CSBG Community Needs Assessment

February 20, 2020

Webinar Instructions

- Throughout the webinar, participants will be in listening mode only.
- During the webinar you may type in your questions via the Chat box on your screen.
- Access resources via the Resources box on your screen.

Agenda

- OCS Welcome
- Human Capacity & Community Transformation
- CSBG Program Cycle
- Planning a Community Assessment

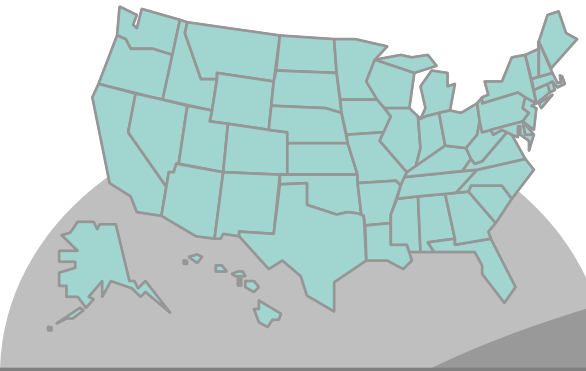
  Guest Presenter - Aaron Wicks, CAP
- Upcoming Program Cycle Webinars
- Q & A

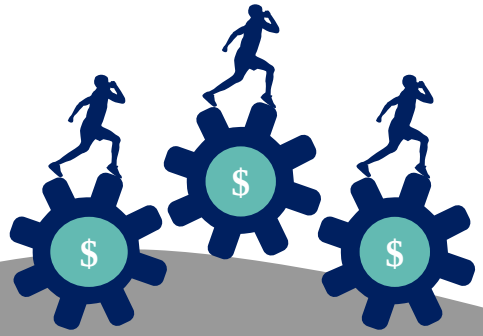
OCS Welcome

Maxine M. Maloney, Program Operations Branch Chief

HCCT: An Initiative Rooted in *Rethinking the American Safety Net*

The current safety net represents a collection of programs that address discrete aspects of the human condition for members of our society in economic, social, and developmentally vulnerable circumstances.





39.7 Million Americans were living in poverty in 2017

80+ Single-purpose government programs authorized and administered by the federal government

$1 trillion Annual safety net program expenditures

CYCLE OF POVERTY

Many Americans find themselves struggling due to the rising costs of healthcare, education, and housing.

CURRENT PROGRAMS

The federal government has authorized and administers many siloed programs, each intended to address discrete aspects of human need, resulting in a system that lacks an overarching vision, design, and intention.

GOVERNMENT SPENDING

In 2016, federal spending, coupled with state and local expenditures, totaled at approximately $952 billion to fight poverty and provide basic, life-sustaining services to millions of individuals and families.

GOAL

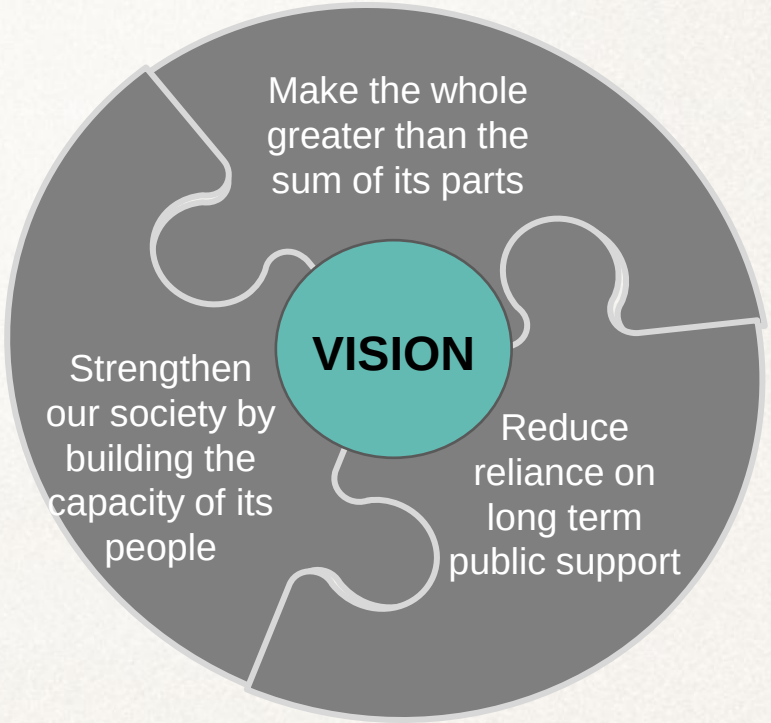
The primary objective for transforming the current Public Safety Net to grow the functioning capacity of those in need, enhancing their individual liberty, fostering opportunity, and reducing their reliance on external support.

