



# Community Needs Assessment Guide

*A Guide for Texas Community Action Agencies  
on How to Conduct a Community Needs Assessment*

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**TEXAS DEPARTMENT OF HOUSING AND COMMUNITY AFFAIRS**

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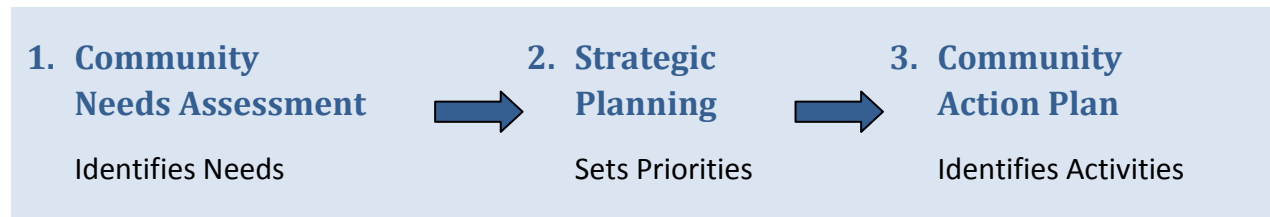
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# OVERVIEW

Community Action Agencies (“CAAs”) must conduct three planning processes:

1. A *Community Needs Assessment* (“CNA”) every 3 years identifying community needs;
2. A *Strategic Plan* (“SP”) every 5 years setting agency priorities and outcomes; and
3. A *Community Action Plan* (“CAP”) every year identifying the plan to implement programs that meet the community needs.

## CAA Planning Processes



This document provides guidance on conducting a Community Needs Assessment. Each CAA has the discretion of the steps or form in this guide or creating their own steps and forms.

## Federal Requirements for Needs Assessments

In 2001, the U.S. Department of Health and Human Services (“USHHS”) issued [Information Memorandum 49](#), requiring eligible entities to conduct needs assessments and use the results to design programs to meet community needs. In 2015, USHHS issued [Information Memorandum No. 138](#) establishing Community Services Block Grant (CSBG) Organizational Standards requiring CAAs to conduct a Community Needs Assessment and develop a Community Action Plan to address the needs identified in the needs assessment.

At a minimum, CAAs must conduct Community Needs Assessments that meet the following requirements established by the Organizational Standards:

<i>Standard</i>	<i>Summary of Community Needs Assessment Requirements</i>
3.1	Conduct it every 3 years
3.2	Collects current poverty data and its prevalence related to gender, age, and race/ethnicity
3.3	Collects and analyzes both qualitative and quantitative data on its service areas
3.4	Includes key findings on the causes and conditions of poverty and the needs
3.5	Governing board formally accepts the completed assessment
4.2	Informs an outcome-based and anti-poverty focused Community Action Plan
6.4	Customer satisfaction data and input identified is considered in the strategic planning process

## State Requirement for Needs Assessment

See *Submission to TDHCA* section of document.

## Five Steps to Develop a Community Needs Assessment

This guide is divided into five areas:

1. Plan
2. Collect Qualitative Data
3. Collect Quantitative Data
4. Analyze Data
5. Develop Report

# 1. PLAN

## 1. Create a Community Needs Assessment Workgroup

- ✓ Organize a committee to develop and oversee an action plan to conduct the needs assessment
- ✓ Include diverse members such as management, staff, board members, representatives from partner organizations, and volunteers
- ✓ Define the responsibilities of the committee:

### ***Sample responsibilities:***

- Determine *what* information to collect
- Determine *how* to collect the information
- Determine *who* will participate in surveys, forums, focus groups & interviews
- Determine *timeline* to conduct assessment
- Develop *plan* to recruit partners and volunteers to assist in the process
- Provide *oversight* and feedback throughout the assessment process
- Monitor process and *ensure completion* of needs assessment

## 2. Involve the Board

- ✓ Inform the board of need to conduct a community needs assessment
- ✓ Solicit board volunteers to serve on community needs assessment workgroup
- ✓ Ensure board members participate in the planning meetings
- ✓ Ensure the board provides input on the scope of process and information to be collected
- ✓ Interview board members

## 3. Define Assessment Goals – What data is needed?

- ✓ Identify the goals of the needs assessment. Clearly define what you expect to know once the assessment is complete in order to determine what data to collect.

### ***Sample Goals are:***

- Identify the causes and conditions of poverty in the service area
- Determine the level of poverty in the CAA service area
- Determine the needs of low-income persons
- Determine how well the needs of low-income persons are being met
- Identify (organization-based and client-based?) barriers to serving residents
- Identify community strengths and assets
- Solicit recommendations of solutions to address barriers
- Determine broad categories of data to gather. Examples are:
  - Population Profile , Employment
  - Education, Income Management
  - Housing , Emergency Services
  - Nutrition, Linkages and Coordination of Services
  - Self-Sufficiency, Health Care

#### 4. Develop a Timeline

- ✓ Develop a timeline and a system to track that deadlines in the timeline are being met

##### ***Sample Timeline***

#	Timeline	Sample Dates	Activity
1	3 weeks	March 16 <sup>th</sup> – 31 <sup>st</sup>	Planning and developing forms
2	4 weeks	April 1 <sup>st</sup> – April 30 <sup>th</sup>	Collecting Data
3	3 weeks	May 1 <sup>st</sup> – May 22 <sup>th</sup>	Analyzing Data
4	2 weeks	May 23 <sup>rd</sup> – June 30 <sup>th</sup>	Preparing Report
<b>Total</b>	<b>15 Weeks</b>	<b>March 16<sup>th</sup> – June 30<sup>th</sup></b>	

#### 5. Determine how to collect information

- ✓ Determine what qualitative data you will collect and how to collect data in each county served (e.g. surveys, interviews, forums, and focus groups)
- ✓ Determine what quantitative data you will collect and the sources to use
- ✓ Determine how records related to assessment will be retained

#### 6. Develop a task list with staff and volunteer responsibilities

- ✓ Develop list of tasks to be accomplished by staff and volunteers or partners
- ✓ Assign tasks
- ✓ Develop timeline for task completion

#### 7. Recruit volunteers and partners

- ✓ Identify and contact partner organizations and volunteers
- ✓ Determine what part of the needs assessment they can assist with
- ✓ Provide timeline to staff and volunteers and partners

##### ***Potential Partners and Volunteers***

- University students in graduate programs (e.g. planning, social work and public affairs)
- Non-profit partners
- City or county staff in community development departments
- Head Start parents
- School teachers and administrators
- Parent Teacher Associations
- VISTA volunteers
- Chambers of Commerce
- Lions Club
- Churches
- Salvation Army and Catholic Charity Organizations

