




# PILLAR'S NETWORK MAPPING INITIATIVE

Pillar Nonprofit Network in partnership with the  
CulturePlex Lab, Western University



# Network Mapping

- Network visualizations can help us gain insight into complex network relationships, between actors and events for example.
- In this example, individuals, organizations and events are displayed as circular nodes, and lines show the relationships between them.
- Visualizations of network nodes can reveal compelling patterns and phenomena that may otherwise be overlooked in other data presentation formats.

# “Why” Network Mapping for Pillar?

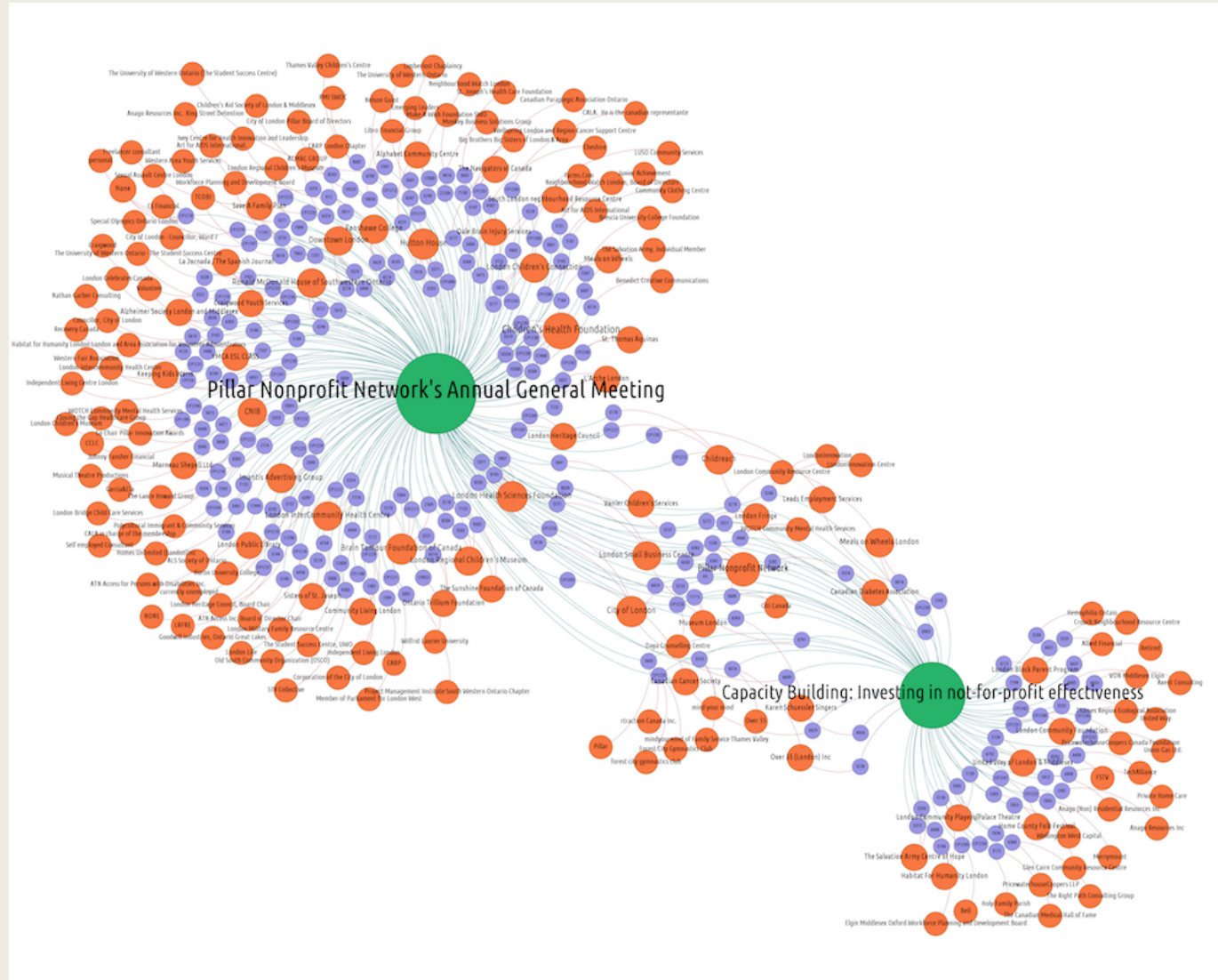
- Gain insight into network transformations
  - Which relationships are strongest/weakest?
  - Who is at the center, connecting and bridging relationships?
  - What activities are people entering our network through?
- Help evaluate the efficacy of specific activities in realizing organization's core strategic priorities
  - E.g., in bringing together the 3 pillars of business, nonprofit and government; promoting equitable and inclusive communities, etc.
- Establish baseline of network evolution to compare network pre- and post-membership restructuring and inform strategy
  - Facilitates development of narrative for network evolution

