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Mini-MOOC - Cadillic - Building Effective Coalitions [▲]

INTRODUCTION

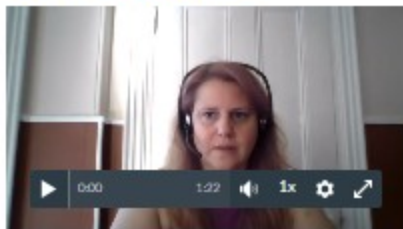
Coalitions can be identified in many ways. They can be called community groups, organizations, or initiatives. Coalitions create an opportunity to educate and effect change by bringing together groups and/or individuals who support a common goal or issue.

Members of coalitions can be individuals, labor unions, grassroots organizations, community groups, and religious organizations, to name a few. A coalition has the advantage of more voices advocating in support of the goal or issue. Coalitions can start local and become national such as Price on our Lives Initiative (<https://shortyawards.com/3rd-socialgood/price-on-our-lives/>) or a global action focused on one theme such as Fight for \$15 (<https://fightfor15.org/>).

Photo by Elissa C. Cadillic

At the conclusion of this workshop, participants will be able to determine if a coalition is the right action to effect change in your community and learn how to build an effective one. Participants will have the opportunity to develop a framework for a future coalition or a portfolio representing an existing one. For individuals interested in joining a coalition, this program will increase your understanding of how they work and how you can contribute to its success.

Introduction to the Course Video



[Transcript of Introduction to Coalition Building 101 Video.pdf](#) ↓

Contact Information

Instructor Name: Elissa C. Cadillic

Email: cadillic_e@northeastern.edu

Communication: I recommend posting general course questions in the Water Cooler Discussion Board. If you have a question specific to your coursework, please email me directly. I regularly check email Monday - Friday between 8 AM and 7 PM and will respond within 24 hours. While I do log in on Saturday and Sunday, it may take a little longer to respond.

Note: During July-August courses, I check my email more frequently on weekends.

Getting Started

I recommend you take a look at the Syllabus from the menu on the left to see how the course is laid out. All reading and viewing materials are provided within the course, so there are no textbooks to purchase.

Please go to the Discussion section and introduce yourself in the "Introduce Yourself" board. Share as much or as little about yourself as you feel comfortable doing. Please include why you decided to take this course.

Next select the Modules link and begin the course.

We will be using Google Sites Portfolios. A Google Portfolio has been created to accompany this course to provide additional resources as you move through the modules. You are not expected to develop as detailed a portfolio within the confines of this course. The expectation is you will have a body of work you can use as a reference in the future. If you have any issues or concerns with creating a Google Sites Portfolio, please email me so we can discuss alternatives.

Each module contains activities, assignments, and discussions. Due dates will be provided within each module.

Participation is one of the foundations to this course. Online discussion is our primary venue for participation. You are expected to offer comments, questions, and replies to module online discussion questions. You are encouraged to challenge each other, but your responses should be courteous and professional in tone. It is essential that you go into the discussions prepared. You are encouraged to push each other to consider other viewpoints and new questions. Posts and responses should be substantive and thoughtful. I will be reviewing your work and contributing to the discussions.

This course will not be assessed grades; however, upon emailing the link to your completed Google Portfolio Site to cadillic_e@northeastern.edu, a certificate of completion may be obtained. If you wish additional feedback on your portfolio, please indicate that in your email. Please include the name you want to be printed on the certificate. Certificates may take up to 4 weeks.

Getting Help

If you have questions about the coursework, please create a new post in the Water Cooler Discussion Board. You may not be the only person with that question and this way others will benefit from the response! If you have a question specifically related to your course work, please email me directly.

If you have questions or challenges related to technology, you can access IT support resources at <https://its.northeastern.edu/support>. Support is available through email, phone, and chat.



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To Do

Nothing for now



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Module 1: What is a coalition? Identifying the characteristics of a coalition (August 17, 2020)

M1: Overview, Goals, and Big Questions

M1: Readings and Viewings

M1: Module Assignment Overview

M1: Coalition Example Discussion

M1: Google Portfolio Assignments and Activities Part 1
Aug 20, 2020

M1: Google Portfolio Assignments and Activities Part 2
Aug 21, 2020

Google Portfolio Rubric

M1: Google Portfolio Link Discussion

Module 2: Developing a Framework for a Coalition (August 24, 2020)

M2: Overview, Goals, and Big Questions

M2: Readings and Viewings

M2: Module Assignment Overview

Google Portfolio Rubric

M2: Power Mapping
Aug 27, 2020

M2: Member engagement
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M2: Communication
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M2: Implementation
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M2: Google Portfolio Discussion
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M2: Congratulations!

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M1: Overview, Goals, and Big Questions ^{A*}

Overview, Objectives, and Opportunities

Coalitions create an opportunity to educate and effect change by bringing together groups and/or individuals who support a common goal or issue. Have you ever been part of an organized effort to effect change in your community, school, or at work? If so, you may have been part of a coalition without even realizing it!

