



## The Big Wheel

Club 2520, District 6150  
May 17, 2021  
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Rotary Club of Jonesboro  
P.O. Box 654  
Jonesboro, AR 72403  
Chartered August 1, 1919

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## This Week's Program - May 18, 2021

### *They Fought For Each Other*

The Rotary Club of Jonesboro is proud to have Kenneth Hendrix as our guest speaker as we celebrate the military this month.

First Sergeant Kenneth Hendrix and Captain Mike Baka led Charlie Company 1-26 of the United States Army, based in Schweinfurt, Germany, and deployed to Adhamiya, Iraq, in 2007. This courageous military unit sacrificed their lives to change this suburb of Baghdad from a lawless town where insurgents roamed freely, to a secure neighborhood with open storefronts and a safe populace. Retired Brigade Command Sergeant Major Kenneth Hendrix resides in Jonesboro after a distinguished career in the army and is currently Vice President of Operations at S&H Systems, headquartered in Jonesboro and speaks on veteran issues.



## Nonprofits Make Gains in Measuring Their Impact

by **Hank Sartin**

In December, for the 13th year in a row, The Rotary Foundation received a four-star rating ♦ the highest possible ♦ from Charity Navigator, an independent evaluator of charities in the United States. Charity Navigator determines its ratings by examining how nonprofits use their funds, how sustainable their programs are, and how well they follow industry standards of transparency and accountability.

### In a Matter of Measurement

In recent years, many nonprofits ♦ including Rotary ♦ have begun to increase their focus on measuring the impact of their work, and Charity Navigator has responded to that shift. In 2020, it acquired ImpactMatters, a ratings organization dedicated to assessing the impact of nonprofits. Based on the existing ratings of ImpactMatters, Charity Navigator will create impact ratings for thousands of charities.

In an effort to measure the impact of Foundation grants and other Rotary projects, Rotary is now also emphasizing the importance of incorporating monitoring and evaluation into the projects that Rotary clubs and districts carry out in their own communities and around the world. But measuring impact can be challenging, because there is no one-size-fits-all methodology. For some projects, large-scale surveys are useful. For others, impact might be assessed using economic indicators.

♦What we are asking is this: Is this a good use of resources?♦ explains Elijah Goldberg, vice president of impact ratings at Charity Navigator. ♦Nonprofits are trying to solve a problem. The question is, is this particular type of activity efficient when you solve that problem?♦

The intensified focus on measuring impact is an attempt to apply the principles of academic research to the work of charitable organizations. ♦In the past 15 years, we have seen a huge expansion of the number of careful, rigorous evaluations being done in academia on impact,♦ says Dean Karlan, co-founder of ImpactMatters and co-director of the Global Poverty Research Lab at Northwestern University. ♦These days it is much more practical to do fieldwork collecting data; the internet has radically lowered the cost of doing that. And a lot of the exciting evaluations now come from the nonprofit sector.♦

### More Robust Planning for Smaller Projects

Assessing impact through carefully constructed surveys and statistical analysis makes sense for large-scale initiatives, but it is often impractical for smaller projects. The good news for clubs is that there are ways to use existing research to demonstrate that a planned project is in line with proven methods for solving a given problem, and then to use those results to guide your program's impact measurement.



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## Events

Meetings are in person and online.

**May 18** ♦ Weekly meeting. Kenneth Hendrix, Retired Brigade Command Sergeant Major, U.S. Army. The Triumph and Tragedy of the Hardest Hit Unit in Iraq.

**May 25** ♦ Weekly meeting. Mark Young, President & CEO, Jonesboro Chamber of Commerce. What ♦s on the horizon for Jonesboro and the region?

