NATIONAL ASSOCIATION FOR STATE COMMUNITY SERVICES PROGRAMS

Community Needs Assessment Training for HI

August 30, 2023

Presenters

Muska Kamran
Research Director
NASCSP

Dr. PJ Davis
NCRA, NCRT, MT
ANCRT

The National Community Action Network Theory of Change

Community Action Goals

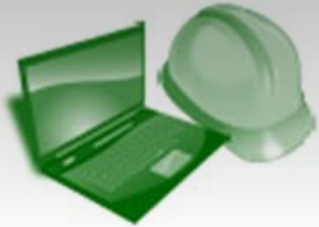**Goal 1:** Individuals and families with low incomes are stable and achieve economic security.

Goal 2: Communities where people with low incomes live are healthy and offer economic opportunity.

Goal 3: People with low incomes are engaged and active in building opportunities in communities.

Laying the Foundation

Services and Strategies

Employment

Education & Cognitive Development

Income, Infrastructure & Asset Building

Housing

Health/Social Behavioral Development

Civic Engagement & Community Involvement

Core Principles

- Recognize the complexity of the issues of poverty
- Build local solutions specific to local needs
- Support family stability as a foundation for economic security
- Advocate for systemic change

Performance Management

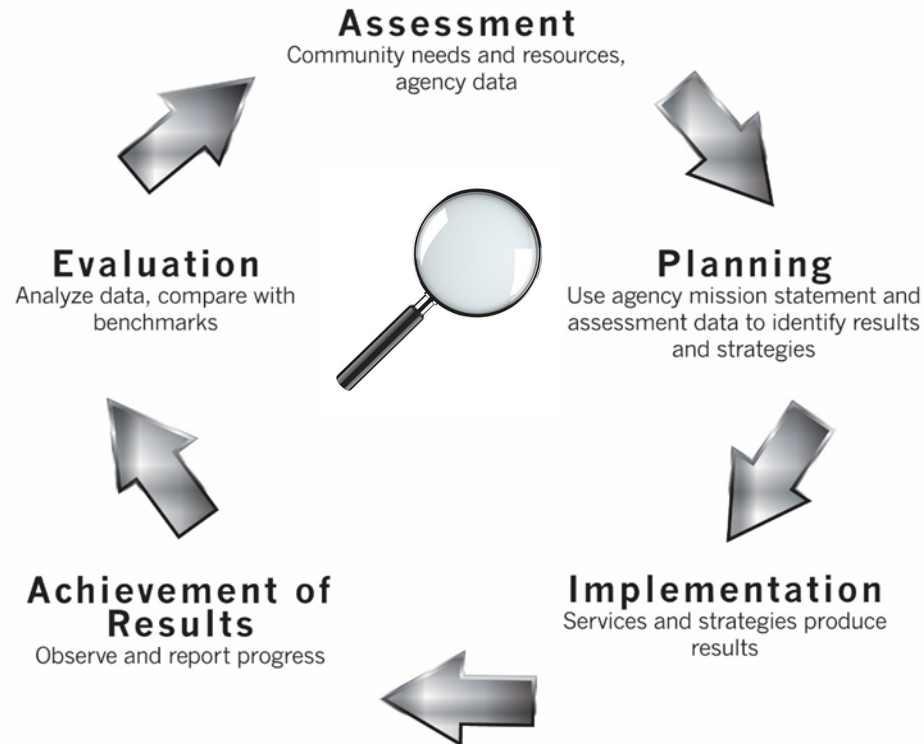How well does the network operate? ⟷ What difference does the network make?

- Local Organizational Standards
- Individual and Family National

Elements of ROMA

The Results Oriented Management and Accountability Cycle

Assessment
Community needs and resources, agency data

Planning
Use agency mission statement and assessment data to identify results and strategies

Implementation
Services and strategies produce results

Achievement of Results
Observe and report progress

Evaluation
Analyze data, compare with benchmarks

NASCSP Training - Hawaii - August 2023

Community Needs Assessment

The community assessment is a systematic process for creating a profile of the needs and resources of a given community or target population.

Collecting Data to Understand Needs at Family, Community and Agency Levels

What does Needs Assessment Data tell us?

- Level and extent of particular needs
  - Housing, Health, Employment, etc.
    - Does the agency work to address those needs?

- Strengths in the community
  - Are we seen as a strength?

- Gaps in the community
  - Are we addressing those gaps?

Assessment of Needs and Resources

- <u>Gather:</u> The Community Needs Assessment includes a variety of data from reliable sources
  - Qualitative, Quantitative, Customer Satisfaction, Community Resources, Agency Report
  - CNA identifies population in need

- <u>Make Useful:</u> Is there a clear process for making meaning out of all the assessment data?
  - Identifies family, community, agency levels of need
  - Many in the agency are involved in the analysis of data
  - Priorities are identified, and even items the agency can't address are included
  - Board involvement is documented

- <mark>Agency meets Org Standards 3.1- 3.5</mark>
 - CATEGORY THREE: Community Assessment

Changing The Way We Think About Collecting Data

It is important to change the mindset

from

"we collect data for reporting purposes"

to

"we collect data to help manage and support the agency's programs and services and determine if we make a difference in our client's lives and in their communities."

