Communicating the Community Needs Assessment

Organizational Standards National Webinar Series
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Dr. Jarle Crocker | CCAP, NCRT
Director of T/TA
crocker@communityactionpartnership.com

Courtney Kohler | MPA, CCAP, NCRT
Senior Associate, T/TA
ckohler@communityactionpartnership.com
Agenda

• Partnership resources
• Writing the CNA
• Why to share the CNA
• Working with the board
• Techniques for sharing the CNA
The Promise of Community Action

Community Action changes lives, embodies the spirit of hope and makes America a better place to live. We care about the entire community, and we are dedicated to helping people help themselves and each other.
Technical Assistance Guide

- Guidance on definition and intent
- Guidance on interpretation and documentation
- Resources to benchmark performance and improve
NASCSP Tools

National Association for State Community Services Programs

A Community Action Guide to Comprehensive Community Needs Assessments

WWW.NASCSP.ORG
Connecting the CNA with Other Planning Processes

- Community Needs Assessment
- Community Action Plan
- Strategic Plan
HOW
to share the CNA
Utilize & Communicate

How do we utilize data?

*It shouldn’t stop with the requirement or just sit on the shelf*

- Who needs to know?
- What do they need to know?
- How can you continue to use the data and analysis?
Writing the Report

- Summarize the key findings – assessment means analysis, not compilation
- Make recommendations driven by the data
- Describe the assessment goals and methods
- Organize findings according to domains
- Include raw data as appendix
I. Executive Summary
   Key Findings
   Recommendations
II. Introduction and Methodology
III. CAA History and Programs
IV. Overview of XX Counties and Municipalities
V. Demographic Profile (age, gender, race/ethnicity etc.)
VI. Poverty Profile
VII. Income Profile
VIII. Employment Profile
IX. Transportation Profile
X. Public Benefits
XI. Food Security
XII. Education Profile
XIII. Child Care Profile
XIV. Housing Profile
XV. Health Profile

Example - CNA Table of Contents
Organizational Standards

Standard 3.5 • The governing board formally accepts the completed Community Assessment.

- Provide adequate time for board discussion
- Explain connection to the strategic planning process
- Offer additional board training on ROMA principles
Suggested Practices in Board Acceptance

- Provide report to review before the meeting
- Schedule additional time to allow for in-depth discussion
- Organize the information to provide key highlights
- Emphasize the connection to the strategic planning process
- Provide or refresh training on ROMA principles
- **Required:** Vote to accept and record in minutes
WHY Share the CNA?

• **Raise Awareness of Poverty in the Community**
  – Numbers and stories help keep poverty-related issues “on the radar screen”

• **Raise Awareness of the Agency**
  – Use communication opportunities with different stakeholders to explain the agency’s mission and publicize services

• **Build an Anti-Poverty Agenda**
  – Bring other sectors together around the CNA to build consensus on a broader anti-poverty agenda

• **Fundraise**
  – Convene funders to discuss the CNA results to lay the groundwork for long-term support
Who to Share it with

• Board of Directors
  – Extended discussion in board meeting

• Partners
  – 1-1 meetings or through small group presentations
  – Share with grantees/contractors if you are a public CAA

• Community Members
  – Community forum
  – Neighborhood meetings

• Other sectors (business, education, faith community, etc)
  – Presentations at associations, roundtables, collaboratives

• Local Funders
  – 1-1 meetings or with leadership team
  – Presentations at funder network events

• Elected Officials
  – 1-1 meetings
  – Presentations at public meetings and other events

• Media
  – Stories and interviews
  – Social media
What Form Should You Use to Present the Information

- One-pager
- Press release
- Key Findings
- Recommendations
- Slide deck/webinar
- Infographic
- Full report
How to Share:
With a Clear and Concise Message on the Need

- At community meetings and events
- In conversations with potential partners
- As support and proof in advocacy efforts
- As foundation for fundraising

