



EVALUATING PARTICIPATION: THE ENGAGEMENT SCORECARD

Why does my coalition have issues with participation?



What is “Engagement”?

Community engagement encompasses a variety of approaches whereby the coalition empowers citizens to consider and express their views on how their particular needs are best met.



The Benefits of Community Engagement: A Review of the Evidence.

<http://webarchive.nationalarchives.gov.uk/20120919132719/http://communities.gov.uk/documents/communities/pdf/151525.pdf>

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It is the opportunity, capacity and willingness of individuals to work collectively to shape public life



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Background of the Engagement Scorecard

- North Jersey Health Collaborative (NJHC)
- Atlantic Health Systems
- *Making Collaboration Count: A Tool for Tracking and Building Participation in Community Collaboratives and Coalitions*
- Midwest Counterdrug Training Center



The Engagement Scorecard v.1 VS v.2

- Simple to develop
 - Follow the step by step instructions, simple, relatively easy to set up.
 - Manual data entry in spreadsheet
 - Easy to use once set up
- Less simple to develop
 - Set-up and maintenance taught through training
 - Data entry through forms
 - Easy to use once set up

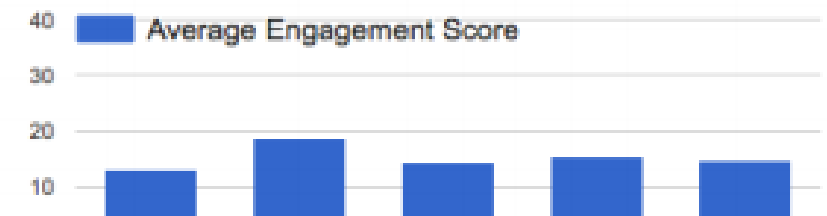
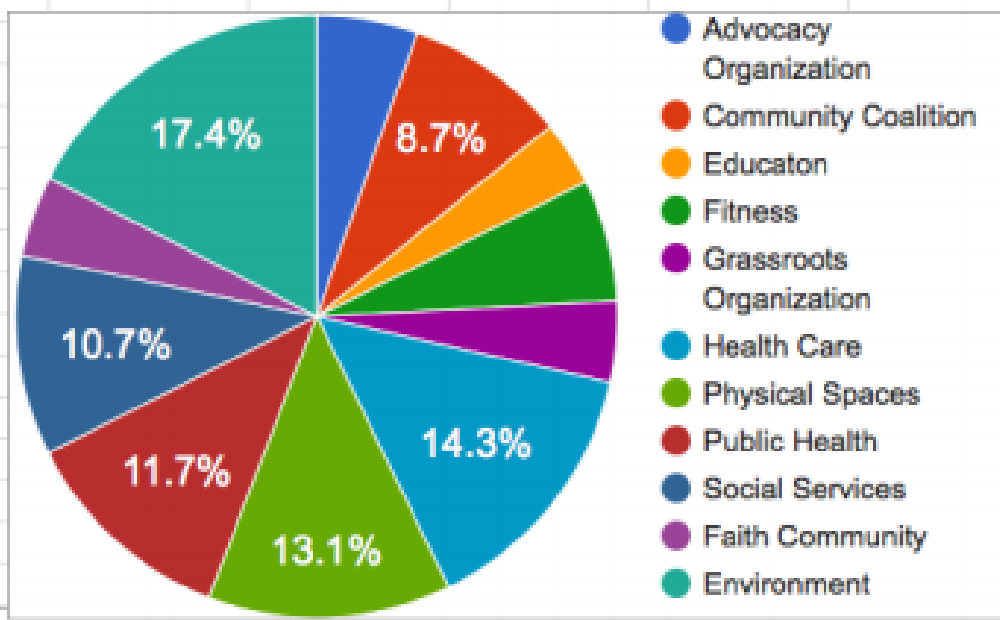


The Engagement Scorecard v.1

5+(N5+O5+P5)*4.7619

Engagement

Local	E	F	G	H	I	J	K	L
1	County	Average Engagement Score						
2	Morris	13						
3	Passaic	19						
4	Sussex	15						
5	Union	16						
6	Warren	15						
7								
8	Sector	Average Engagement Score						
9	Advocacy Organization	6						
10	Community Coalition	10						
11	Educator	4						
12	Fitness	8						
13	Grassroots Organization	5						
14	Health Care	16						
15	Pharma	0						
16	Physical Spaces	15						
17	Public Health	13						
18	Social Services	12						
19	Faith Community	5						
20	Environment	20						
21								
22								
23								
24								



The Engagement Scorecard v.2

New Participant Form (Blank)

Use this form to enter data on new participants

* Required

Last Name, First Name *

Your answer

Organization

Your answer

Email Address

Your answer

Sector *

- Advocacy Organization
- Community Coalition
- Education
- Environment

Engagement Opportunity Form (Blank)

This form is to enter data on an engagement opportunity.