#### 8. Present Community Needs Assessment Plan to Board

- ✓ Develop a report to present to the board outlining the goals of the CNA, major tasks of the project, the methods that will be used to collect data in each county, and the plan to solicit help from partners and volunteers.
- ✓ Present CNA plan to board for approval

#### 9. Assign Tasks and Monitor Progress

- ✓ Management meets with staff to make assignments
- ✓ Monitor staff progress in completing tasks by deadline in timeline

## 2. COLLECT QUALITATIVE DATA

### 1. Decide how to get the information needed

- ✓ Determine the data collection methods to be used: surveys, interviews, focus groups or forums
- ✓ Decide to use the forms provided in Attachments A-F or create new versions
- ✓ Decide what types of data collection method to use in each county of the service area

### 2. Determine what type of data collection to conduct for each county

- ✓ Concentrate data collection efforts in counties with the greatest proportion of poverty population out of the total service area poverty population

***Sample collection plan based on each county's proportionate share of poverty population:***

County Name	Poverty Population	County Poverty Pop. as % of CAA's total Service Area Poverty Pop.	<u>Survey</u>	<u>Interviews</u>	<u>Focus Groups</u>	<u>Forums</u>
Alachua	500	5%	✓			
Bay	1,500	15%	✓	✓		
Broward	3,000	30%	✓	✓	✓	
Citrus	5,000	50%	✓	✓	✓	✓
<b>Total</b>	<b>10,000</b>	<b>100%</b>				

### 3. Develop a plan for each method to be used to gather information

- ✓ Determine how data collection activities will be carried out: who, what, where, when, and how many

***Sample table with activity decisions for each qualitative data collection method:***

Activity Decisions	<u>Survey</u>	<u>Interviews</u>	<u>Focus Groups</u>	<u>Forums</u>
How will participants be reached?				
Who will contact the participants or publicize event?				
Who will participate?				
In which zip codes will the activities be conducted?				
Where will the activity be conducted?				
When will the activity be conducted?				
How will results be recorded & quantified?				
What staff and volunteers will be assigned to each activity?				

# A. SURVEYS

Use surveys to capture specific information from a large number of individuals in a short period of time.

## 1. Design survey forms

- ✓ Identify the questions you want the data to answer and what you want to have learned as a result of conducting the survey
- ✓ Design the survey form by using or modifying [Attachment A: Community Needs Survey for Residents](#) and [Attachment B: Client Survey to Evaluate Services](#)

## 2. Identify the people that you will survey

- ✓ Determine who you will survey, for example: low income residents in identified census tracts or zip codes with high poverty areas, students in community colleges, staff, volunteers and clients

## 3. Determine the number of people you will survey

- ✓ Determine the number of community residents to survey in each county by using a *sample size calculator* that determines a sample size for a given confidence level and margin of error and population. We recommend using a 5% margin of error, and a confidence level of 90%

**Sample Size Calculator Website**

<http://www.raosoft.com/samplesize.html>

## 4. Determine how you will survey

Determine how you will survey participants: by phone, a mailed form, in person, or by internet

## 5. Determine when and where to conduct the survey

- ✓ Determine a time period for conducting the survey
- ✓ Determine the places where the survey will be completed

**Sample Places to conduct community surveys:**

- Neighborhood Council Meetings
- Head Start Parent Meetings
- Parent Teacher Association Meetings
- Community Meetings
- Non-Profit Organizations Serving Low-Income Persons
- Door to Door
- Persons Attending CAA Forums

## 6. Conduct surveys

- ✓ Train staff and volunteers who will conduct surveys
- ✓ Distribute survey forms
- ✓ Send out invitations for online surveys and reminders to complete it as the deadline approaches

## 7. Tally results of surveys

- ✓ Tally results
- ✓ Clean data for entry errors
- ✓ Refer to [Appendix 4 - How To Tally Results of Surveys](#)

## 8. Summarize findings

- ✓ Summarize finding and identify the top 5 needs

## B. INTERVIEWS

Use interviews to gather focused in-depth information from key community stakeholders such as elected officials and community partners.

### 1. Design interview forms

- ✓ Determine what information you want to gather from interviewees and then develop the questions to gather the information you are seeking

#### ***Sample information to gather:***

- Thoughts regarding needs in the community
- Community Assets
- Barriers
- Opportunities for collaboration
- Recommendations to address needs and barriers
- Design the interview form by using or modifying [Attachment C Interview of Elected Officials and Board Members](#) and [Attachment D Interview of Organizations](#)

### 2. Identify the people that you will interview

#### ***Sample persons to interview:***

- Elected officials, both city and county
- Community leaders from civic organizations
- Heads of non-profit organizations serving low-income persons
- Clergy from churches with ministries that serve low-income persons
- Key stakeholders
- Funders
- Neighborhood association or council leaders

### 3. Determine methods to conduct interviews

- ✓ Conducting interview in person (preferred)
- ✓ Mailing interview form – follow-up to ensure receipt, completion, and return (self-addressed, stamped envelope recommended)
- ✓ E-mailing interview form - follow-up to ensure receipt, completion, and return

### 4. Determine when and where to conduct interview

- ✓ Offer as many options as possible for opportunities for interviewee to participate
- ✓ Pick a place that will make the interviewee feel at ease

### 5. Conduct interviews

- ✓ Train staff and volunteers who will conduct surveys
- ✓ While conducting interviews, discuss confidentiality and purpose of the interview

### 6. Summarize interviews

- ✓ Review responses from interviews and develop summary of input



## C. FOCUS GROUPS

Use focus groups to bring together a broad cross section of community leaders to have an in-depth conversation about the needs of the community and the available agency and community strengths that can be used to address needs.

