

2021 Partnership Health Report

FutureMakers Coalition

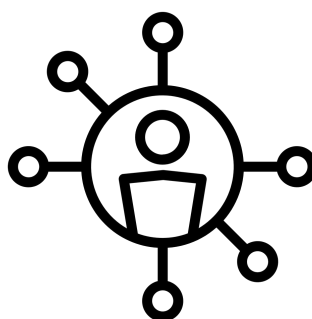


2021 Partnership Health Report

FutureMakers Coalition is a collective impact initiative working to help Southwest Floridians earn the high-quality credentials needed to enter the workforce. FutureMakers is not an organization, but a network built around relationships, so it is important to revisit the health of our partnerships. Here's what we found:



- Talent Talk Podcast as of May 12, 2021:
- **317** total downloads
 - **65** full downloads
 - **252** plays and partial downloads
 - **58.1%** of downloads were made on mobile apps
 - **36.6%** of downloads were made on web browsers



- Social Media, as of May 27, 2021:
- FutureMakers Coalition Instagram: **776** followers
 - FutureMakers Coalition Facebook: **876** followers and **781** likes
 - FutureMakers Coalition Twitter: **553** followers
 - FAFSAfirst! Instagram: **482** followers
 - FAFSAfirst! Facebook: **769** followers and **711** likes
 - Scholarships Instagram: **351** followers



- Website Statistics, as of May 13, 2021:
- In 2020, there were a total of **6,571** users, **9,238** visit sessions, and **19,793** page views
 - The top content in 2020, in order of most to least popular, was the Home page, followed by Events, FAFSA First, Who We Are, News, Reports Join, College Planning, Contact Us, then How We Do It.
 - So far in 2021, there have been **4,410** users, **8,956** visit sessions, and **13,244** page views



For the past year, we have been sending out monthly newsletters to almost all of our partners. We started sending out these newsletters because of suggestions we received from our last Partnership Health Project. Our most successful newsletter was our most recent edition, sent out in May of 2021: **172** people opened it and **57** people clicked on links in the newsletter. Over the past year, the average number of opens has been **169** and clicks has been **32**.



There are varying levels of involvement possible with FutureMakers Coalition. Some people sign up because of their interest in the mission, and others do because of their desire to get further involved in the community. We currently have 140 partner organizations, 819 FutureMakers, and 251 of them are active members, which we define as being a member or leader of one of our 22 teams.

Teams:

Regional Action Teams:

- Aspiration & Preparation: **104** members
- Access & Entry: **72** members
- Persistence & Completion: **128** members

Expert Teams:

- Data & Reporting: **28** members
- Equity: **15** members
- Policy: **4** members

Project Teams & Workgroups:

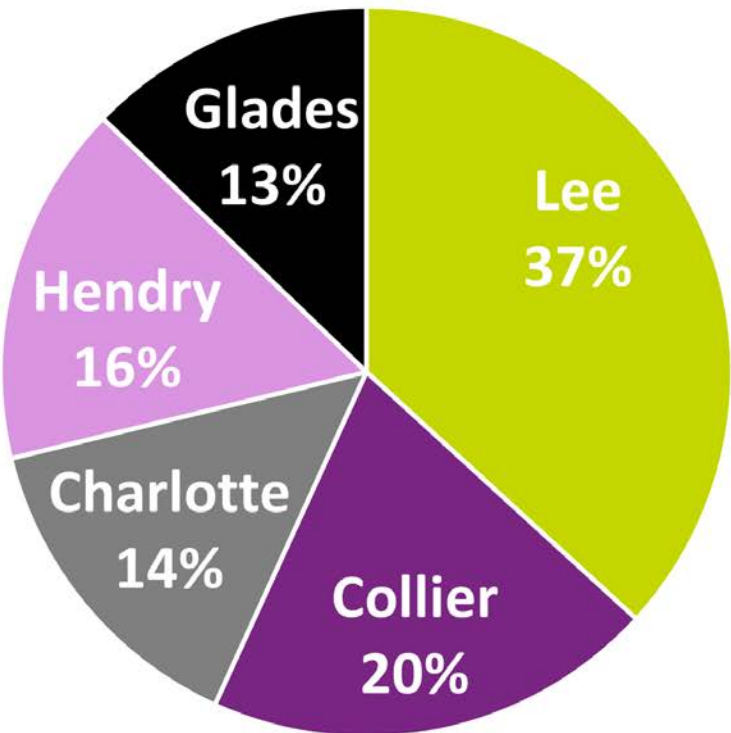
- Lee County Action: **24** members
- College & Career Readiness: **11** members
- Student Voices: **7** members
- FAFSAfirst! Campaign: **16** members
- FGCU Action Team: **14** members
- FSW Student Voices: **13** members
- Career Pathways/Career Pathways Equity: **26** members
- Healthcare System Alignment: **42** members
- Technical College Completion: **11** members
- Talent Hub Stop-out: **8** members
- Work-based Learning: **12** members
- Hospitality System Alignment: **2** members
- Employer-Led Early Learning Co-ops: **2** members
- Early Learning System Alignment: **18** members
- Guiding: **12** members
- Champions: **116** members



