

# Communicating the Community Needs Assessment

Organizational Standards National Webinar Series  
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# Agenda

- Partnership resources
- Writing the CNA
- Why to share the CNA
- Working with the board
- Techniques for sharing the CNA



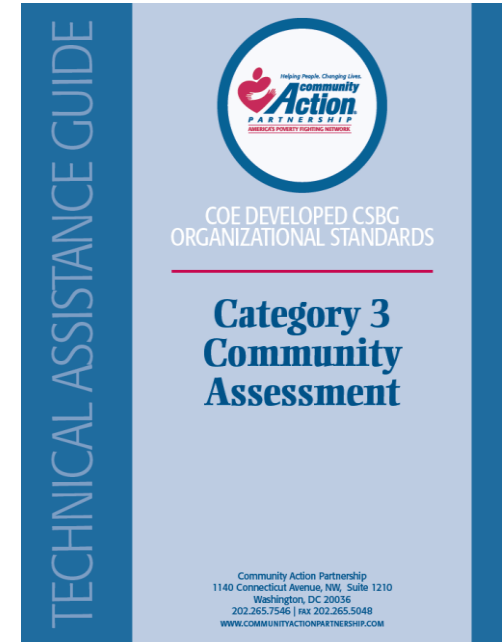
## The Promise of Community Action

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



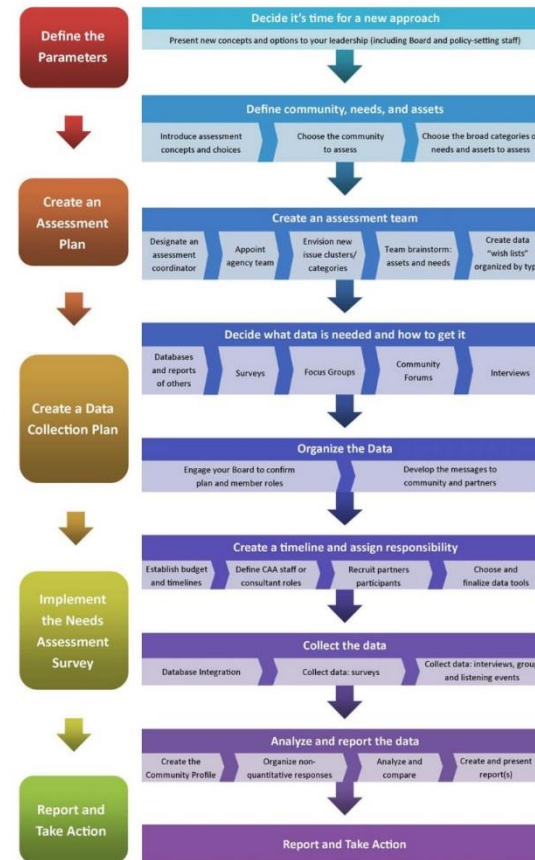
# NASCSP Tools



**National Association for State  
Community Services  
Programs**

*A Community Action Guide  
to Comprehensive  
Community Needs Assessments*

[www.nascsp.org](http://www.nascsp.org)