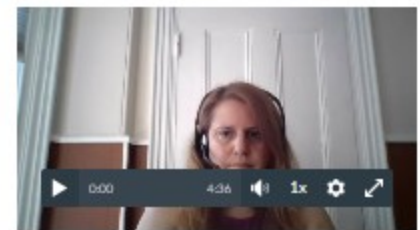
During this module, you will define what a coalition is, learn the components of a coalition, and explore topics to develop your own framework for a coalition. You will begin to build the framework for your portfolio

Objectives:

- Familiarize yourself with a variety of coalitions and identify common themes
- Explain the value of a leadership structure and how it can differ by coalition type
- Explore developing SMART goals and objectives

Next ▶

Module 1 Lecture:



[Transcript of Module 1 for Coalition Building 101 Video.pdf](#) ↓

Watch:

SMART Goals - Quick Overview [Video file].
<https://youtu.be/1-SvuFIQjKB> ↗



Basic eportfolio using google site [Video file].

https://youtu.be/CQbW_0i29Vk ↗



Read:

- Learn more about what goes into starting a coalition as you explore the Community Tool Box site: [Chapter 5. Choosing Strategies to Promote Community Health and Development](#) ↗
- Begin to think about different types of leadership for coalitions as you read this piece by Tom Wolff: [Coalition Leadership](#) ↗
- Throughout this course, you'll refer to different sections of the companion Google Portfolio. Take some time now to review the Project Page, Leadership, and Mission Statements Goals, and Objectives, and the Membership and Roles pages on the [Coalition Building 101 Google Portfolio site](#) ↗
- Select one Example to review from [Creating and Maintaining Coalitions and Partnerships](#) ↗. You will be asked to post a response about the coalition you elect to review.
 - Consider some of the following when developing your response: Who are the stakeholders, what the main goal is for the organization, and what steps did they take to achieve their goals. What worked in their favor? What worked against them? What might you have done differently? Are there areas for improvement? Was this a single issue that was resolved or is it an ongoing problem? Can you see using parts of it in your work? Please include a link to the coalition you reviewed.

Additional Resources (optional):

To learn more about coalitions, why they are effective, and examine other resources to help you develop a coalition, check out the video, articles, and links below.

- *Amanda Tattersall on the power of coalitions* [Video file].
<https://www.youtube.com/watch?v=7KVvkd1BNHw&feature=youtu.be> ↗



- The Checklist Tab on Community Tool Box. <https://ctb.ku.edu/en/table-of-contents/assessment/promotion-strategies/start-a-coalition/checklist> ↗
- The Tools tabs on Community Tool Box. <https://ctb.ku.edu/en/table-of-contents/assessment/promotion-strategies/start-a-coalition/tools> ↗
- [The Fight for \\$15 has created a road map for change](#) ↗
- [Resources on Logic Models](#) ↗

References:

Required

Center for Community Health and Development at the University of Kansas. (n.d.). Chapter 5. Choosing Strategies to Promote Community Health and Development | Section 5. Coalition Building I. Starting a Coalition | Main Section | Community Tool Box. Retrieved from <https://ctb.ku.edu/en/table-of-contents/assessment/promotion-strategies/start-a-coalition/main>

Center for Community Health and Development at the University of Kansas. (n.d.-a). 1. Creating and Maintaining Coalitions and Partnerships | Community Tool Box. Retrieved from <https://ctb.ku.edu/en/creating-and-maintaining-coalitions-and-partnerships/examples>

DecisionSkills. (2014, May 22). SMART Goals - Quick Overview [Video file]. <https://youtu.be/1-SvuFIQjKB>

Nessa Greenquist. (2012, August 17). Basic ePortfolio using Google Sites [Video file]. https://youtu.be/CQbW_0i29Vk

Wolff, T. (n.d.). Coalition Leadership. Retrieved from https://www.tomwolff.com/resources/cb_leadership.pdf

Additional Resources

Center for Community Health and Development at the University of Kansas. (n.d.). Chapter 5. Choosing Strategies to Promote Community Health and Development | Section 5. Coalition Building I. Starting a Coalition | Checklist Section | Community Tool Box. Retrieved from <https://ctb.ku.edu/en/table-of-contents/assessment/promotion-strategies/start-a-coalition/checklist>

Center for Community Health and Development at the University of Kansas. (n.d.). Chapter 5. Choosing Strategies to Promote Community Health and Development | Section 5. Coalition Building I. Starting a Coalition | Tools Section | Community Tool Box. Retrieved from <https://ctb.ku.edu/en/table-of-contents/assessment/promotion-strategies/start-a-coalition/tools>