Here is what we have identified and prioritized as the need

Here is what we know from our agency experience and outcomes

Here is our recommended plan to meet the need

Here are the resources that we bring
Here are the resources we need
Be Creative & Make Findings Accessible

• Use charts, graphs, and dials from Community Commons for visual appeal
• Create infographics to display the numbers on piktochart.com or word cloud to show the most voiced needs as wordle.net
• Post on agency website and social media
Community Commons

Dials + Charts + Maps
Demographics

• Let the community know *who* has the need
Let the community know where the need is.
Comparisons

• Let the community know how the need is in relation to the state or national averages – or other areas
Infographics

• Share infographics and bite-size pieces with EVERYONE
  - Keep it simple
  - Keep the conversation going
  - Contextualize numbers with client success stories
In recent years, the stubbornly high poverty rate in the Tri-State’s urban core has swept into some of the area’s wealthier suburbs including Boone County, Kentucky.

A Breakdown of the 22 Census Tracts in Boone County:

- 13 have double-digit childhood poverty rates.
- Children in poverty in 2000: 1,787, Percent change: 122%.
- Children in poverty in 2013: 3,968.
- The remaining 9 tracts have an average childhood poverty rate of only 3.19%.
- 2 tracts have 1 in every 4 children living in poverty.
- 1 has an estimated childhood poverty rate of 55.8%.
- 3 tracts have 0% childhood poverty.
In a study of 57 Canadian cities and regions Charlotte County had the highest % of single parent families living in low income. 41.3%

A quarter of children in Charlotte County 25.7%

Almost one in five of every family type. 18.4%

What you can do to make a difference

Ask your local political representatives how their party will tackle poverty. Vote!

Volunteer for community organizations that are making a difference. Like Dial-a-Ride.

Employ people by starting a new business or grow your existing business and your workforce.

Donate vacant land towards affordable housing projects.

'Poverty' here is defined using the after-tax Low Income Measure (LIM). Data source: Community Data Program (2010).
Create Your Own Infographic

**Which Demographics Use CHANGE, Inc.?**

**By Gender**
- Female: 76%
- Male: 24%

**By Age**
- 0-17: 16%
- 18-54: 61%
- 55+: 23%

**By Race**
- White: 96%
- Black: 4%
- Multi: 1%
- Other: <1%

**By Poverty Level**
- < 100%: 21%
- 101-200%: 24%
- > 200%: 8%
- Unknown: 47%

CHANCE, Inc.
@CHANGEIncWV

Who uses our services? Here's how we measured up in 2014!
#BeCommunityAction #Infographic
Community Action

20,532 received an ABE or GED certificate or diploma
159,691 obtained safe and affordable housing
397,334 received health services for themselves or family
2,342,456 obtained LIHEAP
212,490 obtained childcare for preschoolers or dependents
1,923,211 obtained food assistance

Community Action Employment and Employment Supports
Helping People Become More Self-Sufficient
Request a nonprofit discount!

- piktochart.com
- canva.com
Make a Word Cloud From Qualitative Data

Go to www.wordle.net
WHERE to share the CCNA
Where to Share

• Website
  - Define the need
  - Share your goal
  - Share your strategies

• Social Media
  - Share facts
  - Contextualize data
WHY to share CCNA
Where to share the CCNA for Maximum Impact

Understand your Target Audience
Understand your Target Audience
Share with Officials
Community Members
Share on website
Where to share the CCNA for Maximum Impact

Understand your Target Audience

Share with Officials

Community Members

Share on social media
Where to share

Understand your Target Audience
Share with Officials
Community Members
Share on social media

Which Demographics Use CHANGE, Inc.?

By Gender
- 75% Women
- 25% Men

By Age
- 0-17: 19%
- 18-54: 59%
- 55+: 22%

By Race
- White: 92%
- Black: 5%
- Multi: 1%
- Other: <1%
- Unknown: 2%

By Poverty Level
- <100%: 20%
- 101-200%: 21%
- >200%: 8%
- Unknown: 51%

CHANGE, Inc. is a non-profit community action agency. Visit www.changeinc.org for more information.

