

TOOLS to EVALUATE YOUR COALITION

Phase #2: Established Coalition

PHASE DESCRIPTION

- ▶ Your coalition has been active for two to five years. It is normal for initiatives to make slow or minimal progress toward their goals in the early years, but partners should expect to achieve meaningful, measurable change within three to four years. They should **track this progress over time using the project's evaluation plan as a guide.**
- ▶ The initiative's core elements are in place and **partners are implementing** agreed-upon strategies and activities.
- ▶ **Outcomes** (what has changed as a result of the work) are becoming more evident, at least anecdotally.
- ▶ The initiative's context is increasingly **well-known** and understood.

STRATEGIC QUESTION:

ARE PARTNER/ALLIED INDIVIDUALS AND GROUPS CHANGING THE WAY THEY DO THEIR WORK TO SUPPORT THE BROADER SYSTEM CHANGE?

GOALS (<i>outcomes</i>)	WHAT YOU CAN MEASURE (<i>indicators</i>)	HOW TO MEASURE IT
Behavior, customs, practices, and organizational policy changes.	Individuals and their representative organizations change the way they do their work as a result of coalition participation: <ul style="list-style-type: none"> ▶ Measure changes in policy, mission statements, plans of work, job descriptions, programming, etc. ▶ Measure individual practice changes such as farmers, individuals reaching out to different clients, etc. 	<ul style="list-style-type: none"> ▶ Survey of partners ▶ Interview of partners (see sample questions in this document) ▶ Observations (Are partners implementing policies?)
Funding in the targeted issue area is increasingly aligned with the goals of the initiative.	<ul style="list-style-type: none"> ▶ Overall funding for the targeted issue area has increased. ▶ Existing resources are directed towards strategies in the issue area. ▶ New resources are committed to strategies in the issue area. 	<ul style="list-style-type: none"> ▶ Review of coalition documents/funding sources ▶ Interviews or surveys of partners

GENERAL TIPS

Expect to **revisit and modify** the evaluation plan at least two years into your work (if not annually) as the work evolves.

Evaluation questions at this point can still include open-ended questions, although now it is likely you are able to **collect quantifiable change data**, especially as it relates to outcomes (what, or who is different as a result of the work, and how).

SAMPLE SURVEY QUESTIONS

Interview questions

- 1) Has your work with the coalition had an impact on how you or your organization think about your work?
- 2) How does being a part of the coalition advance your organization's goals?
- 3) As a result of being a member of the coalition, are you working on any projects or programs with organization that you did not work with before? If so, please describe what you are doing with those organizations.
- 4) Has participation in the coalition changed how your own organization works either internally or with your target audience? If so, please describe.
- 5) Has working with the coalition led to any policy changes within your own organization?
- 6) Has participation in the coalition in any way changed the message you are giving your target audiences? If so, how?
- 7) Has participation in the coalition affected your organization economically or financially?
- 8) What seems to be working well and where have you seen early progress?
- 9) How should the initiative adapt in response to changing circumstances?

Survey questions

- 10) Have you developed any new relationships with other initiative members as a result of your participation in the initiative? Yes/no. If no, skip to Question 2.
 - a. Please describe each new relationship you developed.
 - b. How have these relationship(s) impacted your work/business/agency/organization?
- 11) Did you know some of the members before you joined the initiative? Yes/no. If no, skip to Question 3.
 - a. Have these existing relationships with other members become stronger as a result of your participation in the initiative? Yes/no. If no, skip to Question 3.
 - b. Please explain.
 - c. How have these stronger relationships impacted your work/business/agency/organization?

- 12) Have you initiated or participated in any new collaborations or projects with other initiative members that you might not be involved in unless you were participating in RFSWG? Yes/no. If no, skip to Question 4.
 - a. Describe the collaboration or project.
 - b. What impact has this collaboration/project had on your work, business, agency, or organization?
 - c. Have you or your business, agency, or organization been able to leverage any funding as a result of this collaboration/project? Yes/no. If no, skip to Question 4.
 - d. How much and from which sources?
- 13) How has your organization formalized or institutionalized its involvement in the coalition? Specifically:
 - a. Has your organization/institution committed financial resources to support the coalition's work (which resources have you committed within what time frame)? Yes/no. If yes, please explain.
 - b. Has your organization/institution committed human resources to support the coalition's work? Yes/no. If yes, please explain.
 - ▶ Which resources have you committed within what time frame?
 - ▶ How are employee work plans affected?
 - ▶ How much time can employees spend on this work?
 - ▶ Have job descriptions changed?
 - c. Has your organization changed/drafted organizational policies that support the coalition's work in terms of new missions, program areas, strategic plans, etc.? Yes/no.
 - d. (How) has your organization/institution supported the coalition's advisory board participation? Yes/no. If yes, please explain.
 - e. Other ways your organization has institutionalized its involvement in the coalition?
- 14) Document grants, budget allocations, donations, fundraisers, and other funding leveraged by your regional food system that were used in the past year.

15) Here is a list of potential impacts that participation in the coalition may have had on your organization. Please mark those impacts that participation had on your organization.

(Select ALL that apply.)

- a. Became more efficient or saved time
- b. Better able to meet our goals or fulfill our mission
- c. Became more profitable
- d. Better connected to our community
- e. Offered skill-building opportunities to staff (including viewing the webinar[s])
- f. Accessed new markets
- g. Increased sales
- h. Increased net margin/profitability
- i. Increased farm production/supply on farms we work with
- j. Increased returns to farmers/farmer profitability
- k. Increased procurement from small to mid-sized farmers, if applicable
- l. Offered healthy food access in target communities
- m. Better coordinated supply and demand (e.g., through cooperative purchase agreements)
- n. Secured access to capital
- o. Reduced dependence on grants
- p. Increased the capacity of the food hub to offer programming/training for farmers
- q. Increased the capacity of the food hub to partner with community groups
- r. Increased the capacity of farmers we work with to implement sustainable farm management practices
- s. Other (please specify) _____

Grant or resource description	Source(s) of resources	Monetary value of resource	Which organization got the grant (wrote the proposal or fiscal agent)?	For grants: beginning date	For grants: ending date
<i>To support local food coordinators</i>	<i>Howard, Clayton, Winneshiek extension councils</i>	<i>\$10,000</i>	<i>Northeast Iowa Food and Fitness Initiative</i>	<i>11/1/2012</i>	<i>10/31/2013</i>

This institution is an equal opportunity provider. For the full non-discrimination statement or accommodation inquiries, go to www.extension.iastate.edu/diversity/ext.

Prepared by Alice Topaloff, topaloff@iastate.edu, 314-269-7162; Arlene Enderton, arlene@iastate.edu, 641-425-4948; and Corry Bregendahl, corry@iastate.edu.