

Social Impact Measurement Professional Certificate

~ Your Essential Impact Credential



UNIVERSITY OF ST. MICHAEL'S COLLEGE
CONTINUING EDUCATION
Learning with Purpose

Social Impact Measurement Professional Certificate



~ Your Essential Impact Credential

Learning Outcomes

This University of St. Michael's College Certificate equips learners with the essential skills to create, implement, assess, and communicate a Social Impact Measurement Strategy for a new program, or to modify or evaluate an existing one. Through a blend of on-line and in-person sessions, participants will:

Create Impact Frameworks

Become an expert in impact strategies and using tools such as Logic Model, Theory of Change and partner assessments, ensuring alignment with values and policies. Impactful communication and reporting practices, emphasizing balance, credibility, and alignment with organizational strategy.

Evaluate Appropriate Metrics

Gain skills in creating and/or selecting appropriate metrics and frameworks, including qualitative and quantitative indicators, to effectively measure progress, outcomes and long-term impacts using frameworks such as UN SDGs, SASB, IRIS+, Canadian Index of Wellbeing, SROI, Impact – Weighted Accounts. Results to gauge effectiveness and efficiency, with case studies offering practical insights.

Analyze Impact

Become conversant in technology's role in data collection, analysis, and communication, and have the skills to have meaningful discussions with stakeholders regarding reliability and ethical considerations of technology tools, including artificial intelligence.

Apply Insights

Apply insights rich with context and methodologies to align organizational missions with impact objectives, considering partner needs and systemic influences like climate change.

Understand the Landscape

Gain a strong grasp of the evolving landscape of impact measurement, recognizing its significance within organizational strategies and partners/all people affected.



Gain a complete Social Impact Measurement toolbox with expert guidance to build or renovate your measurement strategy from the ground up.



Navigate complex challenges like reporting long-term impact with short-term data, creating concrete measures from qualitative information, and demonstrating business value in social contexts.



Join today to acquire a superstar team that will help you develop a credible, business-aligned, peer-reviewed Social Impact Measurement strategy unlike any other program available.

Course Modules & Content

This program provides you with a Social Impact Measurement toolbox and the expert advice on how to build or renovate your Social Impact Measurement strategy.

This program can be taken as a full certificate or micro-credentials. To apply for the full certificate or 1 or more modules visit stmikes.utoronto.ca/social-impact-measurement-professional-certificate

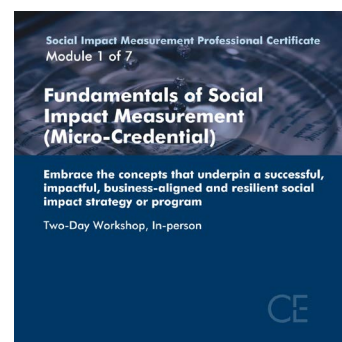


Module 1: Fundamentals of Social Impact Measurement

This comprehensive module introduces key concepts and frameworks in social impact measurement, providing participants with essential knowledge to create, implement, and evaluate impact strategies.

Learning Outcomes:

- Understand core concepts including “standards,” “frameworks,” “logic model,” “theory of change,” “social impact,” and how these concepts evolve across different sectors
- Examine the value of Theory of Change and explore current impact reporting practices
- Compare approaches across various vectors:
 - Qualitative vs. Quantitative methodologies
 - Applications in nonprofits, social enterprises, and corporations
 - Frameworks such as Common Approach, SROI, UN SDG Impact Standards, and more



- Contrast impact thesis, logic models, theory of change, and ecosystem mapping
- Develop standardized language for impact measurement within organizations
- Understand ESG and impact spectrum, including materiality vs. impact-focused approaches
- Explore social impact data use cases across sectors with examples of depth of impact, counterfactual analysis, and contribution analysis

Next Offering:

June 9 & 10, 2025, In-person at University of St. Michael's College at the University of Toronto

Registration:

- Early Bird Discount: \$540 plus HST (Until April 9, 2025)
- Regular Registration: \$600 plus HST
- Alumni Discount: \$480 plus HST

APPLY NOW:

[https://stmikes.utoronto.ca/
social-impact-measurement-
professional-certificate](https://stmikes.utoronto.ca/social-impact-measurement-professional-certificate)

Instructional Team:

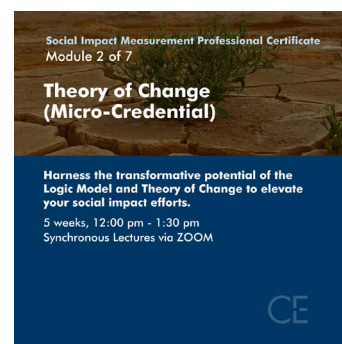
Anshula Chowdhury (LEAD Instructor) and Former CEO, SAMETRICA; Mark Cabaj, President, Here to There Consulting Inc.; Susan Henry, Director, Community Impact & Financial Inclusion, Alterna Savings and TBA.

🌱 Module 2: Theory of Change & Social Impact Applications

This module provides a practical foundation in Theory of Change methodologies and their application in measuring social impact across various organizational contexts.

Learning Outcomes:

- Understand and apply the Theory of Change and Logic Model, inputs, outputs, outcomes and financial proxies to an organization
- Introduce the concept of partners/"all people affected", and identify strategies for how to engage these groups including:
 - Developing shared measures
 - Developing and aligning on shared goals
- Examine how to create shared partners/all people affected plans with charities, nonprofits and social enterprise partners/all people affected for program implementation, data collection and reporting
 - Ensuring their perspectives are heard and incorporated into all aspects of the social impact measurement
- Describe the ethical frameworks that social impact measurement practitioners can select from, as well as the "non-negotiable" elements of these frameworks
- Describe the risks associated with greenwashing, and review case studies of these impacts



- Summarize frameworks and standards, and illustrate how they can be used within a Theory of Change and Logic Model for different organizations
- Explain how the changing social, political, and economic context is driving the evolution of organizational enterprise strategy and purpose, and how this is connected to its social impact activities
- Determine an organization's social purpose, vision, mission, and strategy and explain the drivers for change
- Identify the high level options for developing plans to operationalize social impact measurement strategies
- Identify possible tools, process, and technology infrastructure that can be considered for each stage of operationalizing a social impact measurement strategy. Provide:
 - A practical list of these tools, existing standardized software processes, and infrastructure
 - Guidance on how to develop criteria for evaluating and selecting impact measurement software/consultants
- Apply a logic model and theory of change to describe the social impact an organization wants to achieve (impact intention), the positive results most central to the change, the activities to be undertaken, and the process of change
- Analyze a best practice case study to identify the alignment of social purpose, strategic objectives, impact goals and related Theory of Change and Logic Model

Deliverables and Culminating Assessment:

- Create a statement of an organization's overarching mission, core values, and social purpose reflecting its commitment to making a positive social impact
- Create a Theory of Change for an organization including: Draft logic model, impact goals, identification of target partners/all people affected and impact partners/all people affected
- Develop a Impact Thesis (concise statement of your organization's intended social impact) and compare and contrast with others

Next Offering:

Oct 7 – Nov 10, 2025, Synchronous On-line for 5 weeks (Tuesday & Thursday, 12 noon – 1:30 pm ET), with asynchronous readings and assignments

Registration:

- Early Bird Discount: \$1080 plus HST (Until September 1, 2025)
- Regular Registration: \$1200 plus HST
- Alumni Discount: \$960 plus HST

Instructional Team:

Anshula Chowdhury, LEAD Instructor and Former CEO, SAMETRICA; Stephanie Robertson, Founder & CEO SiMPACT Strategy Group and Co-Chair, Social Value International and others TBA.

APPLY NOW:

[https://stmikes.utoronto.ca/
social-impact-measurement-
professional-certificate](https://stmikes.utoronto.ca/social-impact-measurement-professional-certificate)

🔥 Module 3: Metrics and Indicators for Social Impact

This module provides a comprehensive framework for developing meaningful metrics and indicators to measure social impact, with emphasis on stakeholder engagement and effective data practices.

