

WILDER COLLABORATION FACTORS

Collaboration in Action

Pathways Learning Session - April 29, 2021

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BlueCross BlueShield
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PATHWAYS to a
**HEALTHY
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LET'S TALK ABOUT COLLABORATION

When you think about Collaboration, what is most important to you?

- **Process and Structure** – refers to the management, decision-making and operational systems of a collaborative effort.
- **Membership** – the skills, attitudes and opinions of the individuals in a collaborative group, as well as the culture and capacity of the organizations that form the collaborative group.
- **Communication** – refers to the channels used by collaborative partners to send and receive information, keep one another informed and convey opinions to influence the group's actions.

OBJECTIVES

- **Learn more about the Wilder Collaboration Factors Inventory**
- **Explore resources related to the Factors prioritized by Pathways Coalitions**
- **Learn about technical assistance support for coalition development available through the Pathways Initiative**
- **Bonus objective: explore an online collaboration platform!**

yes

OBJECTIVES

hello

ABOUT T

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Looks like my desktop

- 44
- 221
- 6 T

woot
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Got it!

Ty figured it out!!

I did it!

Hello!

yes!

How cool!

Woot!

cool! / it

Fun

hev

Oh, hi!

Breaking the internet is my mission

this is something!

View our collaboration board here:

https://miro.com/app/board/o9J_lNb-U8c=/

Hi Everyone!

ABOUT THE WILDER FACTORS

- **44 Items**
- **22 Factors**
- **6 Topics**



WHY COLLABORATION?

Collaboration is a mutually beneficial and well-defined relationship entered into by two or more organizations to achieve common goals.

The relationship includes a commitment to mutual relationships and goals; a jointly developed structure and shared responsibility; mutual authority and accountability for success; and sharing of resources and rewards.

Coalitions are collaborative groups. A coalition is a group of individuals and/or organizations with a common interest who agree to work together toward a common goal.

COALITIONS ENGAGE IN DIFFICULT WORK!

Identify community needs	Enhance community awareness	Stimulate community involvement	Develop community-wide vision and plans
Foster networking and collaboration	Mobilize neighborhoods and communities	Change organizational practices	Promote service integration
Influence policy and legislation	Pool existing community resources	Develop new community resources	Sustain long-term focus on an issue

WHY DO COALITIONS SUCCEED?

- 1. Strong, continuing leadership**
- 2. Broad, diverse leadership**
- 3. Clear mission, goals, and roles,**
- 4. Diversified funding sources**
- 5. ...**

WHY DO COALITIONS FAIL?

- 1. Lack of compelling issue**
- 2. Inadequate leadership**
- 3. Inadequate planning**
- 4. Poor communication**
- 5. ...**

COALITION CAPACITY BUILDING

For change to happen, a community must engage in a process known as capacity building, or a process in which communities or organizations work to improve their collective skills and resources.

Engaging in capacity building can improve community readiness for members to do the things they need to do for change to happen.

SOURCES

Coalition maintenance

<https://ctb.ku.edu/en/table-of-contents/assessment/promotion-strategies/maintain-a-coalition/main>

Why organize?

<https://press.rebus.community/introductiontocommunitypsychology/chapter/community-organizing-partnerships-and-coalitions/>

CATEGORY: PROCESS AND STRUCTURE

Refers to the management, decision-making, and operational systems of a collaborative effort. Wilder Factors include:

- **Members share a stake in both process and outcome**
- **Multiple layers of participation**
- **Flexibility**
- **Development of clear roles and policy guidelines**
- **Adaptability to changing conditions**
- **Appropriate pace of development**
- **Evaluation and continuous learning**

DEVELOPMENT OF CLEAR ROLES AND POLICY GUIDELINES

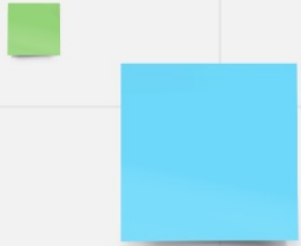
DESCRIPTION: The collaborating partners (coalition) jointly develop a set of shared operating principles. They clearly understand their roles and responsibilities and are committed to carrying them out.