# Network Visualization Analysis #1: Pillar Event Attendance, 2011-2018

- Data Sources:
- Event Attendees (2011-2018) (Eventbrite, Constant Contact)
- Network Relationship Report (CiviCRM)
- Pillar Community Innovation Awards Attendees (Eventbrite, Constant Contact, CiviCRM)

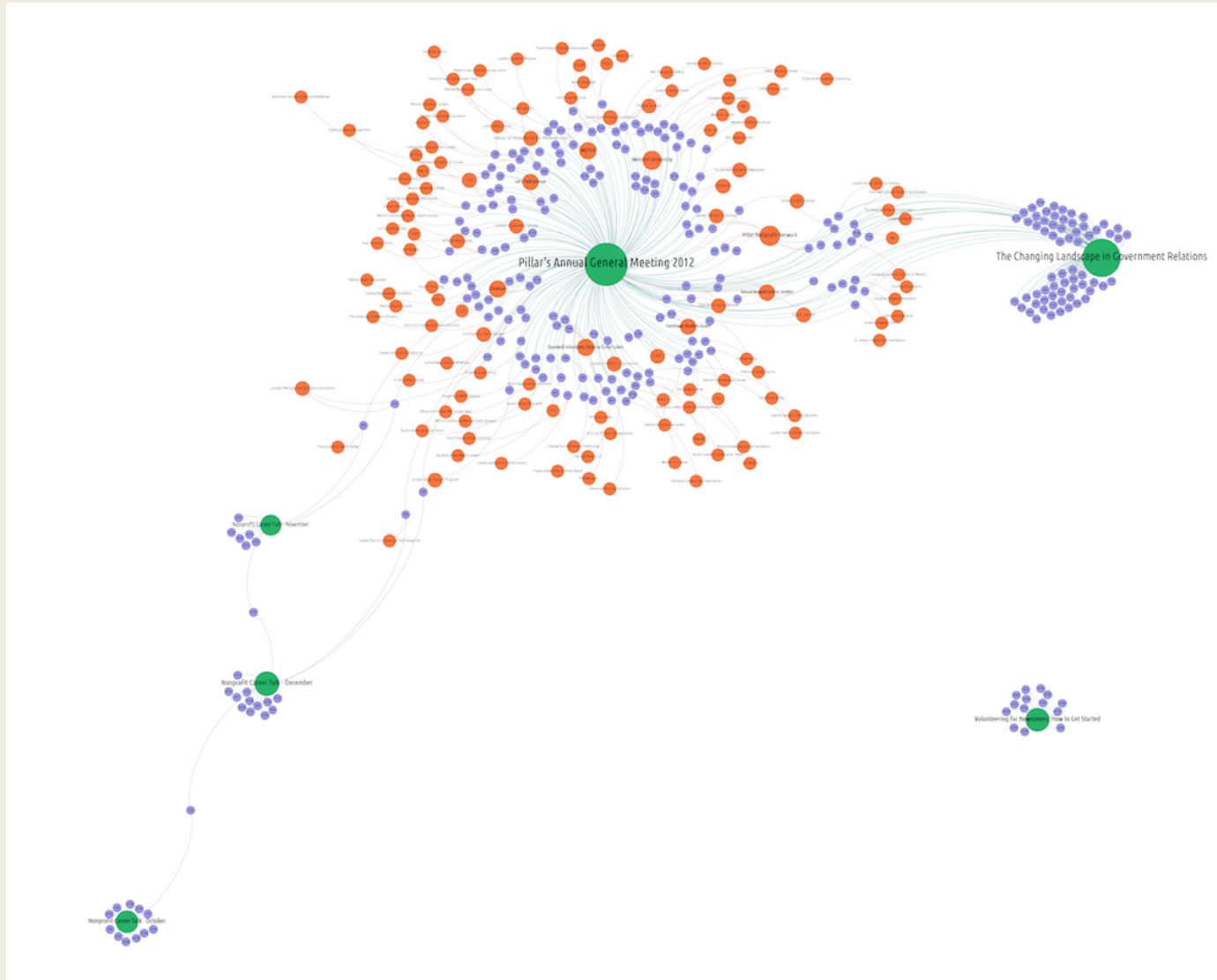
*The following network visualizations were created by Antonio Jimenez-Mavillard of The CulturePlex Lab, Western University.*