Learning Outcomes:

- Identify a shared plan for engaging with partners/all people affected, with an emphasis on the methodological importance of including the perspective of those experiencing the impact
- Identify a metrics or indicators plan, who is involved in its creation and its purpose
- Identify the process and goals of connecting social metrics with business metrics
- Identify the metrics data pipeline and tools
- Identify and Map data phases: Data Collection, Data Compilation, Data Analysis, Learnings, Data Visualization and Communicating to partners/all people affected
- Explain how you will know that progress and change have happened with your chosen indicator
- Explain how the indicator will consider duration, depth and scale of change
- Explain how to ensure indicators are time-specific and how they can be observed and measured
- Describe how to secure benchmark or baseline data
- Compare and contrast different frameworks used in choosing metrics and indicators; including UN SDGs, SASB, IRIS+, Canadian Index of Wellbeing, SROI, GRI, Impact – Weighted Accounts and discuss how to choose the frameworks best suited to your social impact initiative
- Describe the needs of partners/all people affected and the positive societal impacts desired
- Describe (Create) an evaluation framework for an organization that outlines the methods, indicators, data sources, and tools that will be used to assess the effectiveness of the initiative
- Explore options for capacity building to ensure resourcing is available for the social impact measurement strategy
- Discuss power imbalances between programs and charitable partners in the sector, and how to resolve or mitigate them where possible. This includes:
 - High level overview and data of funding allocations in the market, and what this means for funding scarcity

Deliverables and Culminating Assessment:

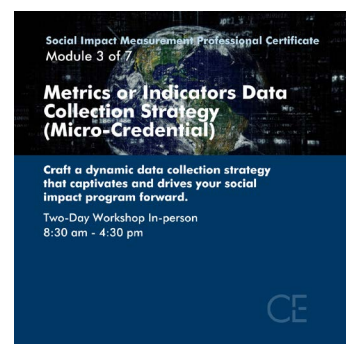
- Complete a metrics or indicators data collection strategy template to use in your impact measurement program and explain why you chose this approach

Next Offering:

November 19 & 20, 2025, In-person at University of St. Michael's College at the University of Toronto. With asynchronous readings and assignments.

Registration:

- Early Bird Discount: \$1485 plus HST (Until Oct 1, 2025)



- Regular Registration: \$1650 plus HST
- Alumni Discount: \$1320 plus HST

Instructional Team:

Alex Mazanik, Founding Partner at Context Research Group Inc. and Professor, Humber College and William Schatten, Founding Partner at Context Research Group Inc.

APPLY NOW:

<https://stmikes.utoronto.ca/social-impact-measurement-professional-certificate>

Module 4: Business Case for Social Impact Measurement

This module focuses on building a compelling business case for social impact measurement, addressing cost considerations, organizational alignment, and implementation strategy.

Learning Outcomes:

- Identify the opportunities and risks associated with your social impact objectives
- Describe key elements that determine good data for impact creation within your organization
- Examine the enablers and barriers to effective impact measurement and discuss what this means for your organization
- Determine the estimated cost of implementation of your social impact program based on cost allocation methods. This will result in cost per data point collected, total aggregate cost of each data collection method. Critically assess this data against the organizational context in which the impact measurement is taking place
- Review different options for cost allocation between funders and partners/all people affected. Evaluate the full cost of ownership of a social impact measurement strategy from the lens of long-term sustainability of the proposed plan
- Assess the shared plan for engaging with partners/all people affected and examine their needs for reporting, to enable reporting across multiple partner types for education and data empowerment
- Analyze the systems change required and the intersectionality of systems such as climate change and equity
- Identify opportunities that the social impact measurement strategy opens for the organization, and critically assess these opportunities against the cost of undertaking them
- Select/develop a capacity building strategy and plan to ensure resourcing is available for the social impact measurement strategy

Deliverable and Culminating Assessment:

- Using your insights from the current module, and module 2 and 3, determine the business and impact case for senior leadership, that provides a cost of implementation, alignment with original drivers of the business strategy, and discusses the added business value the implementation will bring
- Identify weak points in the business case that will need to be strengthened for organizational buy-in



Next Offering:

January 16 – 29, 2026, Synchronous On-line for 2 weeks (5 lectures, Tuesday & Thursday, 12 noon - 1:30 pm) with asynchronous readings and assignments.

Registration:

- Early Bird Discount: \$720 plus HST (Until July 8, 2025)
- Regular Registration: \$800 plus HST
- Alumni Discount: \$640 plus HST

APPLY NOW:

[https://stmikes.utoronto.ca/
social-impact-measurement-
professional-certificate](https://stmikes.utoronto.ca/social-impact-measurement-professional-certificate)

Instructional Team:

Anshula Chowdhury, LEAD Instructor and Former CEO, SAMETRICA

🔥 Module 5: Data Strategy for Impact Measurement

This module addresses the technological and methodological aspects of gathering, analyzing, and communicating impact data, with emphasis on ethical frameworks and stakeholder collaboration.

