



S.D.M.F.C.

SAN DIEGO MILITARY FAMILY COLLABORATIVE

State of the Collaborative

January 24, 2014



San Diego Unified
SCHOOL DISTRICT



Legal, fiscal and staffing support provided by:



SAY San Diego
Social Advocates for Youth
*Strengthening the Whole Child,
Whole Family, Whole Community
Since 1971*

3 minute “Fast Pitch” competition



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SAN DIEGO MILITARY

FAMILY COLLABORATIVE

- ▶ Mission: To provide an inclusive forum to maximize the collective impact of community resources to enhance military family life.
- ▶ Vision: San Diego military families live strong, healthy and connected within our neighborhoods.

There Are Several Types of Problems

Simple

Baking a Cake



Complicated

Sending a Rocket to the Moon



Complex

Raising a Child

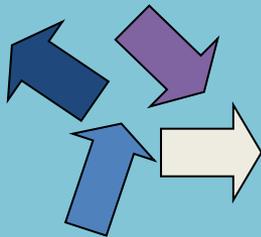


Social sector treats problems as simple or complicated

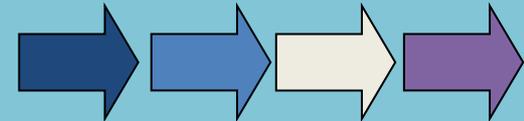
Imagine a Different Approach – Multiple Players Working Together to Solve Complex Issues

- All working toward the **same goal** and **measuring the same things**
- **Cross-sector alignment with government, nonprofit, philanthropic and corporate** sectors as **partners**
- **Organizations** actively **coordinating** their action and sharing lessons learned

