

Purpose

Strong coalition evaluation is active, not passive; it requires a paradigm shift in how the coalition views its work and the resulting outcome. This type of evaluation looks at the coalition as a whole and sees funding as one tool to creating the desired changes in community. Evaluation for funding sources is different than coalition evaluation. It is typically accomplished through a combination of grant monitoring and coalition evaluation activities. The role of the evaluation committee is to provide oversight of the evaluation process of the coalition.

Make Up and Time Commitment

The evaluation committee is typically made up of 3-5 people from the coalition that have a unique interest or skill set in marketing, data analysis and asking the “rude” question. Typically, the evaluation committee meets monthly for an hour to an hour and a half. This will taper off to less frequent as evaluation becomes more routine.

Responsibilities

In addition to committing to meeting on a regular basis for a time period sufficient to get the necessary work complete they will also:

- Provide oversight to the evaluation process;
- Assist in the design of the data collection process;
- Assist in the implementation of the data collection process;
- Be the voice of evaluation for the coalition;
- Be critical of the work of the coalition and ask the “rude” questions—Are we making a difference, why or why not and other like questions;
- Act as lead on the development and monitoring of progress of the coalition in relationship to the implementation of its logic model.

While this is not an exhaustive list, it does set up some boundaries for the coalition and its evaluation committee. This group is vital to the ongoing improvement and sustainability of the coalition.