# Connecting the CNA with Other Planning Processes



# 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?



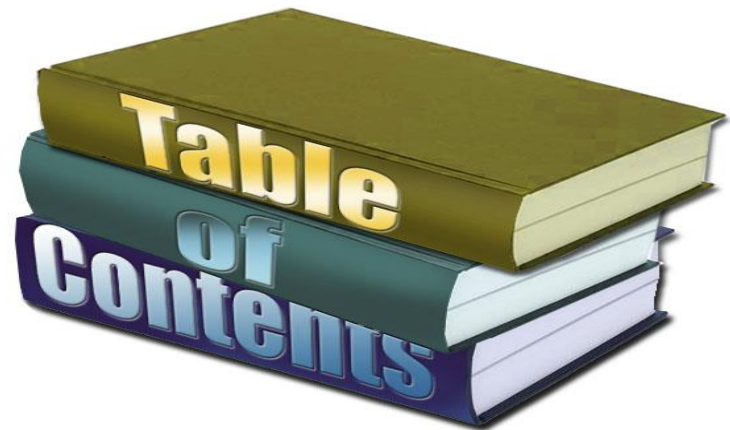
# Writing the Report

- 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



# Example - CNA Table of Contents

- 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



# 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?

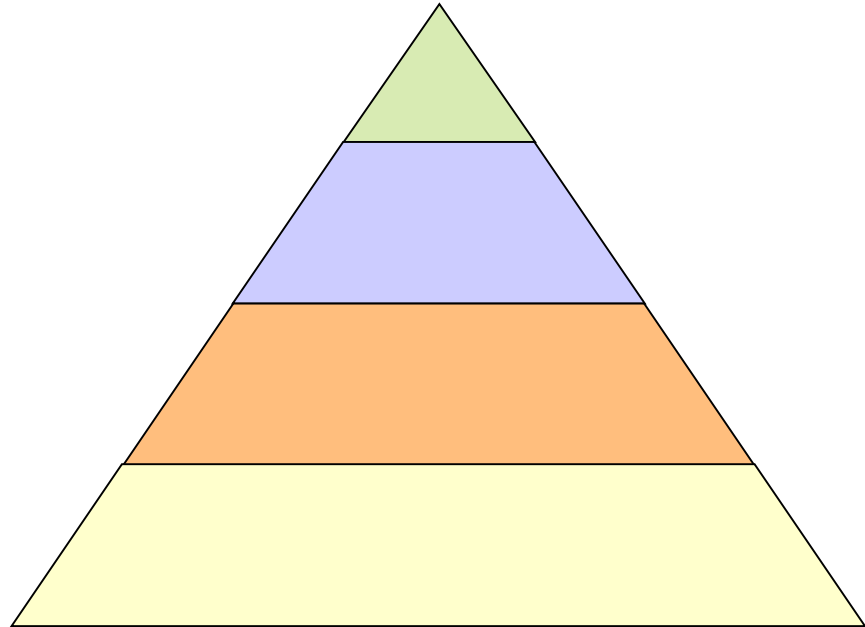
- **Raise Awareness of Poverty in the Community**
  - Numbers and stories help keep poverty-related issues “on the radar screen”
- **Raise Awareness of the Agency**
  - Use communication opportunities with different stakeholders to explain the agency’s mission and publicize services
- **Build an Anti-Poverty 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

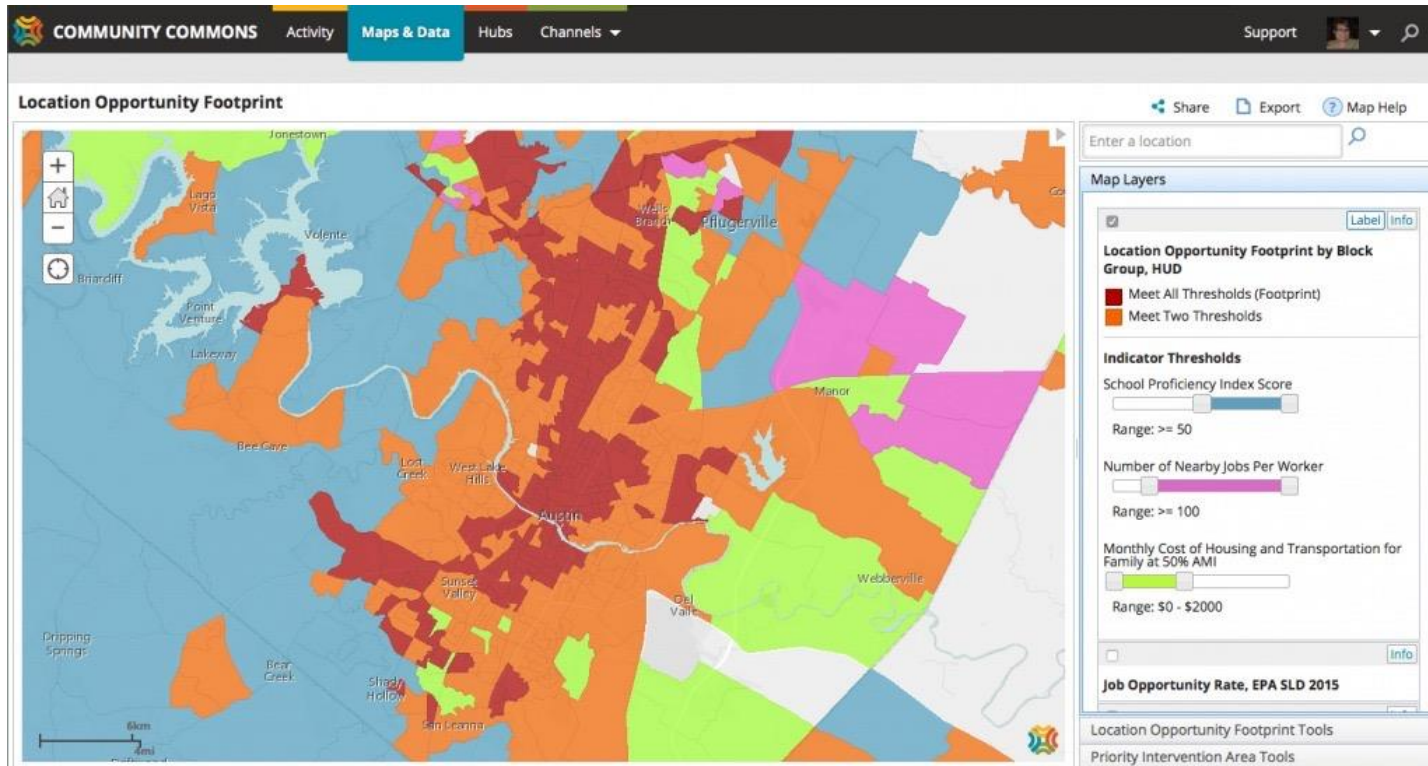
# Be Creative & Make Findings Accessible