NASCSP Training - Hawaii - August 2023
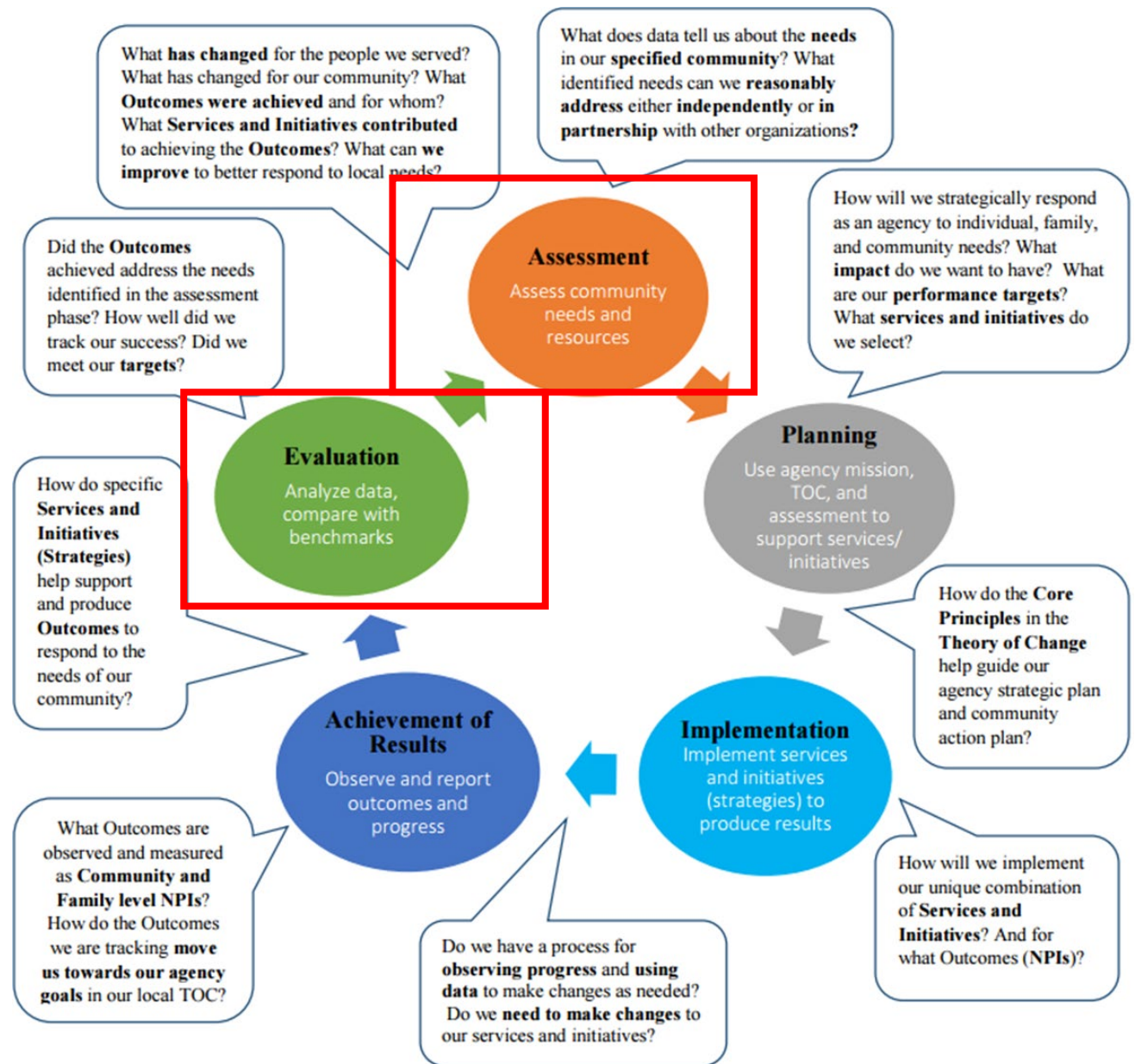
What data do you use to assess the needs?

Gathering Data for Assessments
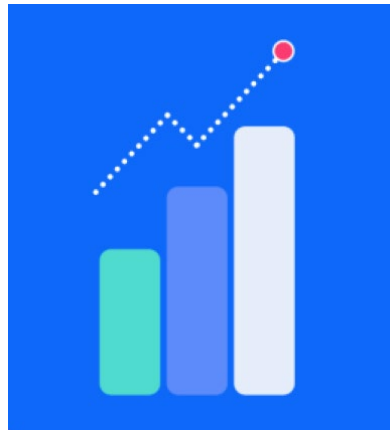
Collecting Quantitative Data

Ask people what they think!
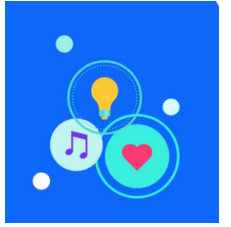
- Gather data from people likely to be impacted by the need.

