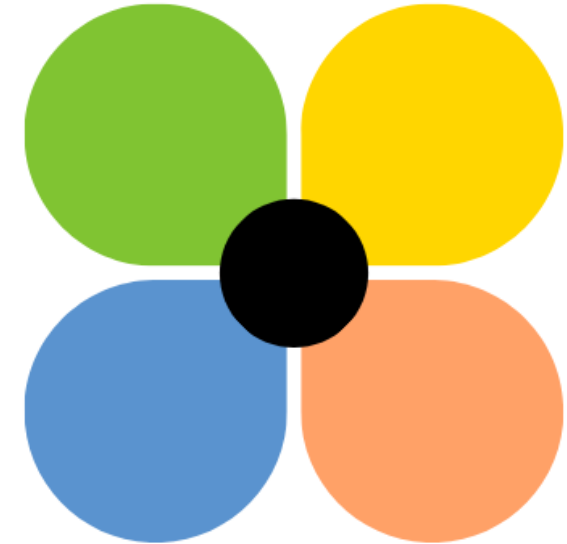


Effective Collaboration Strategies

June 17, 2024

The HUB at Mulberry Mill



Columbia County

PLACEMAKING INITIATIVE



About This Project

- Rural Placemaking Innovation Challenge
- Columbia County Placemaking Plan
- Implementation Support through September 2024





Learning Objectives

- Types of Collaborations
- Strategies for building Alliances and Partnerships
- Building the right team
- The 5 C's of effective Collaboration
- Cultivating Trust

Examples of Community Collaboration Projects

- Community Gardens
- Neighborhood Watch Programs
- Community Clean-Up Days
- Youth Mentorship Programs
- Public Art Projects
- Health and Wellness Fairs
- Local Food Drives
- Educational Workshops
- Community Festivals
- Affordable Housing Projects



Types of Collaborations

- Partnerships
- Alliances
- Coalitions



Community Partnerships

- Collaboration and Shared Goals
- Strength in Numbers
- Types of Community Partnerships
- Benefits of Community Partnerships
- Health Initiatives, Education Alliances,
Economic Development Coalitions



Building Effective Partnerships

1. Establish Personal Connections
 2. Be Honest and Transparent
 3. Show up and Be Present
 4. Be your Authentic self
 5. Schedule Regular Check-Ins
- Community partnerships are about collaboration, shared vision, and collective action.
 - By fostering respect, trust, and vulnerability, you can build solid and impactful partnerships that contribute to positive change in your community





- **Key Characteristics:** Community partnerships are usually formalized with agreements or contracts outlining each party's roles and responsibilities. They usually focus on specific projects or initiatives, such as health campaigns, educational programs, or economic development.
- **Examples:** A local school partnering with a community health organization to provide health education to students; a city government partnering with local businesses to revitalize a downtown area.

Community Alliance

- Advocacy and Awareness
- Resource Coordination
- Community Development
- Social Services
- Education and Skill-Building
- Collaborative Events



Strategies for Building Alliances



1. Identify shared goals and Values.
2. Foster Trust & Open Communication.
3. Engage with community members.
4. Develop Relationships and Networks.
5. Develop Shared Leadership and Governance Structures.
6. Look for funding and Resources.

Key Characteristics: Alliances tend to be more flexible and informal than partnerships.

They often involve multiple stakeholders from different sectors working collaboratively towards long-term goals. Alliances may focus on overarching themes like community development, social justice, or public health.

Examples: An alliance of non-profits, local government agencies, and community groups working to reduce homelessness; a coalition of environmental organizations advocating for sustainability initiatives.



Community Coalitions

A group of individuals and organizations working together to address specific issues or achieve shared goals within a community.

1. Shared Goals
2. Diverse Membership
3. Collaborative Approach
4. Resource Sharing
5. Advocacy and Policy Change
6. Community Engagement



HUNGER AND HEALTH



COALITION™

Key Characteristics: Coalitions are usually more formal than alliances and often have a clear organizational structure, including leadership roles, committees, and defined decision-making processes. They focus on targeted issues and work through coordinated efforts and advocacy to create change.

Examples: A coalition formed to combat substance abuse in a community; a coalition of healthcare providers and community members addressing access to medical services.

In Summary - Differences Between:

- **Community Partnership:** Focuses on specific projects, formal agreements, and defined roles.
- **Community Alliance:** Broad, inclusive, and flexible collaboration on wide-ranging issues.
- **Community Coalition:** Structured, targeted efforts to address specific problems with formal organization and leadership.

Consensus Building

1. Clarify the Objective
2. Encourage Open Communication
3. Identify Common Ground
4. Explore Differences
5. Seek Compromise
6. Facilitate Decision-Making
7. Address Remaining Concerns
8. Document Agreement
9. Follow-Up
10. Reflect and Learn



Building and Supporting the Right Team

Identify Potential Team Members

1. Who are your stakeholders?
2. Look to the Experts
3. Recruit Volunteers
4. Outreach
5. Partnerships
6. Define Roles and Responsibilities
7. Foster Collaboration and Communication
8. Provide Training and Support
9. Motivate and Recognize Efforts
10. Evaluate and adapt



Why Partner?

Key Benefits of Effective Partnerships in Community Projects

- **Resource Sharing:** Funding, materials, equipment
- **Enhanced Capacity:** Diverse expertise and skills
- **Network Expansion:** Broader reach and engagement
- **Greater Influence:** Attract attention, support, and influence policy



- **Credibility:** Partnerships with reputable organizations
- **Community Buy-In:** Increased trust and participation
- **Innovation:** Diverse perspectives and creative problem-solving
- **Shared Responsibilities:** Reduced burden and increased resilience
- **Institutional Knowledge:** Maintain and scale projects
- **Empowerment:** Involve community in decision-making

The 5 C's of Effective Collaboration

1. Communication
2. Coordination
3. Cooperation
4. Commitment
5. Contribution



Implementing the 5 C's of Collaboration

- Regular Check-ins
- Establish clear and common goals
- Clearly define each team member's role and responsibilities
- Create an environment where team members feel safe to share ideas and concerns
- Regularly evaluate and refine collaboration processes to improve efficiency and effectiveness



Cultivating Trust

Involves strategic commitment to long-term relationship building.

Strategies to Build trust include:

1. Clear Communications
2. Demonstrating Reliability
3. Communicate Mutual Benefits
4. Building Personal Connections
5. Demonstrate Competencies
6. Establish Clear Agreements
7. Demonstrate Integrity



Break Out- Strategies in Action

- **Discuss collaboration or alliance opportunities for your organizations.**
- **Generate ideas by Identifying community members, local resources, and other resources you would bring to your project or organization that could help address any specific issue you want to address.**
- **How would you ensure it effectively engages stakeholders, fosters collaboration, and generates valuable insights for the design or planning process?**

1. Define purpose and Goals
2. ID stakeholders – determine who needs to be involved
3. What format you might use to engage effective participation by stakeholders
4. Who should be in your network of influence
5. What do you want them to bring to your effort
6. What type of leadership Governance Structure is needed
7. How might you collect data and evaluate results

Questions





How to Reach Us

Angela Callie

(610) 659-6817

acallie@hailstoneeconomic.com

Jessica Aviva, Ph.D.

(484) 225-4929

jdreistadt@hailstoneeconomic.com