



Instrument ESSENTIALS for Participation Logs and Diversity Matrices

TOPIC

The aim of activity participation logs and coalition diversity matrices is to track and assess the participation and diversity of your coalition activities. You can't strategize or make improvements about coalition or volunteer engagement and representation if you aren't tracking who is taking part in activities.

TERMINOLOGY

- × Affiliations: List the connections each member has with other groups/organizations that could be useful to the project.
- × Contributions: The skills and experience each member can bring to project activities e.g., public speaking, writing/editing skills, bookkeeping, youth mobilization.
- × Diversity: the practice or quality of including or involving people from a range of different social and ethnic backgrounds, genders, sexual orientations, levels of expertise and connections. Recruiting a mix of people and characteristics can ensure that your team reflects multiple perspectives and can therefore thrive in a variety of settings.
- × Expertise: Look for people who have expertise in needed areas e.g., organizing events, public relations, managing social media, motivating others, making presentations, etc.
- × Representation: When aiming for diversity, include those directly from the populations of interest, but also those who serve or represent those populations. They may be able to provide useful insights and connections too.

USES OF EVALUATION

A Participation Log is commonly derived from the data collected from activity sign-in sheets and which is then input into a spreadsheet. The log can then be used to see who is participating in coalition activities in order to:

- a. Track participation thresholds, momentum over time, or linkages to training or education efforts
- b. Track individual engagement, skill-building and topical knowledge; check in with people periodically if engagement is low
- c. Match with member/volunteer goals for contributing to the coalition; check in with individuals periodically to see if they are getting what they want from training and skill-building
- d. Analyze by topic area (e.g., TRL) or activity type (attending city council meetings); use analysis to recruit more participants

- e. Correlate with coalition/activity satisfaction surveys to understand reasons for participating (or not participating); to identify where more (or improved) education, training or activity promotion might be needed

Measures

- Activity name
- Activity type or short description
- Activity date
- Activity location/jurisdiction (optional)
- Participant names
- Coalition member vs. guest or volunteer
- Other variables of interest (i.e., language spoken, length of time, output (e.g., # letters to the editor written), related objective, skill level (of the activity or of the individual participants))

A Member Participation Record is nothing more than a spreadsheet that records and tallies the number and type of activities that individual coalition members participate in so that the coalition or project can monitor engagement and follow up with members as needed

A Diversity Matrix is typically generated once a year based on annual coalition surveys or intake surveys. Such a matrix is used to:

- a. Assess the diversity of the coalition membership
- b. Inform coalition/volunteer recruitment efforts
- c. Assess the cultural relevancy of your team to work in/with various communities

Measures

- Member/volunteer names
- Age
- Ethnicity
- Language spoken
- Affiliations or ties to organizations/gatekeepers
- Jurisdiction/neighborhood of residence
- Previous experience/expertise level
- Desired skill/experience