# Events 2011



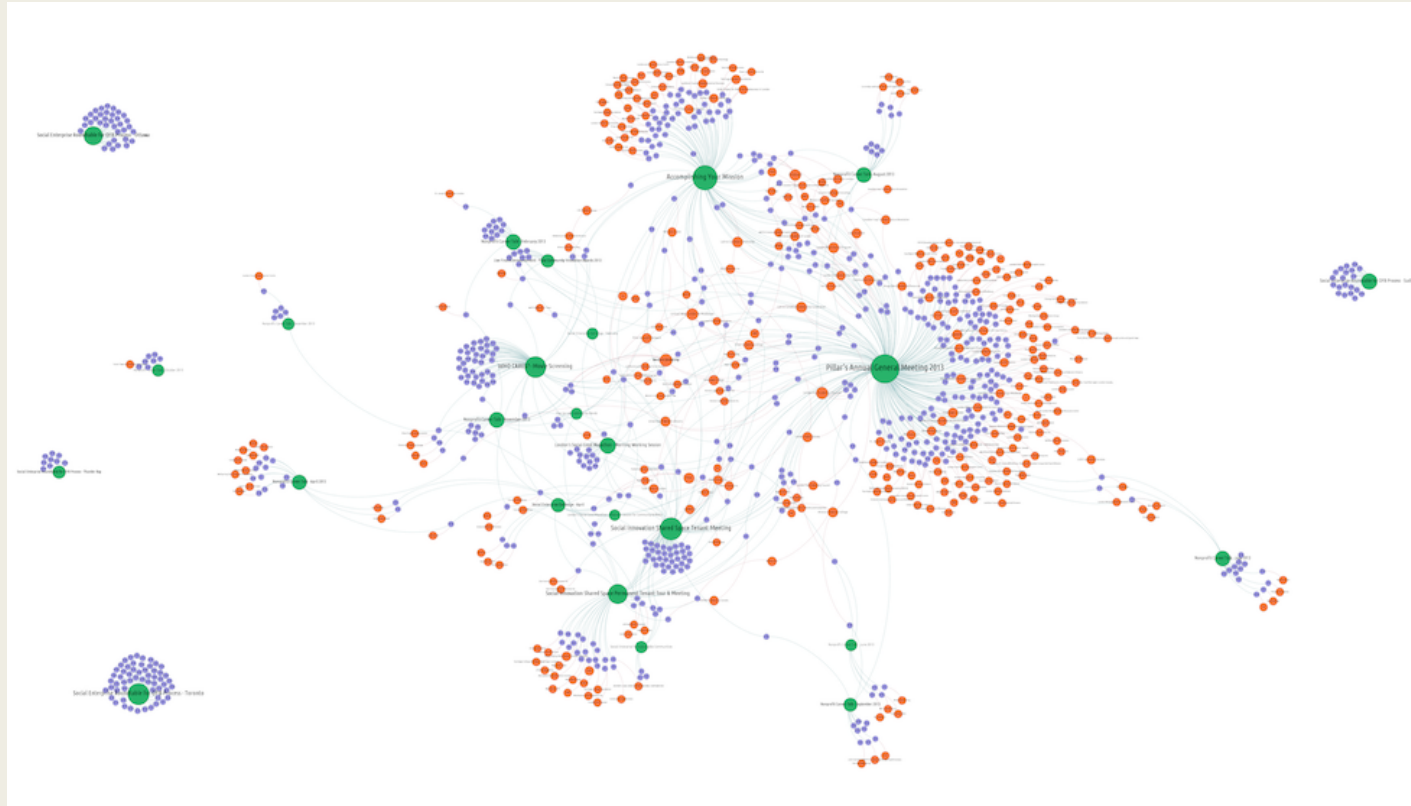
- 2 events
- Connectors at intersection include City of London (Gov), London SBEC (Biz), Vanier's Children's Services, Childreach, Meals on Wheels, (NP)
- The three pillars of government, business and nonprofit are already represented at this early stage.

# Events 2012



- Center: AGM
- Periphery: Nonprofit Career Talks, Changing Landscape in Gov Relations
- Small network, not very connected yet.
- Actors at the center: Pillar, Western, Goodwill, Fanshawe, WOTCH, Childcan, Sexual Assault Centre London.

