

WINTER 2024

discover the collective way forward

COLLECTIVE INSIGHT

Newsletter



COMMITMENT



VISION



COMMUNICATION

VOLUME 2, ISSUE 7

- Celebrating 10 Years of Collective Insight
- Engagement Spotlight: Collective Insight Academy



Celebrating 10 Years of Collective Insight

Learn More About How We Hit This Exciting Milestone!



Reflecting on a Decade of Engagement

Collective Insight is now 10 years old! Think about it: this means we have dedicated over **3,500 days** and nearly **88,000 hours** to meaningful change through community engagement. What a feat!

Collective Insight has been unwavering in our commitment to elevate community voices in the design and improvement of public policy, programs, and research. So, what have we done over the past decade? Check out some of our accomplishments below.



Worked on over **75** projects in **32** states and Washington D.C.



Established partnerships with **seven** universities



Published **six** journal articles, **one** book chapter, and **one** documentary



Designed and delivered nearly **50** trainings or presentations on engagement



Operated over **31** individual Advisory Groups, Steering Committees, and Workgroups



Created **11** technical reports on project findings



Developed **31** proposals for clients on engagement best practices

Keep reading to learn how we accomplished all of this!

How is Collective Insight so Successful?

We embrace people with lived experience as experts in how to improve the systems and programs that impact them most. We also use the **PAE Attention Framework** in our work each day. This Framework, based on Dr. McGaffigan's research within Cash & Counseling programs (2011), provides us with the foundation we need to understand engagement obstacles and implement effective methods across a range of program, policy, and research activities. Learn more about PAE Attention [here](#).



Collective Insight uses the PAE Attention Framework within three primary focus areas to address the needs of our clients:

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

Within these focus areas, we offer a range of services that uplift the voices of communities to drive meaningful decision-making in policies, programs, and research. Examples of our services include:

- **Creating and Hosting Advisory Groups, Listening Sessions, and More**
- **Providing Staff and Board Members with Engagement Training**
- **Hosting & Analyzing Key Informant Interviews & Focus Groups**

Engagement Training

Collective Insight works with clients to understand their existing assets and goals for community engagement. We then create trainings and resources that help them get to where they want to be.

Project Spotlight

In 2024, Collective Insight assisted the [Aging PCOR Learning Collaborative](#) to share the benefits of engaged research and prepare researchers to engage older adults as research partners. Through this project, Collective Insight developed and facilitated ten trainings and shared 34 educational resources that reached approximately 340 researchers, academic partners, and funders. Learn more about the Aging PCOR Learning Collaborative in our [Fall 2024 Newsletter](#).

Creating Advisory Groups through Technical Support

Since 2014, we have assisted organizations to create over 30 accessible and cost-effective advisory structures that engage communities previously left out of the policy or research process. Our latest work includes Medicaid Advisory Committees!

Project Spotlight

In 2024, the Commonwealth of Massachusetts created an innovative approach to include communities in the design of their first Medicaid Member Advisory Committee (MAC). Click [here](#) to see how Collective Insight supported Massachusetts' Medicaid program, MassHealth, in their meaningful and trailblazing journey.

Creating and Facilitating Engagement Activities

Strong leaders know community engagement is essential when designing new programs. Even so, implementing engagement activities can be difficult when time is tight. Collective Insight helps our partners do engagement when engagement just doesn't seem feasible. The result? Programs that work and positive program relations for your organization.

Project Spotlight

In 2023, Collective Insight facilitated community engagement for Phase 3 of the Building Emissions Reduction and Disclosure (BERDO) regulations development. We worked with the City of Boston to develop a Community Advisory Group (CAG) that included members from ten community-based organizations focused on environmental, housing, racial, and economic justice. The CAG helped bring community voices to the planning table, allowing for meaningful discussions on how to recognize and prioritize the needs of communities within the proposed regulations.

Hosting Key Informant Interviews and Focus Groups

Our team has the expertise you need to support your qualitative research. We have extensive experience designing, implementing, analyzing, and reporting qualitative research methods, including in-person and virtual focus groups and key informant interviews.

Project Spotlight

This year, we embarked on a journey to develop the Patient-Centered Outcomes Research Engagement Measure, or PCOR-EM, to measure meaningful engagement. In partnership with our Steering Committee and Technical Advisors, we conducted a literature scan and designed, recruited, facilitated and reported out on consensus methods, focus groups, and cognitive testing interviews to develop the PCOR-EM. Learn more about the Measurement Matters Project [here!](#)

Board of Directors Development and Training

No one knows your organization better than those who need its services most. We provide training, technical assistance, and implementation support to help organizations engage those with lived experience in their Board activities to improve organizational outcomes.

Project Spotlight

In 2023, we helped [AdLib, Inc.](#), a Center for Independent Living serving individuals with disabilities, to provide strategic planning support for board development. We engaged leadership in strategic conversations, developed facilitation guides, and conducted interviews with staff to improve their Board.

Engagement Spotlight

Introducing Collective Insight Academy!

Our new suite of live and on-demand community engagement trainings.

Interested in learning how to design, implement, and evaluate effective engagement to make your programs person-centered, effective, and cost-efficient?

Then, **Collective Insight Academy** is for you! Our trainings will make your engagement more effective for your team AND the communities impacted by your work. Engagement is our business, and we are here to help!

We invite you to sample our first training, **Engaging Communities: Advisory Groups, Workgroups, and More**, for \$189. From there, we have low-cost options to expand this training (and other trainings) to your team.

The first 15 people to sign up for Engaging Communities training will receive 50% off! Use coupon code HALFOFF at checkout!



Looking to the Future

As we head into 2025, Collective Insight is excited to work with existing partners and new clients to bring community expertise to the design, implementation, and improvement of programs, policies, and research. We look forward to our own growth and evolution while staying true to our mission, vision, and values for a brighter future!

Collective Insight is grateful for those who have supported us and continue to support us throughout our journey. Without you, Collective Insight would not be what it is today!

People are at the heart of Collective Insight. Our devoted team brings the energy and warmth to dive deeper into making systems more accessible, safe, and inclusive every day. Together, we work hard, we share, we laugh, we celebrate, we learn, and we unite to deliver our clients the support they need to make change happen.

You might hear us say we are “PAE-ing” attention to “people factors” when we talk about engagement, but it really does apply to everything we do. People are what make Collective Insight possible. We thank you for your authenticity and trust in our work.

Cheers to 10 More Years of Collective Insight!



Interested in Working Together in 2025?

Let's partner to create feasible engagement strategies and support your success!

We'd love to hear from you. Reach out to our team using this [contact form](#),

Or inquire by clicking the link below!

[LEARN MORE](#)

