

ATOD evaluation protocol: *Coalition Survey*

Overview

This evaluation is intended to assess how coalition members feel about the coalition. It is meant to guide your work with your coalition and to help identify areas that can be improved. Also, because we are creating energy around evaluation in other areas of the community, it is important to model evaluation activities and create a dialogue around them. Your coalition members will be given a voice that they may not otherwise feel comfortable offering in a public forum. This specific tool assesses multiple facets of coalition operation in order to gauge current strengths and areas for improvement.

Data collection

- This full tool should be administered to your coalition at least once each year in the fall.
- If there are particular issues that arise from the survey or if there is high turn over, you may wish to administer the survey more often.
- There are multiple options for administering the survey: a) a paper-and-pencil version, b) a word-fillable version (sent via email), and c) an online version via SurveyMonkey. The particular method(s) you choose should be determined by the preferences and availability of your coalition members to facilitate a timely response. You may wish to administer the survey to coalition members using a combination of these approaches. If you choose to use multiple approaches, please make every effort possible to ensure that each coalition member only fills out one survey and that data are collected over a reasonably short period of time (about one month interval).

Paper-and-pencil version

One way to administer this survey is at a coalition meeting using the **paper-and-pencil version**. Approximately a half an hour should be set aside on the agenda for the survey. This will ensure that members are able to thoroughly read and answer the questions. You should also choose a meeting that does not tend to have poor turnout (e.g., right before a holiday). Paper surveys should be handed out to coalition members and a brief introduction can be given.

If this approach does not maximize the number of coalition members surveyed, you may also choose to send the survey out via mail or administer it over the course of multiple meetings. The goal is to survey as many coalition members as possible within a one-month period in order to see the most representative results.

- If administered in-person, once coalition members have completed the survey, there should be at least one (or more, if you have a large coalition) manila envelope that members can place the completed surveys in without other people viewing their responses. Once all surveys have been returned, you can collect the envelopes.
- If administered through the mail, an addressed, stamped envelope should be included with each survey so the participant can seal it and return it with minimal effort. A return address should not be pre-written on these envelopes in order to maintain confidentiality when they are mailed back.

Word-fillable version

You may also choose to email the survey to coalition members and give members the opportunity to complete the form electronically. The Word-fillable version of the survey allows coalition members to type their responses into the shaded areas of the survey. Once complete, coalition members should save the document, and then email it to Kristin Dillon at Wilder Research (kristin.dillon@wilder.org).

This method might be particularly appropriate for hard-to-reach coalition members who rarely attend coalition meetings. Be aware that if coalition members send you their completed surveys by email, their responses are no longer anonymous (see privacy/confidentiality section below).

Online (SurveyMonkey) version

In some cases, it may be easier to administer the survey online using the Wilder-programmed SurveyMonkey version of the survey, particularly if it is difficult to assemble your coalition members and members are comfortable with web-based formats. To do this, email coalition members and include the following link: <https://www.surveymonkey.com/s/YMLMPKS>. Instruct coalition members to click on the link to access the survey. Their responses will be accessible to Wilder Research staff only and not identifiable.

As needed, Wilder Research will provide you with periodic updates on the number of surveys completed so you can send reminders to your coalition members about the survey. Although it will not be known which individuals have completed a survey, the overall count will allow you to determine whether a reminder email is needed.

Consent

Because names are not necessarily linked to these surveys (depending on the method of administration) and information is not personally sensitive in nature, a formal consent form is not needed for participation. However, participation is voluntary for all coalition members, so if a member does not wish to participate, he/she is not required to do so.

Privacy/confidentiality

You are collecting this information from members of the coalition that you work with, which may create some concern on their behalf about you seeing the information. For this reason, names are not requested on the surveys and the surveys collected in person should be placed in a manila envelope as they are completed. Once the surveys are gathered, they should be stored in a locked cabinet so they are not accessible to anyone but you and your staff.

It is important to maintain this confidentiality while entering, analyzing and reporting the data as well. You should not discuss any individual's responses, or even participation, with any other members of the coalition. If you model responsible confidential data practices, the coalition members will understand the importance of maintaining confidentiality in all other evaluation areas.

Data entry and analysis

Wilder Research will enter all of the data and conduct the data analysis. Therefore, after the surveys have been administered, please collect all of the completed surveys and mail them in a sealed confidential envelope to Kristin Dillon at Wilder Research (451 Lexington Parkway North, Saint Paul, MN 55104).

Reporting

Wilder Research will prepare brief summaries/data tables for each individual coalition to inform coalition development and planning. These summaries include recommendations for improving the coalition functioning based on the findings. Wilder will also develop an aggregated report that combines data from all coalitions.

For this survey, it is particularly important that you report your findings back to the coalition members. This will help open up a discussion about the issues that arise and will show the members that their responses were important. Wilder Research is available to provide technical assistance for presenting the findings back to your coalition.