10 **When auditing fails** – Challenges and examples in remote auditing
Guest Speaker: Dean Cycon, Proprietor, Dean's Beans Organic Coffee
- Week 11 **Depth vs Breath** – The challenge of quantifying domino effect impact
- Week 12 **Foundation Management** – Why overhead costs are important
Guest Speaker: James Madison, Foundation Management Associates
- Week 13 **Group Presentations**

DeCal 98/198 Impact Assessment Application Form

This application is how we choose the students who make it into the class. We're interested in your background and why you want to take the class.

Who are you?

1. First Name, Last Name
2. Student ID Number
3. Email Address
4. Phone Number

What are you studying?

1. Undergraduate School, Major and Graduation Year
2. Current Work Experience
3. Prior Work Experience?
4. What unique talent or expertise do you bring to the class?

Why This Class?

1. How did you hear about this course?
2. Why do you want to take this class?

What relevant Impact Analysis Experience do you have?

- Consulting
- Data Analysis
- Machine Learning
- Statistical Significance
- Behavioral Psychology
- Internships and Volunteering
- Organizational Performance Evaluation

Why You?

If there was one spot left in the class and we were choosing between you and another applicant, tell us why you should be the person in the class.