



Coalition Leadership

PART II

Carol Oliver
Education
Development
Center

Leadership: Promoting Engagement: Session Agenda

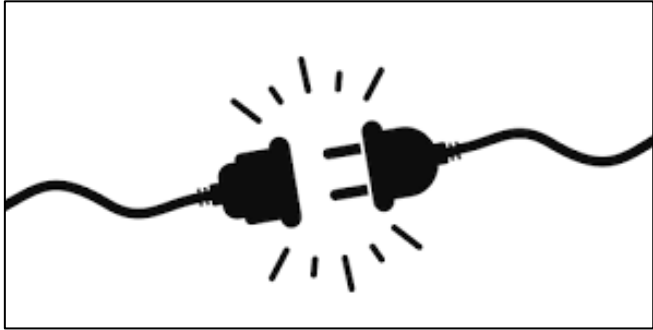
- Coalitions In The Time of COVID:
Taking Stock
- Virtual Techniques and Tips
- Engaging New People and
Organizations in a Virtual World

Taking Stock



Coalitions During the Time of COVID

Which Pictures Depicts your Work Currently?



Tips and Techniques for Virtual Meetings



Discussion

- What do you LOVE about virtual meetings?
- What do you HATE about virtual meetings?

In the Chinese language, the word "crisis" is composed of two characters, one representing *danger* and the other, *opportunity*.



Preparing for a Virtual Meeting

- Determine goals and outcomes
- Determine roles facilitator, note taker, tech person, time keeper
- Determine agenda topics (balance people needs & task needs
- Determine opportunities for interaction within the agenda

Addressing Issues of Access

- Make opportunities for people to practice in the platform
- Check in with participants re their devices and Internet access
- Problem solve lack of access
- Switch platforms as needed



Considerations for the Virtual Session

- Begin with an opening interaction
- Establish ground rules
- Move at slightly slower pace
- Ensure context is provided for agenda items
- Move from slide view to participant view for discussions
- Record decisions and action items

Keeping Participants Engaged: Adult Learning Theory

- Respect
- Immediacy
- Relevance
- Safety
- Inclusion
- Engagement



Keeping Participants Engaged: Learning Styles



AUDITORY



VISUAL



KINESTHETIC



Virtual Engagement Techniques

- Annotate features (*Kinesthetic*)
- Polls (*Kinesthetic*)
- Brainstorming session using white board (*Visual*)
- Small groups (*auditory & visual with camera's*)

Participant Meeting Interactions and Virtual Techniques

- Brainstorming
- Discussing
- Providing input

- Prioritizing
- Decision Making

- Small Groups
- Large Group with White Board
- Chat Feature
- Annotate Feature
- Poll
- Annotate Features

- **A Participant Volunteers
Sample Meeting Topics**



- **Presenter Provides Sample
Techniques for Interaction**



CASE STUDY

Engaging New Partners and Stakeholders



If You Could Have
Anyone in the World
As A Member of Your
Coalition who Would it
Be?



Thinking About New Members and Partners During the Pandemic ?

- Good time for planning
- Create opportunity for existing members
- Opportunity to talk with key stakeholders one on one or in small groups
- Gather input on new emerging issues

Techniques for Identifying Potential Stakeholder or Partner

Review your goals and action plan and identify what partners could assist you with implementing and sustaining these efforts