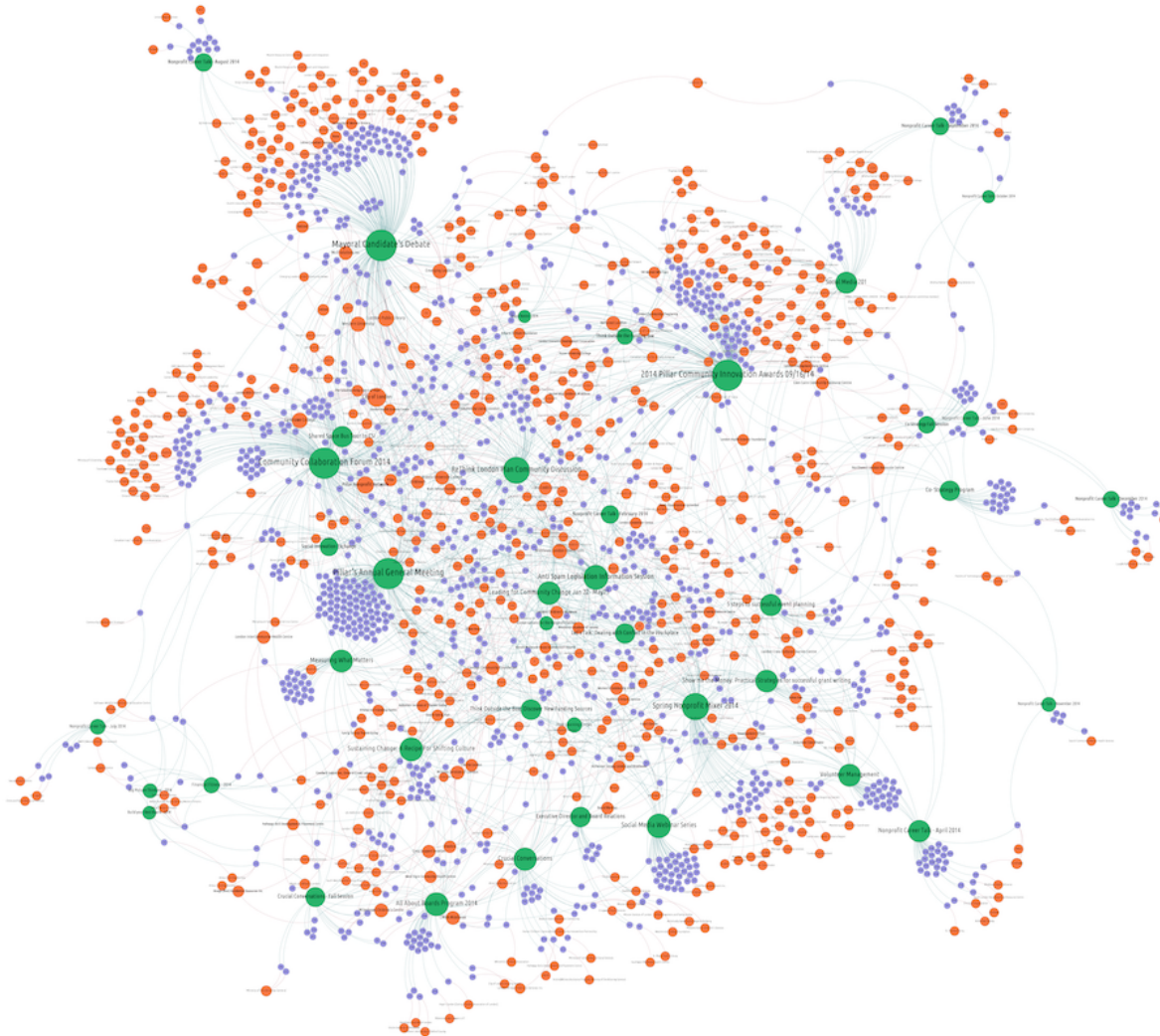
# Events 2013



- Center populated with actors
- These prominently include academic Institutions and affiliates: e.g., Fanshawe, Western, Kings, Brescia, UWO Student Council, in addition to larger NP/Public orgs: United Way, London Public Library, Pillar.
- Periphery: Beginning of Social Innovation/Enterprise activities:
  - *Social Innovation Shared Space meeting, Social Enterprise Exchange, etc.)*