Tattersall, A. (2011, March 24). Amanda Tattersall on the power of coalitions [Video file]. Retrieved from <https://www.youtube.com/watch?v=7KVvkd1BNHw&feature=youtu.be>

University of Wisconsin-Madison. (n.d.). Logic models. Retrieved from <https://hub.extension.wisc.edu/innovationdevelopment/logic-models/>

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M1: Module Assignment Overview ^A

In Module 1 you are being asked to complete the following assignments:

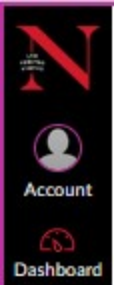
- Select one Coalition Example to review from [Creating and Maintaining Coalitions and Partnerships](#)
 - Post a summary on the [M1: Coalition Example Discussion](#) page about the coalition you elect to review (Due Thursday, August 13, 2020 by 11:59 PM)
- Review and respond to at least 2 classmates with qualitative feedback about their example summary. (Due Sunday, August 16, 2020 by 11:59 PM)
- Create a personal Google Portfolio site (don't worry about making it pretty and adding images/headers, etc). The focus is on the content, not the look. You can always "beautify" it later or as time permits.
 - Fill in the Home and About Pages
 - Add the following pages:
 - Leadership
 - Mission Statement, Goals, and Objectives
 - Add a text box and include a short paragraph (under 150 words) on why goals and objectives are important.
 - Once you have chosen a topic, include a draft mission statement and add it to this page.
 - Brainstorm 1-2 goals and 1-2 objectives to support each goal and add to your Mission Statement, Goals, and Objectives Page. Include your reasons.
 - Members and roles (you do not need to add content at this time)
 - Additional Resources (add to this page as you come across resources you think will be helpful now and in the future). You do not need to add any resources at this time.
- Post Google Portfolio Site link on the [M1: Google Porfolio Link Discussion](#) page. Please make sure the required pages are completed. (Due Friday, August 14, 2020 by 11:59 PM)
- Review at least 1 other Google portfolio and provide feedback (Due Sunday, August 16, 2020 by 11:59 PM)



Photo by [Pixabay](#) [©] from [Pexels](#) [©]

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M1: Coalition Example Discussion ▲

All Sections

Assignment:

By Thursday, August 13, 2020, by 11:59 PM

Post your summary in this discussion post of the example you reviewed from the reading: [Creating and Maintaining Coalitions and Partnerships](#) using the name of your example as your subject heading.

Consider some of the following when developing your response: Who are the stakeholders, what the main goal is for the organization, and what steps did they take to achieve their goals. What worked in their favor? What worked against them? What might you have done differently? Are there areas for improvement? Was this a single issue that was resolved or is it an ongoing problem? Can you see using parts of it in your work? Please include a link to the coalition you reviewed.

By Sunday: August 16, 2020, 11:59 PM

Please try to post a response before Sunday in order to have meaningful discussions with your peers.

Review and respond to at least 1 other participant with qualitative feedback about their Example Summary. Just saying I agree or good job, isn't sufficient. Are there any similarities between this and the one you reviewed? Do you think it was successful? Why or why not? Do you have any outstanding questions? Is there anything you didn't understand.

After writing your discussion board posts, consider any changes you may want to make to your Portfolio pages.

Reminder: if you have questions about the course, please post in the Water-Cooler Discussion Board.



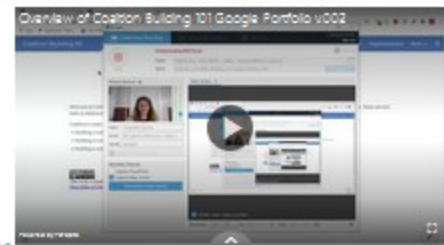
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M1: Google Portfolio Assignments and Activities Part 1

To-Do Date: Aug 20 at 11:59pm

Now that you have an understanding of what a coalition is and the importance of leadership, goals, and objectives, let's begin to create your own framework.



Watch a short overview of the [Coalition Building 101 Google Portfolio](#) site.

Google Portfolio Assignment

First:

If you don't have a Google account, you will need to create one. You may choose to create a new Google account specifically for this purpose to keep it separate from your personal account. Sign in to your Google account and use this link: [https://sites.google.com/](#) to access Google Sites. I've provided some screenshots to get you started once you have logged in. You will either be signed in to Classic Sites or New Google Sites. Instructions for both are provided.

If you sign into **Classic Sites**, you'll see this page:



Click on **New Google Site** (highlighted in yellow below) and then follow the directions for **New Google Sites**.



