

The Civic 50: Straight to the Point

Summary:

The Civic 50 is a national initiative to survey and rank S&P 500 corporations on how they engage with the communities they serve and institutionalize these practices in their corporate culture. Specifically, *The Civic 50* recognizes companies that commit their time, talent, and resources to empower and improve local communities.

Focus: Measurement & Strategy

To calculate a corporation's score, points were accrued in three dimensions: Critical, Primary & Secondary.

Measurement & Strategy falls under the **Critical Dimension**. The scoring methodology evolves from Reimagining Service's eight characteristics of Effective Corporate Practice. **Reimagining Service** is a national, multi-sector coalition dedicated to increasing social impact through effective volunteer engagement and you can read more about its role in *The Civic 50* at: <http://www.reimagining-service.org/corporate-civic-50>.

Definition:

For the purposes of the survey, *Measurement & Strategy* captures how a Civic Engagement Program (CEP) is structured and what metrics and measurement tools are used to evaluate its success. Major questions in this dimension relate to a CEP's programmatic components, their goals and metrics, and how the CEP impacts the company's bottom line (increase in sales, decreased costs, recruitment of talent, brand building, etc.).

Companies that excelled in this category were those with carefully defined CEP goals and multi-dimensional metrics. Leading firms in this focus area evaluated their respective CEP programs with special attention placed on community partners, foundation giving and employee engagement.

The Opportunity:

To excel in this dimension, companies must identify CEP goals and create dynamic metrics by which the firm can measure impact. When designing CEP metrics, special consideration of stakeholders such as community partners, nonprofit organizations, corporate foundations, trade associations representing corporations, the government, and company employees is necessary. Evaluations of CEP impact on a company's bottom line can include increased sales, decreased costs, attraction of new talent, retention of talent, leadership development and enhanced brand equity.

The Civic 50 Top 'Measurement & Strategy' Scorers:

These ten companies are true pioneers when it comes to implementing and measuring social impact. They employ a number of sophisticated tools measure the impact of community engagement and its effect on reputation, customer loyalty and the bottom line.

IBM	General Electric
Citi	Target
Aetna	AT&T
McGraw-Hill	Microsoft
Capital One Financial Corporation	Hasbro



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Trends:

The Civic 50 'Measurement & Strategy' Trends:

- 98% of Top 50 companies said they evaluate the impact of their engagement program on at least one other entity they engage, such as public policy/government, trade associations, the nonprofit sector, community partners, or foundation giving
- 92% of the Top 50 companies said they evaluate the impact of their engagement program on at least one aspect of their bottom line – for example, increased sales, decreased costs, and brand loyalty.

Best Practices:

IBM

IBM is an incredible example of how a company's ethos can create social impact and enhance brand reputation. The CEP programs at IBM are essential to its global standing. The company is the second most valuable brand according to independent rankings, and citizenship is a core element of that ranking. Coverage of IBM's community programs is one of the largest contributors each year to positive unpaid press stories. Investors value IBM's exemplary corporate citizenship as demonstrated in strong evaluations by CERES, Covalence, the Dow Jones Sustainability Index and others. Clients value the company's high standards as they are required to delve deeper into their own supply chains to respond to mounting public pressure. Employee recruitment and retention is positively impacted by IBM's corporate citizenship as well. For a company that does not market to consumers, this is a remarkable testament to the quality of its community commitment. IBM's efforts clearly illustrate how engaging a variety of stakeholders fosters meaningful social impact and enriches brand equity.

Walmart

Walmart's sustainability initiative is the primary vehicle through which its CEP helps decrease costs. Its commitment to sustainability has yielded tremendous returns for the company. For example, in 2011, as part of its Sustainability 360 commitments, the company kept 80.9 percent of all waste generated by its U.S. operations out of landfills. Walmart's Zero-Waste-To-Landfill Program returned more than \$231 million to the business last year through a combination of increased recycling revenue and decreased expenses. The strategic approaches to creating social impact coupled with metrics that highlight the company's impact are what separate Walmart from its competitors in this dimension.

AT&T

Companies like AT&T benefit from unique initiatives that tie their brand to topical social issues like texting while driving. As a telecommunications company, AT&T plays a vital role in the ongoing dialogue about the dangers of texting and driving. AT&T is beginning to better understand how community engagement programs affect Net Promoter Score [a measure of customer loyalty to] the company. For example, after a series of focus group studies, the company saw a huge NPS spread between those who had seen an AT&T-sponsored video on no texting while driving, "It Can Wait," and those who had not.

At AT&T, the community engagement team engages employees, technology and resources to connect people with their communities. The objectives of this mission are to: activate employees' enthusiasm to support and enhance AT&T's sustainability and philanthropy initiatives; increase AT&T's industry, national and local visibility as a leader in community engagement; and make a memorable and measurable impact on local communities. With AT&T's "It Can Wait" campaign, the company met all of its objectives and enhanced its brand equity as measured by its Net Promoter Score. This campaign does an excellent job of enabling strong human and emotional connection to AT&T, being simple, clear and authentic, and developing measurable impact and outcome.



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The [Points of Light Corporate Institute](#) is the go-to resource for community-minded companies looking to build and expand effective employee volunteer programs. With our global network of 250 affiliates and a team of experts, we can help you create a customized volunteer program, engage your employees, learn best practices, network with other leading companies, and gain visibility for leadership and excellence.

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