- Engage the whole Community

Engaging Stakeholders Through Data Collection

General Public

Community Organizations

Key Partners

Customers

NASCSP Training - Hawaii - August 2023
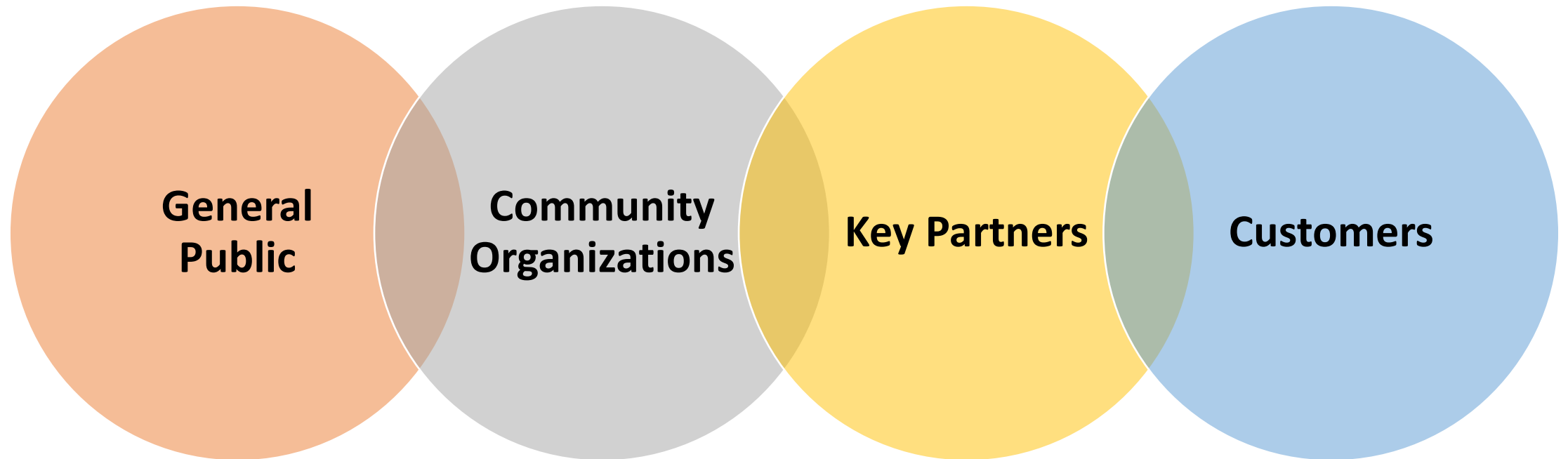
Drucker Question:
What Does the Customer Value?

- We cannot assume that we know what customers value.

- We have to ask them!
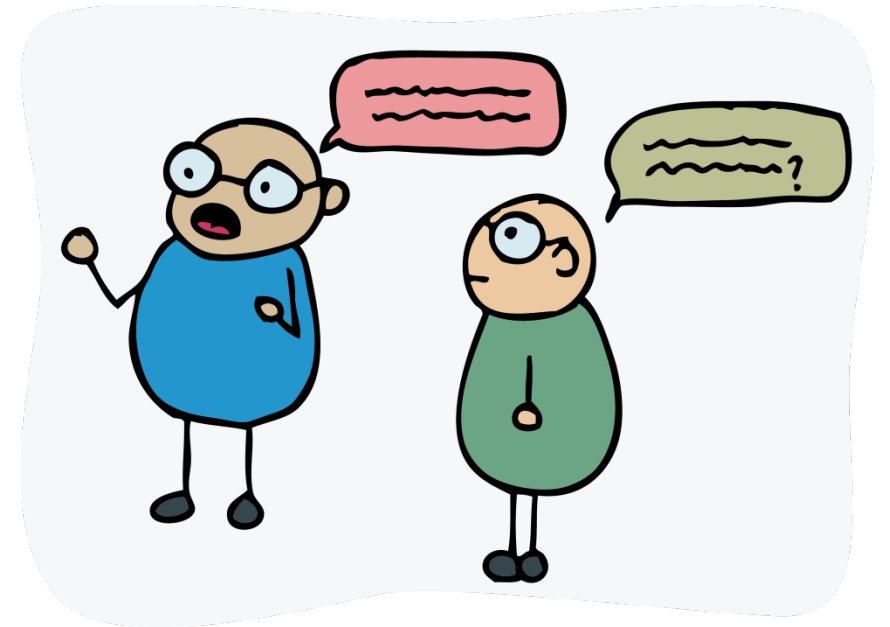
CUSTOMER INPUT AND CUSTOMER SATISFACTION

Customer Input:

- Information about what the customer needs and values.

- Can be used to identify needs on both the <u>individual and the community level.</u>

Customer Satisfaction:

- Information about how satisfied customers are with the services they received from and the interaction they had with your agency.

