


NATIONAL CENTER ON
Family Violence Prevention and Education

Program Management and Fiscal Operations



Community Assessment: The Foundation for Program Planning

Session Objectives



In this session participants will:

- Examine the purposes and requirements of community assessments
- Recognize the importance of the community assessment in planning and decision-making
- Explore resources and tools for conducting community assessments



2

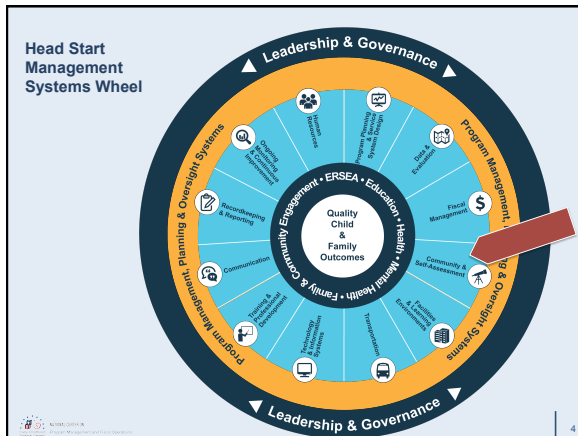
Why Do a Community Assessment?

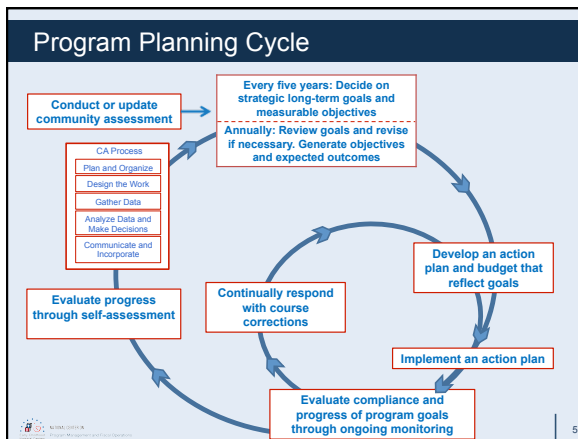


- Meet federal requirements
- Inform decision-making and program planning, including coordinated approaches
- Educate staff and stakeholders
- Address changing priorities and policies
- Respond to trends and changes
- Mobilize community resources
- Maximize community partnerships
- Increase financial resources



3

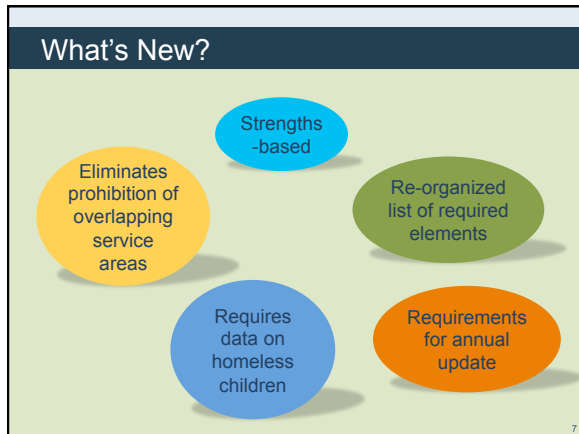




1302.11 (b) Community-wide strategic planning and needs assessment

1) To design a program that meets community needs and builds on strengths and resources, a program must conduct a community assessment a least once over the five-year grant period. The community assessment must use data that describes community strengths, needs, and resources....

6



It Starts with the Community Assessment

Community assessments should:

- Support strategic planning
- Be performed at least once over the five-year grant period
- Describe community strengths, needs, and resources

8

A Changing Landscape

What changes are having the biggest impact on your programs?

9

1302.11 Determining community strengths, needs, and resources

WHY	WHAT ARE WE LOOKING FOR	HOW IT HELPS
<ul style="list-style-type: none"> • Solidify your mission • Identify your service and recruitment areas • Select your program options and calendar • Develop your goals and objectives • Establish selection criteria • Identify community partners 	<ul style="list-style-type: none"> • Geographic data • Demographic make-up, shifts and trends • Other child service programs • Vulnerable populations • Education, health, and nutrition and social service needs • Community resources 	<ul style="list-style-type: none"> • Communicates need to the Office of Head Start • Gives a current snapshot and baseline • Helps project trends • Helps develop strategies • Helps create continuous quality improvement

10

Review and Update the Community Assessment

- ☑ Done annually
- ☑ Community changes
- ☑ Availability of publicly funded pre-K
- ☑ Assessment of publicly funded pre-K
- ☑ Shifts in demographics and resources

11

Benefits of Community Assessments

What are the benefits of conducting a community assessment?



12

Community Assessments Help Programs

1. Make informed decisions about service area plans and delivery
2. Understand the needs of families
3. Recognize demographic changes and address newly identified needs
4. Identify skills and competencies needed in workforce
5. Advance cultural competence
6. Mobilize community resources and partnerships

13


Decision Areas Informed by Community Assessment Data

14

Community Assessment: The Foundation for Program Planning

15

Step 1:
Plan and Organize




- Form a CA team
- Specify information to be collected
- Identify necessary resources
- Establish a CA timeline
- Communicate a CA process

Step 1:
Plan and Organize (cont'd)

Consider that collaboration:

- Engages more community members in planning and implementation
- Increases access to more data sources
- Establishes relationships that will be important for leading actions identified in the community assessment findings

Step 2:
Design the Work



- Determine data needs
- Identify internal and external data
- Identify sources
- Develop questions
- Visualize how the data will be displayed

What Is Data?