- 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

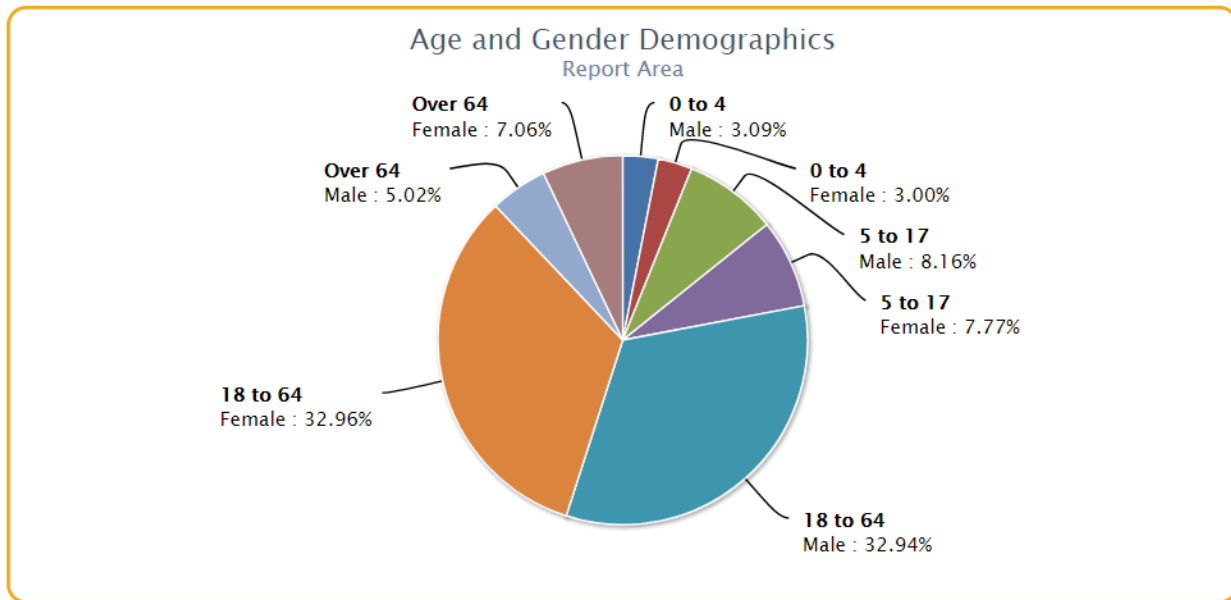


# Demographics

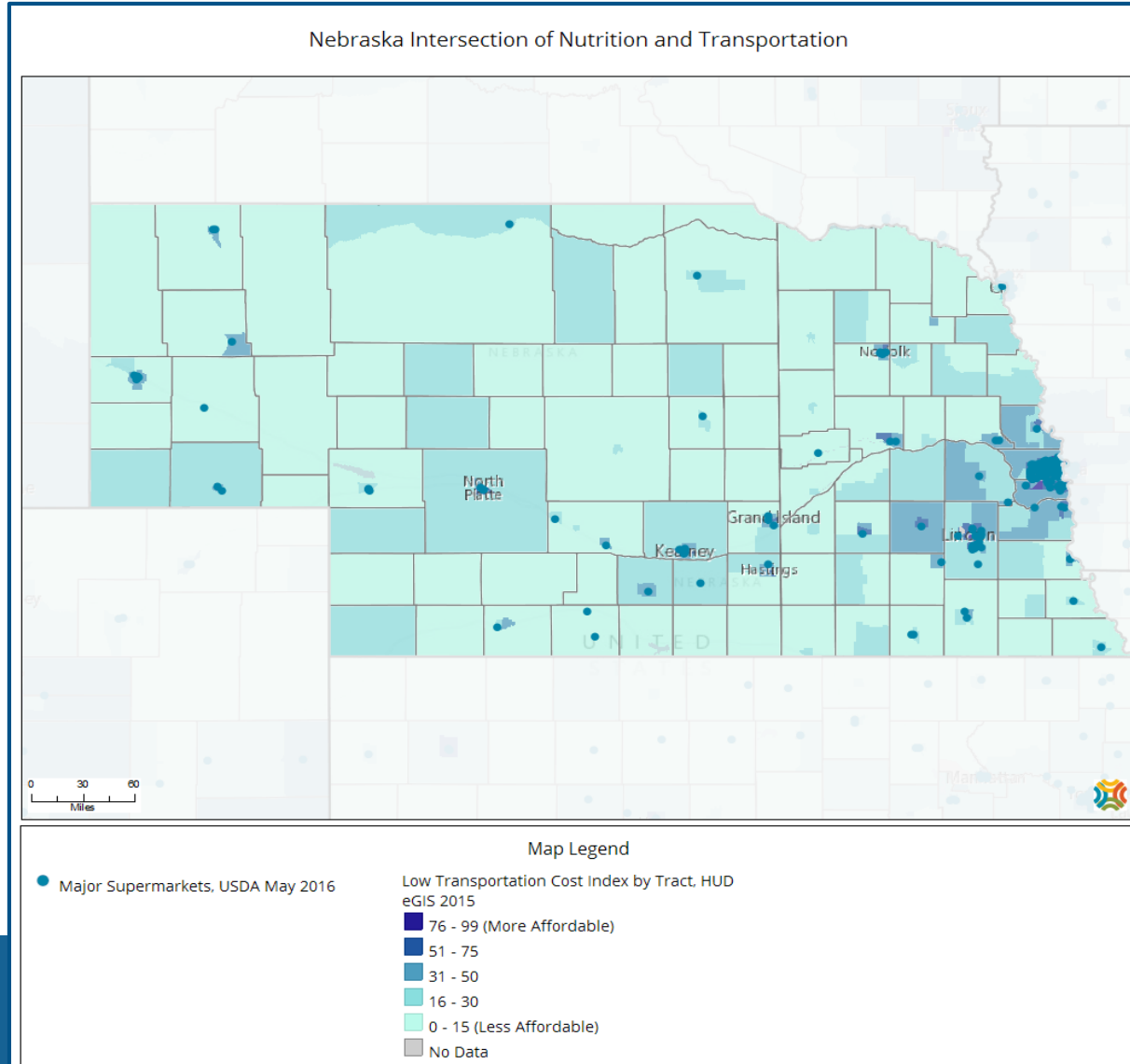
- Let the community know *who* has the need