- Can be used to identify <u>agency level needs.</u>

How to collect?

- Focus groups
- Key informant
- Community Forum
- Surveys

USING SURVEYS:
BE SURE YOU ARE ASKING THE RIGHT QUESTIONS!

If your questions are about services, you will get data about services, not about needs!!

Being Results Oriented means that you want to find out what can be changed (IMPROVED)

Identifying domain areas

I think the three most critical issues in my community are: *(Check your top three)*

☐ Childcare
☐ Transportation
☐ Healthy Food
☐ Healthcare
☐ Housing
☐ Homelessness
☐ Jobs
☐ Domestic Violence
☐ Safe Neighborhoods
☐ Community Participation

☐ Opportunities To Give Back

☐ Senior Programs

☐ Youth Programs

☐ Adult Education

☐ Substance Abuse
Prevention/Treatment

Please use this section to list any other critical community issues not listed above:

_____

_____

ORIGINAL SURVEY ITEM

Thank you for your participation.

Your responses to this short survey are anonymous and will help us improve services to the community.

Which services are needed to help low-income people and families?

Education	Most Needed	Somewhat Needed	Not Needed	Don't Know
Adult Education				
Pre-School (Kindergarten readiness)				
Job Skills Training				
Financial Education				
Health and Nutrition Education				
Tutoring/Reading Assistance				

FOCUS ON SERVICE

I/My Family Needs Help
Getting a job
Getting a job that pays my bills
Learning how to find a job
Gaining skills or certification to get a job

What is missing?

REVISED SURVEY ITEM

Thank you for your participation.

Your responses to this short survey are anonymous and will help us improve services to the community.

Which of the areas identified below describe something you need?

Education

Don't have a high school diploma
Lack of post secondary education
Skills needed for employment
Limited financial management skills
Lack of food preparation skills
Children may not be ready for Kindergarten
Children/youth struggling in school
Children/youth lack academic skills

1. Is higher education or training beyond high school available in your community?

This is NOT available in my community	It's available, but limited	It's available, but too expensive	It's available, and affordable	I think it's available, but I don't know how to get it
☐	☐	☐	☐	☐

2. Is nutritional food (fruit, vegetables, etc.) available in your community?

This is NOT available in my community	It's available, but limited	It's available, but too expensive	It's available, and affordable	I think it's available, but I don't know how to get it
☐	☐	☐	☐	☐

3. Is affordable housing available in your community?

This is NOT available in my community	It's available, but limited	It's available, and affordable	I think it's available, but I don't know how to get it
☐	☐	☐	☐

How many surveys?

$$\frac{\frac{z^2 \times p(1-p)}{e^2}}{1+\left(\frac{z^2 \times p(1-p)}{e^2 N}\right)}$$

- How many surveys do you send out?
- Here is a formula to calculate survey size:

A couple questions you can ask to get to survey size so you don't have to use that formula:

- What is the size of my community? (How many overall? How many with low income? How many people do I serve annually?)
- What are the different stakeholders that I want to survey? How many of them can I expect to participate in our survey?
- How many surveys did I send out last year? Did that provide the data I needed?

Percent of Return

- What return percent do you expect? What have you been getting?
- Check out these guidelines from quick internet search:
  - A good survey response rate ranges between 5% and 30%. An excellent response rate is 50% or higher
  - Response rates in the 10% – 30% range are typical. Employee surveys typically have a response rate of 25% – 60%.
  - The average survey response rates depend on format of the survey: 6% for email surveys; 8% for website surveys; 16% for responses via mobile phone app
- How do you distribute your surveys can make a real difference in the percent of return.
  - Ideas about distribution

Increasing Engagement

- Brainstorm ideas to increase engagement and return of survey responses.

One Technique:

Report
what you found

Share what you learned in order to focus on prioritizing needs within the community.

An Example..

of one interesting way to get more engagement from stakeholders.

This activity is a "second round" of analysis of CNA data that can help you understand what you have secured from surveys and other methods.

Central Missouri community Action

Community Assessment
Meeting Agenda

Today's Goal: Together we will identify and prioritize our community's needs.

9:00-9:15	Welcome & overview
9:15-10:15	Data walk
10:15-10:30	Small group discussion
10:30-10:45	Large group discussion
10:45-11:00	Priority identification & next steps

Next Steps: We will hold additional community meetings to develop and implement a plan that outlines how we as a community will address the needs that we identify today.

Welcome! Soon you will be invited to participate in a data walk. Each poster will use data to tell a story about our community and the people who call this community home. As you explore each poster, consider the questions below. Feel free to take notes in the spaces provided. Our goal today is to decide which priorities that we as a community will address. We will hold additional community meetings to develop and implement the plan.

