

Wolff, T. A practical approach to evaluating coalitions. In T. Backer (Ed.) Evaluating Community Collaborations. Springer Publishing

Evaluating Community Collaborations

Edited by
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Annual Satisfaction Survey for Community Coalitions

Dear Coalition Member:

The purpose of the attached consumer satisfaction questionnaire is to get your feedback on how well this coalition is doing. As you know, this coalition's mission is to ...(complete this.)

Please complete each question by circling the number that best shows your satisfaction with that aspect of the coalition. We welcome additional comments and suggestions you have for improving this coalition.

To protect anonymity, please use the enclosed envelope to return your completed questionnaire to our coalition's evaluators, the (complete name of group).

Thanks in advance for your valuable advice and feedback.

Best regards,

OVERALL APPROVAL RATING:

Is the community better off today because of this coalition? (please check one)

Yes _____ No _____

Overall comments and suggestions for improvement:

Thanks for your valuable feedback. Please use the attached envelope to return the completed questionnaire to:

Annual Satisfaction Survey for Community Coalitions*

Instructions: We welcome your feedback on how well this coalition is doing. For each item, please circle the number that best shows your satisfaction with that aspect of the coalition. Provide additional comments if you wish.

Planning and Implementation

		very very dissatisfied				satisfied
1. Clarity of the vision for where the coalition should be going	1	2	3	4	5	
2. Planning process used to prepare the coalition's objectives	1	2	3	4	5	
3. Follow-through on coalition activities 5		1	2	3	4	
4. Strength and competence of staff	1	2	3	4	5	
5. Efforts to promote collaborative action 5		1	2	3	4	
6. Processes used to assess the 5 community's needs		1	2	3	4	
7. Training and technical assistance provided by staff	1	2	3	4	5	

Comments:

*Fawcett, S., Foster, D., & Francisco, V. (1997). Monitoring and evaluation of coalition activities and success. In Kaye, G. & Wolff, T. (Eds.), *From the ground up: A workbook on coalition building and community development*. Amherst, MA: AHEC/Community Partners, pp. 163-185.

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Leadership:

	very very dissatisfied					satisfied
8. Strength and competence of coalition						
leadership	1	2	3	4	5	
9. Sensitivity to cultural issues		1	2	3	4	5
10. Opportunities for coalition members to take leadership roles		1	2	3	4	5
11. Willingness of members to take leadership roles	1	2	3	4	5	
12. Trust that coalition members afford each other	1	2	3	4	5	

Comments:

Community Involvement in the Coalition:

	very dissatisfied					very satisfied
13. Participation of influential people from						
key sectors of the community		1	2	3	4	5
14. Participation of community residents	1	2	3	4	5	
15. Diversity of coalition members	1	2	3	4	5	
16. Help given the community in meeting						

its needs

1 2 3 4 5

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17. Help given community groups to become better able to address and resolve their concerns

1 2 3 4 5

18. Efforts in getting funding for community programs

1 2 3 4 5

Comments:

Communication:

very very dissatisfied satisfied

19. Use of the media to promote awareness of the coalition's goals, actions, and accomplishments

1 2 3 4 5

20. Communication among members of the coalition

1 2 3 4 5

21. Communication between the coalition and the broader community

1 2 3 4 5

22. Extent to which coalition members are listened to and heard

1 2 3 4 5

23. Working relationships established with elected officials

1 2 3 4 5

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Communication (continued)

24. Information provided on issues and available resources

	1	2	3	4	5
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Comments:

Progress and Outcome:

		very very dissatisfied			satisfied					
25. Progress in meeting the coalition's objectives	1		2		3		4		5	
26. Success in generating resources for the coalition	1		2		3		4		5	
27. Fairness with which funds and opportunities are distributed			1		2		3		4	5
28. Capacity of members to give support to each other	1		2		3		4		5	
29. Capacity of the coalition and its members to advocate effectively	1		2		3		4		5	
30. Coalition's contribution to improving health and human services in the community	1		2		3		4		5	

Comments:

Diagnosing Your Coalition: Risk Factors for Participation*

WHY? WHY? WHY?

Why do some members come to every meeting of the coalition and some won't even come to one?

Why are some families so active while others won't even take the time to fill out a survey?

There is no simple or quick answer. But we do know there are a lot of factors that influence why residents and families will and won't get involved in your coalition. Some of these factors are a little harder for the coalition to tackle, such as economic problems in the family and serious lack of time.