### 1. Design focus groups forms

- ✓ Determine what information you want to gather from in the focus group and then develop the questions to gather the information you are seeking
- ✓ Design the focus group forms by using or modifying [Attachment F: Focus Group Questions for Moderator](#) and [Appendix 2: Guidance For Conducting a Focus Group](#)
- ✓ Refer to [Appendix 5: Organize a Community Forum](#) for information on forums

### 2. Identify the people that will be invited to participate in the focus groups

- ✓ Develop a list of 15-20 persons to invite to participate in each focus group in each county and make every effort to have at least 10 of the invitees participate in the focus group
- ✓ Determine cities and counties in which to hold focus groups
- ✓ Invite persons by telephone and follow-up with a phone call the day prior to event

#### ***Sample Persons to invite include:***

- Board members
- Representatives from partner organizations
- Neighborhood council leaders
- Community advocates and leaders
- Business and civic leaders
- Educators and school administrators
- Clients
- Religious organizations that serve the needs of low-income persons
- Persons or organizations that the subrecipient or board identify

### 3. Determine format/venues for the event

- ✓ Reserve a meeting facility for each of the planned focus groups
- ✓ Hire a professional group facilitator or assign volunteer or staff to role
- ✓ Develop an agenda
- ✓ Identify the process to hold the meeting and to document input
- ✓ Plan to document input at the meeting using a flip chart and to post sheets on walls for attendees to view

### 4. Conduct focus groups

- ✓ Provide a list of the top five needs which have been identified in the community surveys and delve more in-depth into the underlying causes, needs, and barriers.

### 5. Summarize information collected

- ✓ Review responses from focus groups
- ✓ Develop summary

## D. Forums

Use forums to discuss the needs of their community with a large number of persons

### 1. Design forum forms

- ✓ Determine what information you want to gather from in the forums and then develop the questions to gather the information you are seeking. Design the forum forms by using or modifying [Attachment E Forum Questions for Moderator](#) and [Appendix 5 Organize a Community Forum](#)
- ✓ Develop an agenda

### 2. Define forum format and venue for event

- ✓ Hire a professional group facilitator or assign volunteer or staff to role
- ✓ Identify the process to hold the meeting and to document input
- ✓ Plan to document input at the meeting using a flip chart and to post sheets on walls for attendees to view
- ✓ Determine cities and counties in which to hold forums
- ✓ Reserve a meeting facility
- ✓ Consider conducting it in conjunction with other community meetings, such as a PTA meeting or a church group meeting

### 3. Determine methods to publicize the forum

#### ***Sample methods:***

- Newspapers, radio, website, e-mails, phone
- Requesting board members to publicize to elected officials and organizations
- Asking partner organizations to publicize by distributing fliers
- Notifying neighborhood council leaders, community advocates and other leaders
- Notifying business and civic leaders
- Notifying clients at centers
- Asking schools if they might distribute the survey to parents
- Sending invitations to religious organizations that serve the needs of low-income persons and to other persons or organizations that the subrecipient or board identify

### 4. Conduct forums

- ✓ Explain the purpose of the forum
- ✓ Solicit input on the top five needs of low income persons in the community
- ✓ Identify barriers that make the need difficult for persons to overcome
- ✓ Solicit recommendations for improvements to agency programs

### 5. Summarize information collected

- ✓ Review responses from forums and develop summary

### 3. COLLECT QUANTITATIVE DATA

#### 1. Use the Community Commons data sets and maps found at

<http://www.communitycommons.org/maps-data/>

- ✓ Use tool to:
  - Gather data from multiple Federal and other national data sources for any state or county in the nation
  - Download information in a Microsoft Word format
  - View information for one or more counties or states
  - Summarize data using tables and charts
  - Download maps and customize graphs and data sets
  - Create reports with interpretive statements and hyperlinked data sources

#### 2. Follow steps to generate data report from website:

- ✓ Register with the Community Commons at <http://www.communitycommons.org/register/>
- ✓ Join the Community Commons CAP Hub at <http://www.communitycommons.org/groups/community-action-partnership/>
- ✓ View webinar on Accessing Needs Assessment Tools on Community Commons website <https://vimeo.com/118637947>
- ✓ Ask for technical assistance by contacting [TTAsupport@communityactionpartnership.com](mailto:TTAsupport@communityactionpartnership.com)
- ✓ Follow these steps to generate data report from the website:
  1. Select Start a New Assessment
  2. Select a State
  3. Select the County or Counties
  4. Select View Report
  5. Select the most relevant data categories related to the services your agency provides. Each category must be selected one at a time. For example: Demographics, Social and Economic Factors, Physical Environment
  6. Within each data category, select the relevant data indicators
  7. Select Customize Report and select either Limit Indicators or Show Additional Data
- ✓ Determine which data to utilize in report
- ✓ Select Save and Download
- ✓ Analyze the data that has been included in the report and identify key needs and findings
- ✓ Edit and draft the qualitative data part of the CNA report

#### 3. Identify Other Resources to Utilize for Quantitative Data

- ✓ U.S. Census Bureau data <http://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml>
- ✓ Other possible secondary data sources include colleges or universities, state or federal agencies, local governments, newspapers other publications

## 4. ANALYZE DATA

Conduct analysis of the quantitative and qualitative data. This is the most critical part of the assessment process because the critical needs that are identified and the key findings will guide the strategic planning. This step can be carried out by staff, management, the CNA workgroup, a consultant, or a combination of these.

### 1. Analyze Data

- ✓ Analyze qualitative and quantitative data
- ✓ Develop methodology to take quantitative and qualitative data and rank needs
- ✓ Identify the top needs and key findings
- ✓ Identify any similarity in findings from quantitative and qualitative data
- ✓ Rank needs based on both qualitative and quantitative data
- ✓ Develop summary findings

### 2. Rank Needs and Identify Key Findings

- ✓ Consider the needs identified in interviews, forums, and focus groups
- ✓ Determine the weight to give to the each type of qualitative data
- ✓ Determine the weight to give to the quantitative data
- ✓ Determine if there are similarities in needs and key findings between quantitative and qualitative data
- ✓ Identify the causes and conditions of poverty
- ✓ Rank the needs and develop key findings. Take the major needs that have been identified in each category and put them in a matrix and determine the ranking of that need from each data type. See matrix example below.
- ✓ Do not give the greatest weight to the results of surveys simply because they are the largest number of responses. A resource for guidance on how to analyze data is [https://cyfernetsearch.org/ilm\\_6\\_1](https://cyfernetsearch.org/ilm_6_1)

***Sample Matrix to Record the Analysis and Determine Ranking of Needs***

Identified Needs	Needs Ranking - Quantitative Data	Needs Ranking - Surveys	Needs Ranking - Interviews	Needs Ranking - Focus Groups	Needs Ranking - Forums	FINAL RANKING
Lack of Jobs						
Lack of Access to GED Classes						
Lack of Budgeting Classes						
Lack of Affordable Housing						
Unaffordable Technical Schools						
Lack of Public Parks						
Unaffordable Health Care						