Path Forward to Transformation

Where we are going
(Operating Principles)

- ✓ Sustainable Independence
- ✓ Support Employment
- ✓ Individual Empowerment
- ✓ Government as Catalyst
- ✓ Community Matters
- ✓ Evidence Based Policy
- ✓ Individual and Family Centric Design

What we will achieve
(Hypotheses)



Human Capacity & Community Transformation

Focus on building the capacity of those served and to reduce reliance on public supports –**Individual Focus**

Building community capacity to support the needs and strengths individuals and families – **Community Focus**

Comprehensive approach which engages multiple community systems, structures and constituencies that coalesce around a common goal and work in concert to achieve that goal – **Leveraging Network & Partnership Resources**

Identify and explore innovations to serve as models for replication and sustainability - **Outcome**

Human Capacity & Community Transformation

Goal 1: Maximize and align HCCT T/TA resources and coordinate regional T/TA Plans.

Goal 2: Identify and highlight capacity building practices for State CSBG Lead Agencies, State Associations, and CSBG-eligible entities to share and promote cross-learning throughout identified region.

Goal 3: Organize, implement, and participate **in national or regional T/TA activities** designed to address the collaboration, capacity building, and exemplary practice needs of the CSBG Network to support the full implementation of the CSBG HCCT.

Goal 4: Help State CSBG Lead Agencies and local CSBG-eligible entities implement, meet and exceed **organizational standards**

Transformational Efforts

- Fatherhood
- Recidivism
- Opioid Crisis
- Whole Families
- Linkages to Safety Net Programs
- School Readiness/Early Childhood
- Family Violence
- Youth Development

Criteria for Highlighted HCCT Initiatives

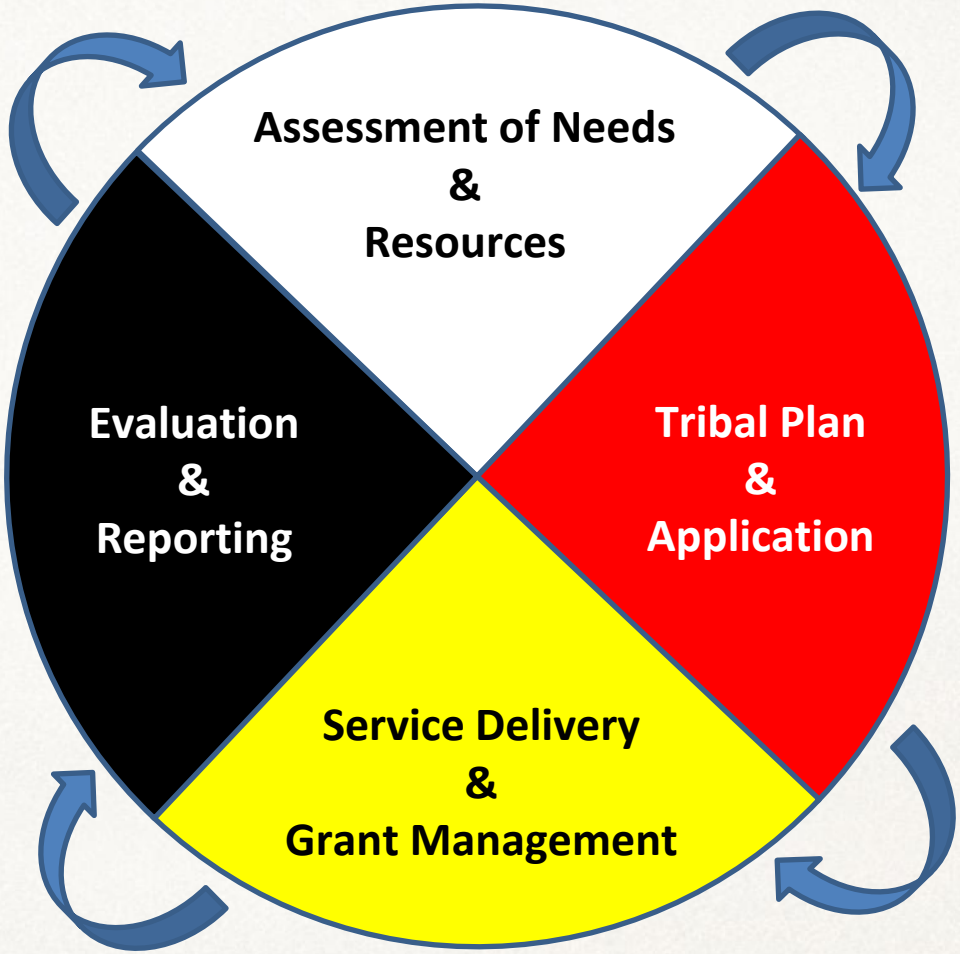
- Requirement of **1 per state**; maximum of **15 per region**
- Based on **community needs**
- Linkages that supports human capacity and self sufficiency
- Eligible Entities Meet a Cumulative **90%** of Organizational standards
- Focus on collaborations and partnerships

Collaboration and Partnerships

- **State CSBG lead agencies**
- CSBG T/TA Center of Excellence (COE) For HCCT
- Local CSBG-eligible entities
- Philanthropic Organizations
- Nonprofits
- Academia
- Other community stakeholders

CSBG Program Cycle

CSBG Tribal Program Cycle



Assessment of Needs & Resources

An assessment of organizational & community needs & resources helps identify and prioritize the needs that can be addressed through CSBG funding.