1 2 3
Numbers

text
Words

Pictures

Maps

Research Findings

19

Types of Data

Quantitative and Qualitative

Internal and External

20


Step 3: Gather Data

- Determine data collection methods
- Inform stakeholders of the process
- Plan data collection logistics
- Determine how data will be managed
- Gather internal and external data
- Organize the data

21

Methods for Data Collection


- **Survey** – written or electronic
- **Interview** – in person or by phone
- **Focus group**
- **Large group meeting**



22

Step 4: Analyze and Make Decisions

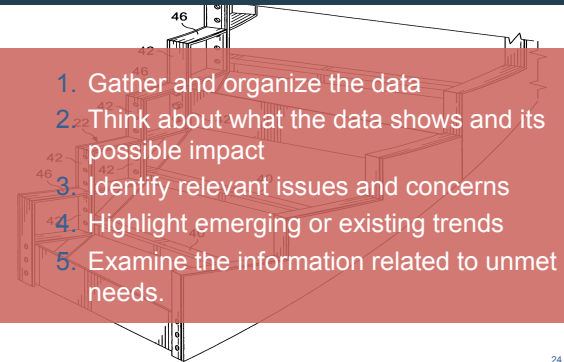
- Review data analysis purpose and procedures
- Identify trends, strengths, and needs
- Make decisions



23

Analysis – A step by step process

1. Gather and organize the data
2. Think about what the data shows and its possible impact
3. Identify relevant issues and concerns
4. Highlight emerging or existing trends
5. Examine the information related to unmet needs.




24

Forecasting Trends


- Have the numbers changed in the last three to five years?
- How have they changed?
- What are the reasons for the change?
- Does your program's internal data indicate similar changes or trends?

25

Step 5: Communicate and Incorporate






- Prepare the CA report
- Communicate the CA data and recommendations internally and externally



- Review and update annually
- Incorporate the CA process into the program's strategic and ongoing planning

26

Displaying Data

Data that are:	Can be explained in:
Numbers or percentages	 Tables, pie charts, or graphs
Written or spoken words	 Narratives or case studies
Geographic photographs	 Maps or diagrams

27

Using the Community Assessment




- Establish goals and objectives
- Create program options and schedules
- Identify recruitment area and program location
- Establish selection criteria and reserved slots
- Strengthen services
- Build collaborative partnerships

1302.102


Establishing Program Goals

Achieving Program Goals
1302.102



What Is a Budget?

A budget is a:




“Numerical expression of an organization’s dreams that serves as a guide or measure of acceptable financial performance.”

— *Financial Management for Non-Profit Organizations*

1302.102

Program Options and Calendar



- Center-based, home-based, family child care
- Based on children, family, and community needs
- Determine hours and weeks of service

STATE OF TEXAS
DEPARTMENT OF EDUCATION
OFFICE OF EARLY CHILDHOOD EDUCATION

31

Criteria for Recruitment and Selection




- Consideration of community needs
- Prioritization of vulnerable populations
- Availability of publicly funded pre-K
- Diverse economic backgrounds
- Reserved slots

STATE OF TEXAS
DEPARTMENT OF EDUCATION
OFFICE OF EARLY CHILDHOOD EDUCATION

32

The Community Assessment Report



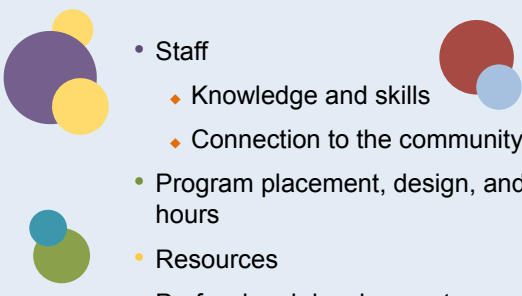
I. Executive Summary	
II. Table of Contents	
III. Overview of the state of the grantee	VII. Community resources and strengths
IV. Methodology	VIII. Observations and recommendations
V. Service area data	IX. Appendices
VI. Identified needs	

STATE OF TEXAS
DEPARTMENT OF EDUCATION
OFFICE OF EARLY CHILDHOOD EDUCATION

33

Using Community Assessments in Workplace Decision-Making

- Staff
 - ◆ Knowledge and skills
 - ◆ Connection to the community
- Program placement, design, and hours
- Resources
- Professional development



U.S. DEPARTMENT OF HEALTH & HUMAN SERVICES
NATIONAL CENTER ON CHILDREN, YOUTH, AND PROGRAMS


Key Takeaways


- Community assessments should inform program planning and service delivery.
- Goals should drive quality and respond to community and program needs.
- Continuous improvement and data-based decision-making needs to be embedded into your practices.




U.S. DEPARTMENT OF HEALTH & HUMAN SERVICES
NATIONAL CENTER ON CHILDREN, YOUTH, AND PROGRAMS

Contact PMFO

 pmfo@ecetta.info

 <https://eclkc.ohs.acf.hhs.gov/hslc/tta-system/operations>

 [Call us: 888.874.5469](tel:888.874.5469)

U.S. DEPARTMENT OF HEALTH & HUMAN SERVICES
NATIONAL CENTER ON CHILDREN, YOUTH, AND PROGRAMS