* Required

Title of Opportunity *

Your answer

Point Value *

- 10
- 50

Date *

Date

mm/dd/yyyy

Location *

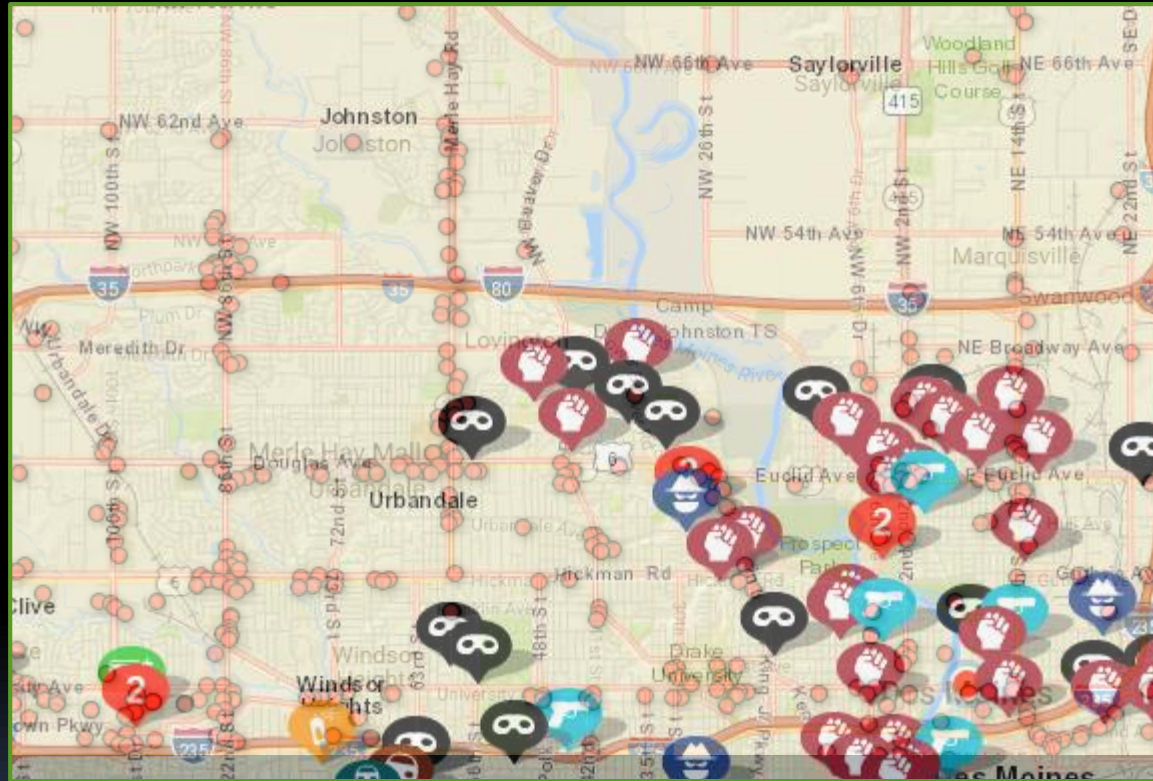
R= Regional; M = Morris; P = Passaic; S = Sussex; W = Warren; U = Union

Choose ▾

Participants *

- Charming
- Charming, Prince
- Cricket

ES v.2 results



Assessing the data

Who is participating?

Where are they from?

How often?

What do community members participate in?

How often do we engage?

What do we engage our community members with?

Do we represent geographically?

Do we represent all sectors?

Is membership and participation increasing?



Planning Process for Increasing Participation

1. Assess readiness and resource needs
2. Assess engagement and participation
3. Identify key participation needs
4. Prioritize needs
5. Plan and implement strategies
6. Monitor success



1. Assessing Readiness and Resource Needs

- Where do we find what we actually need?
 - Organizational structure, job description, sectors, demographics, necessary skills
 - Community Assessment – Readiness Assessment
 - Action Plan



2. Assessing Engagement and Participation

- Where do we find what we actually need?
 - Engagement Scorecard!
 - Other evaluation tools already in place
 - Action plan
 - Meeting minutes
 - Emails (email tracking services)
 - Key informant interviews



3. Identify Key Participation Needs

- How do we identify key participation needs?
 - WORKGROUP!
 - Focus on common elements found in the R&R Assessment
 - Identify significant engagement and participation gaps
 - Root cause analysis
 - Brainstorm ideas to fill the gaps



4. Prioritize

- How do we decide what to focus on?
 - Biggest bang for the buck!
 - What is achievable?
 - What is sustainable?



5 & 6. Plan, Implement, and Monitor Strategies

- Objectives
- Action Plan
- Monitoring Activity



Strategies ALL Coalitions Should Be Implementing..

- New member questionnaire
- New member packets
- Commitment letters
- 6 “R” Planning
- Recruiting workgroup

Recognition
Respect
Role
Relationship
Reward
Results





QUESTIONS?

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And thanks to **Atlantic Health Systems**,
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