Report Area	0 to 4 Male	0 to 4 Female	5 to 17 Male	5 to 17 Female	18 to 64 Male	18 to 64 Female	Over 64 Male	Over 64 Female
Report Area	11,514	11,178	30,457	28,996	122,910	122,982	18,728	26,329
Audrain County, MO	842	791	2,409	2,083	6,694	8,720	1,619	2,459
Boone County, MO	5,254	5,128	12,720	12,140	57,058	61,253	6,754	9,716
Callaway County, MO	1,206	1,298	3,596	3,559	15,065	13,666	2,613	3,387
Cole County, MO	2,443	2,343	6,549	6,319	25,210	23,329	4,125	5,841
Cooper County, MO	570	426	1,511	1,407	6,002	4,817	1,127	1,615
Howard County, MO	307	322	847					
Moniteau County, MO	495	505	1,509					
Osage County, MO	397	365	1,316					
Missouri	192,851	183,921	524,308					
United States	10,175,713	9,736,305	27,479,063					

Data Source: US Census Bureau, [American Community Survey](#), 2011-15. Source



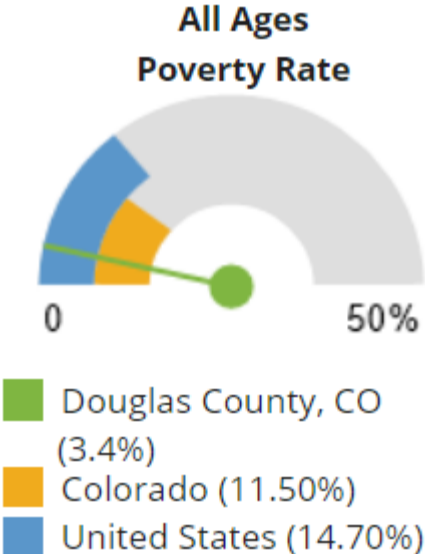
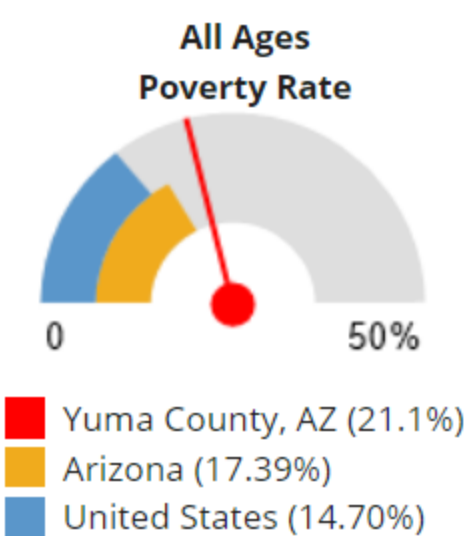
# Geography



- 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

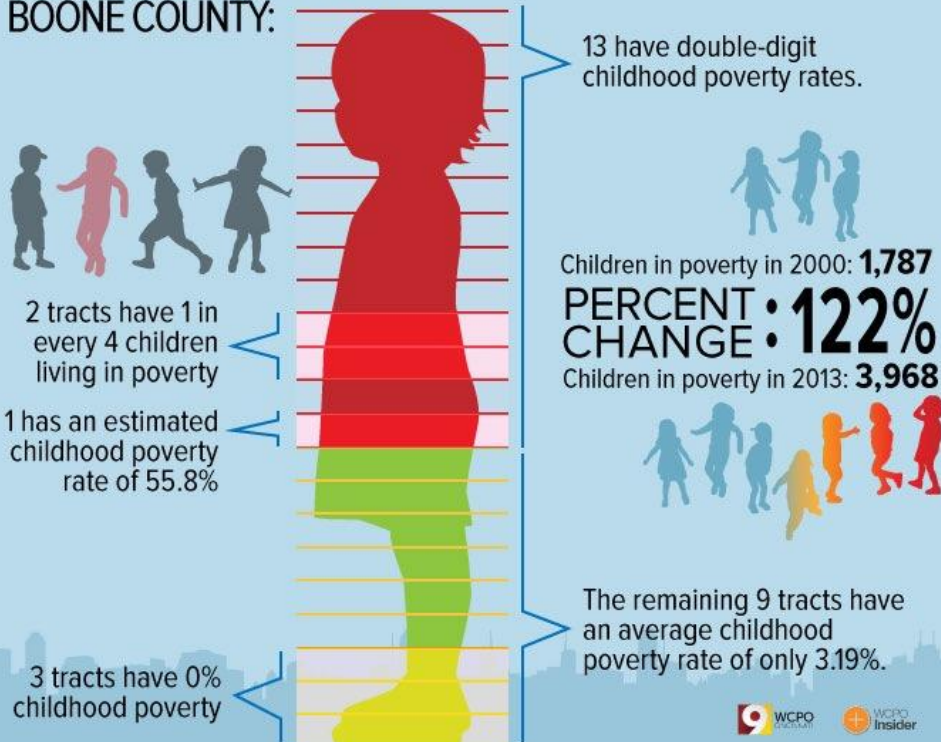
- Share infographics and bite-size pieces with **EVERYONE**
  - Keep it simple
  - Keep the conversation going
  - Contextualize numbers with client success stories