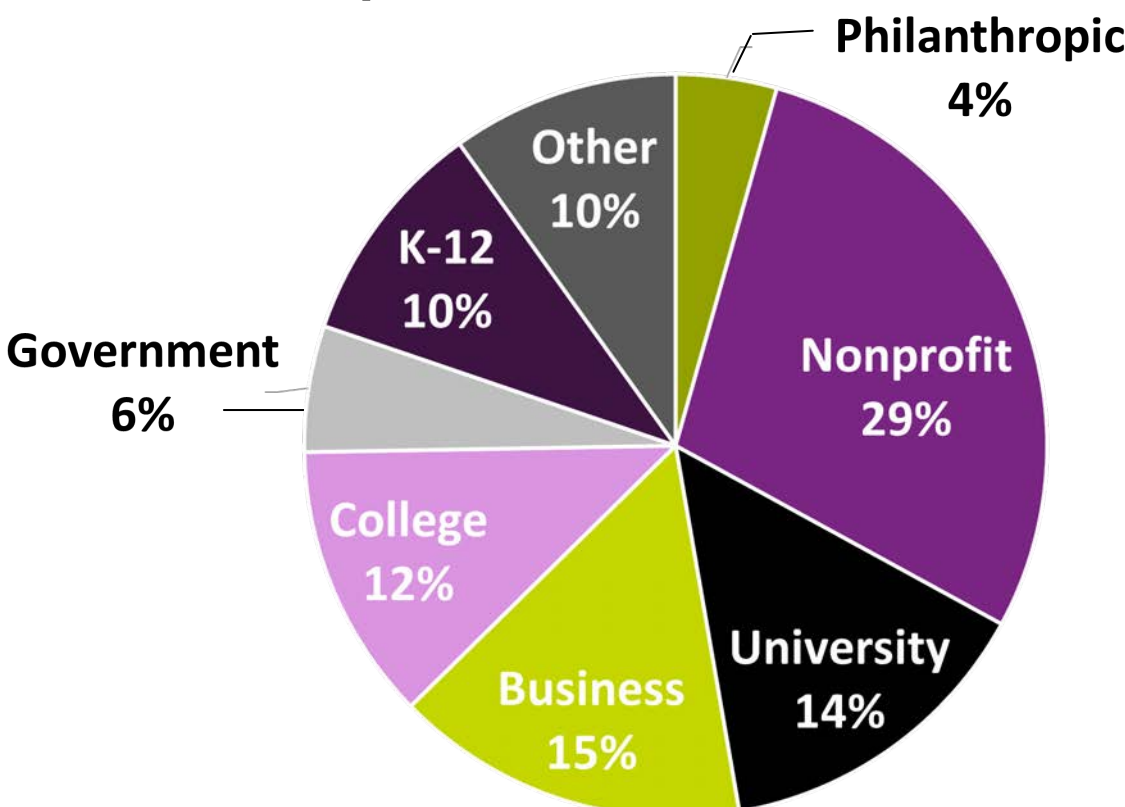
We wouldn't be able to reach our shared goal of 55% without all of our partners.

DEMOGRAPHICS

Counties served by our partners:



Sectors/Industries our partners work in:



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FutureMakers Coalition works on systems by changing relationships, and these relationships with our partners are the key to meeting our shared goal of 55%.

97%

of partners said that their partnership with FutureMakers Coalition has the potential to make a significant impact on the region's educational and economic well-being.

88%

of stakeholders feel that their partnership with FutureMakers provides them with the data required for decision-making and continuous improvement.

92%

of partners that read our monthly newsletters find them useful. We started sending these newsletters out based on responses to our last partnership health assessment.

Valuable Partnerships

We asked our partners what they thought was most valuable about their partnership with FutureMakers, and we got the following responses:

- **55%** said *collaborating with other professionals in the region and making partnerships*
- **23%** said *making systemic change and bettering the community*
- **19%** said *helping the workforce and students*
- **13%** said *working towards shared goals*
- **12%** said *data & information sharing*



Newsletter Helpfulness

Based on suggestions from the Coalition, we started sending out monthly newsletters. Here is what our partners say is most helpful about the newsletters:

- **38%** said *it keeps them up to date on the Coalition's efforts, progress towards the goal, and other work happening in the community, helping them feel more connected to FutureMakers*
- **14%** find the *Partner Spotlight and other project highlights and success stories helpful*
- **14%** said *the reminders about upcoming events and activities*