CSBG Tribal Plan & Application

A narrative description of the Tribe's CSBG program goals & objectives, provides information on the types of projects that will be supported with CSBG funding, and assures that all CSBG programmatic, administrative & financial requirements will be met.

Service Delivery & Grant Management

Implementation of the CSBG Tribal Plan. Successful implementation includes ensuring systems are in place to:

- maintain grant compliance
- obligate & expend CSBG resources in alignment with required use of funds and fiscal controls
- track progress on program goals and objectives.

Evaluation & Reporting

Ongoing evaluation of successes & challenges while adapting as needed.

In addition, a CSBG Annual Report, due by December 30 every year, provides a narrative description of how the grantee met its CSBG goals and objectives and provides information on the types of projects supported with CSBG funding awarded in the previous fiscal year.

Planning a Community Assessment

Guest Presenter: Aaron Wicks

Aaron Wicks,
VP Organizational Capacity Building

Community Action Partnership (CAP)

Planning a Community Assessment: Resources for Developing a Solid Strategy for Community Change

February 20, 2020

Aaron E. Wicks, PhD, CCAP, NCRT

Vice President, Organizational Capacity Building

Learning Objectives

1. Increased knowledge of the role of a Community Assessment within the planning process
2. Increased knowledge of key elements of an effective Community Assessment
3. Awareness and access to Community Assessment resources available through the Community Action Partnership

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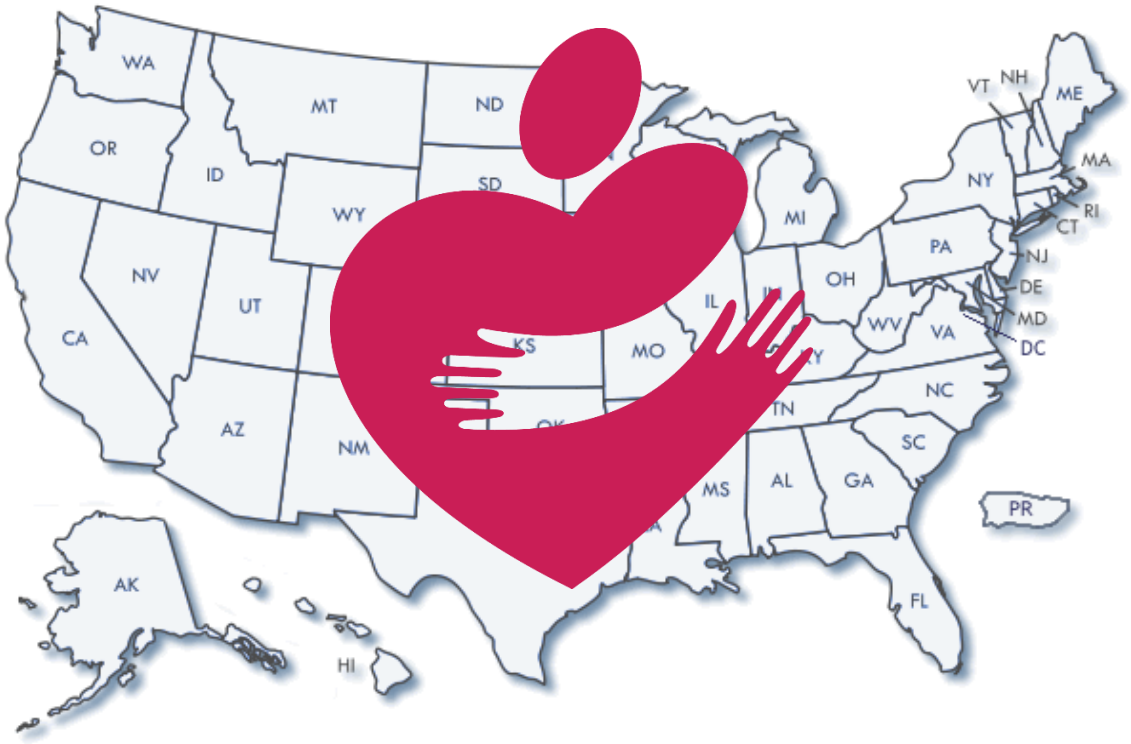
Community Action Network

Red, Blue, Purple States

Board and Staff on All Sides of the Aisle



1000+ Agencies | 44 State Associations | 50+ State CSBG Offices| National Partners
More than 15 million served

We work together to promote workable solutions that connect more families to opportunity

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It starts with Mission…

Like the roots of a tree, our mission is our foundation. It is our grounding, what ensures that we can withstand whatever challenges might arise.

Every organization has an enduring mission that is the “North Star” that guides its activities. This precedes our planning – it is WHY we engage in planning.

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… and it starts with a Process

- A mission cannot be achieved with a solid plan – and a plan requires a process to develop and implement it
- Although the process is ongoing, it starts with an assessment of NEEDS and RESOURCES

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America's Poverty Fighting Network

Why do we conduct a Community Assessment?

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Planning a Community Assessment

- Why are we doing this?
- How do we define "community"?
- Who needs to be involved?
- What capacity do we have to implement this project?
- What methods will we use?
- What timeline/deliverables?

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Planning your Community Assessment: Key Questions

Why are we doing this?