### **3. Determine if Need is a Family, Agency, or Community Need**

- ✓ Categorize needs as either a family need, a community need, or an agency need as recommended by Results Oriented Management and Accountability (“ROMA”). Classification will assist in developing strategies to address the needs
- ✓ Refer to the *Introduction to Results Oriented Management and Accountability* book for information on how to identify and classify needs. Agencies that would like a book can contact the Department at <https://tdhca.wufoo.com/forms/request-for-ca-program-assistance/>
- ✓ Refer to *Develop Report section related to Organizing Framework Using ROMA and National Goals*

### **4. Determine How Current Programs Address Identified Needs**

- ✓ Compare data from the CSBG Performance Report to data obtained from the Community Commons website to assess how effective the agency is at proportionately serving each county and different populations
- ✓ Compare the county poverty data to the persons served by county data in the CSBG Performance Report for the prior year
- ✓ Compare the CSBG National Performance Indicators (NPI) Performance Data on number of persons receiving each type of service to the needs indicated in quantitative and qualitative data

### **5. Determine How to Organize Data in Summary Report**

- ✓ Chronology of events
- ✓ Identification of types of qualitative data obtained and city and county where each occurred
- ✓ Decide if select quantitative data is to be included, such as poverty by county
- ✓ Summary of key needs and findings from each qualitative data type
- ✓ Summary of key findings from quantitative data analysis
- ✓ Summary of top needs and key findings

### **6. Prepare and Present Summary Report to Board**

- ✓ Develop a brief summary report (this is not the final comprehensive CNA report) with key data points, top five or more needs, and key findings and conclusions
- ✓ Present brief summary report to board
- ✓ Provide information on the plan for the development of the Comprehensive Community Needs Assessment Report
- ✓ Request board feedback on plan and what they would like to see highlighted in final report

## 5. DEVELOP A CNA REPORT

The Community Needs Assessment Report is an assessment of the needs based on the analysis of data and is not simply a compilation of data. The report will be used by the board and the agency in the development of the Strategic Plan and the Community Action Plan.

### 1. Determine Structure and Format for Report

#### ***Sample Structure***

- Executive Summary with major findings and recommendations
- Agency Description
- Overview of Assessment Process (methodologies, staffing, process)
- Methods of data collection
- Methods of data analyses
- Demographics and information on population
- Quantitative data with analysis and findings by category
- Qualitative data with analysis and findings by category
- Needs Identified
- Key Findings
- Community Strengths and Assets
- Barriers
- Trends
- Priority Needs and Possible Solutions and or Recommendations
- Appendices

#### ***Format Considerations***

- Consider the intended audience
- Short paragraphs
- Headings and major sections
- Use an Outline Format and Numerals
- Page Numbers
- Visual Displays of Data
- Define terms
- Use titles for tables and graphs
- Cite references
- Use patterns rather than color for ease of reading future reproduction

## 2. Incorporate ROMA Into Report

- ✓ Organize identified needs using a ROMA Organizing Framework.
- ✓ Complete the Identified Needs column of the table and categorize the identified needs under one of the six National Goal categories.
- ✓ Identify the current services and activities that address the needs and begin to identify what future services may be needed.

National Goal #	Goal Type	Goal	National Performance Indicators	Identified Needs	Current Services and Activities Addressing Needs
1	Family Goal	Low-income people become more self-sufficient	<ul style="list-style-type: none"> <li>• NPIs 1.1s Employment,</li> <li>• 1.2s Employment Supports</li> <li>• 1.3s Economic Asset and Enhancement Utilization, and</li> <li>• 6.5s Service Counts</li> </ul>		
2	Community Goal	The conditions in which low-income people live are improved. (Community goals)	<ul style="list-style-type: none"> <li>• NPIs 2.1s Community Improvement and Revitalization,</li> <li>• 2.2s Community Quality of Life and Assets.</li> </ul>		
3	Community Goal	Low-income people own a stake in their community	<ul style="list-style-type: none"> <li>• NPIs 3.1s Community Enhancement through Maximum Feasible Participation</li> <li>• NPIs 3.2s Community Empowerment through Maximum Feasible Participation</li> </ul>		
4	Agency goals	Partnerships among supporters and providers of services to low-income people are achieved	<ul style="list-style-type: none"> <li>• NPIs 4.1s Expanding Opportunities Through Community-Wide Partnerships</li> </ul>		
5	Agency goals	Agencies increase their capacity to achieve results	<ul style="list-style-type: none"> <li>• NPIs 5.1s Agency Development</li> </ul>		
6	Family Goals	Low-income people, especially vulnerable populations, achieve their potential by strengthening family and supportive systems	<ul style="list-style-type: none"> <li>• NPIs 6.1s Independent Living,</li> <li>• 6.2s Emergency Assistance,</li> <li>• 6.3s Child and Family Development,</li> <li>• 6.4s Family Supports for Seniors, Disable, and Caregivers, and</li> <li>• 6.5s Service Counts</li> </ul>		

### **3. Review Resources To Determine Structure and Format of CNA Report:**

- ✓ Refer to [Appendix 1 Resources for Community Needs Assessments](#) document
- ✓ Refer to the resource *Five Steps to Community Assessment: A Workbook*, issued by the U.S. Department of Health and Human Services, Office of Head Start for how to structure the report; found at <https://eclkc.ohs.acf.hhs.gov/hslc/tta-system/operations/mang-sys/planning/FiveStepstoCom.htm>
- ✓ Refer to the Community Action Partnership – Virtual CAP website at <http://www.virtualcap.org/viewprogram.cfm?pid=213> to view an array of CAA Community Needs Assessment Reports
- ✓ Refer to the National Association for State Community Services Programs document “A Community Action Guide to Comprehensive Needs Assessments,” Part V The Assessment Report. Go to <http://nascsp.org/Training-and-Technical-Assistance/707/Guides-and-Manuals.aspx?iHt=18>.

### **4. Create CNA Reports and Documents**

- ✓ The Community Needs Assessment Report
- ✓ A report targeted to the general public which presents CNA data and findings in a briefer and more simplified format
- ✓ A simplified shortened needs assessment report to post on the agency’s website
- ✓ A report or document targeted to potential funders or partners
- ✓ A report or document targeted to local elected officials
- ✓ A report or document targeted to State Representatives and Senators representing the service area

### **5. Present CNA Report to Board for Approval**

- ✓ Develop a presentation and document to provide key data, top needs, key findings to board
- ✓ Provide each board member with a copy of report and presentation
- ✓ Presentation should mention each of the reports created in Step 4 above.