If you are using the **New Google Sites** click on **Template gallery** (highlighted in yellow below)



Scroll down to the **Personal** group and select **Portfolio** (highlighted in yellow below)



You should now see your **Personal Portfolio** site and begin to fill in the **Home**, **About** pages and add new ones (highlighted in yellow below)



- Second**
- Fill in the Home and About Pages. Add the following pages:**
- **Leadership**
 - **Mission Statement, Goals, and Objectives** -- add a text box and include a short paragraph (under 200 words) on why goals and objectives are important
 - **Members and roles**
 - **Additional Resources** (add to this page as you come across resource you think will be helpful now and in the future). You do not need to add any resource at this time.
- Remember:** Don't worry about making it pretty! You can always go back and clean it up. Add images, and continue to build it out after the conclusion of this course.

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M1: Google Portfolio Assignments and Activities Part 2 [▲]_▼

To-Do Date: Aug 21 at 11:59pm

Google Portfolio Assignment - Part 2

First:

Select a topic to support through a coalition. You will use this topic throughout the rest of this course. You may choose something you are already working on supporting or are interested in or pick from the list below.

(can be local, national, or global)

- Green schools (only using green cleaning products)
- Renovate neighborhood playground
- Add a playground to a neighborhood park
- Add a school nurse position at every K-12 school in district/community
- Add mental health workers to emergency responder teams
- Increase access to free/reduced-cost internet
- Provide every student in K-12 with a computer or tablet
- Increase funding for public library
- Improving Workers' Compensation laws on behalf of employees
- Increasing the minimum wage
- Paid sick leave/parental leave
- Prevent closure of health care centers in under-served communities
- Promote diversity hiring practices in city government
- Increase funding for a specific social service in a city, town, state, nationwide
- You may also use one of the examples from the Community Toolbox Coalition reading

Add your chosen topic to your project page. Include a brief description of the topic and 1-2 reasons why you think it's relevant.

Second:

- Identify categories for leadership and roles they might play and add to your Leadership page. This can be high-level or specific groups and individuals. Focus on concepts.
- Come up with a draft mission statement and add to your Mission Statement, Goals, and Objectives Page.
- Brainstorm 1-2 goals and 1-2 objectives to support each goal and add to your Mission Statement, Goals and Objectives Page. Include your reasons.
- Begin to think about members (individuals or groups) of your coalition. You do not need to add these to the Members page yet as we will explore this further in the next module.
- Post your Portfolio link in the Discussion Board on the next page. Think about any areas you specifically want feedback.

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Google Portfolio Rubric ^{▲▼}

As we continue to build out our portfolios, please use the attached rubric to help you when developing your pages as well as reviewing your classmates. Please continue to refer to this throughout the course.

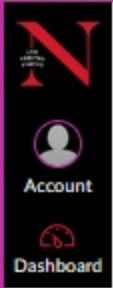
[Google Portfolio Rubric.pdf](#) ↓

[Minimize File Preview](#)

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Coalition Building 101 Portfolio Rubric

Criteria	Needs Improvement	Meets Standard	Exceeds Standard
Portfolio Site (overall)	<ul style="list-style-type: none"> At least one required page/element missing Home and About pages are empty No link provided or access is restricted Does not demonstrate any understanding of the parts of a coalition 	<ul style="list-style-type: none"> Includes all required pages All pages contain elements of specific objective/assignment for that page Easy to navigate Clear definition between pages/elements Demonstrates an understanding of the parts of a coalition 	<ul style="list-style-type: none"> Contains additional pages All pages have detailed information about the objective/assignment for that page Contains images and formatting Demonstrates a coalition that could be launched with no or minor adjustments
Leadership Page	<ul style="list-style-type: none"> Type of Coalition isn't defined One to two examples of leadership roles No explanation of why those roles were selected Little or no list of leadership skills Diversity isn't addressed 	<ul style="list-style-type: none"> Indicates type of coalition (volunteer, non-profit, etc) Describes leadership roles and at least one reason for inclusion. Shows some diversity in leadership roles and responsibilities Describes or lists key leadership skills 	<ul style="list-style-type: none"> Describes in depth type of coalition and why Summarizes leadership roles and provides supporting information for inclusion Diversity is demonstrated in leadership with an explanation of importance Key leadership skills are listed and the reasons



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M1: Google Portfolio Link Discussion [▲]

Elissa Cadillic

All Sections

Assignment:

By Friday, August 14, 2020, 11:59 PM

Post your Google Portfolio link here. Please make sure you have made it publicly available. Think about any areas you specifically want feedback. Remember to focus on concepts and content, not formatting.

By Sunday: August 16, 2020 11:59 PM

Review at least 1 other Google portfolio and provide feedback on their topics, goals, leaders, and include the reasons for your response. Are there any similarities? Do you have any outstanding questions? From their list, are there any topics you might be interested in learning more about? Evaluate the goals against the SMART framework and provide feedback.

[Google Portfolio Rubric.pdf](#) ↓

*Note: discussions are an integral part of learning. Please take the time to provide constructive critiques and ask questions to develop understanding. The best discussions are a conversation between peers.