# CHILDHOOD POVERTY IN BOONE COUNTY

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:



Visualization: Libby Duebber | WCPO

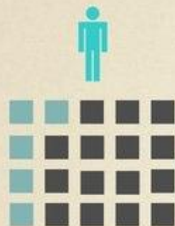


# How many people are living in poverty in Charlotte County, NB?



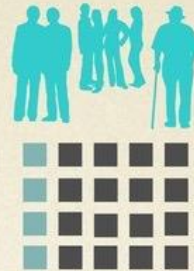
In a study of 57 Canadian cities and regions Charlotte County had the highest % of single parent families living in low income.

**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.

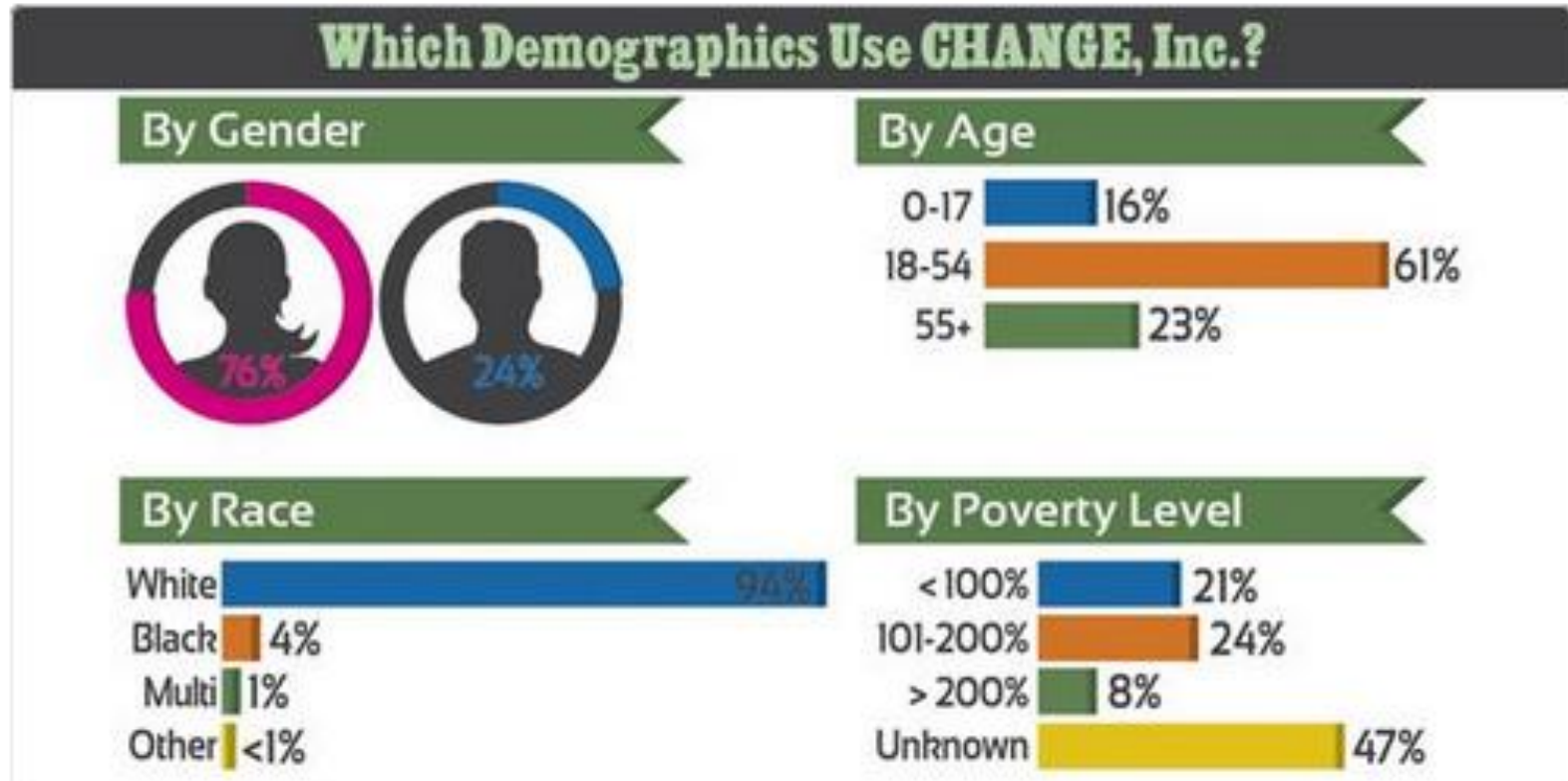
Employ people by starting a new business or grow your existing business and your workforce.



