Level of satisfaction with the overall partnership

Indicator Number:
47

Logic Model Component:
Processes

Data Type(s):
Categorical scale, qualitative

Short Definition:
Measures each partner organization’s level of favorable feeling toward the partnership because needs and expectations are positively reinforced

Definition and Explanation (Long):
This indicator refers to each partner organization’s level of favorable feeling toward the others and the partnership as a whole because needs and expectations related to the partnership are positively reinforced (Hon & Grunig, 1999). Satisfaction dimensions to ensure a positive relationship include the following:
· collaboration – each organization works together to achieve the performance expectations set by the partnership;
· complementarity – each organization selects skilled and committed staff with complementary skills and knowledge to serve as team members;
· contribution – each organization provides resources and knowledge to design, manage, and monitor joint activities;
· coverage – each organization helps to find and reach new audiences through partnerships.

Data Requirements:
Qualitative and quantitative data from questionnaires (using Likert scales) regarding the perceptions of partner organizations about the satisfaction measurement using dimensions that are agreed upon for the partnership

Data Sources:
Periodic surveys, followed up with key informant interviews and focus group discussions, as needed

Frequency of Data Collection:
Periodically (before, during, and after specific activities or events)

Purpose:
Partnership satisfaction, along with trust, is a key and fundamental indicator for measuring and maintaining a positive relationship among organizations in a partnership. Satisfying relationships produce more benefits than costs, and the concept of success is determined, in part, by how well the partnership achieves performance expectations set by partner organizations (Mohr & Spekman, 1994; Paine, 2013).

Issues and Challenges:

A partnership that generates satisfaction exists when performance expectations have been jointly achieved (Mohr & Spekman, 1994). As part of the satisfaction measurement, it is important to look at the multiple dimensions proposed for this indicator, including collaboration, complementarity, contribution, and coverage. To fully support each other’s work, partnership activities need to be integrated into the work of the organization and not considered to be “extracurricular” (King, 2014). This indicator focuses on the level of satisfaction with the overall partnership, rather than assessing each organization individually, because the latter approach may introduce bias as people may not feel confident judging others willingly and/or accurately.

Related Indicators:

Indicators 24 to 28 are a set of indicators that specifically address user satisfaction of KM outputs.

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