TOOLS to EVALUATE YOUR COALITION

Phase #1: Coalition Development

PHASE DESCRIPTION

▶ Coalition partners are assembling the core elements of their initiative, developing action plans, and exploring different strategies and activities.

▶ There is a great degree of uncertainty about what will work, how it will work, and who will be at the table.

▶ New questions, challenges, and opportunities are emerging.

STRATEGIC QUESTION: **ARE WE DEVELOPING A STRONG COALITION?**

▶ Do we have the right people at the table?

▶ Is a good structure in place to facilitate a strong coalition?

▶ Are people engaged? What evidence is there to support engagement? Does the coalition have the qualities to be successful?

GOALS (outcomes)	WHAT YOU CAN MEASURE (indicators)	HOW TO MEASURE IT
The development of the common agenda includes a diverse set of voices and perspectives from multiple sectors.	▶ The steering committee includes voices from all relevant sectors and constituencies. ▶ Members of the target population help shape the common agenda. ▶ Community members are aware of the initiative's goals and activities. ▶ Partners and members of the community understand and can articulate the problem.	▶ Collaborative partners form (seen in this document) ▶ Interviews of partners (see sample questions in this document)
An effective backbone is in place.	The backbone partner: ▶ Is trusted by the coalition to serve the work. ▶ Effectively manages complex relationships. ▶ Demonstrate commitment to the initiative's vision. ▶ Are both neutral and inclusive. ▶ Provide coordination and support for developing an evaluation plan to gauge project progress and success at various stages.	▶ Interviews of partners ▶ Focus groups with partners
Quality data on a set of meaningful indicators is available to partners in a timely manner.	▶ Partners commit to identifying and/or collecting data as defined in a draft evaluation plan. ▶ Partners have the capacity to collect and input quality data which may or may not be part of a shared measurement system. ▶ Partners know how to use the data. ▶ Partners contribute quality data on a common set of indicators in a timely and consistent manner. ▶ Collected data is useful for partners.	▶ Data from existing project (meeting notes, etc.) ▶ Existing data (Census of Agriculture, Department of Labor, Community Health Assessments, Food Atlas, etc.) ▶ Interviews, surveys, and/or focus groups

Questions explored through evaluation

▶ How are relationships developing among collective impact partners?

▶ What seems to be working well and where is there early progress?

▶ How should the initiative adapt in response to changing circumstances?

CORE PARTNERS FORM

The University of Michigan's Center for Managing Chronic Disease developed a "collaborative partners" form for W.K. Kellogg Foundation Food and Fitness Initiative sites. These forms help FFI coalitions track coalition development. Consider using this tool to track partner engagement and early progress of your coalition.

Fill in the chart below for each of the following partner categories:

▶ **Core partners:** Central to the functioning of the collaborative, involved in decision making regarding all major actions of the collaborative; you don't move without them.

▶ **Ongoing partners:** Often present and supportive, decision making and participation are ongoing, but not as central as core partners.

▶ **Strategic partners:** You call on these partners periodically when you need extra help for specific purposes; they are not present often, but are important for achieving particular objectives.

▶ **Targeted partners:** These groups are not yet involved, but are the ones you are trying to reach to help you bring about systems change.

▶ **Potential challengers:** These are the ones you worry about; they could impede success. They haven't been won over or actually are opposed to your efforts.

Name	Organization and title	Organization type	Sector of work	Have you worked with this organization before?	If you have, is your relationship stronger now?
Carlos Branco	YMCA, Director	Community-based agency	Physical activity, youth development	Yes	Yes
Sue Johnson	Farmer	Individual	Farming practices, economic development	No	No