- Are we "checking a box" because it's required or do we have a vision for this project?
- How important is our CA for…
  - Strategic Planning
  - Building partnerships
  - Attracting funding
  - Communicating important issues with stakeholders

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Planning your Community Assessment: Key Questions

How do we define "community"?

- "Community" is a very subjective term – we need to be clear what we mean:
  - Geographic area
  - A community defined in an objective way (eg. Tribal membership)
  - A community that self-identifies (eg. Tribal membership and those who are in relationship to members)

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Planning your Community Assessment: Key Questions

Who needs to be involved?

- What role will organizational leaders play?
- Staff/ volunteers?
- Community partners?
- Funders?
- Community representatives? A community advisory group?
- Other stakeholders?

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Collecting Community Assessment Data

- Data = information
- It is up to *YOU* decide to what end data are useful
- Quantitative
  - Census* and others
- Qualitative
  - Surveys, focus groups
  - Anecdotes

*The US Census (and other agencies) have several useful surveys and data reports. State/local agencies often compile data as well.

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From Planning to Data Collection

Data collection must be planned:

- What data do we need?
- What issues will we prioritize?
- What methods will we use to collect data?
- What data are most credible/ relevant to our stakeholders?

Collecting Community Assessment Data

How do we collect data?

- Quantitative data can be assigned to staff/volunteers to locate, access
- Surveys can be distributed by the organization, through partners/ community members
- Focus groups can be convened in a number of ways – ideally at times and places people are already convening

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Possible Data Resources

- Existing assessments/reports
- Public data (census, state and local government data, interest group studies)
- Customer/ organizational data
- Educational institutions – both a resource for data as well as methods and subject matter expertise
- Community stakeholders

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Collecting Community Assessment Data

More about qualitative data

- Can be very valuable when quantitative data **does not adequately describe** the community of interest
- Can be a very **"high return"** data collection method: use existing staff/volunteer resources to obtain valuable data
- Should be done very **thoughtfully**: language, literacy, cultural humility, meeting people where they are

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Collecting Community Assessment Data

More about quantitative data

Data categories should describe WHO is affected by WHAT issues in the community and WHY that is important

- WHO: Key measures of community groups (important subgroups, as identified by the community – age, gender, etc)
- WHAT: Key measures of community members' access to resources (language and literacy, disability status, location, transportation access, etc)
- WHY: Key measures of equity/opportunity (poverty rates, employment, median income, education level, etc)

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Planning your Community Assessment: Key Questions

What is our capacity?

- Do we have people skilled at planning and implementing a large project?
- Do we have people who are skilled with accessing quantitative data?
- Do we have people with the appropriate traits to engage community stakeholders?
- Will this project risk draining resources from other projects?

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Planning your Community Assessment: Key Questions

What timeline/final product is realistic?

- Given the scope of the planned assessment and available resources, how quickly can this be done?
- What does “done” even mean?
  - Report documented is completed?
  - Report approved by appropriate body?
  - Report is disseminated to stakeholders?

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Analyzing Community Assessment Data: What is your community's story?

Being strategic about planning your assessment, you should be able to tell a very clear story that has the following elements:

(1) Where is our community now? What do the data say about the current state of our community?

(1) Why does our community find itself in the condition it is currently in? What are the major factors that are present, that have been present over time? What are possible future concerns or emerging issues?

(1) What resources are in places to make our community better? How do we write the next chapter of our community's story to be one that is closer to the vision we have?

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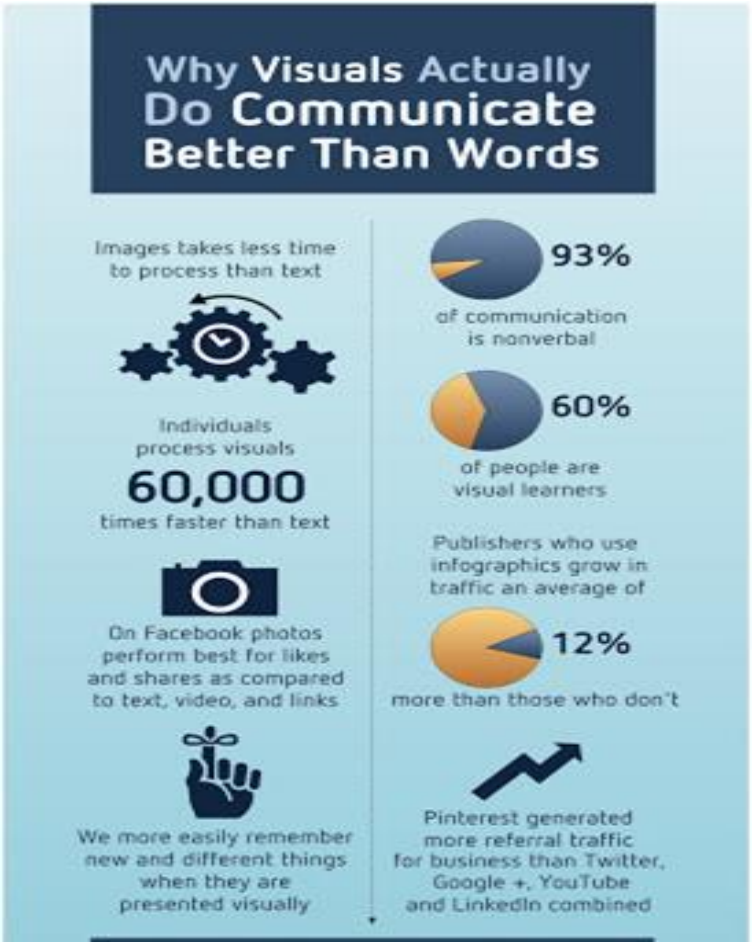
Communicating the Community Assessment: Telling your story