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M2: Overview, Goals, and Big Questions [▲]_▼

Overview, Objectives, and Opportunities

In our first module, we defined coalitions and took a look at the different parts that make one up. In this module, we will expand on members and their roles, examine outreach and communication, and develop an implementation strategy. At the conclusion, you will have built a Google Portfolio Coalition site for one of the topics you selected in Module 1.

Objectives:

- Formulate a process to identify individuals/groups to support a particular topic
- Discuss the different levels of support and their impact on the success of the coalition
- Describe the components of an effective and inclusive communication plan
- Create a framework for implementation

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M2: Readings and Viewings ^A

Read:

Membership and Engagement

- [Chapter 15- Power Mapping by Democracy for America.](#) [↗]
- [Pyramid of Engagement, by Community Catalyst.](#) [↗] Be sure to hover over each level in the pyramid to reveal more information.
 - Choose from the Maryland, Pennsylvania, or Washington Pyramid of Engagement Examples to review. Consider the tools they use for engagement and member recruitment and participation.

Communication and Implementation

- [How Can Digital Tools Boost Your Fundraising and Communications?](#) [↗] by TechImpact
- [Social Media as Activism and Social Justice.](#) [↗] By Maryville University

Review:

[Coalition 101 Google Portfolio Site](#) [↗]

Focus on: Members and Roles, Communication, Implementation, Additional Resources, and Sample Coalition pages

Additional Resources (Optional):

- [Policy, Systems, and Environmental Change - Effectively Engaging Your Coalition When Working With the Media.](#) [↗]
- [Communicating across Collaboration.](#) [↗] By Build Initiative
- [Best Times to Post on Social Media](#) [↗]

References

Required

Community Catalyst. (n.d.). Pyramid of Engagement. Retrieved from <https://www.communitycatalyst.org/resources/tools/pyramid-of-engagement>

DFA Training Academy. (n.d.). Power mapping. Charting strategic relationships. Retrieved from http://uploads.democracyforamerica.com/0005/4009/DFA_Training_Manual_2008_-_Chapter_14_Power_Mapping.pdf

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TechImpact. (2020, June 9). Digital MOF. Retrieved from <https://techimpact.org/technology-learning-center/digital-mof/Additional Resources>

Additional Resources

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Arens, E. (2020, March 10). The best times to post on social media in 2020. [Blog post]. Retrieved from <https://sproutsocial.com/insights/best-times-to-post-on-social-media/#fb-times>

Build Initiative. (n.d.). Communicating across collaboration. Retrieved from <https://www.buildinitiative.org/Resources/Community-Systems-Development-Toolkit/Section-3-Working-Together-Taking-Action/Section-3A>

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M2: Module Assignment Overview ^{A+}

Assignments:

Create your members and roles list and add to the Members and Roles page in your Portfolio. **Due August 27, 2020 11:59 PM**

Create a Communication page in your Portfolio and add your plan. **Due by August 28, 2020 11:59 PM**

Create an Implementation page in your Portfolio and add your plan. **Due by August 28, 2020 11:59 PM**

Post link to completed Portfolio in Discussions and a reflection on your experience in building a coalition. **Due by August 28, 2020 11:59 PM**

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Google Portfolio Rubric

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[Google Portfolio Rubric.pdf](#) ↓

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Coalition Building 101 Portfolio Rubric

Mission Statements, Goals, and Objectives	<ul style="list-style-type: none"> • No mission statement or an unclear one • Some or all of the goals do not meet the SMART criteria of being specific, measurable, actionable, relevant, and time-bound • Some or all of the objectives do not meet the SMART criteria of being specific, measurable, actionable, relevant, and time-bound • Does not contain a description of why goals and objectives are important. 	<ul style="list-style-type: none"> • Contains a clear mission statement • All goals and objectives meet the SMART criteria of being specific, measurable, actionable, relevant, and time-bound • There is a clear understanding of what the group intends to accomplish • Contains a brief description of why goals and objectives are important. 	<ul style="list-style-type: none"> • Mission statement is strong and precise • Goals and objectives are clearly defined and easy to understand and accomplish • Contains a detailed description of why goals and objectives are important.
Members	<ul style="list-style-type: none"> • Little or no evidence of Power Mapping • 1-2 Stakeholders identified • 1-2 groups/organizations who can help with outreach identified • Little or no indication of inclusion • Little or no assignment of membership levels 	<ul style="list-style-type: none"> • Evidence of Power Mapping • 5-6 Stakeholders identified • 5-6 groups/organizations who can help with outreach identified • Indication of inclusion • Assignment of membership levels 	<ul style="list-style-type: none"> • Detailed evidence of Power Mapping • 8 or more Stakeholders identified • 7 or more groups/organizations who can help with outreach identified • Detailed description of inclusion • Assignment of membership levels with reasons.