Learning Outcomes:

- Assess an organizations' current data tools and identify the gap between what is available and what is needed, and what is possible given current constraints
- Create a collaborative plan to assess partner information needs considering storytelling as well as information on outputs, outcomes, and impact
- Examine the pros and cons of different methods of data gathering including surveys, interviews and focus groups and choose the methods most appropriate to your impact
- Review against data security and regulations
- Examine the metrics/indicators an organization currently has access to and how they might be modified or aligned with the strategy
- Identify benchmarking and comparators for your proposed social impact measurement
- Evaluate data capacity, data tools, and data strategy
- Identify an ethical framework for data collection including data privacy
- Identify internal and external partners/all people affected who will interact with the tools, their capacity to collect, analyze, interpret and take action on data, the levels of effort required, and develop a consultation plan
- Examine the opportunities for working with partners/all people affected to measure
- Review strategies change management and strategies for managing discussions about data collection and interpreting results
- Describe the best practices for data collection, compilation, analysis and



communication. Identify the financial requirements for data tools and align with the impact assessment goals

Deliverable and Culminating Assessment:

- Create a plan to leverage technology to collect, compile, analyze and communicate reliable and credible data on the outcome-oriented metrics selected

Next Offering:

February 25 & 26, 2026, In-person at University of St. Michael's College in the U of T

Registration:

- Early Bird Discount: \$1620 plus HST (Until January 1, 2026)
- Regular Registration: \$1800 plus HST
- Alumni Discount: \$1440 plus HST

APPLY NOW:

<https://stmikes.utoronto.ca/social-impact-measurement-professional-certificate>

Instructional Team:

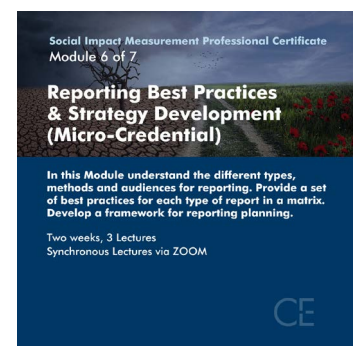
Alex Mazanik, Founding Partner at Context Research Group Inc. and Professor, Humber College and William Schatten, Founding Partner at Context Research Group Inc.

Module 6: Social Impact Reporting and Communication

This module focuses on effective social impact reporting strategies and frameworks, helping participants develop compelling communication tools for different stakeholder audiences.

Learning Outcomes:

- Recognize the current and emerging voluntary standards and regulations, and associated requirements that guide social impact reporting
- Internal vs external reporting and related targets
- Reporting essentials: reporting how (social media, website, PDF, verbal, presentation etc), reporting to whom and for what
- Compare and contrast two Social Impact reports and identify 10 best practices and recommended improvements
- Explain the importance of reporting that is: Balanced, Credible, Comparable, and Integrated with Strategy
- Elements of an Impact Report and Elements of an Evaluation Report Best practices in qualitative reporting and storytelling
- Best practices on dashboards and feedback loops
- Best practices for various communication tools including funding, partnerships, regulatory uses



- Framework for reporting planning

Deliverable and Culminating Assessment:

- Create an outline of your impact report including examples of: executive summary, impact strategy and goals, data visualization, channels, format, ongoing engagement with a summary of what would be covered under each section and the timelines for each step in the reporting process
- Create an outline of an evaluation report to partners/all people affected, including funders, beneficiaries, partners/all people affected, and the broader community

Next Offering:

March 20 – 26th, 2026, Synchronous On-line for 2 weeks (3 lectures) with asynchronous readings and assignments.

