



## Client Overview

The American Corner is a place where South Africans, Americans, and other global citizens come together to connect and share ideas.

This space is run in partnership with U.S. Consulate Cape Town, the City of Cape Town, the Central Library, and Friends.

### Challenge

The American Corner Cape Town (ACCT) sought assistance in 2018 to build its Impact Management and Measurement (IMM) capabilities. Relativ and the ACCT team embarked on a journey to develop a system to support the ACCT team and its partners to monitor, track and report results and inform enhanced decision-making for improving their impact and results over time.

### Activities

A series of workshops were held with American Corner and its program delivery partners to design an MEL framework.

A suite of tools and processes were developed to realise the MEL framework and collect and manage data towards a 360° view, including: An annual user survey; partner application and reporting forms; participant feedback forms; partner feedback forms; social media stats; visitor stats.

Development of visually engaging reports and presentations for internal and external stakeholders and partners.

Facilitation of engagement sessions to collaboratively reflect on results, learn, adapt and improve.

### Results

- 1 Encouraged and inspired our team with actionable insights into their successes and how and where to improve
- 2 Enabled decision-making for the future – data *for* change
- 3 Better insight into ACCT's patrons, their interests and needs – shaping responsive programs and content
- 4 Engaging reports to showcase the work of ACCT and its results, and provide the basis for support into the future
- 5 Developed a culture of evaluative thinking within the broader team and a keen interest in engaging stakeholders for feedback

ACCT has been recognized by its peers and for its significant reach, innovative programs and positive results. Showcasing and sharing results in dynamic and engaging formats has been a key contributor to this recognition.