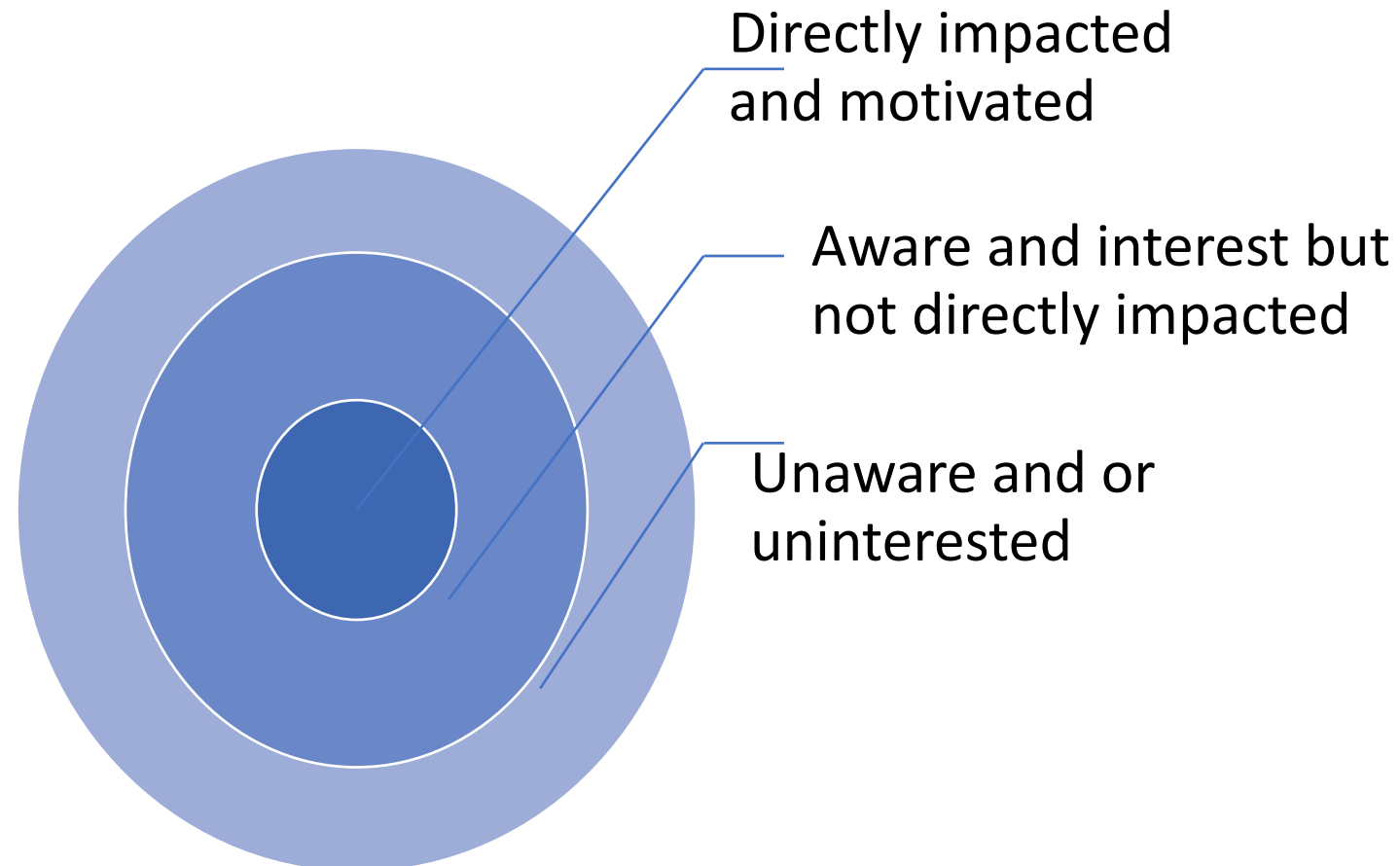
Work Plan Goal	Current Partners	Gaps in Partner Related to Goal	Potential New Partner or stakeholder

Techniques for Identifying Potential Stakeholder or Partner

- Examine partnerships and stakeholders from a health equity lens.
 - Who does not have a seat at our table that should?
 - What negative social determinants of health exist in your community such as lack of access, discrimination, low economic opportunity?
 - Are there organizations or individuals that can provide insight into these health inequities ?

Identifying Potential Stakeholder Techniques:

- Determine the different levels of potential interest



How do you feel about personally outreaching to new members and or partner?



Strongly
Dislike

Love It

Preparing for Recruitment: Do Your Homework

- Learn about your potential partner
- Review the organization's past media presence
- Use existing members and partners to gain information
- Be judicious about with whom you connect first

Do Your Homework: Potential Partner Analysis Tool

Potential New Partner	Resource Gap Filled	Other Value Added	Value added for Partner

Preparing for Recruitment: Build a Relationship

- Find a mutual contact for introductions
- Initiate informal contact over zoom chat, or coffee
- Connect with your potential partner's organization on social media
- Suggest attending each others relevant meetings.

Something You Always Try To Communicate About Your Coalition ?



ANSWERS

Preparing for Recruitment: Develop Your Elevator Speech

- Be brief
- Be clear
- Customize it for the specific partner
- Highlight your benefits
- Identify the problem and your solution
- Make a compelling call-to-action
- Extend invite to continue the conversation

What Not to Do in An Elevator Pitch

1. Spends too much time talking about yourself
2. Use Jargon the person won't understand

Additional Answers

Preparing for Recruitment: Choose a Delivery Approach

- Contact on social media
- E-mail introduction
- Mutual colleague introduction
- One on one meeting
- Invitation to a relevant event
- Meeting for coffee or lunch

Additional Ideas For Recruitment



Closing



Summary of Today's Topics

- Taking Stock of Your Coalition
- Virtual Techniques and Tips
- Engaging New People and Organizations in a Virtual World



Closing and Evaluations

