

CDS Case Study: Greater Victoria Community Literacy Challenge Dialogue & Collaborative Outcome Mapping

In late 2014, Keith Jones, a CDS practitioner based out of Victoria, BC, began an 18-month journey with wide spectrum of community literacy organizations in Greater Victoria. Encouraged by a growing interest in Collective Impact being promoted by the Victoria Foundation, the general aspiration of the group at the outset was to create some form of regional literacy coalition. In 2014, Keith served as a collective impact coach and recommended that the group first organize and run a Challenge Dialogue. The Challenge Dialogue process helped to broaden the range of literacy stakeholders that needed to be involved and helped the group to understand the nature and scope of the collaborative opportunity. With the support of the City of Victoria, at a highly engaging November 2015 workshop, the group aligned more closely on a key set of assumptions and an initial set of goals and outcomes. An infographic on the next page provides a summary of the dialogue process and results.

In 2016, with the support of a Community Grant from the Victoria Foundation, a Design Team was formed with the task of taking results of Challenge Dialogue and shaping them more explicitly into a comprehensive, coherent and actionable Integral Strategy Roadmap™. The completion of this Strategy Roadmap was celebrated and used at a Community Forum in May 2016 to learn where different groups were active in the map and what outcomes and actions were of highest priority. In August 2016 a Stewardship Group was formed to serve as a hub to steward the implementation of the strategy on behalf of the community. In 2017, this collaborative was named the *Greater Victoria Community Alliance* (GVAL). The coordinating, connecting, facilitating, and convening work of the GVAL continues helping to increase the collective effort of the many organizations active in community literacy. All those who helped to create the strategy were awarded a Community Leadership Award at Government House in April 2017. http://www.victorialeadershipawards.ca/victoria_literacy_week3

A detailed portfolio of documents for this Challenge Dialogue is on Hightail here: <https://spaces.hightail.com/space/MXapQOetzA>

