



COLLECTIVE INSIGHT





ABOUT US

[Collective Insight, LLC \(Collective Insight\)](#) is a certified woman-owned community engagement firm (Massachusetts) founded in 2014.

Collective Insight is enthusiastic about inclusion: we believe that systems are stronger when they intentionally engage those they seek to serve in the design, delivery, and improvement of services.

Collective Insight supports individuals to find and use their voice effectively while assisting organizations to design and implement meaningful strategies to engage those most impacted by their work.



At Collective Insight, we place lived experience at the forefront of all we do. This means all of our work, from program innovation to research and training, prioritizes the experiences of those most impacted.

Our Mission:

Collective Insight values lived experience and supports clients to include the voices of those most impacted in the design, implementation, and improvement of programs, policies, and research.

Our Vision:

People with lived experience are accepted as experts in how to improve systems.

Our Values Statements:

Co-creation. We seek to design with communities rather than for communities.

Listen. We listen to communities and create options that build upon their experiences.

Engaged Decision-Making. We believe communities should actively participate in the decision-making process.

Access. We develop tools, supports, and incentives that increase communities' opportunities to engage.

Respect. We value all voices, especially voices of those commonly left out and demonstrate this in our work.



PAE ATTENTION FRAMEWORK

Collective Insight's PAE Attention

Framework (McGaffigan, 2011)

provides great insight into the importance of representative engagement in the design and improvement of systems. This Framework, while informed by research conducted within the Cash & Counseling long-term services and supports model, provides a strong foundation for understanding and implementing meaningful and effective engagement across a broad range of program, policy, and research activities. [Learn more here.](#)



Collective Insight utilizes the PAE Attention Framework within in our three primary divisions to address the needs of clients:

- Engagement Training and Support
- Research and Program Evaluation
- Policy and Program Innovation



OUR DIVISIONS: ENGAGEMENT TRAINING AND SUPPORT



We often hear how engagement strategies do not work, are too time intensive, and are conflict ridden. When done well, engagement of individuals and communities with lived experience can improve member experience, program outcomes, and systems re-design activities while building community trust and appreciation for your work.

Collective Insight provides training and support to a wide range of entities seeking to design, implement, or improve their engagement structures. We assist state and federal agencies, private and nonprofit organizations, and academic institutions to assess their engagement needs and to implement more effective solutions. Services include:

- Conducting needs assessments
- Exploring and mapping existing community assets
- Developing and implementing Engagement Plans
- Conducting engagement training and mentoring
- Supporting community outreach

Click to learn more about
[Engagement Training and Support](#)

Featured Engagement Projects:

- [Aging PCOR Learning Collaborative](#)
- [Tool Kit for Stakeholder Asset Mapping](#)
- [2020 Sages Symposium for Researcher Readiness](#)





OUR DIVISIONS:

RESEARCH AND PROGRAM EVALUATION



We assist clients to design and implement research and program evaluation activities with communities rather than for communities. We believe that research is more rigorous and applicable when those most impacted inform research topics, methods, analysis, and dissemination. The result is research and evaluation findings that matter and projects that funders want to fund.

Collective Insight provides research and program evaluation services to local, state, and federal agencies, private and nonprofit organizations, and academic institutions to support community-driven research. Services include:

- Creating and facilitating advisory structures to inform project aims and methods
- Implementing community driven data collection methods, including interviews, focus groups, and web-based surveys
- Conducting qualitative and quantitative data analysis and engaging communities in validation of findings
- Designing accessible dissemination strategies and products

Click to learn more about
[Research and Program Evaluation](#)

Featured Research and Evaluation Projects:

- [St. Louis County Community Voices Project](#)
- [The One Care Implementation Council Stakeholder Engagement Within a Duals Demonstration Initiative](#)





OUR DIVISIONS:

POLICY AND PROGRAM INNOVATION



Successful policies and programs are driven by the needs of the individuals and communities they are intended to serve. Often, policy and program leaders miss the important first step of understanding communities' self-defined obstacles and assets before developing costly solutions that miss the mark.

Collective Insight assists policy and program leaders to not only build trust with communities served, but also save unnecessary spending by identifying what is needed and designing services that work.

