**National Neighborhood Indicators Partnership**

**Insights from CSR Communications Stakeholder Discovery**

*Summer 2022*

# **Discovery Purpose**

* To understand perceptions of NNIP as context as we articulate our unique value proposition and increase visibility and correct misperceptions among stakeholders.

# **Data Collection**

* Interviewed 6 people from foundations and 6 people from related data groups, with a range of knowledge about the network and its partners
* Focus group with 8 NNIP partner staff
* Note: responses were not always clear in distinguishing the local partners’ efforts from the network’s.

# **Reported Strengths**

* A community that helps data intermediaries do their work better by exchanging ideas
* A trusted reputation
* Proven success and staying power amidst constraints
* “Amazing group of people who are warm, talented, skilled, open and sharing.”
* “I love that they are doers not talkers.  Not flashy and care deeply about the work.”

# **Reported Concerns and Risks**

* NNIP's track record of success doesn’t guarantee its future.
* NNIP is not broadly known among funders and national organizations and networks we would like to influence.
* NNIP's value proposition is not easily articulated; external audiences aren’t seeing the “why.”
* A lack of a cohesive identity is a problem in a crowded and changing environment.
* The network needs to expand out of the echo chamber to remain relevant and competitive.
* NNIP/Urban's credibility in the area of racial equity is questioned by some.
* The network needs leadership succession planning and focus on knowledge management (e.g. experiences and information more broadly captured and “out of people’s heads”).
* Limited funding pipeline led to reduced time and energy for big-picture strategic thinking.

# **Consistent Calls to Action from Stakeholders**

* Clarify identity and messaging.
* Enhance positioning efforts.
* Plan for the future – now.
* Develop sustainable fundraising pipeline and process.