

COMPANY PROFILE AND SAMPLE PORTFOLIO —————>

COLLECTIVE INSIGHT



www.collectinsight.com





ABOUT US

Collective Insight, LLC (Collective Insight) is a certified woman-owned community engagement firm (Massachusetts) founded in 2014.

Collective Insight is enthusiastic about inclusion: we believe that systems are stronger when they intentionally engage those they seek to serve in the design, delivery, and improvement of services.

Collective Insight supports individuals to find and use their voice effectively while assisting organizations to design and implement meaningful strategies to engage those most impacted by their work.



At Collective Insight, we place lived experience at the forefront of all we do. This means all of our work, from program innovation to research and training, prioritizes the experiences of those most impacted.

Our Mission:

Collective Insight values lived experience and supports clients to include the voices of those most impacted in the design, implementation, and improvement of programs, policies, and research.

Our Vision:

People with lived experience are accepted as experts in how to improve systems.

Our Values Statements:

Co-Creation. We seek to design with communities rather than for communities.

Listen. We listen to communities and create options that build upon their experiences.

Engaged Decision-Making. We believe communities should actively participate in the decision-making process.

Access. We develop tools, supports, and incentives that increase communities' opportunities to engage.

Respect. We value all voices, especially voices of those commonly left out and demonstrate this in our work.



PAE ATTENTION FRAMEWORK

Collective Insight's PAE Attention Framework

(McGaffigan, 2011) provides great insight into the importance of representative engagement in the design and improvement of systems. This Framework, while informed by research conducted within the Cash & Counseling long-term services and supports model, provides a strong foundation for understanding and implementing meaningful and effective engagement across a broad range of program, policy, and research activities. [Learn more here.](#)



Collective Insight utilizes the PAE Attention Framework within our three primary focus areas to address the needs of clients:

- **Engagement Training and Support**
- **Research and Program Evaluation**
- **Policy and Program Innovation**



OUR FOCUS AREAS:

ENGAGEMENT TRAINING & SUPPORT

We often hear how engagement strategies do not work, are too time intensive, and are conflict ridden. When done well, engagement of individuals and communities with lived experience can improve member experience, program outcomes, and systems re-design activities while building community trust and appreciation for your work.

Collective Insight provides training and support to your team to design, implement, or improve your engagement structures. We work with your team to assess engagement needs and to implement more effective solutions.



Project Spotlight

In April of 2023, Collective Insight was invited by the City of Boston to facilitate community engagement for Phase 3 of the **Building Emissions Reduction and Disclosure (BERDO)** regulations development. We facilitated two to four coordination meetings per month with the City Team to plan all engagement activities, including monthly Community Advisory Group (CAG) meetings and broader engagement (Community Conversations). The CAG included representatives from 10 community-based organizations focused on environmental, housing, racial, and economic justice to inform BERDO regulations. CI worked with these members to design a CAG charter and guidelines. CI also supported planning and facilitation as well as developed follow up materials for 7 Community Conversations reaching 50 residents from Boston's Environmental Justice Communities.

OUR FOCUS AREAS:

RESEARCH & PROGRAM EVALUATION

We believe that research is more rigorous and applicable when those most impacted inform research topics, methods, analysis, and dissemination. We have seen, time and time again, how engaging individuals with lived experience in research and evaluation, not just as subjects, but as partners, uncovers insights not otherwise explored. The result is research and evaluation findings that matter and projects that funders want to fund.

Collective Insight works with your team to design and implement research and program evaluation activities with communities rather than for communities.

Project Spotlight

Collective Insight helped implement the Aging PCOR Learning Collaborative to expand researchers' readiness to engage older adults as partners in research. This two-year project funded by PCORI (Patient-Centered Outcomes Research Institute) (EACB-26961) ended in July 2024.

The Learning Collaborative developed and facilitated 10 trainings and created and shared 34 educational resources that reached approximately 340 researchers, academic partners, and funders to spread the benefits of engaged research and prepare researchers to engage older adults as research partners.