BUT...

You can control one of the most important participation factors: YOUR COALITION! Yes, it's true. Many different parts of a coalition's functioning can encourage or discourage participation! Your coalition might be "at risk" of being a participation discourager and you don't even know it.

One of the important roles of a leader is to step back every once in a while and look, with a critical eye, at how the coalition is working:

- Are all of the coalition's "building blocks" in place to make it a strong coalition?
- Do things get done in a way that encourages members and others to be active and have "ownership" of the coalition?

Use this COALITION RISK FACTOR diagnosis to find out which parts of your coalition are "at risk" of discouraging active participation from members and non-members and could use a tune-up, and which parts are humming along. The results may surprise you!

Total #1 _____

NOTES:

Diagnosing Your Coalition: Risk Factors for Participation

2. The Effectiveness of Your Coalition Structure

- A. The coalition has a regular meeting cycle that members can expect.

- B. The coalition has active committees.

- C. All of the members have copies of the by-laws.

- D. The executive board and committees communicate regularly.

- E. The executive board meets on a regular basis with good attendance.

Total #2 _____

NOTES:

Diagnosing Your Coalition: Risk Factors for Participation

**3. The Effectiveness of Your Outreach & Communication -
Tools & Methods**

- A. The coalition has a newsletter or another method of communication that keeps the school community regularly updated and informed about its activities.

- B. The coalition uses a survey or another method to collect information about members' interests, needs, and concerns.

- C. The survey results are always published and used to guide the coalition's projects.

- D. The survey is conducted every year or so because the community and residents change.

- E. The coalition "goes to where members are" to do outreach, including where people live, shop and work.

Total #3 _____

NOTES:

Worksheet 2

Diagnosing Your Coalition: Risk Factors for Participation

4. The Effectiveness of Coalition Meetings

- A. Members feel free to speak at a meeting without fear of being attacked.
- B. The coalition advertises its meetings with sufficient notice by sending agendas and flyers out in advance.
- C. Child care and translation are provided at meetings when needed.
- D. The work of the meeting, as outlined in the agenda, gets accomplished because meetings start and end on time.
- E. The meetings are held in central, convenient, and comfortable places and at convenient times for all members.

Total #4 _____

NOTES:

Diagnosing Your Coalition: Risk Factors for Participation

5. Opportunities for Member Responsibility and Growth

- A. The coalition makes a conscious effort to develop new leaders.

- B. Training and support are offered to new leaders as well as to the more experienced
leaders (by the coalition or through outside agencies).

- C. A “buddy system” matches less experienced members with leaders to help
them learn jobs and make contacts.

- D. Committees are given serious work to do.

- E. Leadership responsibilities are shared in the coalition; i.e., chairing a meeting
is a job that rotates.

Total #5 _____

NOTES:

Diagnosing Your Coalition: Risk Factors for Participation

**6. The Coalition's Effectiveness in Doing Projects
(Planning, Implementing & Evaluating)**

- A. At the beginning of each new year, the coalition develops a plan that includes goals and activities that it wants to accomplish during the year.

- B. The plans are based, at least in part, on information collected from surveys of members.

- C. After each activity or project, the leadership or the committee evaluates how it went, in order to learn from the experience.

- D. The coalition always organizes visible projects that make a difference to members.

- E. When projects are undertaken, action plans that identify tasks, who will do what, and target dates are developed.

Total #6 _____

NOTES:

Diagnosing Your Coalition: Risk Factors for Participation

7. Your Coalition's Use of Research/External Resources

- A. The coalition works within the community on common issues and with citywide coalitions that work on critical community concerns.

- B. The coalition utilizes resources and information on other coalitions that can help the community, i.e., training workshops on environmental organizing.

- C. The coalition stays on top of issues affecting communities across the city and state.

- D. Outside speakers come to meetings to speak on topics of interest to members.

- E. When the coalition wants to work on an issue, leaders know where to go to get necessary information, i.e., statistics, forms, etc.

Total #7 _____

NOTES:

Diagnosing Your Coalition: Risk Factors for Participation

8. Your Coalition's Sense of Community

- A. The coalition builds social time into the meetings so that people can talk informally and build a sense of community.

- B. The coalition plans fun social activities.

- C. Everyone in the coalition is treated equally.

- D. All contributions from members, large and small, are recognized and rewarded.

- E. All residents are made to feel welcome in the coalition regardless of income, race, gender, or education level.