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



**CHANGE, Inc.**  
@CHANGEIncWV

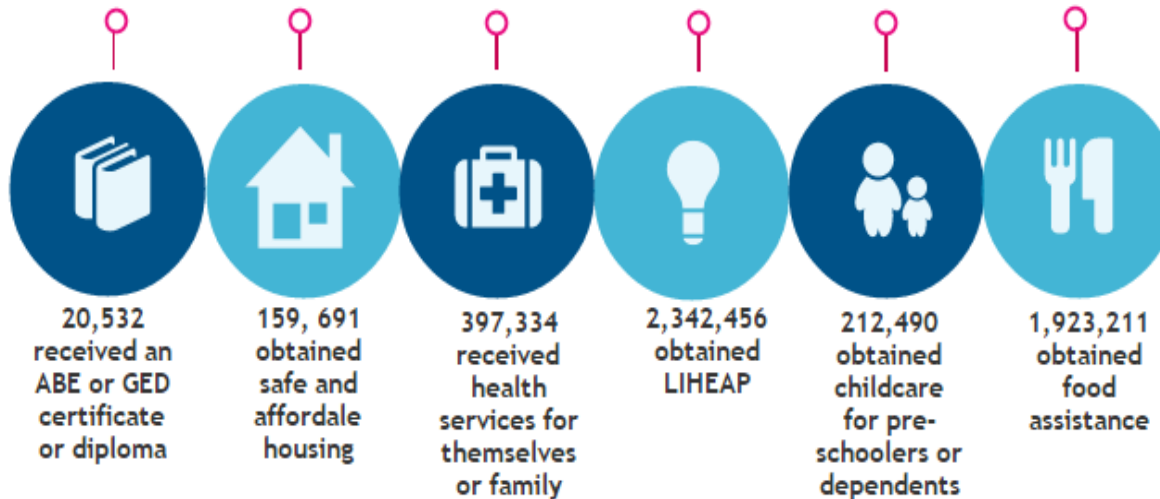


Follow

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

<http://piktochart.com/>

## Community Action



Community Action Employment and Employment Supports  
Helping People Become More Self-Sufficient

# Request a nonprofit discount!

- [piktochart.com](http://piktochart.com)
- [canva.com](http://canva.com)

Select The Infographic Format You Would Like To Use

Infographic Report Banner Presentation

Featured Templates

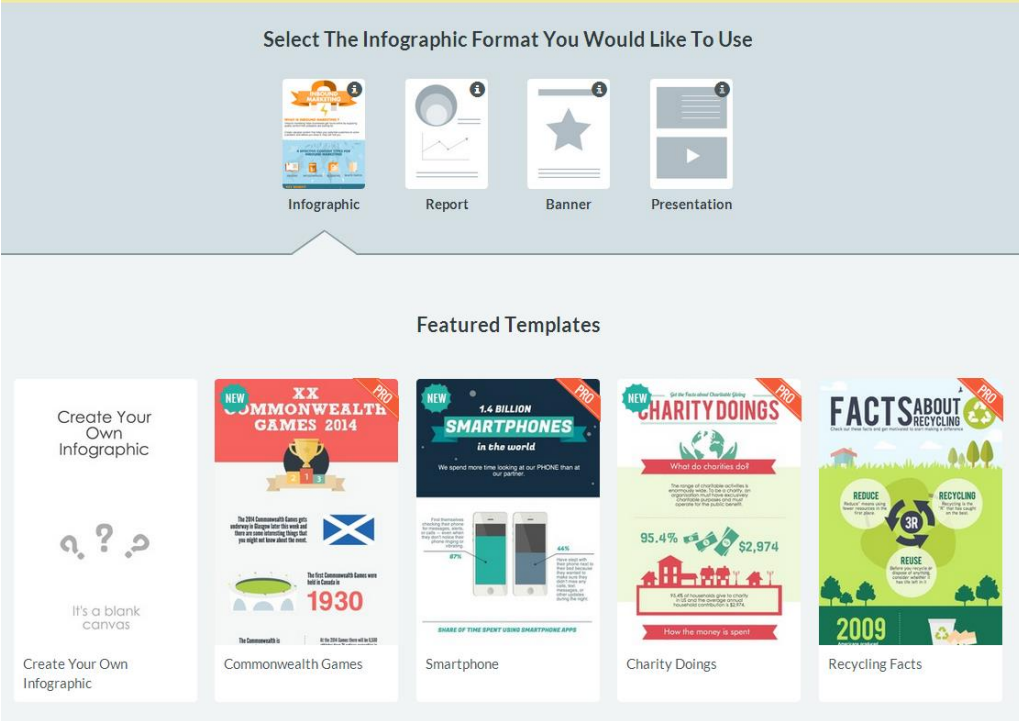
Create Your Own Infographic

Commonwealth Games

Smartphone

Charity Doings

Recycling Facts





**WHERE**  
to share the CCNA



# Where to Share

- **Website**
  - Define the need
  - Share your goal
  - Share your strategies
- **Social Media**
  - Share facts
  - Contextualize data