IMPLICATIONS

- 1. Agreement on roles and responsibilities for partners.**
- 2. Conflicts will arise as partners navigate their coalition role and their organization role; these must be addressed.**
- 3. Ensure roles and responsibilities aren't too rigid.**
- 4. Consider partners strengths and interests when making assignments.**

Place a Sticky Square under the phrase that reflects your coalition's greatest CHALLENGE related to this Factor. Be prepared to say more about your choice! :)

Openly discuss roles and expectations as a group.



Members carry out their responsibilities.



Members understand their roles and responsibilities.



MEMBERSHIP CHARACTERISTICS

Skills, attitudes and opinions of the individuals in a collaborative group, as well as the culture and capacity of the organizations that form the collaborative group.

Category includes Factors like appropriate cross section of members, mutual respect, understanding and trust and members see collaboration as being in their self-interest.

APPROPRIATE CROSS SECTION OF MEMBERS

Collaborative includes representatives from each segment of the community that will be affected by its activities.

- **Engages at the right TIME**
- **Engages at the right LEVEL**

MEMBERSHIP DISCUSSION

Engages at the right TIME & Engages at the right LEVEL

What barriers prevent you from engaging with members?

People are busy.

It's long-term, adaptive work, and we don't always have a clear, simple call to action.

Type something

They don't show up to the meeting

Where to find them - need a contact who knows them

time to dedicate to the specific topic

Not having people who look like who you are trying to listen to

Conflicting priorities

IT CAN BE SCARY (COLD CALLS)

Finding the win-win.

Time, Political

their agenda takes

Sometimes I feel like I overwhelm with too much information

What tools or strategies have helped your coalition engage with your members

Having members that look like who you are trying to engage


Invite yourself to their regular meeting

Respect their time and schedules and only engage when they are specifically needed

Specific, short-term calls to action

Go to people rather than make come to us


discussed common purpose remind of mission

Coffee! 
invite to sit down and visit

Use of Zoom polls

Invite members to invite new members

paral. interests

1-on-1 meetings 
(relationship building)

Changing structure to have full coalition meetings quarterly & steering committee in other months

poll for best meeting times

Welcome packet for new members

MEMBERSHIP DISCUSSION

OTHER TACTICS

- **Review who needs to be involved in the collaborative.**
- **Invite key people to become partners or to participate in the collaborative in some way.**
- **Continuously monitor whether or not to bring new groups or individuals into the collaborative.**
- **A formal orientation and integration plan for new members should be developed**

Source: Collaboration: What Make it Work, 3rd Edition, p 17.

KEY QUESTIONS

- **Who is missing from your collaborative table? Why are they not present? What interests and perspectives are you losing without their participation?**
- **Have you explored engaging some stakeholders in a time-limited, or less intensive way?**
- **Are people in your collaborative group willing and ready to have open and honest conversations about norms, values, limitations and expectations?**

Source: Collaboration: What Make it Work, 3rd Edition, Appendix E.

COMMUNICATION

Includes Factors like open and frequent communication and established informal relationships and communication links.