- Because we conduct a CA for one or more purposes, it has several potential audiences.
- Each audience may require its own communications strategy
- The CA is a key planning document – but remember, your plan is part of your story!

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Communicating the Community Assessment: Telling your story

Audience	Considerations
Governing Body	Effective Executive Summary, highlight **key findings** that connect to **strategic goals** of organization
Partners	One-on-one meetings, focus on areas of **mutual interest**
Community sectors	One-on-one meetings, focus on areas of mutual interest. Consider developing **"infographics" or one-pagers** that can be easily shared with key sectors of interest
Funders	One-on-one meetings, funder conferences. Focus on areas of interest to the funder – demonstrate your organization's **commitment to addressing those issues**
Media	**Social media**, local news interviews. Have several "one-pagers" available for easy media consumption
Community	All of the above – and MORE. Consider language and literacy issues, **forums where community is already gathering**

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Returning to the Process

- Planning and implementing an effective Community Assessment means always thinking about next steps in the planning process
- **This year's CA** is a foundation for developing a plan
- **NEXT year's CA** is, in part, an assessment of the impact of our work in the past year

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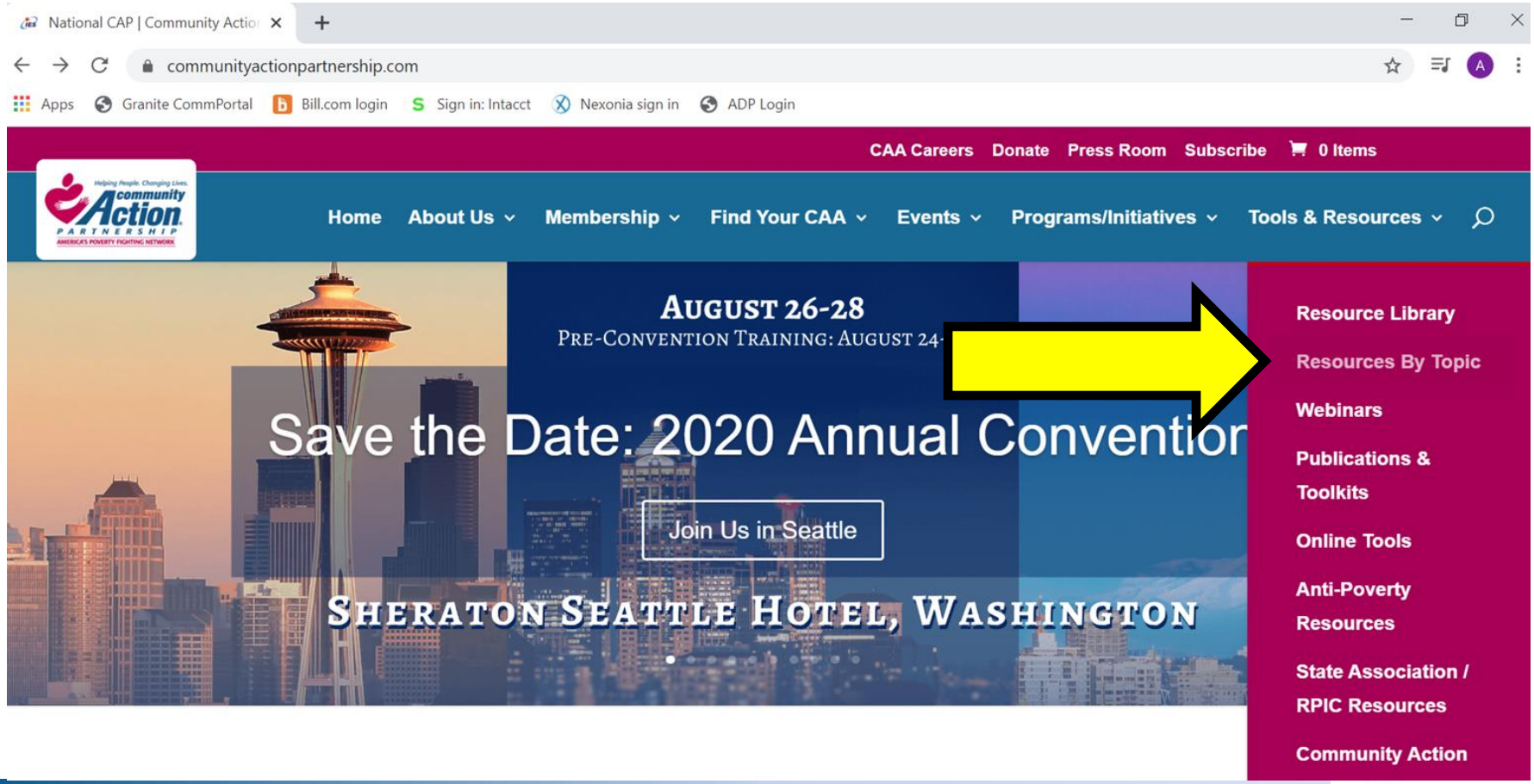
General CA Tools