Housing
Housing Tenure & Homelessness, Housing Affordability

1. How are we doing?
2. Are different groups of people doing equally well?
3. What data stands out to you the most?
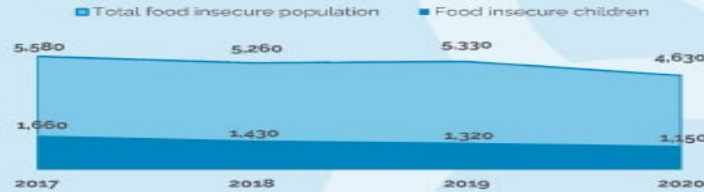
Notes:

Health & Nutrition
Food Security

10.3% of Callaway County residents are **food insecure**

16% of survey respondents **skipped meals or ate smaller meals** because there was not enough money for food

Food insecurity is defined as limited or inconsistent access to enough food for every person in a household.
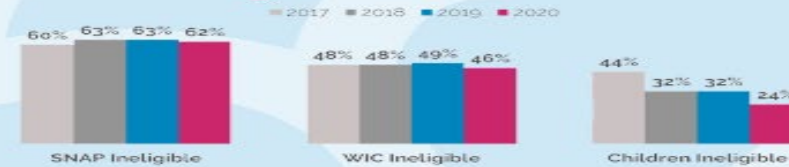
Food Insecure Population

- Total food insecure population
- Food insecure children

Year	Total food insecure population	Food insecure children
2017	5,580	1,660
2018	5,260	1,430
2019	5,330	1,320
2020	4,630	1,150

Food Insecure Population Ineligible for Assistance

Legend: 2017, 2018, 2019, 2020

	2017	2018	2019	2020
SNAP Ineligible	60%	63%	63%	62%
WIC Ineligible	48%	48%	49%	46%
Children Ineligible	44%	32%	32%	24%

SNAP refers to the Supplemental Nutrition Assistance Program, also known as food stamps. According to the U.S. Food & Nutrition Service, "SNAP provides nutrition benefits to supplement the food budget of needy families so they can purchase healthy food and move toward self-sufficiency."

Households Receiving SNAP (Food Stamps)

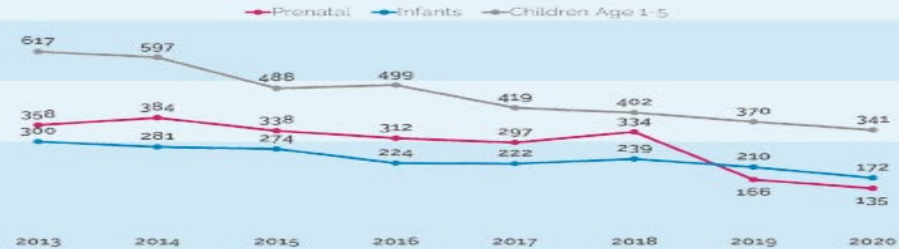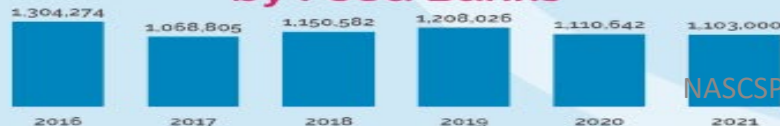| Year	Households
2013	1,138
2014	1,112
2015	1,081
2016	1,016
2017	914
2018	874
2019	796
2020	772
2021	773

WIC refers to the Special Supplemental Nutrition Program for Women, Infants & Children. According to U.S. Food & Nutrition Service, WIC provides "supplemental foods, health care referrals, and nutrition education for low-income pregnant, breastfeeding, and non-breastfeeding post-partum women, and to infants and children up to age 5 who are found to be at nutritional risk."

Individuals Receiving WIC

- Prenatal
- Infants
- Children Age 1-5

Year	Prenatal	Infants	Children Age 1-5
2013	358	300	617
2014	384	281	597
2015	338	274	488
2016	312	224	499
2017	297	222	419
2018	334	239	402
2019	166	210	370
2020	135	172	341

Pounds of Food Distributed by Food Banks

Year	Pounds
2016	1,304,274
2017	1,068,805
2018	1,150,582
2019	1,208,026
2020	1,110,642
2021	1,103,000