CHANGE, Inc. @CHANGEIncWV · 9 May 2016
These stats show who used our services in 2015. About us: changeinc.org, #NCAM #BeCommunityAction @NASCSP pic.twitter.com/5JEGzwZqXB
Children in 1/3 of Kansas counties don't have access to the summer meals program buff.ly/1ef2LJ1 via @CJOnline
Sample CNA Tweets

• [agency] is assessing community needs, all local input is valuable #talkpoverty [link to survey]

• [county] has [__] kids living in #poverty, we are working with @[partner] to change that #CommunityAction

• View our key findings on causes and conditions of poverty here [link to website] #CommunityAction
Facebook

• Can say more than on Twitter – tell a story
• Show pictures from your CNA process
• Talk about the challenges you faced and the depth/importance of final product
• Link to your full report and website
• Say thank you to the clients and community members who participated
Where to Share

• **Community/Advocacy Meetings**
  - Show that you are the poverty expert in your area
  - Share resources you bring to the table

• Demonstrate resources still needed
Questions
Requirements and Roles Resources

- **Technical Assistance Guide Organizational Standards Category 3**
  - This toolkit, created by the Partnership’s Organizational Standards Center of Excellence walks through the documentation required for each of the Standards related to Needs Assessments.

- **A Community Action Guide to Comprehensive Community Needs Assessments**
  - The toolkit, written by the National Association for State Community Services Programs (NASCSP) in July 2011 walks through the assessment process at large with specific information for this standard starting on page 32.

- **Community Needs Assessment Guide and TDHCA Submission Requirements**
  - This toolkit from the Texas Department of Housing and Community Affairs provides survey, focus group, and interview templates in addition to larger guidance on the assessment process.

- **Community Needs Assessment Tool Kit**
  - This toolkit, written by the Missouri Association for Community Action and Missouri State CSBG Office in April 2009 walks through the assessment process with specific information for this standard “Statistical Data,” “Agency Gathered Data” and “Conditions of Poverty and Issue Areas” on pages 7-30.
Data Collection & Analysis Resources

- **Community Commons Comprehensive Needs Assessment Tool**
  - Applicable Statistics: Senior Poverty Rate, Child Poverty Rate, Age and Gender Demographics, Race Demographics, Population in Poverty by Gender, Population in Poverty by Race...

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- **September 2015: Using the New Poverty Data**
  - This webinar by the Coalition on Human Needs walks users through how to access exactly the type of cross reference data this Standard is asking for from the Census Bureau website (updated annually)

- **United States Census – American Fact Finder**
  - This part of the Census Bureau website allows users to search and select different demographics to generate state tables.

- **Smart Survey Design**
  - This guide from Survey Monkey walks through some basic survey tips.

- **Living Wage Calculator**
  - From the Massachusetts Institute of Technology, this tool “is designed to provide a minimum estimate of the cost of living for low wage families”
Sharing and Utilizing Resources

- **CAP/NASCSP/NCAF/CAPLAW Social Media Webinar**
  - This recording gives tips on telling your story by sharing your outcomes on social media. Additionally, how to use this data for advocacy in a legally responsible way.

- **Story Guide** and **Brochure** from NASCSP

- Look for infographic webinars from **NYSCAA**

- Check out updates on **Virtual CAP**

- Infographics on **piktochart**

- Word Clouds on **Wordle**

- Check out **talkpoverty.org**
Share with us!

We want to highlight your agency! Tag CAP:

CAP
Twitter @CAPartnership
Facebook /Community Action Partnership National Office
Contact Information

Dr. Jarle Crocker, CCAP, NCRT
Director of Training and Technical Assistance
Community Action Partnership National Office
202-449-9774
jcrocker@communityactionpartnership.com

Courtney Kohler, MPA, CCAP, NCRT
Senior Associate, T/TA
Community Action Partnership National Office
ckohler@communityactionpartnership.com

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