

TOOLS to EVALUATE YOUR COALITION

Phase #3: Mature Coalition

PHASE DESCRIPTION

- ▶ Your coalition has been operating collaboratively for at least five years. You are ready to measure some of the **collective impacts** the coalition has helped elicit.
 - ▶ The initiative's activities are **well-established**.
 - ▶ Implementers have significant experience and increasing certainty about 'what works'.
- ▶ The initiative is ready to determine the impact, merit, value, or significance that goes beyond what partners report as changes they have made and show how it is **impacting people the coalition serves**. These may be broader, but more indirect impacts of your work.

STRATEGIC QUESTION:

What difference did the coalition make for people and groups served by coalition members and partners?

GOALS (outcomes)	WHAT YOU CAN MEASURE (indicators)	HOW TO MEASURE IT
Economic Impact	<ul style="list-style-type: none"> ▶ Local food sales by farmers. ▶ Proportion of food dollars retained by farmers. ▶ Local food purchases by farmers. ▶ Jobs created. ▶ Number of beginning farmers starting an operation. ▶ Organizational/institutional customs, practice, or policy changes. 	<ul style="list-style-type: none"> ▶ Surveys and interviews (see questions in this document) ▶ Existing data sources ▶ Tracking policy changes
Environmental Impact	<ul style="list-style-type: none"> ▶ Number of acres in sustainable food production. ▶ Number of square feet in school gardens. ▶ Organizational/institutional customs, practice, or policy changes. 	<ul style="list-style-type: none"> ▶ Surveys and interviews (see questions in this document) ▶ Existing data sources ▶ Tracking policy change
▶ Social Impact	<ul style="list-style-type: none"> ▶ Food access (local foods for SNAP recipients; local foods in free and reduced school lunches). ▶ Health indicators (obesity). ▶ Policy changes. 	<ul style="list-style-type: none"> ▶ Surveys and interviews (see questions in this document) ▶ Existing data sources ▶ Tracking policy changes

General tips

Evaluation rarely addresses overall collective impact, mostly because assessment efforts typically are not funded beyond three years. This kind of evaluation attempts to measure **the difference in the work done** with populations served by your partners, who have changed their work as a result of participating in the coalition. This evaluation phase measures the **ripple effects** on the people your coalition serves. **Relationships** with partners and community members are crucial to ensure high-quality responses.

OPTION 1: TRACKING AVAILABLE DATA

As you are developing your evaluation plan, decide what data you will be tracking in your specific area. Some data may be publicly available already. Here are some examples:

Food access Percentage of food-insecure households, percentage of free and reduced lunches, etc.

Impact on farms Average age of farmers, number of beginning farmers, number of vegetable farms, etc.

Health Diabetes or obesity rates, etc.

Economic impact Job creation, dollars spent in state, etc.

➔ The Food Environment Atlas (USDA)

➔ Agricultural census (USDA-NASS)

➔ Community Health Needs Assessments

➔ Economic Census (US Census Bureau)

OPTION 2: SURVEYING TARGET POPULATIONS

For farmers

- 1) What were your total local food sales between January 1, 2014 and Dec. 31, 2014? (Your IRS Schedule F may have this information.)
 - a. Total local foods sales: \$ _____
 - b. Is the figure above an estimate or actual number?
- 2) Below is a list of environmentally sustainable farm practices.
 - USDA Certified Organic
 - Fair Trade
 - Certified Naturally Grown
 - Integrated crop and livestock production
 - Integrated Pest Management
 - Cover crops, green manure
 - Non-certified, but practicing organic
 - Vegetative buffers/strips
 - Extended crop rotations (at least three years between rotations)
 - Other (please specify) _____

Did participation in the XYZ *webinar* encourage you to adopt any of the above practices on your farm?

- a. Yes. If yes, how many acres were put under one or more of these practices for the first time? _____
- b. No
- c. Not applicable / I do not grow crops.

For consumers

- 1) Please identify the top reason why you decided to try the worksite food box.
 - a. Convenient worksite pick-up
 - b. Try new foods
 - c. Eat healthier
 - d. Support local farmers
 - e. All of the above
- 2) Before the food box program began, how often did you shop at the local farmers markets?
 - a. Never
 - b. 1–2 times/year
 - c. 1–2 times/month
 - d. 3–4 times/month
- 3) After the food box program began, how often did you shop at the local farmers markets?
 - a. Never
 - b. 1–2 times a year
 - c. 1–2 times/month
 - d. 3–4 times/month

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