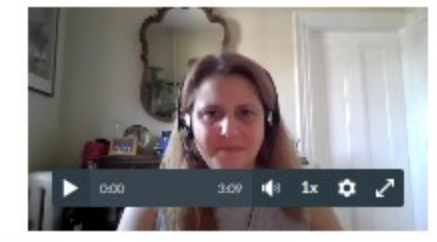
M2: Power Mapping ^{AS}

To-Do Date: Aug 27 at 11:59pm



Photo by [Starta Team](#) on [Unsplash](#)

There are many different techniques to identify individuals to join your coalition. You want members who support your mission, goals and objectives. While you as an individual may not have the connections needed to effect change, when you put a large group of people together, you gain their contacts.

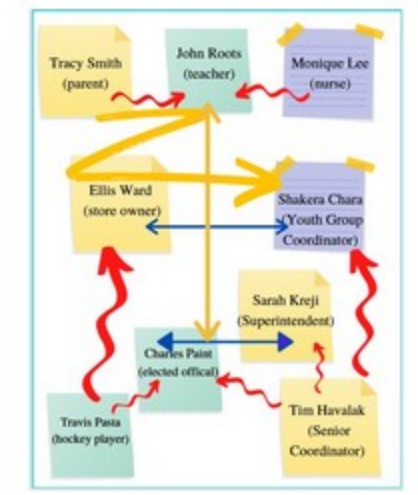


[Power Mapping Lecture Transcript.pdf](#)

Power Mapping – What is it good for?



Both images created by Elissa C. Cadillic



Category	Broad Category	Specific to Topic / Example: Healthy Schools	Why include?
Who has relationships with key decision-makers? (think who can get things done?)	<ul style="list-style-type: none"> City/State level committee members Community Liaisons to the Governor, Mayor, City Councilors, Voters Appointed/elected officials 	<ul style="list-style-type: none"> School Committee members (appointed or elected) City or Town budget watchdogs Elected officials who already support reducing childhood obesity, preventing asthma, etc. 	<ul style="list-style-type: none"> People who have connections to groups who vote on budget funding People already in positions administering (at least on paper) for your issue
Who can help their constituents better if you succeed? (think will increase)	<ul style="list-style-type: none"> Companies who provide services or tools that meet the criteria Elected officials Purchasing groups Unions Business owners 	<ul style="list-style-type: none"> Companies who make green products, software specialists Construction companies Architects Water and Sewer 	<ul style="list-style-type: none"> Will improve their bottom line, subject matter experts, involved for producing LEED buildings, trade workers have reduced contact with chemicals, fewer chemicals in treatment plants
Whose mission is advanced if you succeed? (think people it will directly affect)	<ul style="list-style-type: none"> Workers Government officials Neighborhood/community members Voters Underrepresented communities Business owners 	<ul style="list-style-type: none"> Teachers School Counselors School Nurses Administrators Students Parents Parent Teacher Associations Primary Care Physicians Public Works 	<ul style="list-style-type: none"> They work directly with the children and adults impacted. Maybe their own children. Reduced cost of copays for Dr. visits if allergies, asthma under control. Reduced contact with toxic chemicals by construction and public works
Who directly shares your mission? (think who already is working on some similar issue?)	<ul style="list-style-type: none"> Look for: <ul style="list-style-type: none"> existing collaborative coalitions health and safety organizations government coalitions neighborhood watch groups partnerships Community health partners Business Owners Special interest groups Elected officials Business Owners Residents 	<ul style="list-style-type: none"> Healthy Schools and Homes Collaborative District-wide Healthy Schools Evidence Climate Wellness Advisory Committee Asthma Advocacy Partnership 	<ul style="list-style-type: none"> All organizations striving for the same goal, purpose but with different agendas or broad goals. May end up supporting one of their goals by providing resources they didn't have before
Who opposes our mission?	<ul style="list-style-type: none"> Special interest groups Elected officials Business Owners Residents 	<ul style="list-style-type: none"> Chemical manufacturers Elected officials with stock in corporations Financial watchdogs 	<ul style="list-style-type: none"> Loss of purchasing, loss of revenue, expensive green products cost more

Both images created by Elissa C. Cadillic

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M2: Member engagement [▲]

To-Do Date: Aug 27 at 11:59pm



Determining level of support

Photo by [Anubh Rath](#) from [Pexels](#)

Once you have your stakeholders and members identified and are working on engagement within the coalition, it is important to figure out which "category or level of support tier" they are in.

