

Coalition Engagement



Coalition Engagement....what does this mean?

- Building Membership
 - Thinking about this as it relates to our Environmental Strategies
- Building Structure
- Building Leadership
- Taking Action



Types of Coalitions

Grassroots

Systemic

Comprehensive

Membership

Creation of Recruitment Plan

Action Planning

- Needs
- Who and Why
- Roles/Expectations
- Outreach
- Needed Resources

Membership

Do we have the members at the table to fulfill our obligations?

- Complete the tasks on the action plan
- Make a difference in our community
- Members based on strategies we will implement
- Members from all sectors
- Members from all geographic locations
- Members with varying skills
- Members of different ages
- Members from different cultures



- **Individual** – being involved in one’s own health decisions
 - **Interpersonal** – family’s friends and peers
 - **Organizational** – Schools, health care settings, faith communities
 - **Community** – neighborhoods, municipalities, counties (*physical environment, policies, ordinances*)
 - **Society** – state and national policies, laws and regulations
-

Activity Steps

This activity will help us identify who do we have involved and their level of engagement.

1. Read Descriptions the descriptions for each sphere
 2. Write down what roles you have professionally/personally
 3. Identify “leadership” roles
 4. Sharing.....
-

Membership

- Do we have the members at the table to fulfill our obligations?
 - Complete the tasks on the action plan
 - Make a difference in our community
 - Members based on strategies we will implement
 - Members from all sectors
 - Members from all geographic locations
 - Members with varying skills
 - Members of different ages
 - Members from different cultures



Members Sector Worksheet



Members- By Sector

Identify members you currently have as a part of the coalition that represent each sector. You may also identify those who may be potential members that you want to reach out to.

Sector	Current Member	Organization	Potential Member	Organization	Who Will Contact
Business					
Civic/Volunteer					
Court/Probation					
Cultural Groups					
Early Childhood Elementary/ Secondary Education					
Government					
Healthcare					
Higher Education					
Human/Social Services					
Law Enforcement					
Media					
Parents					
Religious					
Senior Citizens					
Youth Youth Serving Organizations					
Other Organizations					

Capacity Building- Membership

Ask yourself these 3 questions:

- 1) Have we recruited members to play an active role in the coalition or to just be a name on a list or a number at the table?
- 2) What spheres of influence do our members have that will help us to complete our strategies?
- 3) Who still needs to be added? (Worksheets, found on the member portal, sector table)



Member Skills- Worksheet



Member Skills

* Identify Members who possess the skills necessary to operate an effective organization.

Choose if you have this covered and by whom -OR- if you need to fill the skill and who might be able to assist -OR- maybe your organization doesn't need that skill.

Skills or Resources	Have	Need	N/A	Individual or Organization	Are they a member?
Accounting					
Blogging					
Child Care					
Communications					
Data Collection					
Evaluation					
Event Planning					
Grant Writing					
Legal					
Marketing					
Public Policy					
Public Speaking					
Social Media					
Strategic Planning					
Technology					

Coalition Infrastructure Toolbox

- Organizational Chart*
- By Laws
- Timelines*
- Communication Plan
- Meeting Management*
- Job Descriptions/Roles*
- Decision Making Process*
- Coalition Involvement Agreement



Organizational Structure

- Roles- for coalition members and executive leadership
- Relationships- among coalition members, executive leadership and staff
- Decisions- the process for which these occur
- Workgroups- Responsibilities and duration
- Reporting Channel
- Legal and Fiscal authority



Decision Making Responsibilities

CONTENT

- Vision/Mission
- Strategic Planning
- Prioritizing Strategies
- Logic Models
- Timeline
- Implementation of Interventions
- Member Recruitment

ORGANIZATIONAL

- Staffing
- Budget
- Office Location
- Board Elections
- Member Recruitment
- Leadership Recruitment & Development
- Coalition Structure

OPERATIONAL

- Meetings
- Correspondence
- Coordination with workgroups
- Grant reporting
- Supplies
- Website/Social Media
- Marketing