# Share on website



[Home](#) [About Us](#) [Advocacy](#) [I'm Looking for Help](#) [I Want To Help](#) [Contact Us](#)

By the numbers, 2014 looked like this at Community Action:






# Share on social media

 **CHANGE, Inc.** @CHANGEIncWV · 24 May 2016

Our Housing programs helped 201 families in 2015. See [changeinc.org](http://changeinc.org) to learn more! #NCAM #BeCommunityAction

In 2015, CHANGE, Inc. provided  
**201 FAMILIES**  
with housing assistance and education.

 CHANGE, INC. IS A NON-PROFIT  
COMMUNITY ACTION AGENCY  
[www.changeinc.org](http://www.changeinc.org)

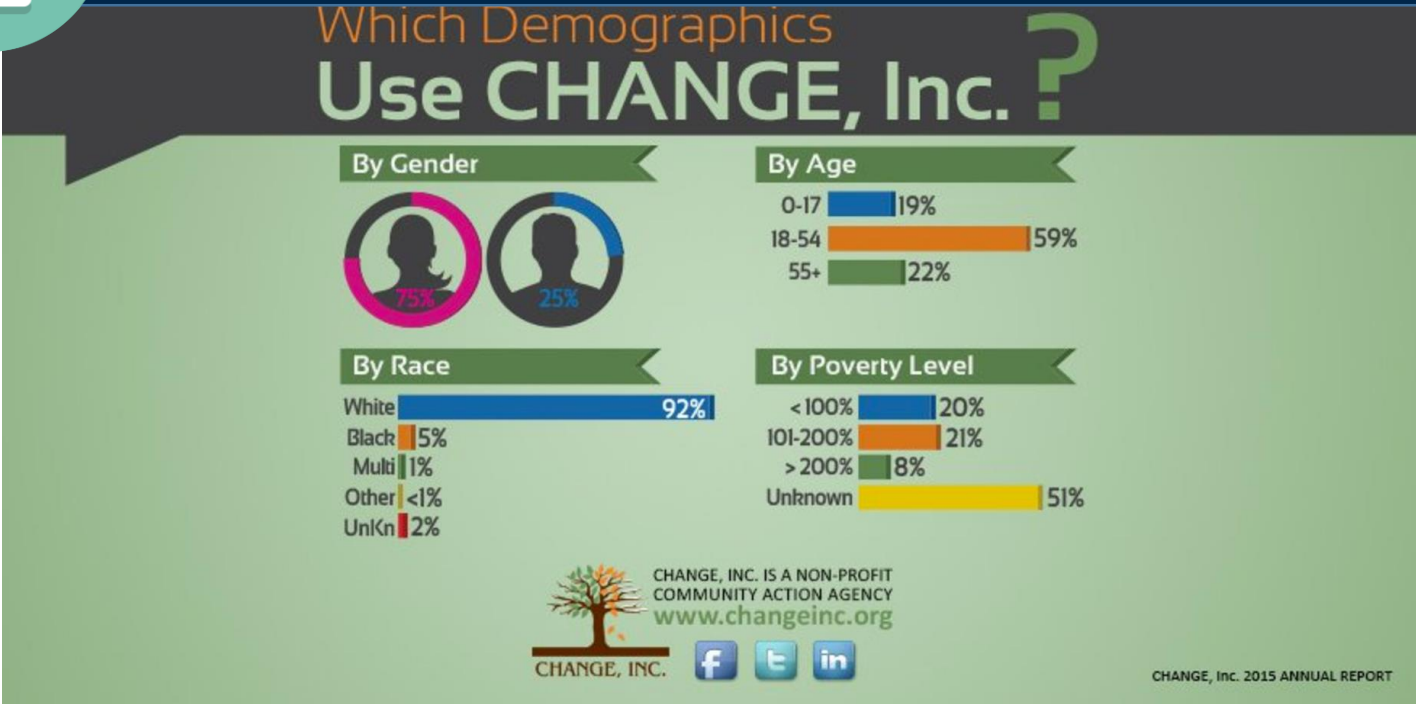
  

CHANGE, INC. 2015 ANNUAL REPORT

← ↻ ❤️ 2



# Share on social media




**CHANGE, Inc.** @CHANGEIncWV · 9 May 2016

These stats show who used our services in 2015. About us: [changeinc.org](http://changeinc.org). #NCAM #BeCommunityAction @NASOSP pic.twitter.com/5JEGzwZqXB