### **6. Publicize and Distribute CNA Report**

- ✓ Plan and conduct a press conference to announce release of CNA Report
- ✓ Submit articles or letters to the editor of local newspapers in service area
- ✓ Set up interviews of board chair or executive director on local TV shows or radio shows to discuss key findings of the CNA Report
- ✓ Provide report to key county and city elected officials or conduct a meeting where they are invited to participate in a presentation of the key findings
- ✓ Provide report to State Representatives and Senators representing the service area

### **7. Use results from CNA Report in Strategic Planning and CAP Plan**

- ✓ Prepare a plan for how the CNA Report data will be utilized during the strategic planning process
- ✓ Use CNA results to develop an outcome based anti-poverty focused CAP Plan



# **ATTACHMENTS**

## Attachment A - Community Needs Survey for Residents

\_\_\_\_\_ (agency name) would like your input to better serve you.

**City and County where you live:** \_\_\_\_\_

Check one of these choices to let us know who completed the survey:

☐ Local Official ☐ Client ☐ Volunteer ☐ Board Member ☐ Resident ☐ Other, describe: \_\_\_\_\_

**Circle the number that reflects your opinion on the need for each item.**

CATEGORY	NEEDS	Don't Know (0)	Not Needed (1)	Rarely Needed (2)	Needed (3)	Very Needed (4)
<i>Assistance</i>	Help with applying for Social Security, SSDI, WIC, TANF, etc.	0	1	2	3	4
	Help finding resources in the community	0	1	2	3	4
	Finding Child Care	0	1	2	3	4
	Food	0	1	2	3	4
	Transportation	0	1	2	3	4
	Legal Services	0	1	2	3	4
<i>Case Management</i>	Assistance with goals and self-sufficiency	0	1	2	3	4
<i>Community</i>	Neighborhood clean-up projects	0	1	2	3	4
	Crime awareness or crime reduction	0	1	2	3	4
	Public parks and facilities	0	1	2	3	4
	Employment opportunities	0	1	2	3	4
<i>Education</i>	GED classes	0	1	2	3	4
	English as a Second Language Classes	0	1	2	3	4
	Adult Education or Night School	0	1	2	3	4
	Computer Skills Training	0	1	2	3	4
	Assistance to attend trade or technical school, or college	0	1	2	3	4
<i>Employment</i>	Help finding a job	0	1	2	3	4
	Help with job skills, training & job search	0	1	2	3	4
<i>Family Support</i>	Financial Education/Budgeting Classes/Credit Counseling	0	1	2	3	4
	Parenting Classes	0	1	2	3	4
	Nutrition Education/Healthy Eating Education workshops	0	1	2	3	4
	Classes on healthy relationships, resolving conflicts, etc.	0	1	2	3	4
	Counseling services	0	1	2	3	4
	Programs and Activities for Youth (ages 12-18)	0	1	2	3	4
	Programs and Activities for Seniors	0	1	2	3	4
<i>Housing</i>	Affordable Housing	0	1	2	3	4
	Help paying rent	0	1	2	3	4
	Help with utility bills	0	1	2	3	4
	Help to make my home more energy efficient (weatherization)	0	1	2	3	4
<i>Medical</i>	Health Insurance/ Affordable Medical Care	0	1	2	3	4
	Prescription Assistance	0	1	2	3	4

**Thank you for taking time to provide us your feedback.**

## Attachment B - Client Survey to Evaluate Services

Agency Name: \_\_\_\_\_

City and County where you live: \_\_\_\_\_

Age (optional): \_\_\_\_\_

**Survey Purpose:** We need your feedback to help improve our services and plan future services.

**1. Please place an X next to the service(s) received from our agency:**

\_\_\_ Utility Assistance                      \_\_\_ Weatherization                      \_\_\_ Food  
\_\_\_ Other Emergency Assistance       \_\_\_ Employment Related Assistance   \_\_\_ Rent Assistance  
\_\_\_ Education Related Assistance     \_\_\_ Case Management                      \_\_\_ Referral  
\_\_\_ Other Services – please explain: \_\_\_\_\_

**2. Describe how satisfied you are with the services you received from our agency by circling the rating which best describes your experience:**

Rating Topics	No Opinion 0	Poor 1	Fair 2	Good 3	Excellent 4
1. How did staff treat you?	0	1	2	3	4
2. Did staff do what they said they would do to assist you?	0	1	2	3	4
3. Did staff assist you in a timely manner?	0	1	2	3	4
4. How was your overall service experience?	0	1	2	3	4

**3. Do you have any recommendations to improve how we serve you?**

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*Thank you for taking time to provide us your feedback.*

## Attachment C - Interview of Elected Officials and Board Members

Name of Elected Official: \_\_\_\_\_ Title of Elected Position: \_\_\_\_\_

City or County Represented: \_\_\_\_\_/\_\_\_\_\_ Date: \_\_\_\_\_

\_\_\_\_\_ (agency name) is conducting a Community Needs Assessment as part of the requirements to receive Community Services Block Grant funds from the Texas Department of Housing and Community Affairs. As part of the survey, we are interviewing key stakeholders in the community.

1. **What do you know about our Community Action Agency and the services we provide that help address needs of low-income persons?** (Note: persons that serve on the agency board do not need to answer question #1.)
  
  
  
  
  
  
  
  
  
  
2. **What do you think are the top five key needs of low-income persons in your community?** The needs could be in the areas of employment, education, income management, housing, emergency assistance/services, nutrition, helping persons to become self-sufficient, or coordination of services and connecting persons to services, community revitalization, or other needs.
  - 1)
  - 2)
  - 3)
  - 4)
  - 5)
  
3. **What suggestions can you provide on how the needs could be addressed?**
  
  
  
  
  
  
  
  
  
  
4. **What do you think are some key community revitalization needs?**
  
  
  
  
  
  
  
  
  
  
5. **How do you think our community can address the identified community revitalization needs?**
  
  
  
  
  
  
  
  
  
  
6. **Do you have any other feedback?**

## Attachment D - Interview of Organizations

Organization: \_\_\_\_\_ Date of interview: \_\_\_\_\_

Name of Representative for Organization: \_\_\_\_\_

City and County Organization is Located: \_\_\_\_\_/\_\_\_\_\_

\_\_\_\_\_ (agency name) is conducting a Community Needs Assessment as part of the requirements to receive Community Services Block Grant funds from the Texas Department of Housing and Community Affairs. As part of the survey, we are interviewing key stakeholders in the community.

**1. What do you know about our Community Action Agency and the services we provide that help address needs of low-income persons?** (Note: persons that aware of what the agency does, do not need to answer question #1 in the in person interview.)