Important for Pathways

Transparency



Partners can take initiative



Ease of welcoming new partners



Establish a learning process - frequent feedback loops

COMMUNICATION

TRANSPARENCY MODEL



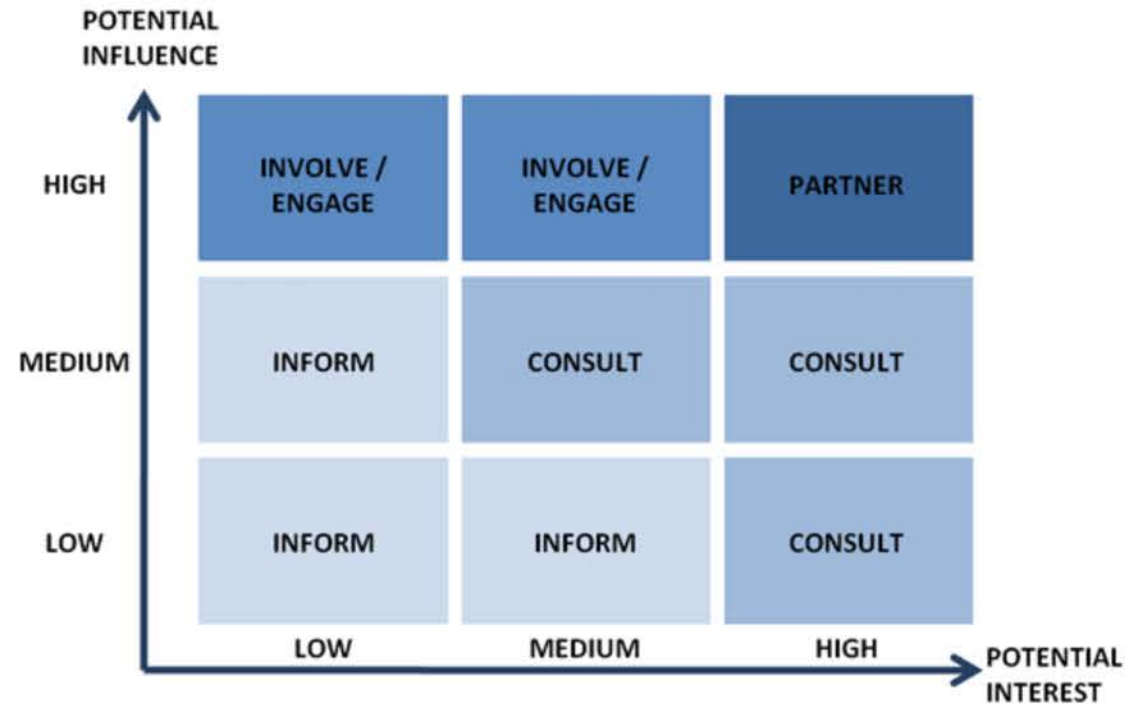
COMMUNICATION

Open Communication

Not just what and how much is communicated but also who is receiving the communication!

Communication Eco-System

- A robust list of stakeholders
- Multiple modes of communication



COMMUNICATIONS DISCUSSION

What tactics have worked well for establishing open communication?

open ended questions

Having open meetings or focus groups



Time on meeting agenda for members to share what's interesting to them.



Share "healthy happenings"

One-on-one coffee or lunch meetings

Ask lots of open-ended questions to invite input other perspectives.

sharing at other events (like Chamber Breakfasts or Lunches)

A group text has helped us tremendously.

have reporters on your coalition

listening time/talk time at meetings

Listening



Open body language

COMMUNICATION

Includes Factors like open and frequent communication and established informal relationships and communication links.

- **Are you operating with the greatest transparency possible?**
- **Have you created opportunities for people to develop informal relationships?**
- **When you talk with collaborative members, do they have the key information they need? Do they feel like they are being kept in the loop?**

CAPACITY DEVELOPMENT OPPORTUNITIES FOR PATHWAYS COALITIONS

- **Customized capacity building support for all Pathways Communities.**
- **Provided by CEI or other TA providers.**
- **Training topics/needs determined by Pathways coalitions/coordinators.**

CAPACITY DEVELOPMENT OPPORTUNITIES FOR PATHWAYS COALITIONS

Coalition
Structure &
Engagement

Decision
Making and
Consensus
Building

Project
Management

Communicati
on and
Marketing

Simplifying
Media Use

Social
Determinants
101

Strategic
Planning 101

Meeting
Facilitation

Community
Data Analysis

Motivational
Interviewing

Coalition
Assessment
and Strategy
Development

Teambuilding

CONTINUE THIS DISCUSSION!

Connect with us at

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