Greater Victoria Community Literacy Initiative Challenge Dialogue at a Glance

2015

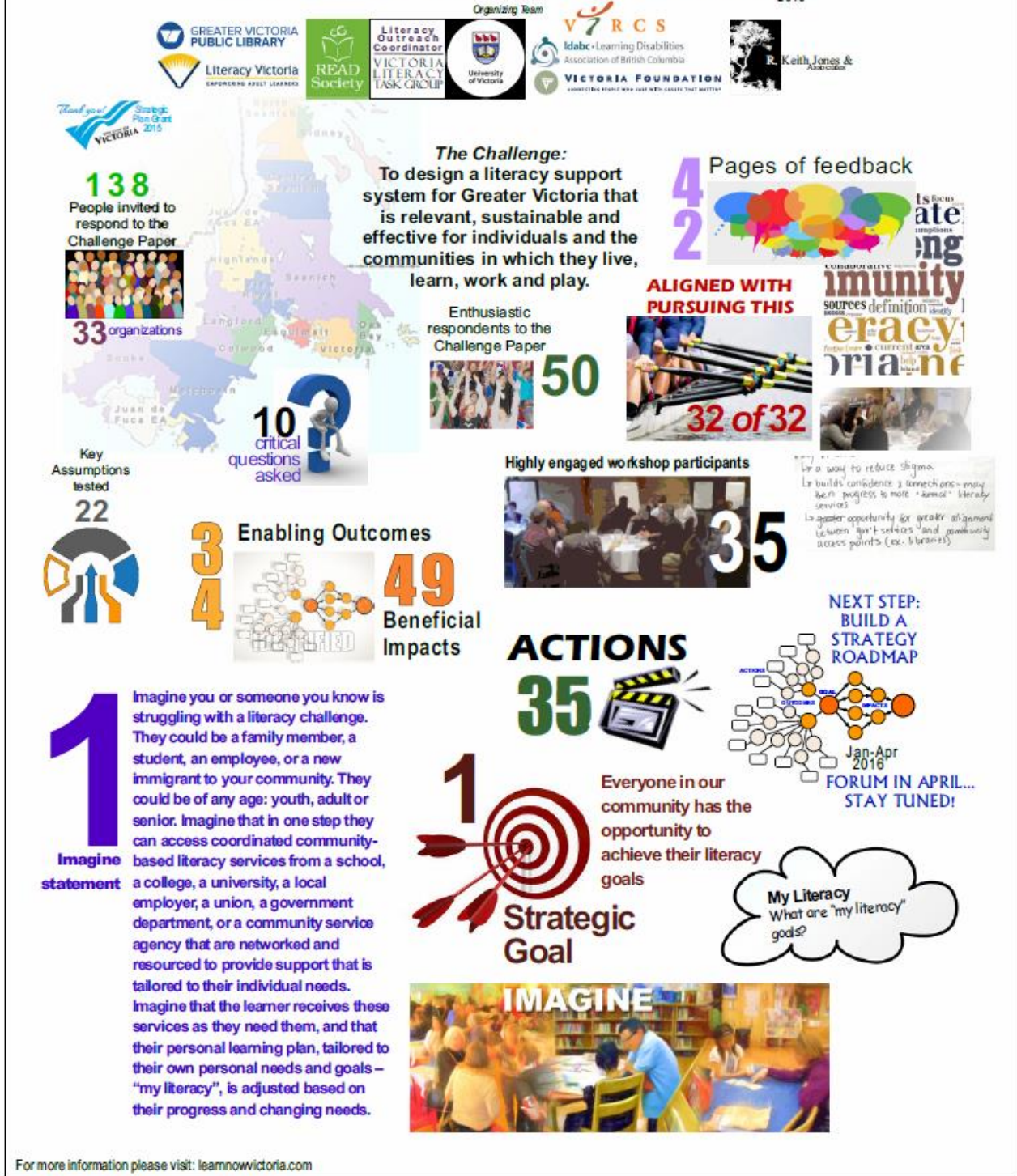


Figure 1. InfoGraphic summarizing the Challenge Dialogue process and key results.



Figure 2. Community Literacy Challenge Dialogue Workshop November 2015 - table group discussions.



Figure 3. A Design Team of 25 people co-created the Integral Strategy Roadmap™.



Victoria Community Leadership Award 2017



Figure 4. Greater Victoria Community Leadership Award 2017

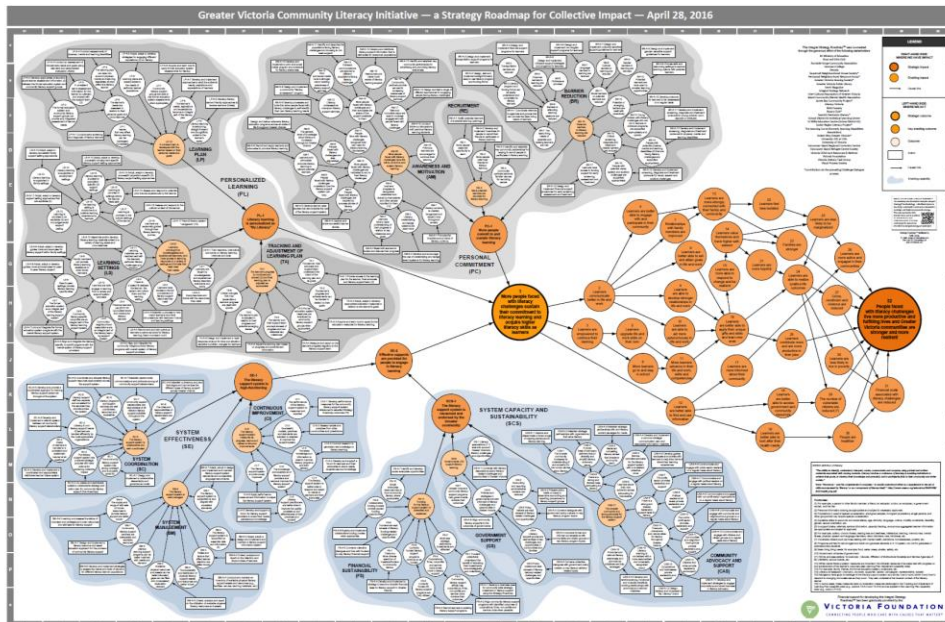


Figure 5. Building on results the Challenge Dialogue – Strategy Roadmap: 1 long-term goal, 111 actions, 146 outcomes, 12 capacity areas, and 31 impacts.