27% of survey respondents used **food banks or food pantries**

Don't forget these important stakeholders: Staff and Board

General Public

Community Organizations

Key Partners

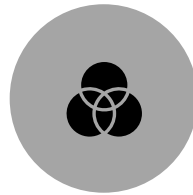Customers

YOUR STAFF

YOUR BOARD MEMBERS
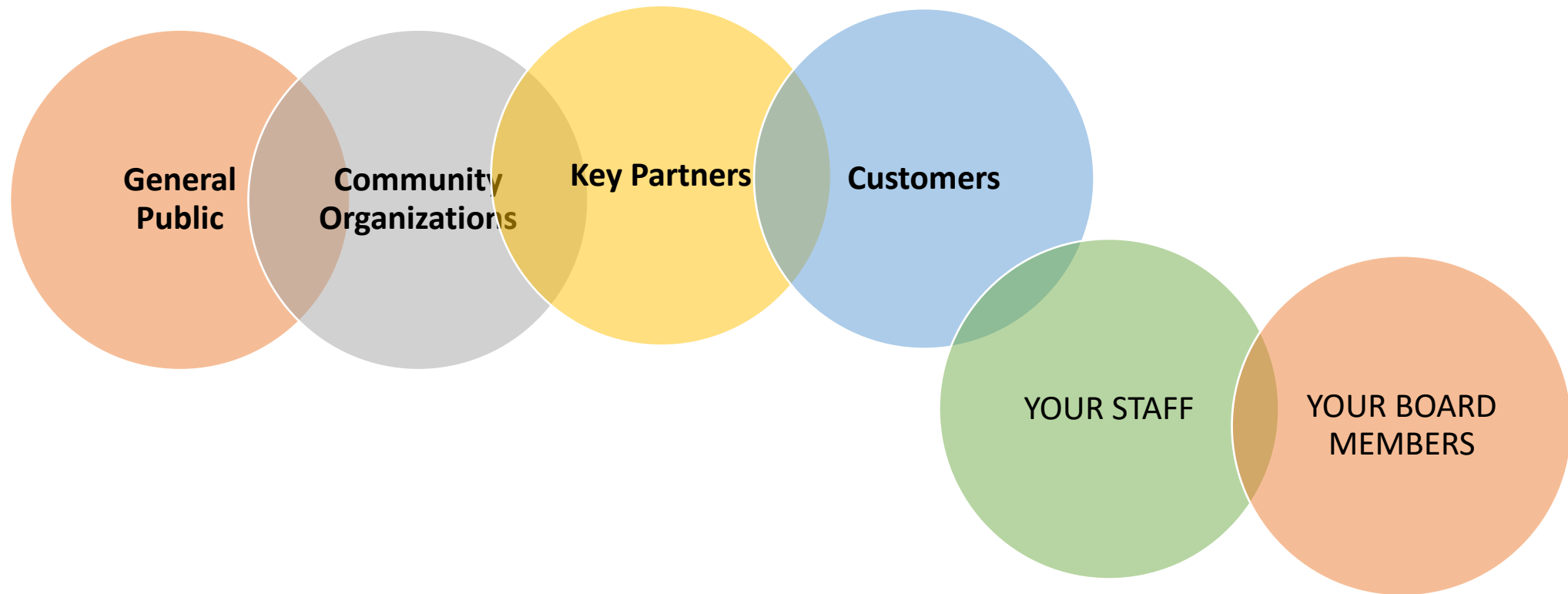
Agency Data

Both qualitative and quantitative data is availble for you to use to create the community profile

What Sources of Data Are in Your Own Organization?

Current and Prior Annual Report Data

Prior Year/s Needs Assessment Data
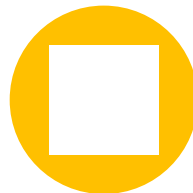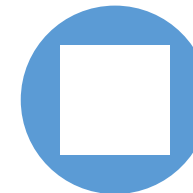
Customer Satisfaction Data

Financial Data

HR Data

Other Program Data (HUD, Head Start, TANF, LIHEAP)

Organizational Standards

Input from Staff

Agency Brochures and Web Sites

What Data is in my Annual Report?

Module 2: Agency Expenditures, Capacity, and Resources

- Funds spent by eligible entities on the direct delivery of local services and strategies

- Capacity development

- Information on funding devoted to administrative costs by the eligible entities

RAW DATA COLLECTION: General Ledgers, Expenditure Tracking, Program Tracking, Certification Tracking, Community Partner List

Module 3: Community Level

- Implementation for community-level strategies (Community Level indicators for each domain)
    - Baseline
    - Target
    - Actual Results

- Results achieved for community-level strategies

RAW DATA COLLECTION: Community Initiative Tracking

# Module 4: Individual and Family Level

- Each Domain's indicators contain data elements by:
    - Targets
    - Results
    - Percent Achieving Outcomes
    - Performance Target Accuracy

- Services provided to individuals and families

- Demographic characteristics of people served by eligible entities

RAW DATA COLLECTION: People and Households served Tracking System

What could Needs Assessment Data tell us if we...

- Compared outcome data to assessment data?
  - Did the outcomes match the identified needs?
  - Did we have an underperforming program that was due to a missed community resource?

- Compared service data to assessment data?
 - Uncover that needs were not identified in assessment?