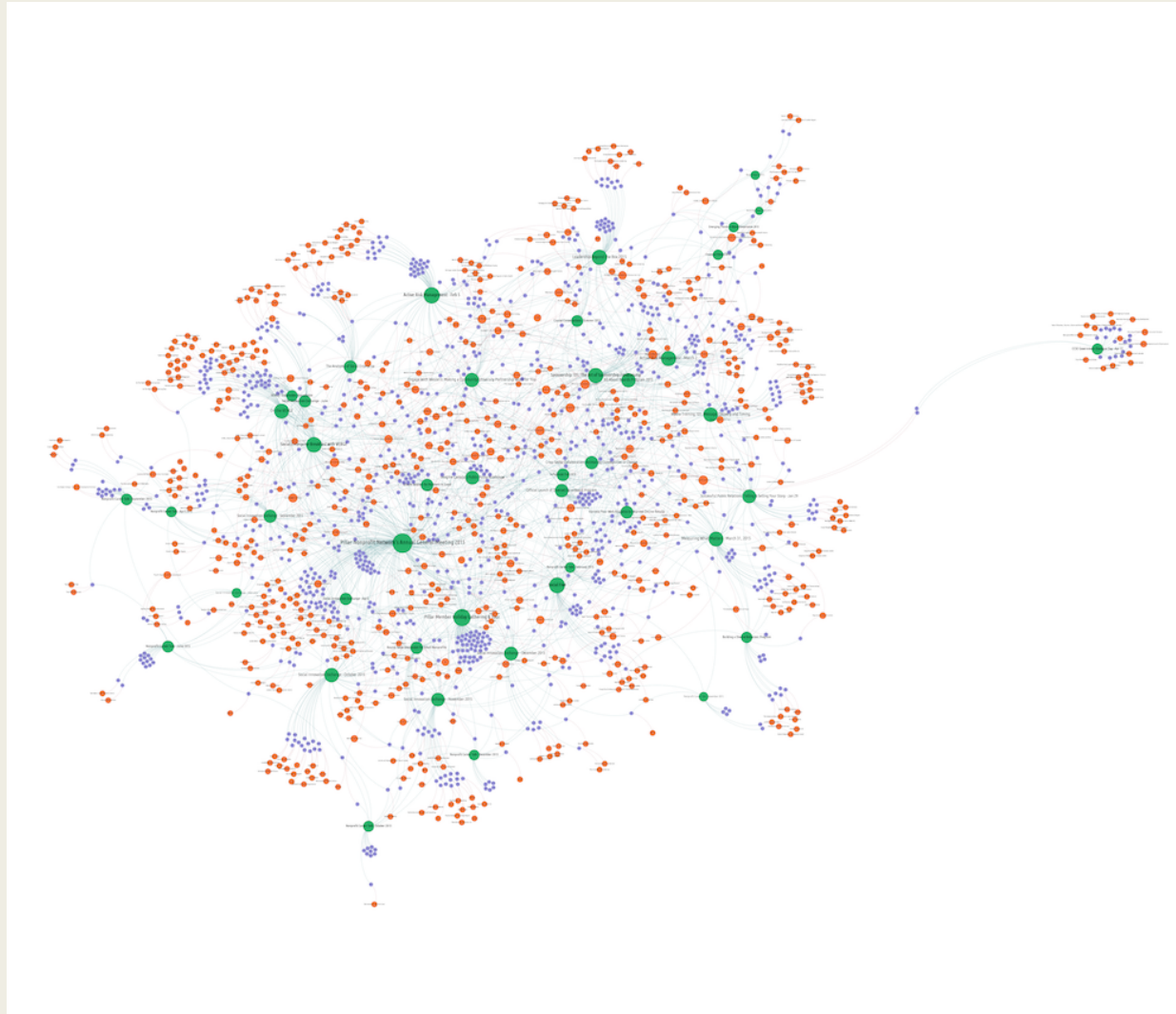
# Events 2014



- Network blossoms, density increases.
- Events at the center: “Community” focused events connect network:
  - *Rethink London Plan*  
*Community Discussion*;  
*Leading for Community Change*; *Community Collaboration Forum*; *PCIA*
- Events at the periphery:
  - Nonprofit Career Talks, All about boards/Board Governance, Crucial Conversations, Co-Strategy Programs