Your reading *Pyramid of Engagement* discussed 5 levels of participation. Depending on your coalition and engagement plan, you may identify between 3-5 categories to assign your supporters. Some common terms are: Tiers, Levels, Categories. You may choose to use descriptive titles: High-level Engagement, Monthly Engagement, Occasional Engagement, Save for Big Ask. Whatever theme you use, everyone in your leadership team must have the same understanding of the categories. You can see more information on the [Members and Roles page of the Coalition Building 101 Google Portfolio Site](#)

When you are signing people up, using a form to capture that information is critical. The use of check boxes or drop-down menus in an online form makes it easier for individuals to self-evaluate and identify tasks they will do, as well as the frequency. Review the [Sample Coalition Registration Form.docx](#) and the [Google Registration Form](#)

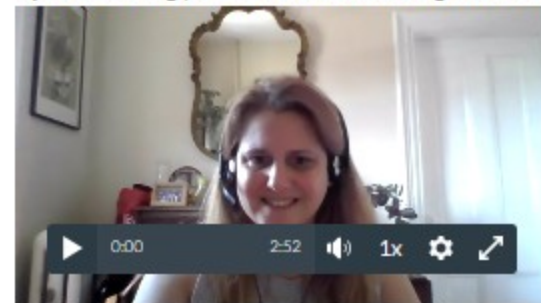
Note: you are not expected to create a registration form for this course

So why is this important?

You need to identify when to make your "big push". If you have already asked your 'occasional engagement members to 'give', you will not have them when you really need them. When you need 2,000 individuals sending emails, making phone calls, or pushing out a social media blast on a specific day at certain time, you want to know you can count on all of your supporters. Based on the information provided, you'll be able to assign tasks suited to that individual.

Now that you have thought about who to recruit for your coalition and the roles they may play, it's time to fill in the [Members and Roles page on your Google Portfolio Site](#). It can be high-level concepts or specific individuals and groups.

Optional viewing (hear more about how using membership for actions makes a difference)



[Transcript of hear more about how using membership for actions makes a difference video.pdf](#)

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M2: Communication

To-Do Date: Aug 28 at 11:59pm

If no one knows what you are trying to achieve, how will it happen? Building a communication plan is instrumental in making sure your message gets out.

Use the following as a checklist while developing your communication plan:

- Create talking points about your topic and share them with everyone
- Consider creating a blog to share information (preferably on your website)
- Develop a YouTube Channel or post informational videos or videos of supporters speaking out at hearings, rallies, community gatherings. Always request permission before recording and posting. Especially if children are present.
- Remember to create an internal communication plan - how will this information be shared with the leadership team, stakeholders, and members?
- Designate the individual(s) who will be the Coalition spokesperson(s). They will be the primary media contact.
- Identify specific communication outlets. This is not the time to be generic! Consider cost, language, timing, reach, and pros/cons for each type (newspapers -online or print, flyers, television, radio, public transit, etc.)
 - Examples: [The Bay State Banner](#), [El Mundo Boston](#), [Bay Windows](#), [WGBH Boston](#), [Facebook](#), [Twitter](#)
- Develop your Communication Objectives which should be **S**pecific, **M**easurable, **A**ctionable, **R**elevant, **T**ime bound
 - Examples:
 - By December 2020, increase the number of retweets on topic X from 2% to 5%.
 - By January 2020, increase the number of Twitter followers from 1000 to 2000
 - Translate X message from English to Spanish, Russian, Haitian-Creole, and Vietnamese by February 2021
 - Post language specific flyers in a minimum of 20 community gathering places such as bars, restaurants, corner stores, locally owned shops by February 2021.

For additional information, review the [Coalition Building 101 Google Portfolio communication page](#).

I've included a Coalition Communication Plan template for you to use to develop your communication plan for your sample coalition. You may add any additional questions to the template. [Communication Plan Template.docx](#)

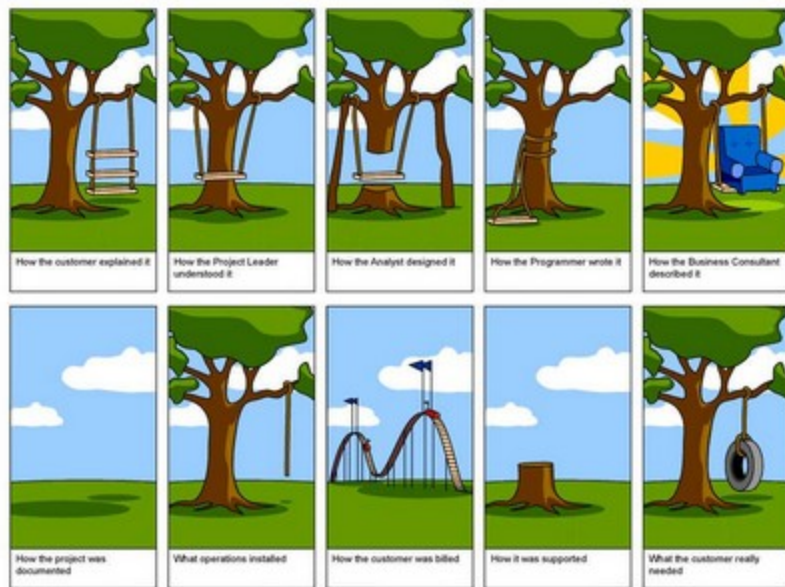
Here is an example of a completed high level communication plan: [Healthy Schools Collaborative Communication Plan Sample.pdf](#)

Your communication plan is a big part of Implementation. Consider developing a checklist to make sure you hit all your communication targets [Social Media Checklist.pdf](#)

Assignment:

Develop a high level communication plan and include the different types of tools you will use and why you are selecting them. Are you considering any barriers? Are you including non-technology communication methods?

