

Evaluation Framework for Social Impact



PURPOSE

- To guide WGU Labs in evaluating whether a company, platform, or service improves outcomes within the educational ecosystem.
- To grow education innovations that expand access and affordability to quality education and improve student outcomes.

INDICATORS AND CRITERIA

A. Business Model, Strategic Roadmap

CRITERIA	EXCEEDS EXPECTATIONS (2 points)	MEETS EXPECTATIONS (1 point)	NEEDS IMPROVEMENT (0 points)
Social enterprise business model	Certified B Corporation or Benefit Corporation or Section 509(a)(3) supporting Organizations	Social Purpose Corporation or L3C	Purpose-Driven LLC or Corporation
Grant funding	Received grant(s) from nonprofit or other institutions (e.g. Dept. of Education) >\$50K	Received grant(s) from nonprofit or other institutions (e.g. Dept. of Education) up to \$50K	Received no grant funding
WGU mission alignment	Explicitly seeks to improve quality, access, and outcomes in education	Indicates a potential to improve quality, access, and outcomes in education	No clear output or intent to improve quality, access, and outcomes in education
Target market focus on underserved populations	Intentionally targeting underserved and/or underrepresented populations	Intentionally targeting at least one underserved and/or underrepresented population	Not intentionally targeting underserved and/or underrepresented populations
Population size/TAM	1M+ students	Up to 500k students	< 100k students

B. Research

CRITERIA	EXCEEDS EXPECTATIONS (2 points)	MEETS EXPECTATIONS (1 point)	NEEDS IMPROVEMENT (0 points)
Research base	Documented theory of change or logic model	Implicit logic model present	Unable to communicate research base
Intended outcomes	Intended outcomes are clearly defined and Key Performance Indicators (KPI) are reported	Intended outcomes are clearly defined but may not be reported	Intended outcomes have not been identified
Experience in efficacy-based product design	Founder(s) and/or senior leader has proven track record in efficacy-based product design	An employee with proven track record in efficacy-based product design	No employees with experience in efficacy-based product design
Commitment to research	Completed Randomized Controlled Trial (RCT) or Quasi-Experimental Design (QED)	Completed correlational and/or descriptive statistics	No research completed
Research rigor	Has a documented research plan	Can articulate research plan	No plans to conduct future research

C. Marketing and Messaging

CRITERIA	EXCEEDS EXPECTATIONS (2 points)	MEETS EXPECTATIONS (1 point)	NEEDS IMPROVEMENT (0 points)
Company mission statement	Mission statement clearly defines commitment to social impact	Mission statement implies commitment to social impact	Mission statement does not address social impact
Commitment to social impact is referenced in materials	Commitment to social impact is clearly referenced in all/most externally published and/or customer-facing materials	Commitment to social impact is referenced in some externally published and/or customer-facing materials	Commitment to social impact is not referenced in any externally published and/or customer-facing materials
Alignment of public claims with research and efficacy findings	Public claims are consistently aligned with research findings, and business is selective about what is published	General alignment of public claims with research findings	Public claims are misaligned with research findings
Public recognition from reputable organizations	Has received awards for educational impact	Has published OpEd(s), press release(s)	N/A
Inclusive language	Language used on public-facing materials is people-first, gender neutral, jargon/idiom free, cites Equal Employment Opportunity (EEO)	Language used on public-facing materials is people-first and gender neutral	Language used on public-facing materials may be gender neutral, but not people-first or free of jargon/idiom

D. Diversity and Inclusion

CRITERIA	EXCEEDS EXPECTATIONS (2 points)	MEETS EXPECTATIONS (1 point)	NEEDS IMPROVEMENT (0 points)
Core values	Identified and communicated core values	Has identified and communicated core values	Has not identified or communicated any core values
Product accessibility	Implemented online content that aims to meet current (or recent) WCAG 2.0 level AA standard or higher	Meets current (or recent) WCAG 2.0 level A with an understanding of how to get to AA standard	No implementation plans for ADA compliance
Diversity and inclusion strategy	Has a formal D&I strategy (e.g. documentation and/or commitments such as the Parity Pledge, CEO Pledge)	Have D&I hiring initiatives for current and future efforts	No formal D&I strategy or initiatives
Diversity and belonging: team	Teams are balanced across gender, race, and age (e.g. no one group is underrepresented <30%)	Teams are somewhat balanced across gender, race, and age (e.g. no one group is underrepresented <20%)	Teams are not balanced across gender, race, and age (e.g. no one group is underrepresented <10%)
Diversity and belonging: leadership	Senior leaders and/or board members include at least 3 members from underrepresented groups	Senior leaders and/or board members include at least 1 member from an underrepresented group	No representation from underrepresented groups in senior leadership or board

ABOUT WGU LABS

WGU Labs is a nonprofit applicant and affiliate of WGU. WGU Labs primarily provides research and development services. Secondly, WGU Labs invests in strategically-aligned, innovative learning solutions that improve quality and advance educational outcomes for learners everywhere.

Learn more about WGU Labs: wgulabs.org | Follow us on Twitter: [@WGULabs](https://twitter.com/WGULabs)