Isolated Impact



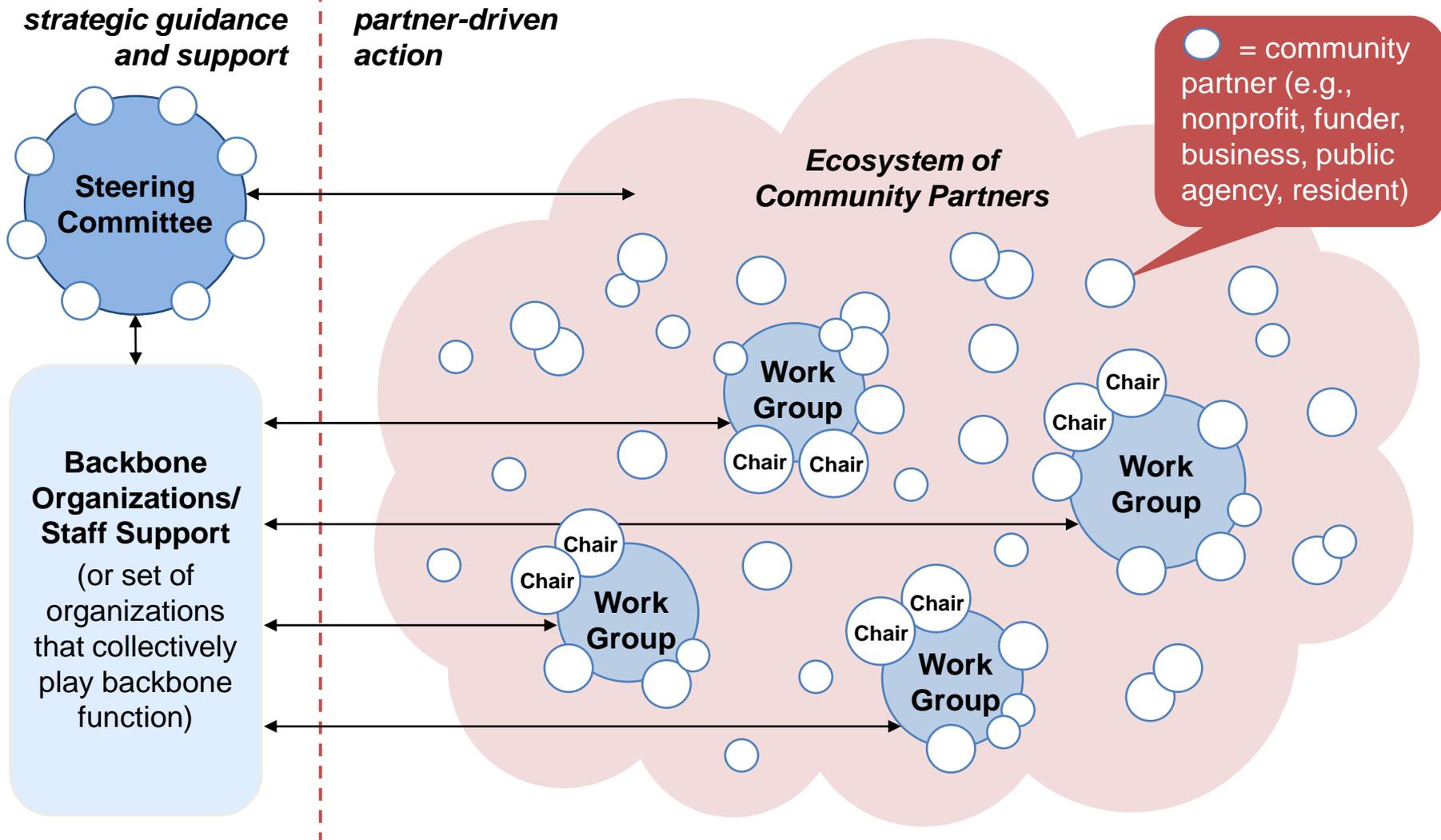
Collective Impact





In Collective Impact, A Broad Set of Partners Work to Achieve the Common Vision, Supported by a Backbone and Steering Committee

Common Agenda and Shared Metrics





40% of SDMFC participants are active duty, veterans or immediate family members.

Highlights and Successes

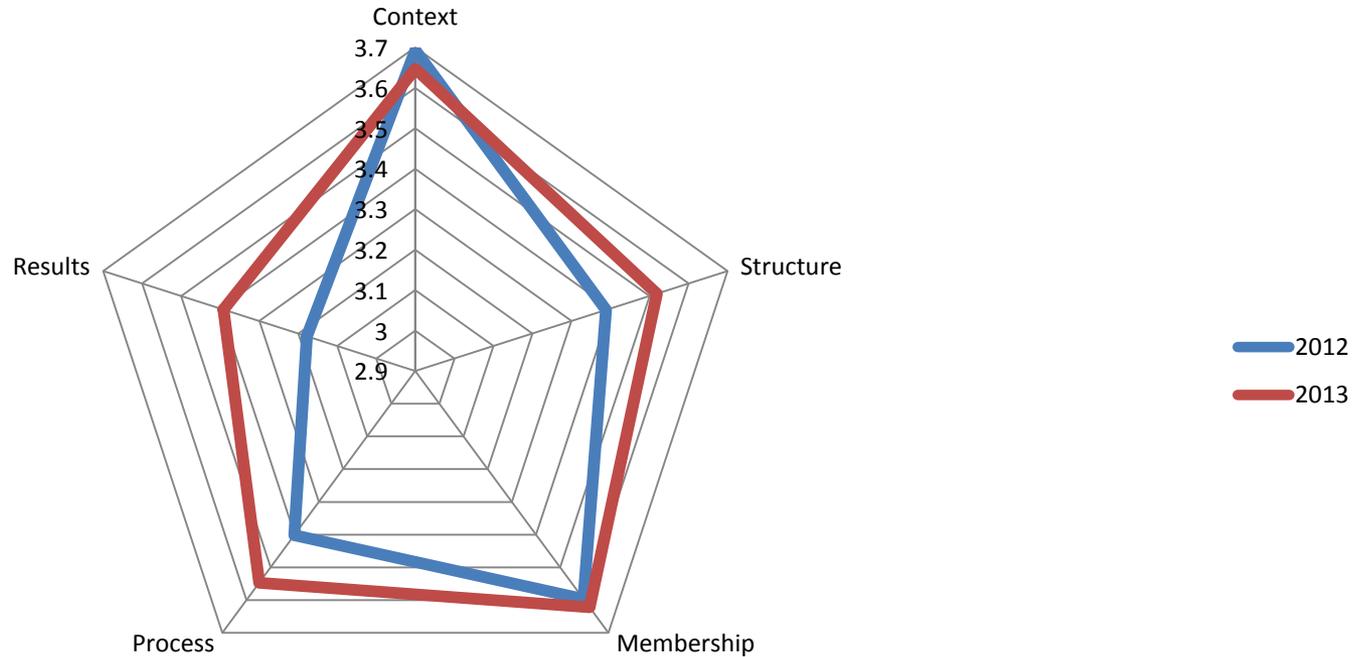
2012 - 2013

- | | | |
|-------------------------|---|-------------------------------|
| Online eblasts (600+) | → | This a 281% increase! |
| Annual Conf. (125+) | → | Double the rsvps! |
| Monthly Conv. (75+/mo.) | → | 2 locations! |
| Task Forces (25+/mo.) | → | Transition Success! |
| Coord. Council (11/mo.) | → | Formal process/bylaws! |

