

#4 COALITION MAINTENANCE STAGE

What to Expect

In this stage, implementation of activities and projects begins. Members help determine the direction of the coalition and promote its mission when and wherever possible. They learn to deal with power distribution and resource allocation and are able to take on more challenges as trust and competence builds. Coalition becomes more visible in community. Goals and strategies are continuously refined. As initial goals are realized, members either recommit or leave coalition. Early leaders also may move on and coalition must address leadership development and succession.

Structure

The structure is developed and the coalition is a full partner with other organizations. Regular progress reports appear; engagement of membership is still a priority; planned activities expand; and communication network is fully operational. Intermediate outcomes are achieved.

Tasks

- Keep members and organizations engaged; review/renew member agreements
- Keep membership growing and informed; replenish or expand if needed
- Address organizational needs within coalition and revise structures/procedures as needed
- Rotate and develop leadership
- Continue to revise/implement action plans and keep projects moving ahead
- Evaluate changes and accomplishments
- Build on past successes to move to new goals and strategies

Products or Outcomes

- Meeting minutes & attendance records
- Updated rosters and mailing lists
- Revised by-laws or operating procedures
- Revised structures or organizational chart
- Regular communication channels (newsletters, action alerts, print/electronic media items)
- Revised Community Action Plan (CAP)
- New issues, goals and objectives
- Products from projects (reports, service directories, educational materials, campaigns, training)
- Primary outcomes achieved