**2. What do think are the top five key needs of low-income persons in the community?**

The needs could be in the areas of employment, education, income management, housing, emergency assistance/services, nutrition, helping persons to become self-sufficient, or coordination of services and connecting persons to services, community revitalization, or other needs.

1)

2)

3)

4)

5)

**3. Is your organization currently addressing any of the needs that you identified? If yes, please specify which are being addressed and how?**

**4. How can our agency partner with your organization to address the needs that you identified?**

**5. Do you have any other feedback?**

## Attachment E- Forum Questions for Moderator

**Purpose:** This community-wide forum is held to obtain your feedback on the needs of low-income persons and to get your suggestions on how our agency and community can better address the needs.

**Explanation of Community Needs Assessment:** As a requirement of the receipt of Community Services Block Grant funds which are utilized by our organization to provide services such as [LIST SERVICES PROVIDED], we are conducting surveys, interviews, focus groups, and forums to help us identify community needs in key areas such as employment, education, housing, health, emergency assistance, nutrition, transportation, and other areas and to identify barriers and resources.

**The format for the Forum:** We will pose some questions and open up the floor for persons to raise their hands and provide their input. You can provide your input either from where you are seated or come to the microphone and speak. We will record your input.

### Discussion Areas:

1. What are some of the greatest needs that low-income persons face in our community?
  
  
  
  
  
  
  
  
  
  
2. Of the needs that we have identified, what do you think are the top 5 needs (rank from 1 through 5)?
  - 1)
  - 2)
  - 3)
  - 4)
  - 5)
  
  
  
  
  
  
  
  
  
  
3. What top three community improvements do you think our agency or the community should focus on? *The improvements could be in areas such as job creation, affordable housing, accessible and affordable health care, affordable child care, transportation, education or training, community facilities, community services, commercial services, etc.*
  - 1)
  - 2)
  - 3)

## Attachment F - Focus Group Questions for Moderator

Moderators may use the following steps as guidance when conducting the focus groups.

**Explain the Purpose:** The purpose of our meeting is to obtain feedback from a small group of individuals to have an in-depth discussion of the contributing factors to the top five needs identified in our community.

**Explain the Community Needs Assessment:** As required by the Community Services Block Grant funds from the Texas Department of Housing and Community Affairs, we must conduct a needs assessment to identify and prioritize the needs in the community in key areas such as employment, education, housing, health, and emergency assistance.

**Explain the format for Focus Group:**

1) We will first inform you of the top 5 needs that have been identified through community survey:

These are:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

2) We will then ask some questions to identify contributing factors.

**Exercise:** For each need, we will now identify the root causes and barriers contributing to the need. Then we will identify community assets and resources that can address the needs and lastly, identify solutions. Refer to the example provided in the [Appendix 2 - Guidance for Conducting a Focus Group](#).

Identified Need	Contributing factors	Community Assets/ Resources	Solutions
1.			
2.			
3.			
4.			
5.			

3) Now that we have delved deeper and identified barriers and obstacles, are there any needs that you would add to the list? If yes, which needs?

# **APPENDICES**



## Appendix 1 – Resources for Community Needs Assessments

### **Manuals, Reports and Articles**

- *A Community Guide to Comprehensive Community Needs Assessment*  
National Association for State Community Services Programs  
<http://nascsp.org/Training-and-Technical-Assistance/707/Guides-and-Manuals.aspx?iHt=18>
- *Five Steps to Community Assessment A Workbook for Head Start and Early Head Start Programs Serving Hispanic and Other Emerging Populations* by U.S. Department of Health and Human Services, Administration for Children and Families, Office of Head Start  
<https://eclkc.ohs.acf.hhs.gov/hslc/tta-system/operations/mang-sys/planning/FiveStepstoCom.htm>
- *Western Arizona Council of Governments Community Needs Assessment Report*, go to 2012 CAP Community Assessment at <http://www.wacog.com/>

### **Books**

- *Introduction by Results-Oriented Management and Accountability (ROMA)*  
Book by Frederick Richmond and Barbara Mooney

### **Website for sample needs assessment reports**

- Community Action Partnership – Virtual CAP has many examples of Needs Assessment Reports and Tools to Support CAA Community Needs Assessments:  
<http://www.virtualcap.org/viewprogram.cfm?pid=213>

### **Data Analysis Resources:**

- Information on sample size calculator by Raosoft  
<http://www.raosoft.com/samplesize.html>
- Information on how to analyze and rank data from the University of Minnesota  
[https://cyfernetsearch.org/ilm\\_6\\_1](https://cyfernetsearch.org/ilm_6_1)
- Information on using qualitative methods  
[http://ctb.ku.edu/en/tablecontents/section\\_1018.htm](http://ctb.ku.edu/en/tablecontents/section_1018.htm) by Community Toolbox

## Appendix 2 - Guidance for Conducting a Focus Group

**Purpose of Using Focus a Group:** The purpose of conducting a focus group is to bring together a small number of individuals, approximately 10-15 persons, to have an in-depth discussion of the needs of the community and of the contributing factors related to the needs.

### Steps to Plan a Focus Group:

1. Select a team of staff and/or volunteers to plan the forum and conduct the forum.
2. Identify who will serve as facilitator for the forum. The facilitator can be a manager or board member or volunteer from the community who has experience facilitating forums or focus groups.
3. Identify the issues that will be focused on during the forum and the specific questions that will be asked. Refer to [Attachment F - Focus Group Questions for Moderator](#).
4. Identify a facility and date and time to conduct the event.
5. Determine who to invite and assign someone to create and send the invitation or make calls to invite persons. Invite persons that are best suited for this type of discussion and who will be able to contribute to an analytical discussion of barriers and needs. Persons to invite may include agency volunteers, neighborhood council representatives, board members, community leaders, leaders of community service organizations/non-profit organizations, elected officials, educators, etc.
6. Invite at least twice as many persons as you anticipate attending. Call invited persons the day before the meeting to remind them.
7. Determine how the discussion at the focus group will be documented or recorded during the event.
8. Assign someone from your staff to provide a written summary report of the input from the focus group and set a timeline for developing and finalizing the summary report.
9. Determine how the input from the focus group will be used in the community assessment process.

### Questions to Ask Focus Group:

- 1<sup>st</sup> Ask: Why does the identified need exist or what is causing the need?
- 2<sup>nd</sup> Once the group identifies the cause of a particular need, then delve deeper into it by asking why does the particular need exist.
- 3<sup>rd</sup> Continue discussing each issue and asking follow-up questions until the final root cause(s) has/have been identified. These root causes may point to needs that may or may not be applicable to the community needs assessment.