**SDMFC volunteer/participant hours
equated to the equivalent of over \$25,000+!!!**

Impact

SDMFC Functioning: 2012/2013 Comparison



Isolated Impact → Collective Action → Collective Impact

Success Stories

“We receive a **growing number of referrals from collaborative members** and this has allowed us to refer clients to organizations that provide needed services that we do not.”

“I've really **enjoyed the working groups** we've established. It has given me the opportunity to know more about the members of our group on a more intimate level and learn about how they are helping the military families.”

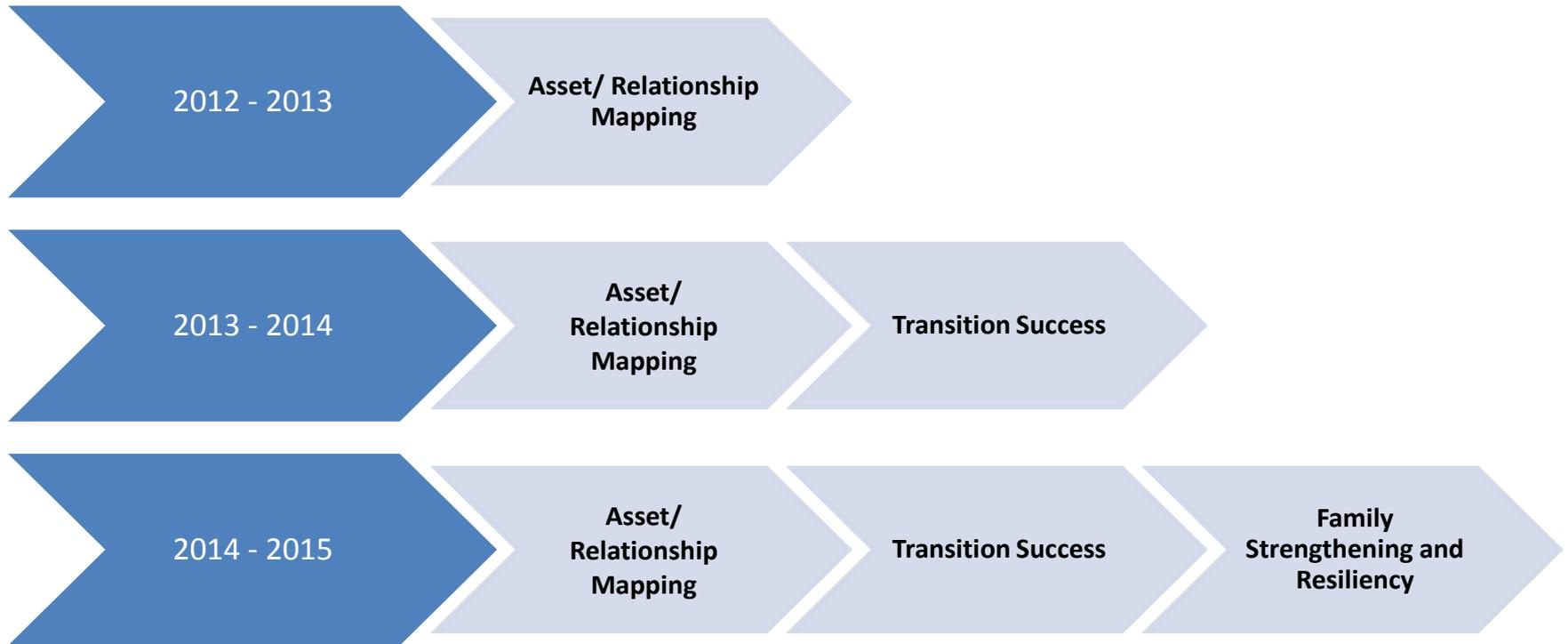
“I now have some **direct connections with partners**, which I have had to tap into (for example, an event location), and some possible **future joint projects** (working with a youth group and providing training to partner agencies).”