**June 1** ♦ Weekly meeting. Dr. Abhijit Bhattacharya, Dean, A-State College of Engineering/Computer Science. Response to the Needs of Students and Employers

**June 8** -- Rotary Club of Jonesboro will not meet.

## Birthdays



Emelda LaVonne  
Williams  
May 18th



James R. Peachey  
May 19th

Gerard T. Connors Jr.  
May 25th

♦ In the formative stages of project planning, you can get surprisingly good information using an internet search, ♦ says Randall Blair, who, as an associate director at Mathematica, a data-focused policy research firm, helps foundations and federal agencies figure out the best types of programs to invest in. ♦ You just have to pick keywords. You can search for the big concept, like ♦ educational approaches to adolescent sexual and reproductive health. ♦ To make the search more effective, add words like ♦ recommendations for policymakers. ♦ ♦ It ♦s important to filter the results you find, he notes, but there is a great deal of valuable data at your fingertips. Research in the early phases can pay off when it is time to assess impact, because you will have more information on benchmarks for your type of project.

And even though he works in a statistics-driven field, Blair emphasizes that for smaller projects, simple surveys and check-in interviews are a valid tool for measuring impact. ♦ Money can be well spent asking basic questions. How are things going? Are we delivering what we said we would deliver? How do folks feel about it? Would they recommend we make any improvements? Those types of questions can really go a long way. ♦

For Rotary, the new emphasis on measuring impact must be part of what we do. ♦ For many years, The Rotary Foundation has attained the highest rating from Charity Navigator. But the gold standard of social impact is changing, ♦ notes John Hewko, general secretary of Rotary International. ♦ The benchmarks of our progress are not just financial health, accountability, and transparency. They are also our ability to measure what we do and prove that our efforts translate into concrete impact, based on clear evidence. To increase our impact and get the credit that we deserve for our hard work, we have to be more data-driven. By documenting the metrics of our good works, we get a clear picture of results. We learn how to replicate and scale up our successes. And we can tell more compelling stories about the good we do. ♦

♦ This story originally appeared in the May 2021 issue of [Rotary](#) magazine.

## Good News, May 11, 2021

**Russ Shain** announced that **Brenda Fasulo** had a heart cath and there were no blockages.

**Nancy Elphinstone** said that her brother in Texas had sold his house and is moving to Jonesboro. He and his family will move in with Nancy until they find a home.

**Gregory Hansen** announced that the Arkansas Roots Music Festival will be held May 29 at Craighead Forest. It is sponsored by the ASU Department of English, Philosophy, and World Languages; KASU; and the West End Neighborhood Association.

## May 11, 2021 5th Hybrid Meeting Emily Pennel Southwest Power Pool Winter Storm Electrical Outages

Our May 11, 2021 program was presented by Emily Pennel, Lead Communications Strategist of Southwest Power Pool. SPP oversees the bulk electric grid and wholesale power market in the central United States on behalf of a diverse group of utilities and transmission companies in 17 states, including Arkansas. Ms. Pennel discussed the causes behind the power outages during the February 2021 winter storm.

Ms. Pennel has led communications projects at Southwest Power Pool for almost 15 years. She has over 20 years of experience in communications, marketing, and special events. Before joining SPP, she worked for the Department of Arkansas Heritage and Heart of Arkansas United Way. Emily graduated from Hendrix College and earned a certificate in business analytics from Harvard Business School.

You can view the meeting by clicking below:



Michael R. Weaver  
May 28th



Lori Chandler  
June 2nd



Barbara J. Widner  
June 5th



Marcus C Tribbett  
June 7th



Tony Thomas  
June 11th

## Photos from the May 11, 2021 Meeting



## Report Card - May 11, 2021

### Membership

Total Active Members - 129  
 Active members - 50  
 Active-Service - 42  
 Active-Partner - 4  
 Active-Modern - 9  
 Active-LOA - 0  
 ♦Active Rule of 85♦ members - 24  
 Honorary members - 6

Total Attendance - 45  
 Active Members - 38  
 Friends of Rotary - 0  
 Honorary members - 0  
 Proposed - 0  
 Guests - 7  
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