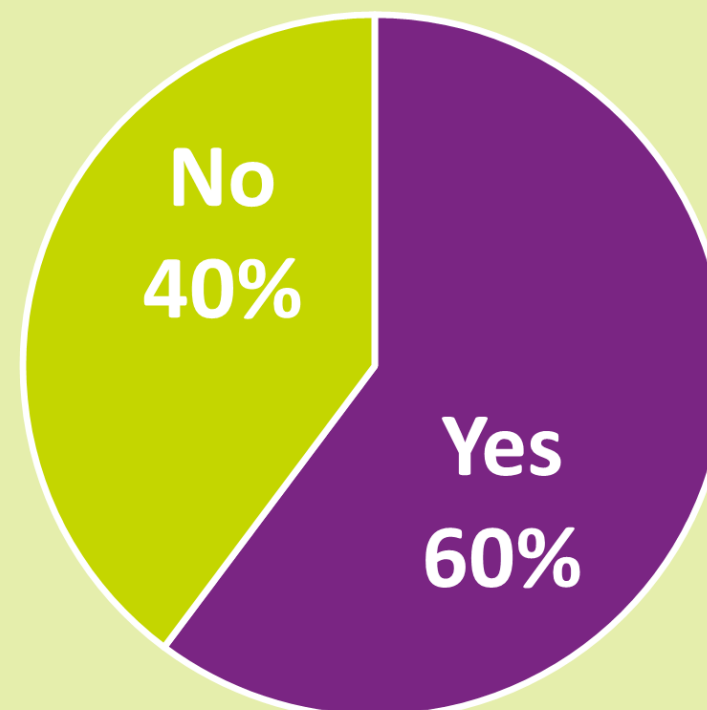
Meeting Platforms

Since the onset of the COVID-19 pandemic, we have started using Zoom as a meeting platform. We asked our partners what they have thought about this transition:

- **71%** said *Zoom has been very useful as a meeting platform*
- **27%** said *Zoom has only been somewhat useful since the start of the pandemic*
- **41%** said *they would prefer to meet in person in the future, as COVID allows*
- **38%** said *they would like meetings to stay online*
- **21%** said *they do not have a preference as to how future meetings are held*



Changing Work

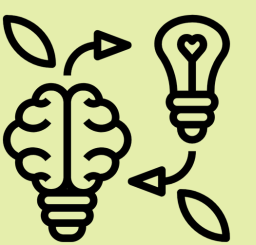


60% of our partners have changed their work since they started their partnership with FutureMakers Coalition.

The most common responses showed that these changes include **utilizing a larger network and having more partners**, being more aware of

needs and barriers in the region, and making progress on **shared goals and community impact**.

Other responses showed that our partners are focusing more on **equity and diversity in their work** and taking a more **regional approach in order to serve a broader population**. Other changes include using a **solution-focused approach** to projects, **changing hiring processes**, and **adding strategic initiatives** to work.



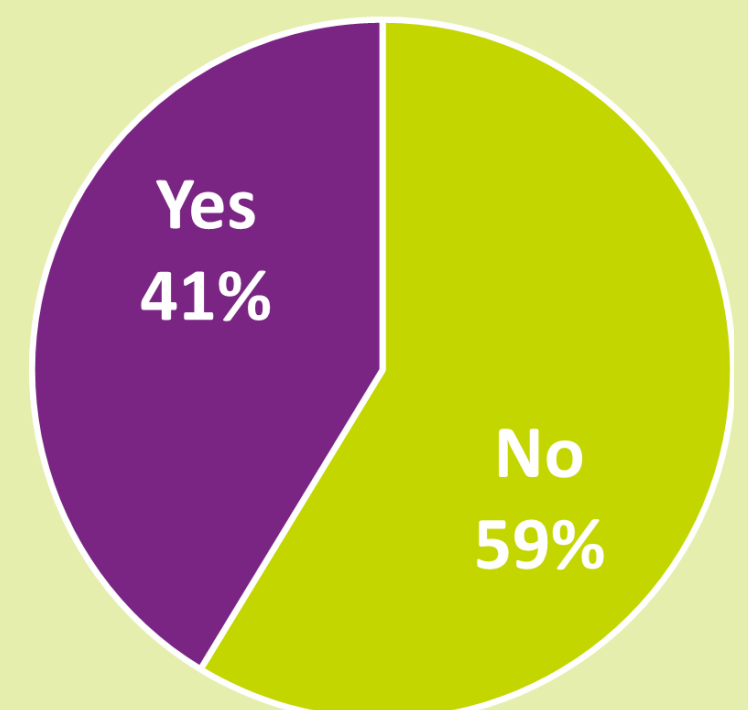
Policies & Practices

41% of our partners said they have changed policies or practices because of their work with FutureMakers.

According to the survey responses, two of the most common changes have been **equity and diversity policies** and

practices that focus on how to **better serve students**. Other notable responses include **policies and funding for non-traditional, or "stop-out" students** as well as the implementation of **internship programs for local high schools**. Other

organizations have **altered their hiring and training processes**, have **increased levels of community engagement**, and are approaching their work through a lens that is **more focused on regional issues and goals**.



INVESTORS

Those who have made a financial commitment to FutureMakers Coalition:



SUPPLIERS

Those who give their services or products in-kind to help the work of FutureMakers Coalition:



Morgan Stanley



EXPERTS

Those who give their expertise to help FutureMakers Coalition:



SUPPORT SYSTEM