Registration:

- Early Bird Discount: \$495 plus HST (Until Feb 1, 2026)
- Regular Registration: \$550 plus HST
- Alumni Discount: \$440 plus HST

APPLY NOW:

<https://stmikes.utoronto.ca/social-impact-measurement-professional-certificate>

Instructional Team:

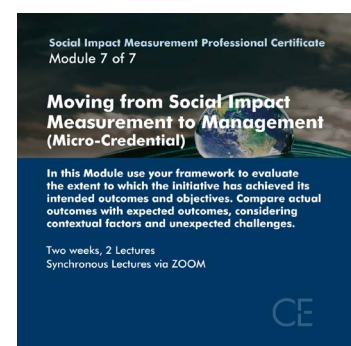
Anshula Chowdhury, LEAD Instructor and Former CEO, SAMETRICA; Stephanie Robertson, Founder & CEO SiMPACT Strategy Group and Co-Chair, Social Value International and others TBA.

🌱 Module 7: Management for Social Impact

This module focuses on translating impact measurement into effective management practices, ensuring continuous improvement and accountability in social impact initiatives.

Learning Outcomes:

- Discuss management strategies for continuous improvement
- Discuss best practices for creating decision making and accountability frameworks
- Draw conclusions based on the evaluation findings, identifying strengths, weaknesses, successes, and areas for improvement. Consider the relevance, efficiency, effectiveness, sustainability, and scalability of the initiative
- Explore ways that artificial intelligence is being utilized for social impact measurement. Discuss the required capacities and skills required for change management. Specifically:
 - Horizontal (skills)
 - Vertical (leadership) development



- Create a management plan of action for improvement of social impact

Deliverable and Culminating Assessment:

- Create a management plan to use the findings from your social impact measurement system to inform decision-making and improve the design, implementation, and management of future social impact initiatives
- Identify how you will continuously monitor, evaluate, and manage progress to ensure ongoing effectiveness and relevance

Next Offering:

April 28-30, 2026, Synchronous On-line for 2 weeks (2 lectures, Tuesday and Thursday, 12 noon to 1:30 pm ET) with asynchronous readings and assignments.

Registration:

- Early Bird Discount: \$585 plus HST (Until March 1, 2026)
- Regular Registration: \$650 plus HST
- Alumni Discount: \$520 plus HST

APPLY NOW:

[https://stmikes.utoronto.ca/
social-impact-measurement-
professional-certificate](https://stmikes.utoronto.ca/social-impact-measurement-professional-certificate)

Instructional Team:

Michael Smith, Chief Impact Officer, IMPACT BRIDGE; Anshula Chowdhury, LEAD Instructor and Former CEO, SAMETRICA

** Applicants for a discount must first complete the request for discount form on the website by identifying the class of discount and uploading the required information.

To apply for the full certificate or 1 or more modules visit stmikes.utoronto.ca/social-impact-measurement-professional-certificate



Instructional Lead for the Program Anshula Chowdhury



Anshula is a leading expert in impact measurement and reporting in Canada, having co-founded Social Value Canada and served on Ontario's Impact Measurement Task Force. She led SAMETRICA, a SaaS platform for ESG and impact for 14 years. She has pioneered the application of AI to impact reporting, working with the University of Toronto to create an AI data standard that was adopted as part of the national Common Approach standard.

At SAMETRICA, she led major implementations across sectors, developing frameworks for tracking billions in social investment. Anshula holds a Bachelor's in Economics from the University of Toronto's Trinity College, with additional training in Social Return on Investment and participation in the NEXT Founders program.

Additional Information

- Discounts have no cash value and are non-transferable.
- Only one discount can apply to a course or program.
- You can choose to take up to 3 years to complete the full Certificate.
- You will receive a Micro-Credential upon the completion of each module. You will graduate with a "Social Impact Measurement Professional" Certificate when you have completed all 7 Modules and have presented your final Social Impact Measurement Strategy.

Discount Percentages for Early Registration, Alumni, Bundled Course and Organizational Discounts

Discount Type	Amount or Percent
SR&S Certificate or Diploma Alumni	20% Discount
Early Registration (2 months prior to the course)	10% Discount
Multi-course	15% Discount when you sign up for 2 courses Email Us for a Quote & Invoice
	20% Discount when you sign up for the Full Certificate at once Email Us for a Quote & Invoice
Organizational Discounts	Sign up 5 participants for the same course for the price of 4 (get one free)

Want to speak to someone about the program?
Contact us at: www.csr-stmikes.ca/contact



UNIVERSITY OF
ST. MICHAEL'S COLLEGE
IN THE UNIVERSITY OF TORONTO

www.stmikes.utoronto.ca