Website is live!



www.sdmilitaryfamily.org

Collective Action Timeline



SDMFC 2013-2014 Collective Action: Mission Transition Support and Success

VISION: The SDMFC provides a pathway to support successful military family transitions from active duty to civilian life.

Task Force 1

Availability of
Community and
Family Resources

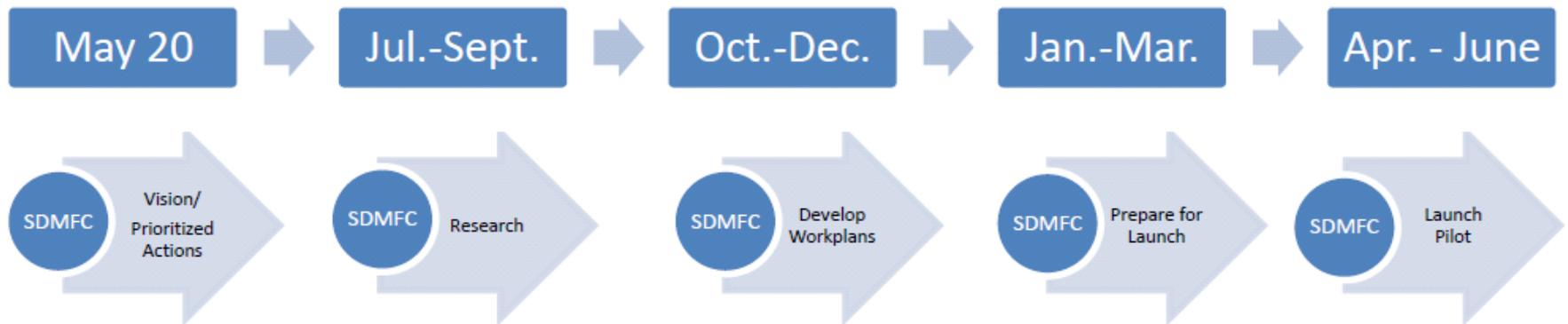
Task Force 2

Families Better
Prepared for
Transitions

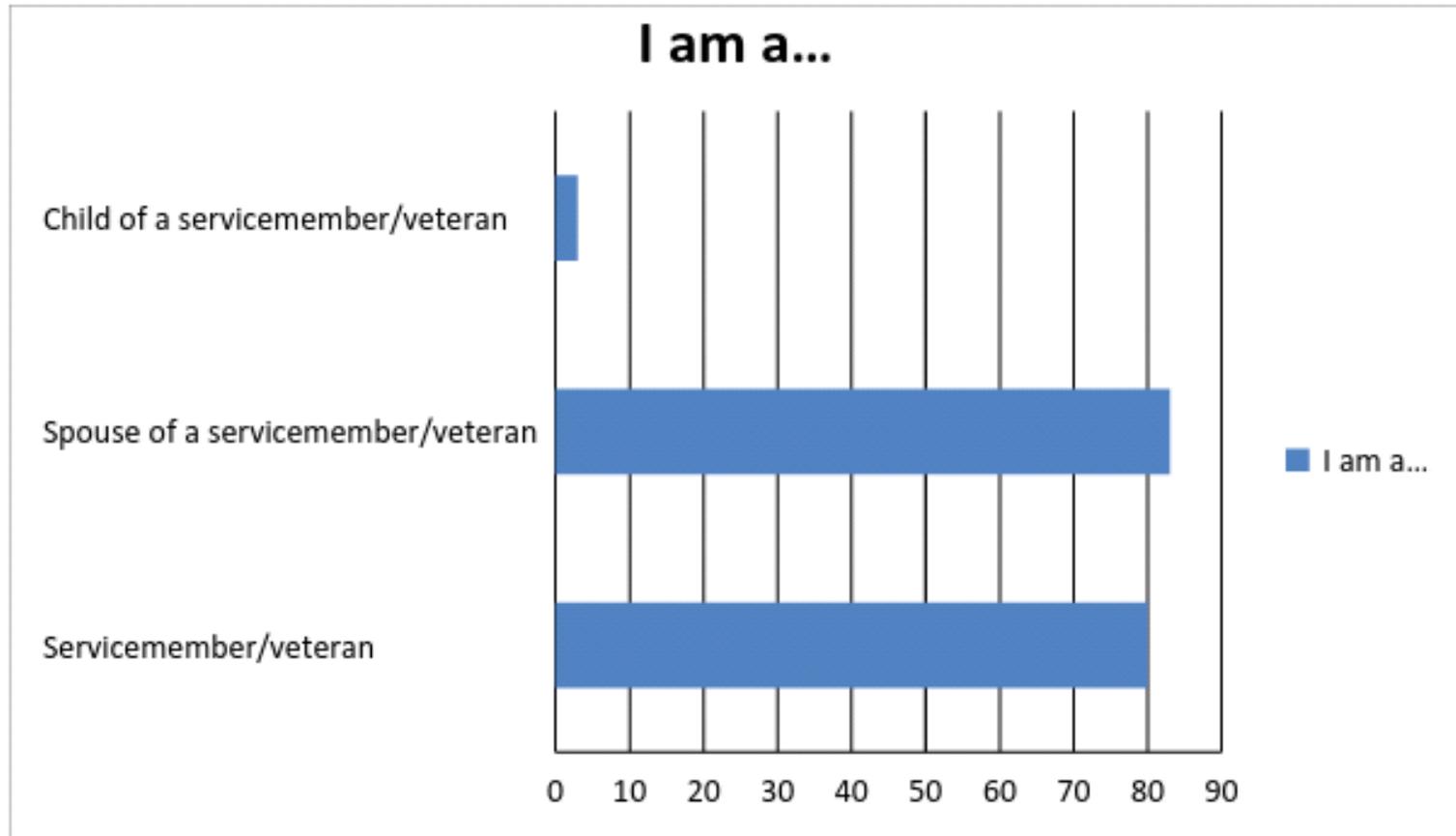
Task Force 3

Peer Support Through
The Transition Process

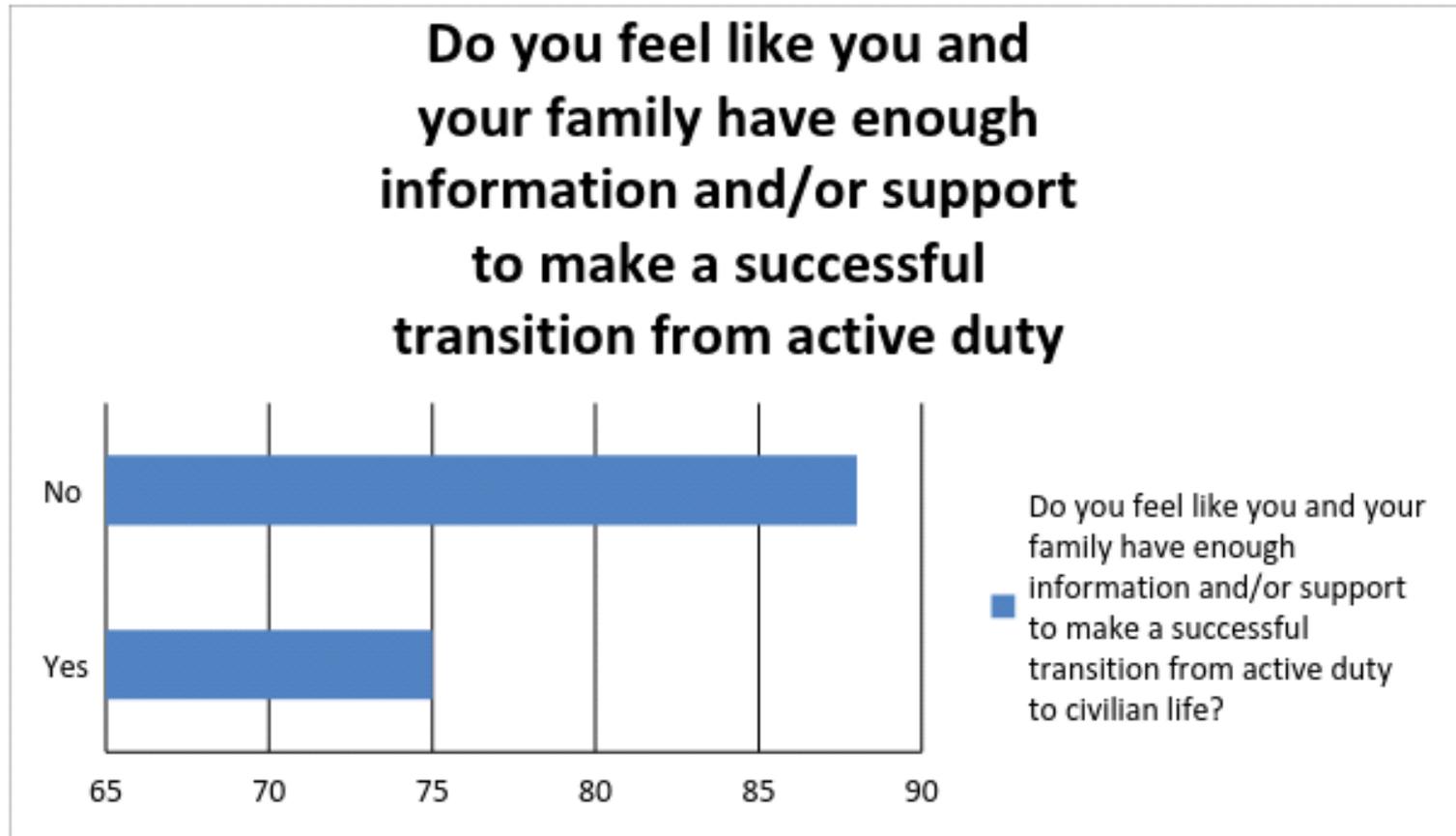
SDMFC 2013-2014 Collective Action: SDMFC Task Force Implementation Timeline