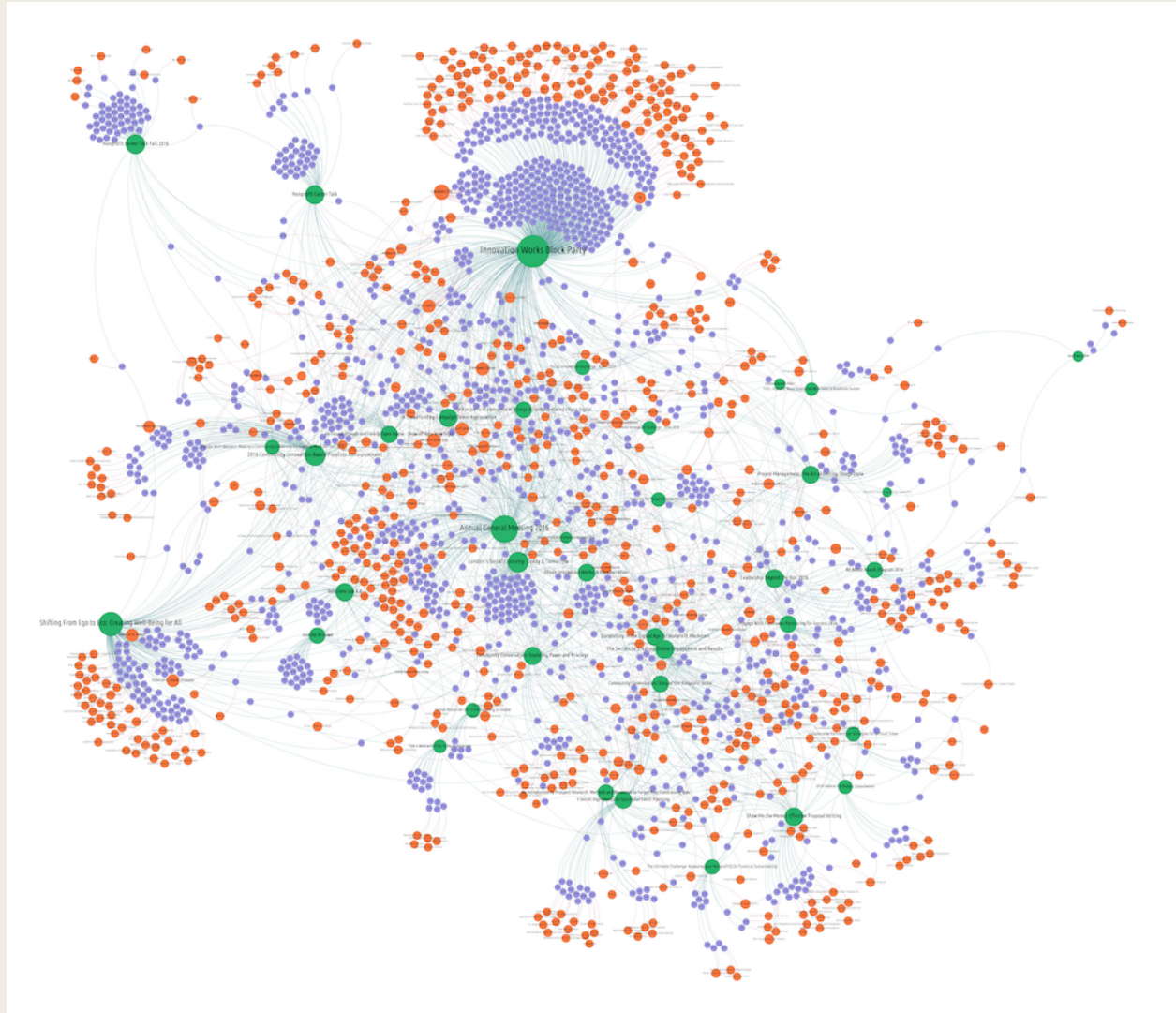


# Events 2015



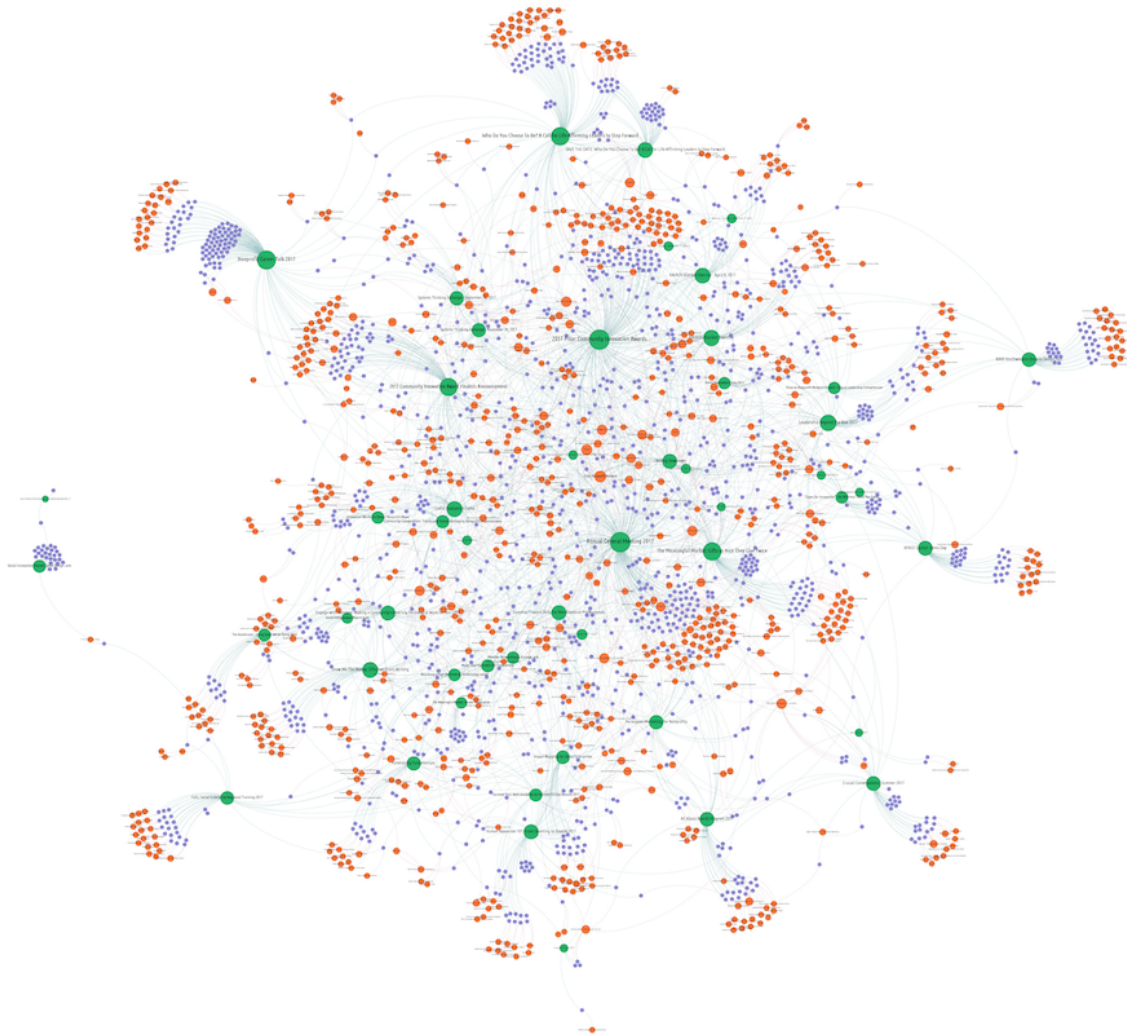
- Clusters begin to form around Social Enterprise and traditional Nonprofit.
- **West-side clustering around SI/SE events**
- E.g., “Anatomy of SE”, “On the VERGE”, “SE Breakfast with VERGE”, “Social Innovation Exchange events”
- **NP chats on the periphery, connecting to SE/SI events.**
- Center: Imagine Canada’s Public Policy roadshow, Diversity onboard program, AGM, Pillar Member Holiday Gathering, cross-sector collaborations: animating communities of change.
- **East-side clustering:** Learning and development for Nonprofit, All about board, etc.
- Connector events: Engage with Western, Active Risk Mgmt, Crucial conversations.

# Events 2016



- Innovation Works arrives, coincides with **proliferation of social enterprise, social innovation, and IW-centered events.**
- Network density increases.
- Events on Periphery attracting new entrants:
  - Shifting from Ego to Eco; Innovation Works Block Party.
- Connector events at center:
  - AGM; London's Social Economy: Today & Tomorrow; Inside Innovation Works: A member mixer.

# Events 2017



Increased crossover between SE and NP events; slight de-clustering across network, for example...