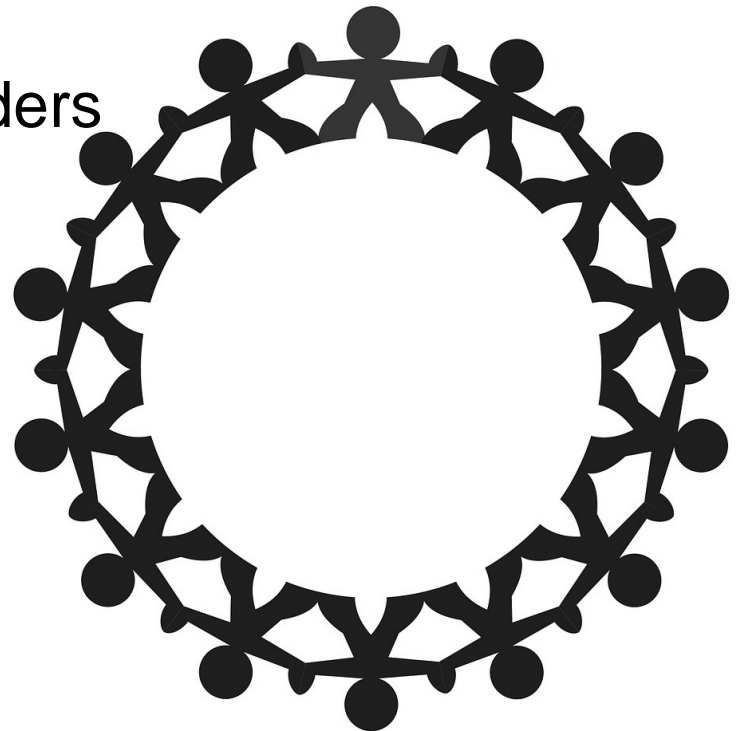
Coalition Roles and Responsibilities

Executive Team or Coalition Leadership will clarify roles within the coalition

Examples of Roles include:

1. Executive Team- Coalition Leaders
2. Sector Representatives
3. Coalition Members
4. Youth Members
5. Coalition Staff

Others?



Executive Team

The Executive Team can include:

- Positional Leaders
- Paid Staff- Executive Director
- Committee Chairs
- Youth
- Community Members
- Sector Leads
- Community Champion
- Others?

The Executive Team may be responsible for:

- All organizational decision making
- Details of Grants
- Budgets
- Staffing
- Strategic Planning
- By- Laws
- Election of Officers

Coalition Members

Coalition Members can include:

- Executive Members
- Sector Representatives
- Youth
- Parents
- Concerned Citizens
- Retired Community Members
- Community members with a vested interest- good or bad

Coalition Members may be responsible for:

- Can articulate the coalition vision and mission
- Understands the community change effort
- Is aware of coalition strategies and action plans
- Have roles within the coalition
- Aware of coalition successes and accomplishments

Youth Members

Youth Members can include:

- Target Youth
- Disparate Youth Population
- Young Adults
- Teen Leaders

Considerations for Youth Members:

- Make opportunities real and meaningful
 - Clearly define their role
 - Know time and transportation requirements of youth
 - Allow them to provide input, LISTEN to their input and be prepared to act on it
 - Provide recognition
-

Coalition Staff

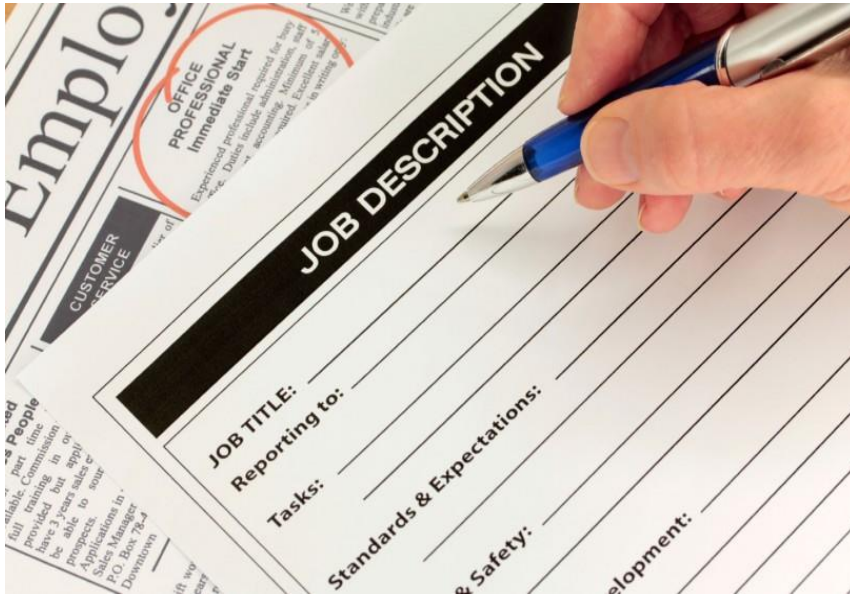
Coalition Staff SHOULD:

- Involve members in everything they do
- Match members skills to tasks
- Receive little or no credit for their HARD work

Coalition Staff SHOULD NOT:

- Do it themselves “Because it needs to get done”
 - View members as “advisors” and not “doers”
 - Become the coalition “expert”
-

Resources for Coalition Roles and Responsibilities



- Job Descriptions
- Coalition Involvement Agreements
- Coalition Member Form
- Defining Youth Roles Form
- Fiscal Agent Memorandum of Understanding

Questions?