SDMFC 2013-2014 Collective Action: Military Family Transition Research



SDMFC 2013-2014 Collective Action: Military Family Transition Research



SDMFC 2013-2014 Collective Action: Military Family Transition Research

4. How do you prefer receiving this type of information?

		Response Percent	Response Count
Online		75.6%	123
From a friend/peer		11.0%	18
Phone		8.0%	13
Meeting/Orientation		47.2%	77
Social Media		15.3%	25
Brochure		31.9%	52
I don't know		0.0%	0
Other		1.6%	3
	<i>If other, please list.</i>		5
		answered question	163
		skipped question	2

SDMFC 2013-2014 Collective Action:

Military Family Transition Research

Ranking By Priority

- Employment - #1 (58.3%)
- Health Insurance - #3 (22.1%)
- Securing federal benefits- #3 (17.8%)
- Financial - #4 (16.7%)

Order By #1 Ranking

- Employment (58.3%)
- Securing federal benefits (15.3%)
- Financial (8%)
- Education (7.4%)
- Health Insurance Coverage (4.9%)
- Housing (3.7%)
- Mental Health Services (1.2%)
- I don't know (1.2%)
- Child Care (0%)

SDMFC 2013–2014 Collective

Action: Task Force Work–Plan Overview:

T1: Availability of Community and Family Resources

Goal: Launch a transition info/resources and tips social media campaign.

Suggested Modality:

- ▶ Partner with a **communications** consultant IDEAHAUS to develop strategy and messaging. Post messages weekly, leveraging the new website/social media.

SDMFC 2013–2014 Collective

Action: Task Force Work–Plan Overview:

T2: Families Better Prepared for Transitions

Goal: **Develop a toolkit** to support local military family spouses and children with relevant transition information.

Suggested Modalities:

- ▶ Level 1 – Create **transition tip sheets** around the top info requests as identified by research. Post this information on the website/social media.
- ▶ Level 2 – Host **quarterly Spouse “transition” course** in partnership with local installations/ gov. partners.

SDMFC 2013–2014 Collective

Action: Task Force Work–Plan Overview:

T3: Peer Support Through the Transition Process

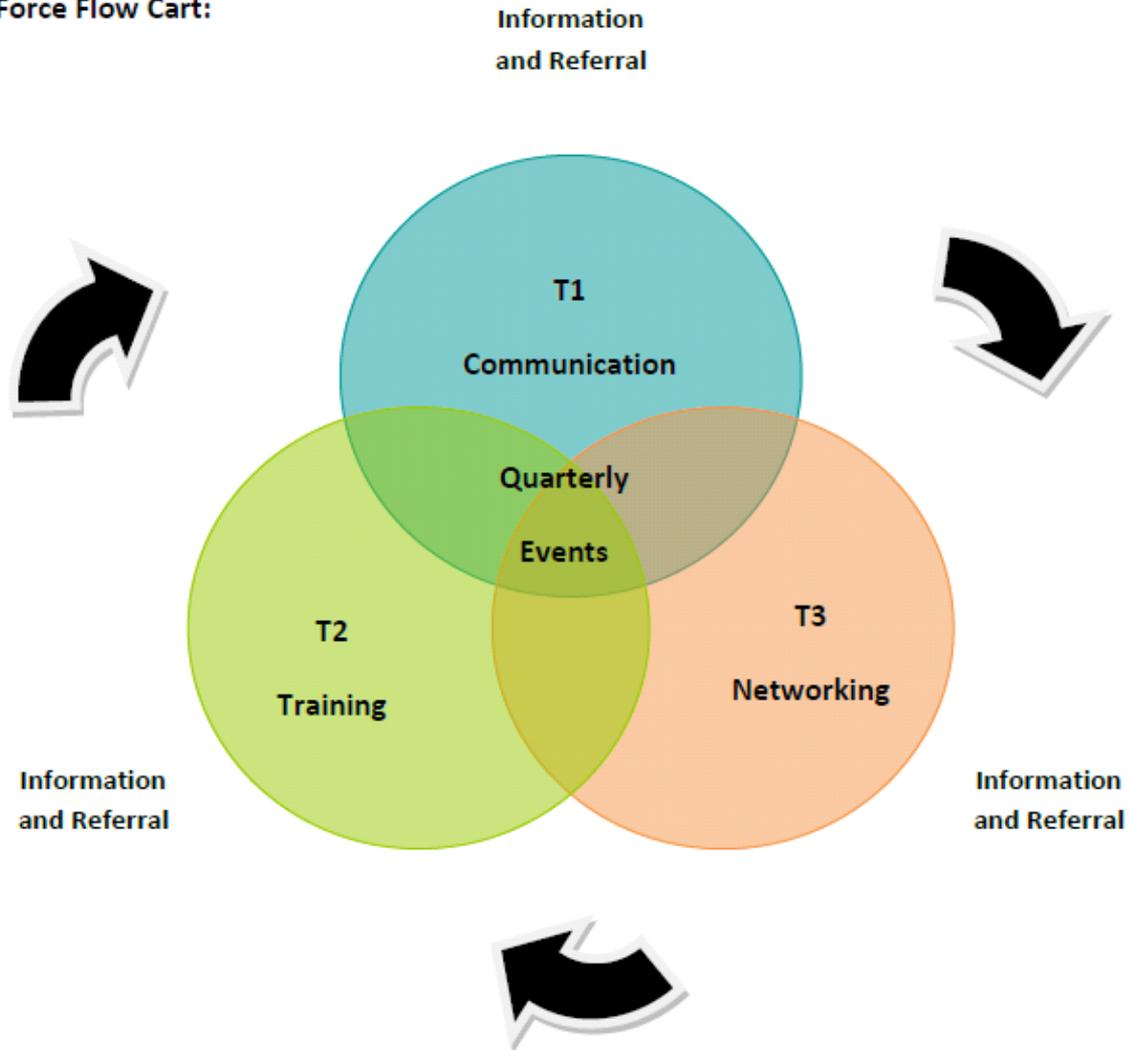
Goal: Create prevention based peer mentoring opportunities for military spouses/parents based on dignity and respect.

Suggested Modalities:

- ▶ Level 1 – Information and Referral
- ▶ Level 2 – Peer networking strategies at the T2 Spouse transition activities.
- ▶ Level 3 – Host a quarterly peer to peer “coffee and conversation”
- ▶ Level 4 – Long term: Facilitate peer to peer matches.

SDMFC 2013-2014 Collective Action: Task Force Work-Plan Overview:

Task Force Flow Cart:



Military Transition Support Project

About: Cross-sector collaboration around a shared strategic plan and framework for a transformed active duty to civilian experience.

Plan Review and Call to Action:

February 18th, 9am-12pm

Location: SDSU, Alumni Center

RSVP: info@sdgrantmakers.org
or 858-875-333

MTSP Funders



MTSP Operations Committee Members

Department of
Veterans Affairs



Navy Region Southwest
(Ex Officio)

Ronne Froman
U.S. Navy Rear Admiral
(Ret.)

Marine Corps Recruit Depot
(Ex Officio)



Congressman
Scott Peters
52nd District



SDMFC Community Input



Affirmations: What do you like about where we have come and where we are going?

Suggestions: What feedback, recommendations and/or future opportunities should we consider?

Report out: Table's favorite affirmation and suggestion.



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Thank You!



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