- Community Action Partnership resources:
  - Guides and checklists
  - Webinars and slide decks
  - Online Needs Assessment data tool
  - Sample documents
- Other resources
  - National Association for State Community Services Programs (NASCSP): www.nascsp.org
  - Leverage existing partnerships

The Community Action Partnership Resource Library



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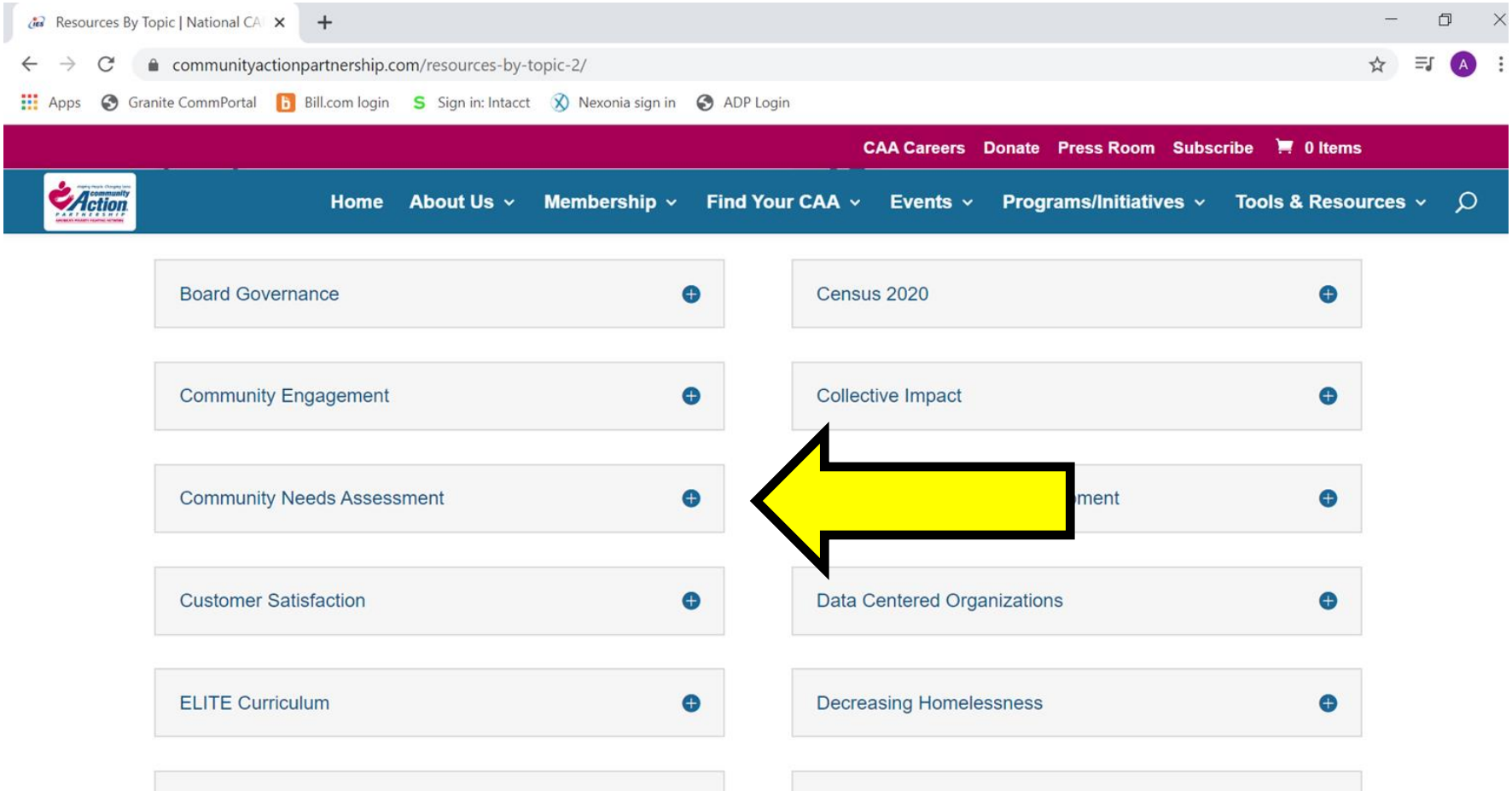