Agency Data vs Census Data

Census Data ■ CAA Data

NASCSP Training - Hawaii - August 2023
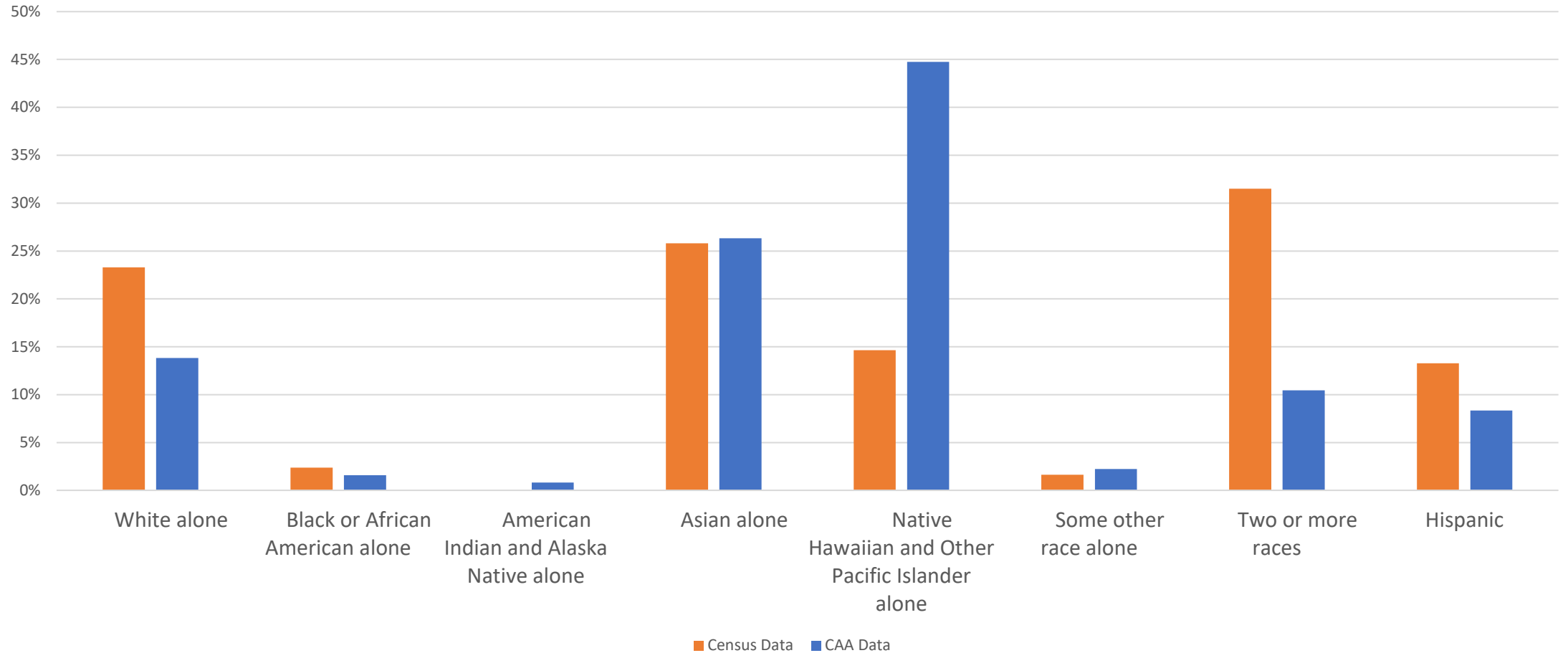
Community Statistics

Access - Preschool Enrollment (Age 3-4)

This indicator reports the percentage of the population age 3-4 that is enrolled in school. This indicator helps identify places where preschool opportunities are either abundant or lacking in the educational system.

Report Area	Population Age 3-4	Population Age 3-4 Enrolled in School	Population Age 3-4 Enrolled in School, Percent
Report Location	42,620	24,378	57.20%
Kent County, DE	4,399	1,667	37.89%
District of Columbia, DC	17,730	13,576	76.57%
Baltimore City, MD	15,159	7,537	49.72%
Bradford County, PA	1,684	594	35.27%
Amherst County, VA	837	317	37.87%
Berkeley County, WV	2,811	687	24.44%
Delaware	22,833	10,755	47.10%
District of Columbia	17,730	13,576	76.57%
Maryland	153,201	71,149	46.44%
Pennsylvania	291,283	130,321	44.74%
Virginia	203,798	94,930	46.58%
West Virginia	36,580	11,211	30.65%
United States	8,100,136	3,719,992	45.93%

Percentage of Population Age 3-4 Enrolled in School

0%   100%
- Report Location (57.20%)
- District of Columbia (76.57%)
- United States (45.93%)
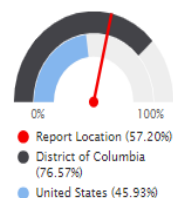
Note: This indicator is compared to the highest state average.

Data Source: US Census Bureau, American Community Survey. 2017-21. Source geography: Tract → Show more details

Five Year Unemployment Rate

Unemployment change within the report area from May 2019 to May 2023 is shown in the chart below. According to the U.S. Department of Labor, unemployment for this five year period fell from 4.7% to 4.0%.