Total #8 _____

NOTES:

Diagnosing Your Coalition: Risk Factors for Participation

9. How Well the Coalition Meets Needs and Provides Benefits

- A. Resource lists and important contacts are regularly made available to members.

- B. Workshops are held with “experts” who can provide concrete services to members.

- C. The coalition helps members with issues of individual need.

- D. If a survey of the members indicated that personal issues (such as child care or landlord/tenant problems) were getting in the way of residents' involvement, the coalition would respond to those issues.

- E. The coalition holds meetings and workshops where residents can meet elected officials and city service personnel to voice their opinions and learn about resources and programs in the community.

Total #9 _____

NOTES:

Diagnosing Your Coalition: Risk Factors for Participation

10. The Coalition’s Relationship With Elected Officials, Institutional Leaders, & Other Power Players

- A. The coalition leaders know how to negotiate with “power players” such as elected officials and institutional leaders and successfully “win” on issues of concern to members.

- B. The coalition has regular representatives who attend important community meetings.

- C. Leaders and members of the coalition understand the lines of authority, decision making power, responsibilities, and other aspects of the “power structure” of the community.

- D. The coalition meets with officials on a regular basis about the issues that concern members.

- E. The coalition participates in citywide activities and demonstrations that focus on community issues.

Total #10 _____

NOTES:

DIAGNOSIS SCORE SHEET

Fill out this score sheet using the total numbers from each section of the Coalition Diagnosis.

- | | |
|-------------------------------------|------------|
| 1. VISION/SENSE OF PURPOSE | TOTAL #1: |
| 2. COALITION STRUCTURE | TOTAL #2: |
| 3. OUTREACH/COMMUNICATION | TOTAL #3: |
| 4. COALITION MEETINGS | TOTAL #4: |
| 5. MEMBER RESPONSIBILITY/GROWTH | TOTAL #5: |
| 6. DOING PROJECTS | TOTAL #6: |
| 7. RESEARCH/EXTERNAL RESOURCES | TOTAL #7: |
| 8. SENSE OF COMMUNITY | TOTAL #8: |
| 9. NEEDS AND BENEFITS | TOTAL #9: |
| 10. RELATIONSHIP WITH POWER PLAYERS | TOTAL #10: |

FINAL SCORE FOR DIAGNOSIS: _____

YOUR COALITION'S DIAGNOSIS
FOR EACH SECTION, FOLLOW THE GUIDELINES
BELOW:

IF YOU SCORED BETWEEN:

- | | |
|--------------|---|
| 5-15 | Check-up time!! You may need an "overhaul" in this area. |
| 15-20 | Watch out!! It's time for a "tune-up" to get everything in good working order. |
| 20-25 | Congratulations!! You're running smoothly and all systems are go! Keep up the good work! |

Assessing Your Collaboration's Commitment to Agency-Based and Community-Based Approaches*

Instructions:
 Mark an "X" on the continuum for where you currently are.
 Mark an "O" on the continuum for where you would like to be.

Issues	Agency-Based	Continuum	Community-Based
Approach/Orientation	Weakness/deficit solve problems	_____ capacity _____	Strength/Competence
Definition of Problem	By agencies, government or outside	_____	By target community
Primary Vehicles for Healthy Promotion and Change	Education, improved services, lifestyle change, food availability, media	_____	Building community control, Increasing community resources and economic structure
Role of Professionals	Key, central to decision making	_____	Resource
Role of Participation by target community members and institutions	Providing better services, increasing consumption and support	_____	To increase target community control and ownership, improved social structure

*Chavis, E. & Florin, P. (1990). *Community participation and substance abuse prevention: Rationales, concepts and mechanisms*. County of Santa Clara, CA: Bureau of Drug Abuse Services.

Assessing Your Collaboration’s Commitment to Agency-Based and Community-Based Approaches

Issues	Agency-Based		Continuum Community- Based
Role of human service agencies and formal	Central Mechanism for service delivery to	_____ systems	One of many activated to respond the needs of a target community members
Primary decision makers	Agency representatives, business leaders, government representatives, “appointed” community leaders	_____ community	By target leaders
View of Community Development Consultants	Broad, site of the problem technically and externally defined, consumers	_____ targeted,	Specific, source of solution, internally defined, subjective, a place to live
Target community control of resources	Low	_____	High
Potential for ownership by target community members	Low	_____	High