## Appendix 3 - Guidance for Conducting a Focus Group (Continued)

### Example of Discussion to Identify Underlying Needs/Root Causes

Below is an example of how a facilitator can help guide the focus group discussion in order to identify underlying needs. The reason for going through this discussion is for the agency to determine the multiple needs that the agency and community should focus on addressing. It is very helpful to use flip charts with sticky backs that can be hung on a wall during the meeting.

#### **CONDITION OR NEED IDENTIFIED BY GROUP: PERSONS CANNOT FIND A FULL-TIME JOB IN THE COMMUNITY.**

Discuss why persons cannot find a full time job in the community by asking “What are some of the reasons persons can’t find a full-time job in the community?” Then list the contributing factors. Next, ask if there are any community assets or resources that could address the needs. Finally, ask what solutions do they think can address the needs.

Example of three identified needs which have had the contributing factors identified through a series of progressive questions. The Community Assets/Resources and Solutions have not been provided in this example.

Identified Need	Contributing Factors	Community Assets/Resources	Solutions
<b>1. Lack of Private Transportation</b>	<ul style="list-style-type: none"> <li>• <b>inability to drive</b></li> <li>• <b>high costs of car ownership</b></li> </ul> <p>a) Why is there an inability to drive?</p> <p>(1) persons do not know how to drive</p> <p>(2) physical impairment</p> <p>(3) license revoked</p> <p>b) What is causing the high costs of car ownership?</p> <p>(1) Lack of income</p> <p>(2) lack of credit</p> <p>(3) Unable to afford car insurance</p>		
<b>2. Lack of Public Transportation</b>	<p>a) Area government does not have a public transportation system</p> <p>b) No non-profits that have a transportation program</p>		
<b>3. Lack of Job Skills</b>	<ul style="list-style-type: none"> <li>• <b>Persons can’t enroll in training programs required for the jobs available.</b></li> </ul> <p>a) Why can’t persons enroll in training programs for available jobs?</p> <p>(1) Persons lack the reading, writing, and math skills.</p> <p>(2) Lack of money to pay for training programs.</p> <p>(3) No training programs in the area.</p> <p>1 - Why do persons lack the reading and math skills? Lack of high school diploma or GED.</p> <p>2 - Why do persons have a lack of money to pay for training programs?</p> <p>(a) They don’t qualify for student financial aid.</p> <p>(b) Poor credit.</p> <p>(c) Low wages.</p> <p>(4) For the cause related to “no training programs in the area,” there is no need for the focus group to delve deeper into this condition.</p>		

## Appendix 4 - How to Tally Results of Surveys

Once the surveys have been completed, develop an Excel spreadsheet or use a survey form to record the ratings given by survey respondents to each question.

Once you have recorded how many persons rated each question, then you will mathematically calculate the value to assign to each question. In the example below, each question has five possible responses and each response has a number/score assigned to it. The number/score, 0 thru 4, is the weight/value that will be given to each response.

An example of how to calculate responses to surveys:

	NEEDS	Don't Know (0)	Not Needed (1)	Rarely Needed (2)	Needed (3)	Very Needed (4)	SUBTOTAL
	<b>Employment</b>						
1	Help finding a job	11 (11x0=0)	15 (15x1=15)	10 (10x2=20)	23 (23x3=69)	55 (55x4=220)	0+15+20+69+220 = 324

Survey forms should be sorted by the county the respondent indicated on the Community Needs Survey form. The agency can use county level results in the Community Needs Assessment Report or the results could be shared with board members or other interested parties. The agency should consider summarizing results for each county, in addition to the overall survey results for all the completed surveys.

## Appendix 5- Organize a Community Forum

**Source: RESULTS Educational Fund's Activist Milestones**

[http://www.action.org/documents/How\\_to\\_Organize\\_a\\_Community\\_Forum.pdf](http://www.action.org/documents/How_to_Organize_a_Community_Forum.pdf)

### **What is a community forum?**

A community forum is an event that anyone can attend, where a panel of experts who have experience in a particular subject share their knowledge and perspectives and where members of the audience can ask questions during a pre-set time. It is a great resource for anyone who wants to learn more about an issue. It is also an excellent way to recruit activists.

### **Why hold a community forum?**

Community forums can be a very effective way to raise awareness in your community and to get people involved in an issue. It can provide an opportunity for activists to join forces to demand action on a set of issues, advocate for change and get local media attention.

### **What would our community forum look like?**

Much of the event depends the time and resources you have available to put into it. It can be as big or small as you want it but in general, a community forum should last about an hour, long enough to educate your audience and short enough to keep their attention. For example, the forum could have around three presenters, each speaking for 10–15 minutes. After all the presenters have spoken, there can be a question and answer session, lasting no more than 20 minutes. Finally, it can conclude with a 5–10 minute wrap-up session, motivating attendees and calling them to action.

- *What is the most important thing you want to accomplish with this forum?* Write this one down, because you will not want to forget it.
- *Who can help, and how much time can each person commit?* This should be a positive experience. Be realistic about the commitment each person is able to make so that the rest of the planning can go smoothly.
- *Who can you collaborate with in the community?* You probably do not have all the knowledge and resources to do everything yourself. There are already groups and advocates in your community who care about these issues and would want to be involved in this kind of event.
- *What type of budget and resources do you have?* You will need to know this before you secure a location, print handouts, plan refreshments, etc.
- *Ideally, what would your forum look like?* Spend some time dreaming up a forum that makes you happy and proud. What aspects or elements are most important to you?

### **THINKING ABOUT THE LOGISTICS**

As with any event, it is hard to anticipate all logistical matters, but the better planning you do, the more smoothly the event will go. Use the following questions to help you brainstorm resources that are available and put your thoughts together for the event.

- *When, where and at what time will the forum occur?*
- *How long should it last?*
- *How many people will speak and who should they be?*
- *Who will moderate?*
- *Will there be a sponsor for the event?*
- *How will we publicize the event?*
- *What will the room set up be?*
- *Will we need microphones or audio-visual equipment?*

- *Who can we collaborate with for this event?*
- *How will we notify the media about the event?*
- *Should we serve refreshments?*

### **ASSIGNING TASKS**

Because there is a lot to do to make a community forum a success, you should ideally start planning the event at least eight to ten weeks in advance. Below is a suggestion of one way to divide the tasks. You may expand, contract, mix and match these fields of responsibility to match the size and personal interests in your team. One person may take on several of these roles, or many people may split them up further. The important thing is that all of these responsibilities are fulfilled and there is one point person overseeing the entire project.