Services include:

- Engaging local experts in systems re(design)
- Identifying or clarifying problems and unmet needs
- Supporting strategic planning and implementation
- Analyzing market-based innovations for potential application
- Designing and responding to Requests for Proposals

Click to learn more about [Program and Policy Innovation](#)

Program and Policy Innovation Spotlights:



Between 2019-2022, Collective Insight partnered with [AdLib, Inc.](#) to draft proposals, develop a of Board of Director Training Series, facilitate revisions to Board of Director Bylaws and Handbook, and assisted AdLib, Inc.'s Board to operate an Executive Director job search.



Since 2014, Collective Insight has partnered with the [Massachusetts Organization for Addiction Recovery \(MOAR\)](#) to support strategic planning design and implementation, co-facilitate Advisory Group committees, assist development of RFP responses, and evaluate grant activities



Collective Insight has collaborated with Managed Care programs in nine States since 2021



Meet Our Team

Collective Insight has a team of creative thinkers who move beyond giving advice to actually developing and implementing (with you) feasible strategies that demand success. Our organizational culture is one of mutual respect, self-reflection, and growth. Because of this, we have formed lasting connections with our clients and partners.



Erin McGaffigan,
PHD, MSW, MS
Principal

Dr. McGaffigan is recognized for her critical analysis, problem solving, efficiency, and overall integrity in all that she does. She developed Collective Insight in 2014 to demonstrate how effective engagement is possible and a powerful system improvement strategy. Learn more about Dr. McGaffigan's work [here](#).



Airia Papadopoulos,
PHD, MPH
Deputy Director

Dr. Papadopoulos has over two decades of experience in researching and addressing racial, ethnic, and socioeconomic disparities in health outcomes. She uses qualitative strategies to engage marginalized communities and bring their voices into policy and program design. Learn more about Dr. Papadopoulos' work [here](#).



Danielle S. Foster,
MSW, BA
Project Director

Ms. Foster has 15 years of experience developing and implementing effective community engagement strategies to improve service programs, policies, and research. Ms. Foster is an expert facilitator who leads our Policy and Program Innovation Division. Learn more about Ms. Foster's work [here](#).



Missy Destrampe
BA
Project Manager

Ms. Destrampe has extensive experience implementing accessible engagement strategies, including advisory groups and focus groups, to inform essential products while meeting tight deadlines. Learn more about Ms. Destrampe's work [here](#).



Kat Preftes,
MA, BA
Project Manager

Ms. Preftes has an extensive background in community engagement and serves as a writer and evaluation assistant for multiple projects, including projects run by peer-led groups. Learn more about Ms. Preftes work [here](#).



Sophia Webber,
BS
Project Manager

Ms. Webber works with people with lived experience, advocates, providers, researchers, and policymakers to identify training needs and implement effective mentoring services. Learn more about Ms. Webber's work [here](#).



Sugar Johnson
Research & Administrative Coordinator

Ms. Johnson brings lived experience and a peer voice to her role for which she collects and enters data as well as provides coordination across projects. Learn more about Ms. Johnson's work [here](#).



Noelle Rudloff
MS, BA
Consultant

Ms. Rudloff, in her role, conducts best practice research and supports the design, implementation, and evaluation of educational interventions. Learn more about Ms. Rudloff's work [here](#).



Christina Chow,
BA
Social Media Coordinator

Ms. Chow applies her marketing knowledge to advancing our social media and website presence while supporting our reach to multiple audiences. Learn more about Ms. Chow's work [here](#).



THE COLLECTIVE PATH AHEAD



SUBSCRIBE TO OUR MONTHLY NEWSLETTER

Visit our website and [subscribe](#) to our listserv to access our newsletter, which is full of helpful engagement tips and Collective Insight updates.

REGISTER FOR OUR 2023 ENGAGEMENT TRAINING SERIES

Collective Insight launched our 2023 Engagement Training Series. Please visit our [website](#) to review our calendar of training events and to register for this great learning opportunity.

FOLLOW US ON SOCIAL MEDIA



Let's Talk. Email us at info@collectinsight.com
to discuss additional opportunities