Proponent Testimony in Support of HB 230

Before Technology and Innovation Committee

Sheri Chaney Jones, President and CEO, SureImpact

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Chairman Fraizer, Vice-Chair Hall, Ranking Member Lightbody and members of the House Technology and Innovation Committee, my name is Sheri Chaney Jones and I am the CEO and Founder of SureImpact. Thank you for the opportunity to provide proponent testimony on House Bill 230 proposed by Representatives Sharon Ray and Thomas Hall.

By way of background, I have over 20 years of experience helping government and non-profit organizations gather and use data to change actions, outcomes, and lives. I am the founder of SureImpact, a high-tech startup business devoted to empowering government networks and the organizations they fund to manage, measure, and communicate their efficiency and effectiveness. I am also the founder of Measurement Resources Company, an evaluation and research firm dedicated to helping government leaders create high-performance measurement cultures. I've witnessed how innovative technology can save taxpayers significant dollars, and at the same time realize important community benefits, such as improvement in educational outcomes, increases in economic stability, and reduction in recidivism into the criminal justice system.

I support HB 230 because I built my companies in response to inefficient government technology systems and spending. I spent a portion of my career working in the Department of Aging where I saved the state millions of dollars by using data to identify and invest in the most effective government programs. Representatives Ray and Hall recognize through House Bill 230 that tracking government data with efficient and modern systems is essential and overdue. The Bill contemplates secure cloud-based systems to host data. I developed the SureImpact software program for governments and nonprofits because nothing else like it exists.

Government funders pay for programs throughout all of the state and often get data back that identifies how many people were served, but not whether it was an effective use of those dollars. SureImpact is a cloud-based system that would allow Ohio to manage data from across the state, in real-time. Staff at any organization that received state dollars would simply enter client and program information into a simple, intuitive system that the

state would manage at the click of a button. Real-time reporting of the effectiveness of how our money is being spent would allow an agency to pivot as we see one program succeed while another may struggle.

SureImpact would create a strong data infrastructure that increases the data capacity of community agencies and dramatically improve outcomes for those receiving government-funded services, without the massive investment usually charged by technology providers and system integrators to build custom technology solutions for state entities. Having these data available will drive innovation, provide data transparency, and demonstrate impact to government and non-profit funders.

Without the right technology, these efforts are too time-consuming and complicated due to the number, data capacity, and varied type of agencies in the state's network who receive funding. Ohio needs a unified data collection and reporting infrastructure that breaks down the data and information silos that exist throughout the state's information technology systems and provides real-time insights into the social return on investment of the state's spending. SureImpact is a technology built specifically to connect state and local networks while also meeting the unique data-collection and reporting needs of each organization.

SureImpact's innovative data model is designed to help providers of services to manage, measure, and communicate their social impact while also giving state funders the real-time insights that demonstrate what types of interventions are most beneficial to solve complex social problems and increase their social return on investment. By implementing the same mechanisms to track and report outcomes and measure participant needs across the entire state, government funders can consolidate state information technology services and structures and demonstrate how tax dollars are impacting communities.

Thank you for the opportunity to provide proponent testimony for House Bill 230 proposed by Representatives Ray and Hall. This meaningful and impactful bill will begin to help Ohio overcome existing data and information silos that exist throughout the state's information technology systems while also solving some of our most complex social problems in a fiscally responsible approach. I urge your favorable support.

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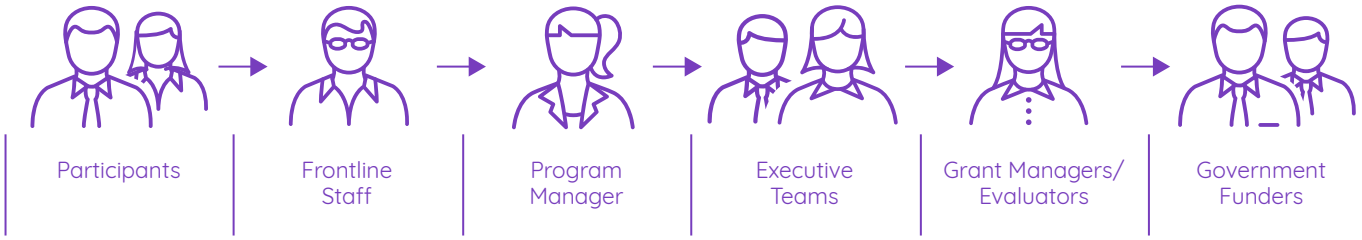
The Social-Sector Data Supply Chain



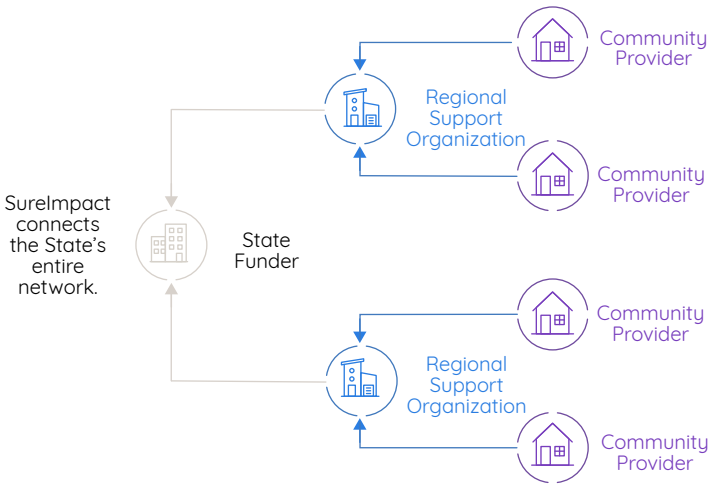
SureImpact Data Model

Step 1
State defines desired outcomes

Step 2
SureImpact pushes data requirements into the community providers' platform

Step 3
Community providers have SureImpact for 3 types of data

Benefits



What was done?

How well was it done?

How are participants better off?

- ✓ Connects State funder with real-time, deaggregated data
- ✓ Enables State funder to cross-compare community providers
- ✓ Gives State funder aggregate outcomes dashboards
- ✓ Increases the quality of data collection
- ✓ Increases community provider data capacity
- ✓ Enables longitudinal outcome tracking
- ✓ Improves program performance