OUR DIVISIONS:

POLICY & PROGRAM INNOVATION

We know that successful policies and programs are driven by the needs of the individuals and communities they are intended to serve. Often, policy and program leaders miss the important first step of understanding communities' self-defined obstacles and assets before developing costly solutions that miss the mark.

Collective Insight works with policy and program leaders to guide them through the important steps of problem identification (or confirmation), asset mapping, and community-engaged solutioning to not only build trust with communities served, but also save unnecessary spending while improving individual and community outcomes.



Project Spotlight

From 2019 - 2023, Collective Insight served as a **Community Engagement Subject Matter Expert** for the National Center on Advancing Person-Centered Practices and Systems (NCAPPS). Funded by the Administration for Community Living (ACL) and by the Centers for Medicare & Medicaid Services (CMS) and administered by the Human Services Research Institute (HSRI).

Through this work, Collective Insight supported community engagement advancements in nine states (Utah, Oregon, Ohio, North Dakota, Montana, Alaska, Delaware, Iowa, and Virginia); designed a Community Asset Mapping Toolkit; and presented on our 'PAE Attention' Framework to over 275 research and policy partners through a NCAPPS national webinar.



Meet Our Team

Collective Insight has a team of creative thinkers who move beyond giving advice to actually developing and implementing (with you) feasible strategies that demand success. Our organizational culture is one of mutual respect, self-reflection, and growth. Because of this, we have formed lasting connections with our clients and partners.



Erin McGaffigan,
PHD, MSW, MS
Principal

Dr. McGaffigan is recognized for her critical analysis, problem solving, efficiency, and overall integrity in all that she does. She developed Collective Insight in 2014 to demonstrate how effective engagement is possible and a powerful system improvement strategy. Learn more about Dr. McGaffigan's work [here](#).



Airia Papadopoulou,
PHD, MPH
Deputy Director

Dr. Papadopoulou has over two decades of experience in researching and addressing racial, ethnic, and socioeconomic disparities in health outcomes. She uses qualitative strategies to engage marginalized communities and bring their voices into policy and program design. Learn more about Dr. Papadopoulou's work [here](#).



Danielle S. Foster,
MSW, BA
Project Director

Ms. Foster has 15 years of experience developing and implementing effective community engagement strategies to improve service programs, policies, and research. Ms. Foster is an expert facilitator who leads our Policy and Program Innovation Division. Learn more about Ms. Foster's work [here](#).



Missy Destrampe, BA
Operations Manager

Missy Destrampe, as Operations Manager, oversees Collective Insight's organizational processes and operations to ensure productivity and quality. Learn more about Ms. Destrampe's work [here](#).



Kat Preftes, MA, BA
Project Manager

Ms. Preftes has an extensive background in community engagement and serves as a writer and evaluation assistant for multiple projects, including projects run by peer-led groups. Learn more about Ms. Preftes work [here](#).



Sophia Webber, BS
Project Manager

Ms. Webber works with people with lived experience, advocates, providers, researchers, and policymakers to identify training needs and implement effective mentoring services. Learn more about Ms. Webber's work [here](#).



Haylee Denham, MPP
Engagement Specialist

Ms. Denham has a wealth of experiences engaging with youth and adults with disabilities in community settings and school settings through movement practice, research, policy analysis, and teaching assistance. Learn more about Ms. Denham's work [here](#).



Maya Singh, MPP
Engagement Specialist

Ms. Singh specializes in research strategies that center those closest to social issues as experts in building solutions. She conducts best-practice research and narratives for evaluation reports and proposal applications. Learn more about Ms. Singh's work [here](#).



Christina Chow, BA
Social Media Coordinator

Ms. Chow applies her marketing knowledge to advancing our social media and website presence while supporting our reach to multiple audiences. Learn more about Ms. Chow's work [here](#).



THE COLLECTIVE PATH AHEAD



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Visit our website and [subscribe](#) to our listserv to access our newsletter, which is full of helpful engagement tips and Collective Insight updates.

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Let's Talk. Email us at info@collectinsight.com to discuss additional opportunities