Create a Communication page in your Portfolio and add your plan. It can be high-level concepts or a detailed plan.



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M2: Implementation ^A

To-Do Date: Aug 28 at 11:59pm



You are almost ready to launch your coalition! All you have remaining is to develop an implementation plan to pull all the parts together.

Confirm you have your:

- Mission Statement, Goals, and Objectives
- Leadership
- Members and their Roles
- Communication plan

If not, go back and fill in the gaps. Once you have all the sections completed, you can begin to roll out a well-designed plan. Some coalitions refer to them as Strategic Plans or Templates, providing a path for coalition leadership and members to follow. Don't forget this step!

Implementation plans work best when they are fully documented and easily accessible. They also have to contain some flexibility to adapt to changing conditions. Covid-19 is a perfect example of needing to change from large in person gatherings to alternatives such as virtual town halls, rolling car rallies, and more. Always expect the unexpected and bring your umbrella.

Implementation

Consider these ideas when moving to implementation

Create a detailed timeline. Use [online project management tools](#). You can also build using [Google Docs](#) or [Google Sheets](#), which which you can embed directly into your Google Portfolio.

Try to find one tool that leadership and stakeholders can easily access and use it for everything. Consider building a website for your coalition such as a Google Portfolio site, <https://www.weebly.com/>, or do a search for other free or low cost options. It is worth investing if you are able to link your coalition social media accounts. It is another location to post educational and informational materials. It's also a good way to advertise your upcoming actions. Don't forget to take pictures of any actions you hold and post them. If you receive media attention, post and share to increase your online presence.

For more information about implementation plans, review the Coalition Implementation page on the [Coalition Building 101 Google Portfolio Site](#) and the Coalition Implementation Plan Template [Coalition Implementation Plan Template.docx](#).

Assignment:

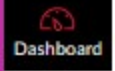
Develop a high level implementation plan. Consider key elements to getting your message to decision makers. Make sure you have a clear, precise message and that continuing education on your mission, goals, and objectives drive your plan.

**Note: you are not expected to create a detailed timeline for this course. The expectation for your Google Portfolio site is an overview of what types of things you would include in a timeline and plan.

Create an Implementation page in your Portfolio and add your plan. It can be high-level concepts or a detailed plan.

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To-Do Date: Aug 28, 2020



M2: Google Portfolio Discussion ▲

Elissa Cadillic

All Sections

Assignment:

By Friday, August 28, 2020 11:59 PM

Post the link to your completed Google Site portfolio

Make sure the following pages are completed: Home, About Me, Project, Leadership, Mission Statement, Goals, and Objectives, Members and Roles, Communication, and Implementation

Did you make any changes to your Leadership, Mission Statement, Goals, and Objectives as a result of feedback? Reflect on your experience of developing a coalition. What are your take-a-ways? Has this experience changed your perspective about coalitions? Are you more or less likely to join or start a coalition? Or has there been no change? Do you believe you have a better understanding of coalitions?

By Sunday, August 30, 2020 11:59 PM

Review at least 2 Google Portfolios and reflections. Are there any similarities? Do you have any questions about their decisions? Do you think their coalition has the potential to be successful? Why or why not? Do you have any outstanding questions? Are there any resources you found that might be helpful to them? Are there any gaps?

[Google Portfolio Rubric.pdf](#) ↓

*Note: discussions are an integral part of learning. Please take the time to provide constructive critiques and ask questions to develop understanding. The best discussions are a conversation between peers.

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You made it!

Congratulations on completing the Coalition Building 101 course. Let's review some of the work you have done in this course:

- Familiarized yourself with a variety of coalitions and identified common themes
- Explained the value of a leadership structure and how it can differ by coalition type
- Explored developing SMART goals and objectives
- Formulated a process to identify individuals/groups to support a particular topic
- Discussed the different levels of support and their impact on the success of the coalition
- Described the components of an effective and inclusive communication plan
- Created a framework for implementation
- Built your own Google Portfolio site

As a reminder, if you email the link to your completed Google Portfolio Site to cadillic.e@northeastern.edu, a certificate of completion may be obtained. If you wish additional feedback on your portfolio, please indicate that in your email. Please include the name you want to be printed on the certificate. Certificates may take up to 4 weeks.

I wish you well in your future endeavors.

-Elissa



Photo by [Austin Park](#) on [Unsplash](#)