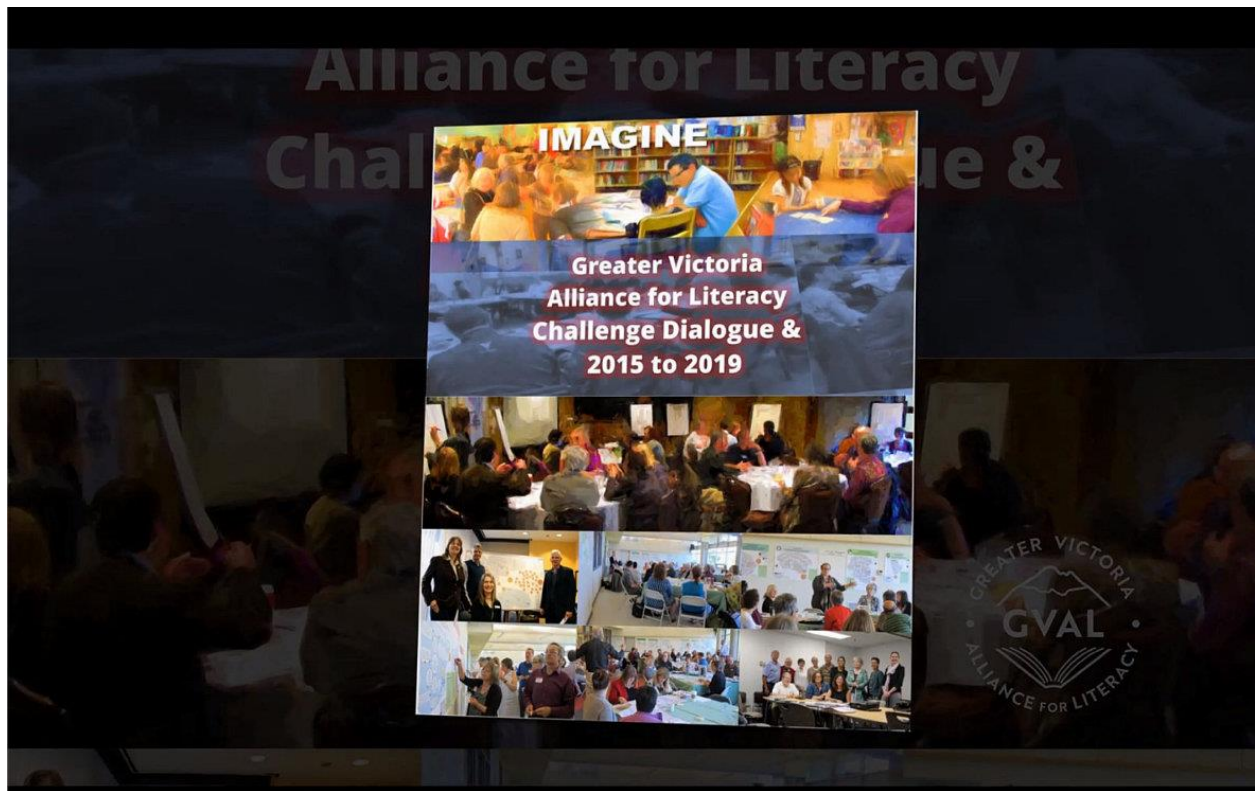


Figure 6. Summary, 3-minute slideshow video of the full collaborative design process:
<https://vimeo.com/369448534>