

January 17, 2014

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To Whom It May Concern,

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It is with pleasure that I write this letter to praise the MaxCI Assessment, a highly effective tool that our agency, the Wisconsin Arts Board, used when we facilitated an “intervention” with several nonprofit arts groups.

This organizational health self-assessment tool produced a number of salient recommendations for each of the four nonprofits involved in this intervention. In the process, we were very impressed by the way that the MaxCI’s comparative scoring (ipsative) mechanism worked. Those scores were very helpful to us, as a grant making organization, as well as to the nonprofits conducting the self assessment.

Our reasons for choosing the MaxCI Assessment for this purpose were numerous, and included the fact that it is a third party assessment and does not take into consideration the number of years an organization has existed, the size of its budget, its ethnicity or demographics, or the kind and type of services and/or programs that it provides. The assessment focuses on performance and organizational potential, which was exactly what we needed in this instance.

Barbara Lawton, then Chairperson of the Wisconsin Arts Board, and our staff asked four arts organizations to participate. These are the results:

- Each organization was shown to be worthy of increased community support;
- The participating executive directors considered the time spent with the assessment to be a very worthwhile investment, yielding as it did some very helpful and do-able suggestions for next steps;
- We understand that the Assessment soon will be offered to each board member of the four participating organizations, thanks to the generous contribution by Dr. Daniel P. Schroeder, Principle, Organization Development Consultants (ODC) in Brookfield. This is important to note because a statement made by 100% of the board of directors, on every Assessment item, is more powerful than a statement made by one individual board member - it tells grant-makers and community supporters that the organization as a whole knows where it is, knows where it wants to be, and can articulate specific ways in which others can help them get there.

Whether you represent a nonprofit or a granting entity, I encourage you to find out more about how the MaxCI Assessment can help you in your work. Its developer, Ben Di Salvo, has a background in working with both nonprofits and grant makers, and provides the skilled assistance that accompanies the MaxCI Assessment. When you are ready to consider the MaxCI in your own work, you can also feel free to contact me if you have questions.

Wishing you the best in the important work that you do,

Karen Goeschko  
Assistant Director

