



The Cleveland Leadership Center's (CLC) community impact survey was designed to investigate the long-term learning and behaviors resulting from participation in CLC programs. The results were achieved by examining current alumni involvement and behaviors in their professional organizations and in their community involvement to determine if they intersect with CLC organizational outcomes of civic understanding, relationship building, collaborative leadership, and civic readiness. The survey also sought to explore what sort of lasting impact CLC programming has on participants, organizations, and the community, and provide insight into long-term behavioral effects of alumni in the community.

The survey was conducted in October 2019; 686 surveys were opened (a 10% response rate from the nearly 7,000 surveys sent out). Outreach was conducted via email, mailing, and social media campaigns. All alumni were eligible to take the survey. Alumni from all CLC programs responded, the majority being alumni of Cleveland Bridge Builders, Leadership Cleveland, or Civic Leadership Institute. Across all respondents, a majority participated in more than one program. Most had participated in programs between 2000 and 2019, though participants from 1978 through 1999 were also represented in the sample. The age of respondents ranged from under 20 to over 71 with an even spread of ages within that range. Of the respondents, 59% identified as female and a majority self-identified as Caucasian.

Analysis of the patterns of quantitative responses provided revealed that participants feel their CLC program experience was significant in shaping their attitudes about leadership in the community and their leadership practices and behaviors in the community. Additionally, the majority report inspiring others to get involved in the community, fostering collaboration, and stimulating others to rethink the way they do things. Of the respondents, 76% agreed or strongly agreed that they feel confident and capable in the community as a result of their CLC experience.

When exploring the CLC outcomes, across all indicators of success (for indicators, see Appendix A), a majority of respondents agreed or strongly agreed with those indicators and felt CLC impacted their point of view on them. Of that majority, 83% felt the CLC program experience impacted their abilities to think critically about the relationships between civic assets, issues, and stakeholders and the health of the community while 82% felt the program experience helped them to envision Cleveland's future. They are able to find the most appropriate ways to contribute their strengths as a leader and they can inspire others to make a difference in the community through their attitudes, behaviors, and beliefs. The positive impact of the program experience was seen across all CLC program alumni represented in the survey results.

Regarding community engagement, participants reported that nearly 16% of their time is dedicated to volunteer and community efforts. This involvement included volunteering, serving on a committee, serving in a leadership role for a committee, serving on a board, serving in a leadership role for a board, launching a new organization/program/initiative, planning an event, or chairing an event. When asked



Cleveland Leadership Center's mission is to build a continuum of civic leaders committed to our community's excellence by serving as a catalyst for civic engagement.

PO Box 23613, Cleveland, OH 44023

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for the specific organizations in which participants have engaged, nearly 900 unique organizations across the region were reported.

The most recent survey by the Federal government about volunteering behaviors among U.S. adults who have "some college" or a "college degree" (BLS 2016¹) estimates that between 6.2% (some college) and 9.8% (college degree) of all U.S. adults engage in some volunteering behaviors. The same Federal survey estimates that among all U.S. adults who do volunteer, they devote about 13% of their time to volunteering activities. Comparing the data about volunteering behavior among CLC survey respondents to the national averages reveals two related conclusions. CLC survey respondents seem much more likely than their peers among U.S. adults to devote time to volunteering (almost seven times more likely). And when they do volunteer, they devote their time at about the same rate as their peers in the general population who also volunteer. Some portion of that comes from good targeted recruitment, and some portion can be related to the effect of participating in the program.

In reviewing areas of the survey where there are opportunities for growth, continued effort will be focused on diversifying the sample across multiple demographic measures to ensure the respondents are representative of the CLC alumni network. This survey is conducted every three years so efforts will be made to ensure measures are relevant and align with the CLC outcomes.

¹<https://www.bls.gov/tus/charts/volunteer.htm>



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Appendix A: Cleveland Leadership Center Guiding Framework

The Cleveland Leadership Center’s evaluation process was developed as a systemic, sustainable approach to gain an understanding of how CLC programs impact participants. Evaluation informs the ongoing design of the organization’s offerings to optimize efforts to create a continuum of committed community leaders in Cleveland.

Cleveland Leadership Center program curricula are designed to achieve the four clearly defined guiding framework outcomes, which are collectively aimed at achieving the organization’s mission.



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