Report Area	May 2019	May 2020	May 2021	May 2022	May 2023
Report Location	4.7%	10.3%	6.6%	4.1%	4.0%
Kent County, DE	3.6%	14.8%	6.4%	4.7%	4.4%
District of Columbia, DC	5.2%	8.7%	6.7%	4.3%	4.9%
Baltimore City, MD	4.7%	11.2%	7.5%	4.0%	3.0%
Bradford County, PA	3.6%	9.9%	5.4%	3.9%	3.4%
Amherst County, VA	3.2%	8.1%	4.0%	3.1%	2.9%
Berkeley County, WV	3.4%	10.5%	3.7%	2.7%	3.0%
Delaware	3.2%	13.4%	5.4%	4.1%	3.9%
District of Columbia	5.2%	8.7%	6.7%	4.3%	4.9%
Maryland	3.2%	9.3%	5.7%	3.1%	2.2%
Pennsylvania	4.0%	13.0%	6.2%	4.1%	3.5%
Virginia	2.8%	9.9%	4.3%	2.9%	2.7%
West Virginia	4.5%	12.7%	5.3%	3.5%	3.4%
United States	3.4%	13.0%	5.5%	3.4%	3.4%

Data Source: US Department of Labor, Bureau of Labor Statistics. 2023 - May. Source geography: County → Show more details

Factor Analysis

What is behind the causes and conditions?
What is behind the outcomes?

Trend Analysis

Are there patterns in the data?
Are this year's patterns the same as last year or are they different?

Using CAA data to assess needs

A lot of times this entails disaggregating your data and doing a deep dive into your programs in order to assess factors that are affecting your performance and to figure out if those factors help you address the needs or not – and whether they will be in play as you plan for the future.

Compare to CAA Data

A. Let's say unemployment rate went up
    - But the number of people you helped get a job decreased

B. Let's say unemployment rate stayed the same
    - But the number of people you helped get a job decreased

C. Let's say unemployment rate stayed the same
    - But the number of people you helped get a job increased

Example 1

- Let's say you notice a trend in your Annual Report data over time.
  - You see an increase in Hispanic clients for your entire agency.
  - What might you want to know?
    - What are current trends in the overall Hispanic population in your community?
    - Break it down by program. Which programs are seeing more Hispanic clients?
      - What domains do those programs focus on? What does that tell you about their needs?
      - What does that tell you about what resources may be needed moving forward?

Example 2

- You notice 100 clients obtained a job.
- What might you want to know?
  - Break it down by program.
    - Which program seems to be accomplishing the most success with clients here?
    - What factors contribute to that program's success?
  - Break it down by location.
    - Where do clients seem to be more successful in securing jobs?
    - What does that tell you about potential resources moving forward? Could there be a new partnership to form a pipeline between your program and jobs? Or could it mean you might need to look into providing a new service like transportation support?
  - Who seems to fare better at achieving the outcome?
    - Each of the things below gives you a little bit more information to inform your program and service model moving forward.
      - Break it down by gender
      - Break it down by age
      - Break it down by race
      - Break it down by location
      - Break it down by educational background

Increase Communication

One way to increase engagement of stakeholders is to provide them with reports and other kinds of communication so they know what you are doing. That might prompt them to want to tell you what THEY are doing!!

Why are you communicating?

- To gather data for Community Assessment
- To share information on programs that are availble
- To recruit customers (participants)
- To report to funders and stakeholders
- To share success!!!
- Advocate – help to shape public opinion and public policy

To improve support for our work, we must encourage a growth mindset in our stakeholders.

Use your data…
What do you want to communicate?

- Identify the various "audience" with whom you intend to share your data.
- Who are they?

- Identify the purpose of sharing this data with these individuals.
- Why do you want to share performance data?

- What elements of performance data are most important to share? Why?
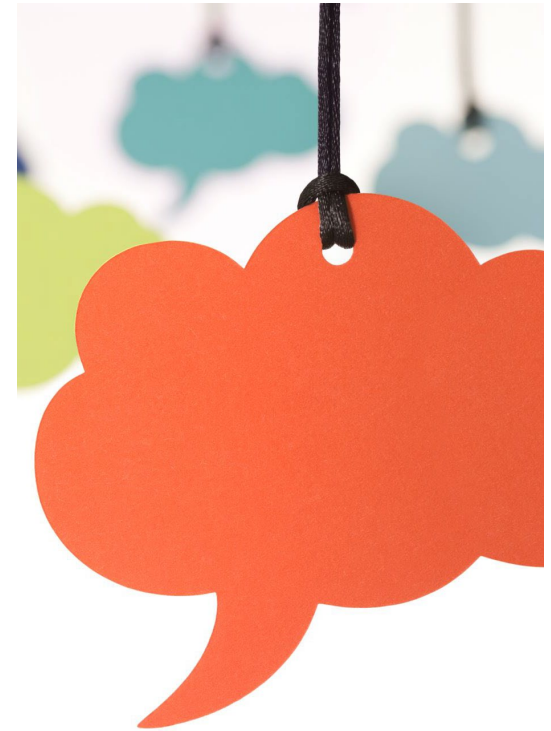
Use your agency website!

Not just to tell the community what programs you are offering, but to share successes.

And to provide opportunity for feedback.

Other ways to use communication to improve your community profile?

Good communication processes can be multi-directional and can create a network of support.

Questions?