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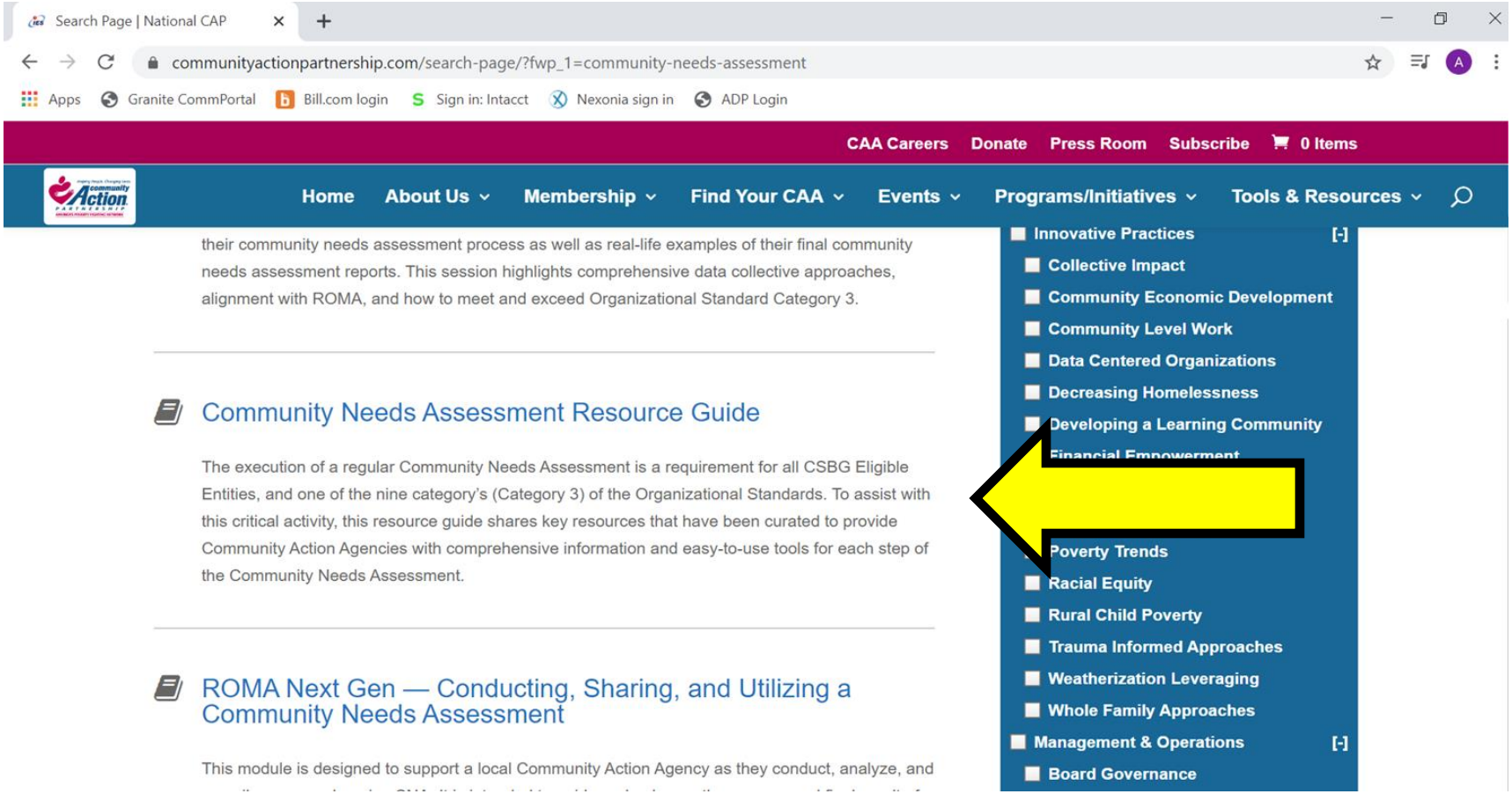
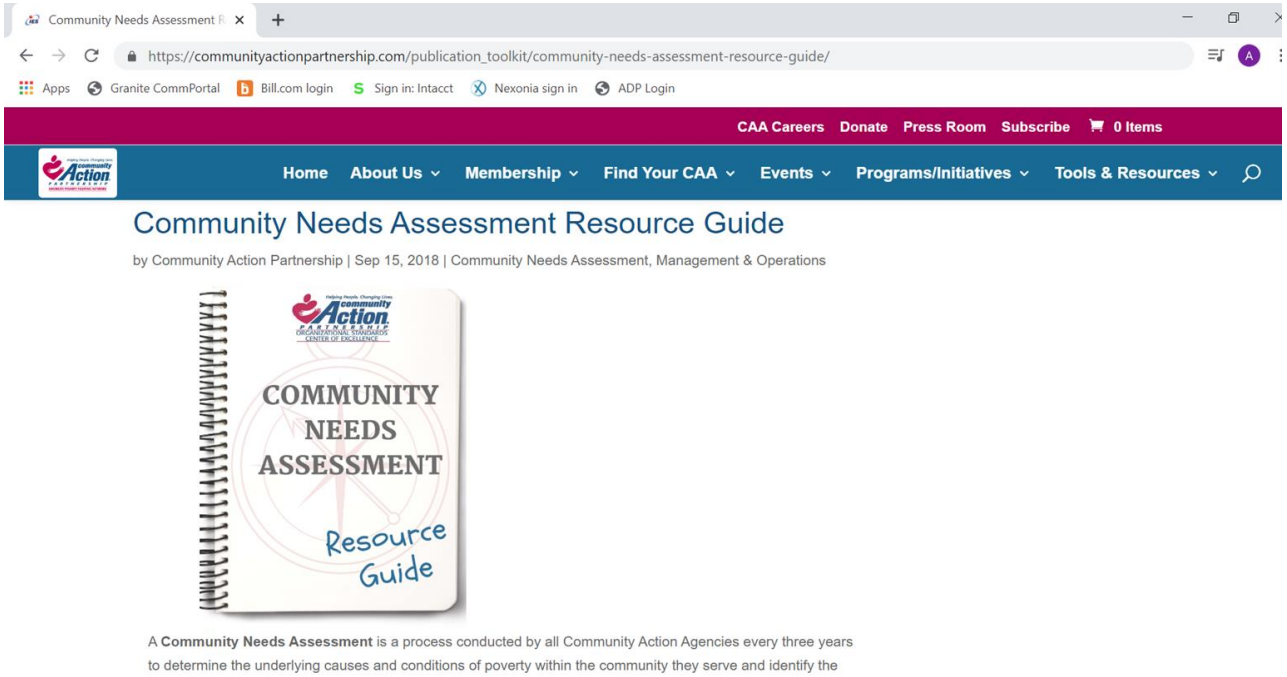