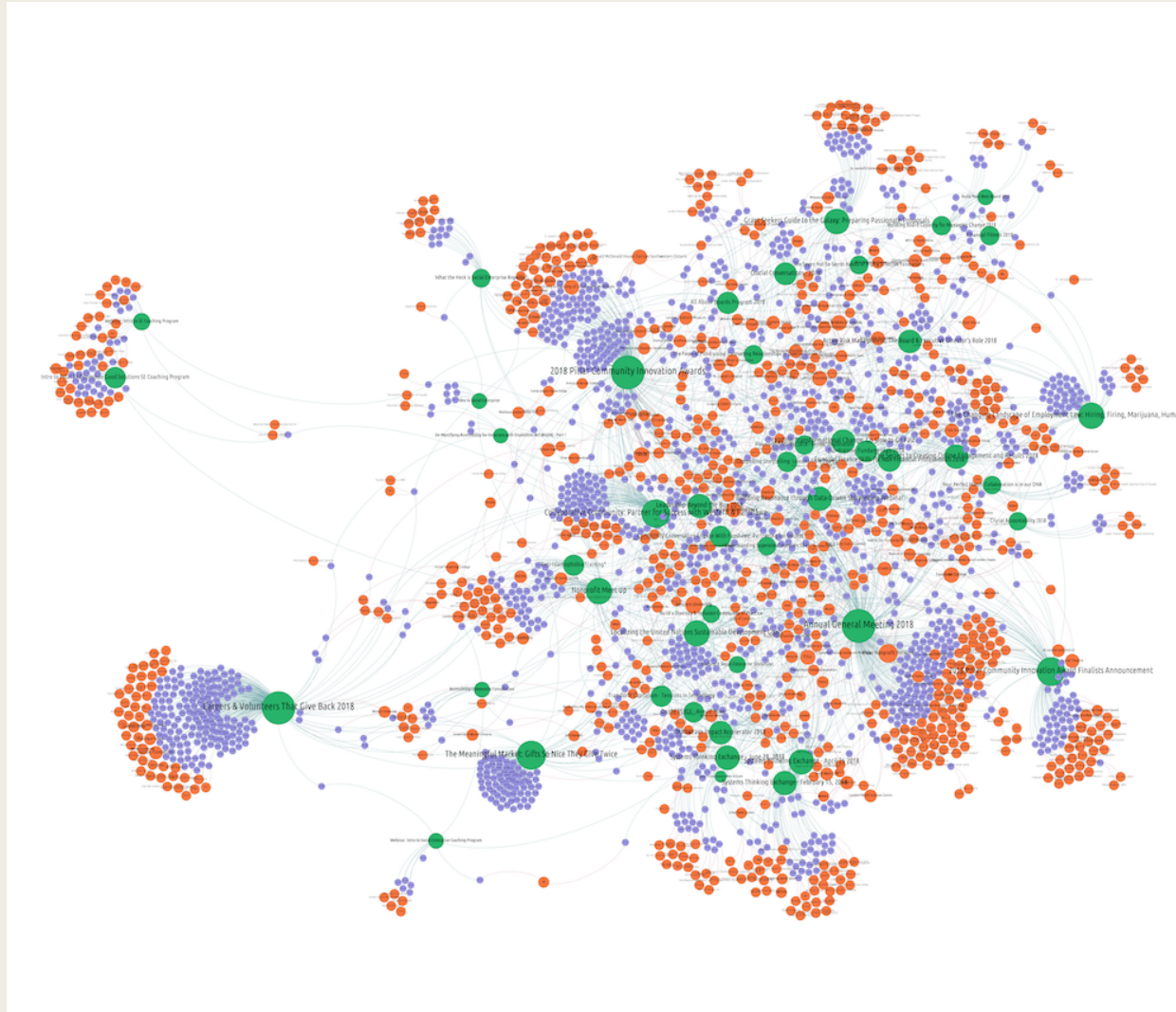
- East quadrant: Verge Demo Day, Leadership Beyond the Box,
- West quadrant: Show me the money, SE Accelerator, Fundraising Fundamentals.
- South quadrant: Human Resources 101, All About Boards.

## Events at Center:

- AGM; Meaningful Market; I Belong Downtown; Community Conversation: exploring power and privilege; Essential Finance Skills for Non-Financial Professionals



# Events 2018



- Density significantly increases.
- Events at the Periphery: Regional SE coaching Program, Careers and volunteers that give back, The changing landscape of employment: hiring, firing, marijuana, human rights.
- Events at the Center: AGM, UNSDGs, PCIA, Collaborative Community: Partner for Success with Western and Fanshawe, Leadership beyond the box, building resonance through data-driven storytelling webinar
- Clustering reemerges:
  - E.g. 1: SI/SE/SF: *Systems Thinking Exchange; Transform Capitalism; VERGE mixer, etc.*
  - E.g. 2: NP– related: *Grant seekers; crucial conversations; financial fitness*