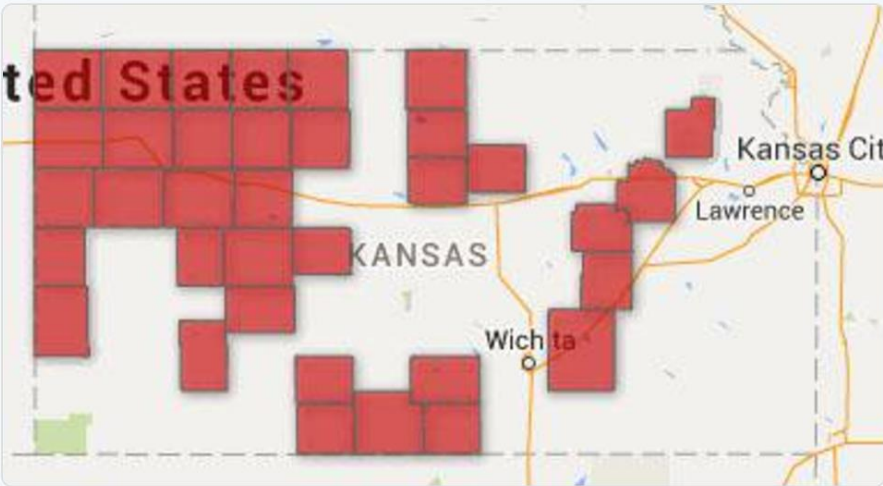




# Share on social media

 **ECKANCommunityAction** @ECKAN\_CAP · 29 Jun 2015

Children in 1/3 of Kansas counties don't have access to the summer meals program [buff.ly/1ef2LJ1](http://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



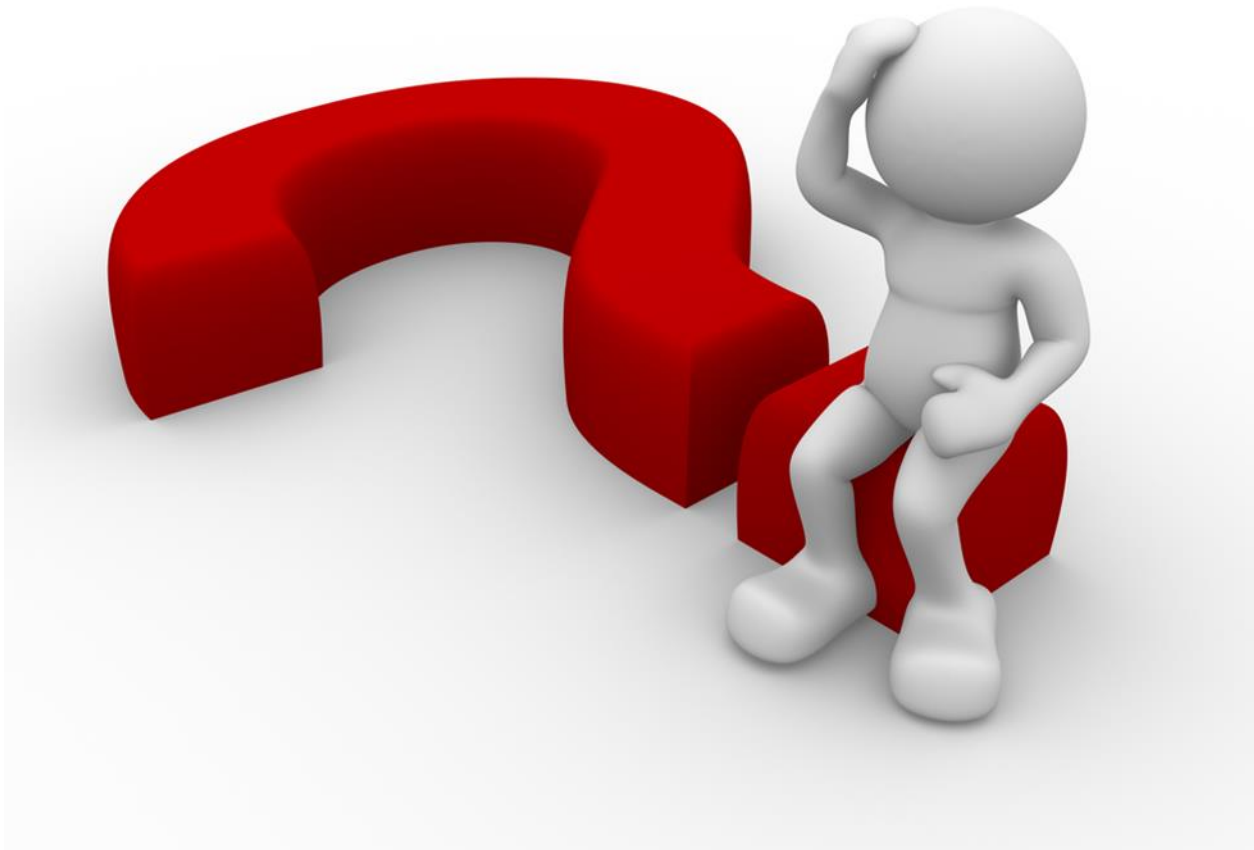
- Can say more than on Twitter – tell a story
- Show pictures from your CNA process
- Talk about the challenges you faced and the depth/importance of final product
- Link to your full report and website
- Say thank you to the clients and community members who participated



## 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 (NASCSPP) 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...
- [A Community Action Guide to Comprehensive Community Needs Assessments](#)
  - The toolkit, written by the National Association for State Community Services Programs (NASCSPP) 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.
- [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 @CAPPartnership

Facebook /Community Action Partnership National Office

# Contact Information

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