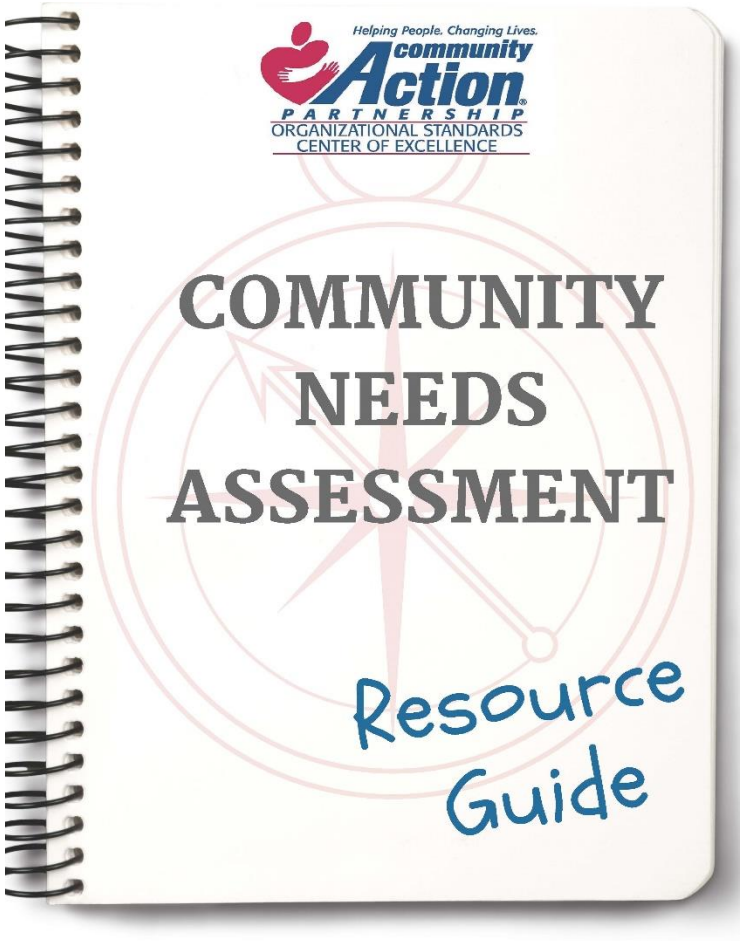
The Community Action Partnership Resource Library

- Direct link:

https://communityactionpartnership.com/publication_toolkit/community-needs-assessment-resource-guide/



What's in the Resource Guide



- Planning a Community Assessment (CA)
- Collecting CA Data
- Analyzing CA Data
- Communicating the CA
- General CA Tools
- Sample CAs

Links & Contact Information

Community Services Block Grant (CSBG) Tribal Resource Center
www.csbgtribalta.com/ta/

Community Action Partnership
www.communityactionpartnership.org

Community Action Partnership – Community Needs Assessment Resource Guide
communityactionpartnership.com/publication_toolkit/community-needs-assessment-resource-guide/

National Association for State Community Services Programs
www.nascsp.org

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Thank you, Aaron!

& now we'll address any questions you may have for Aaron.

Program Cycle Webinar Series

Program Cycle Webinar Series

CSBG Service Delivery & Grant Management for Tribal Administrators

April 16, 3-4:30pm (Eastern)

CSBG Tribal Plan & Application - How To

June 18, 3-4:30pm (Eastern)

CSBG Tribal Plan & Application - FAQs

July 30, 3-4:30pm (Eastern)

CSBG Evaluation & Reporting for Tribal Administrators

October 15, 3-4:30pm (Eastern)

Q & A

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Lux Consulting Group, Inc. is proud to serve Native American communities as the Community Services Block Grant (CSBG) Tribal Training & Technical Assistance Program provider.

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