If you are organizing a community forum on your own, then read through this section to see what you should be thinking about.

#### *Team Leader Responsibilities:*

- Keep the big picture in mind.
- Keep track of everyone's progress.
- Support each team member with their responsibilities when they need help.
- Manage budget.

#### *Program Coordinator Responsibilities:*

- Organize the actual program for the forum.
- Coordinate the agenda.
- Network with local organizations and advocates to find good speakers.
- Moderate the panel during the forum and help move the program along smoothly.

#### *Site Organizer Responsibilities:*

- Reserve the site and coordinate all the physical aspects of the event.
- Coordinate the banners, chairs, tables, handouts, sign in table, sound system, refreshments, etc.

#### *Media Coordinator Responsibilities:*

- Invite the media.
- Contact local newspapers and television and radio stations. Follow up with them in the days and weeks leading up to the event.
- Write a press release.
- During the forum, be available to greet media professionals and provide them with materials.

#### *Publicity Coordinator Responsibilities:*

- Build public awareness and "fill the room" for the forum.
- Invite people to the forum through public announcements and advertisements and in one-on-one contacts.
- Invite congressional representatives and local policy-makers.

### **PLANNING THE EVENT**

#### **The Importance of Communication**

Even if everyone is doing phenomenal work, planning a forum can turn chaotic if progress isn't communicated regularly. In many ways, hosting a community forum is like building a house. If everyone works on their own part of the house, without looking at the blueprint, you may have excellent components, staircases, windows, walls, but they will not fit together to make a house. Likewise, even if your community forum has great speakers, a nice venue and good refreshments, it will not go over well unless it fits into a greater plan.

Make sure that you have a system of communication worked out between teammates and keep your team leader updated on all progress so they can be on the look out for any confusion or conflicting plans.

### **Setting a Date**

Ideally, the community forum will take place during times when the issue you want to discuss is topical and relevant. This toolkit lays out a planning and preparation timeline of 5 to 6 weeks, but your team may choose to spend more or less time planning. Identify a space of days to aim for, and be prepared to adjust that date as you talk with your partner organizations, speakers, and the site.

### **Finding a Location**

The location for your event will set the tone. Here are some things to think about:

- Will this place naturally draw an audience?
- Will there be any fee to use this space?
- What kind of atmosphere will best suit the forum you are planning? Are you looking for a small room, a large auditorium, a park, or the steps of your Parliament?
- Will the guests and the audience feel comfortable in the space? (For example, some people may not feel comfortable in a church building, others may need it to be handicap accessible, etc.)
- Is this a site that will be attractive to the media? (Is it easy to get to? Does it lend itself to good pictures?)
- Is the site accessible by public transportation? Is parking easily available?

### **Possible Locations:**

- Community College or University
- Library
- Community Center
- Community Organization Meeting Room
- School
- Church, Synagogue, Temple or Mosque
- Town Square or Public Amphitheater
- City or State Government Building

### **CONNECTING WITH COMMUNITY PARTNERS**

Partnering with community organizations that are interested in your issue will only enhance the success of your forum. Community partners can lend you help and support in getting materials, media coverage, and community attendance at the forum. Make a list of potential individuals and organizations you could partner with for the forum.

### **Calling potential partners:**

1. Ask to speak with the director or other appropriate staff person.
2. Introduce yourself.
3. Ask if he or she has a moment to talk.
4. Explain that you are planning a community forum.
5. Ask if their organization would be interested in participating or if they can refer you to other interested parties or speakers.
6. Set a plan to follow up — be sure to get all contact information.
7. Thank them.
8. Record contact information and follow up with referrals.

## **SETTING THE AGENDA**

Now it is time to plan the format of your forum. This sample agenda below should help you do this. The tone of the forum should be upbeat but serious and it should end positively, looking forward to future action.

- *Welcome* (5 minutes) Given by one of the organizers, local advocate or celebrity, probably the person who will act as moderator for the rest of the event
- *Introduction* (10 minutes)
- An overview of the issue to be discussed at the forum.
- *Opening Remarks* (10 minutes)

## **PUBLICITY AND MEDIA**

### **Getting Turnout at Your Event**

Your event will have the greatest impact if as many people as possible attend. It is a good idea to have a plan on how you will get people to your event so that you do not spend a significant amount of time putting together an event and only have a small group of people attend. Keep in mind that the best strategy to get people to attend is to personally invite them.

#### **Possible ways to increase turnout at your event:**

- Make a list of the friends and family you will personally invite.
- Submit announcements to your local papers for events calendars.
- Hand out flyers at community events.
- Place flyers on bulletin boards at community centers, religious institutions, in coffee shops, music stores, bus stops, grocery stores, co-ops, laundromats, local schools and universities — anywhere there are people.
- Ask local newspapers and radio, and/or television stations to run public service announcements about the forum.
- Send invitation letters to all community organizations, groups, businesses, and individuals you want in attendance at the forum.
- If you will be having elected officials in attendance or a local celebrity giving the opening remarks, hype it!

### **Invite Elected Officials and Local Policy Makers**

Inviting elected officials and local policy makers to your event is a great opportunity for them to spend time with constituents and hear about their concerns.

- Send a fax or e-mail to their office inviting them to attend your community forum.
- Explain what issue you will be discussing, why it is relevant to them, and why it is an important topic for their constituents.
- Let him or her know that you will honor them for attending and for previous good deeds.
- Note the date, time and location.
- Explain that he or she will offer part of the opening remarks (giving them a chance to express goodwill and concern for the community and the other speakers) and may choose to participate in the question and answer period.
- Inform him or her that you will be inviting the media to attend and ask about their availability to take questions from the media.
- A week after you have sent the fax, make a follow up phone call to their office scheduler.
- Once they have accepted your invitation go over the details of the event.
- Confirm the date, time and location.
- Explain the set-up of the event and who will be present.



- Discuss what you would like them to say at the event and when they will speak.
- Offer to send them talking points.
- A few days before the event, reconfirm their availability to attend.

### **Putting Together a Press Plan**

You can do as many or as few of the following suggestions, based on the amount of time you have to put into getting media attention. Although it is up to you, keep in mind that the more media attention you get, the greater impact your forum will have.

- Try to get advance media coverage. Send a media advisory to key media contacts a week before the meeting.
- Consider inviting area college media classes to videotape your event.
- Make follow-up calls to media people, city desks, daybooks, and assignment editors a day or two before the meeting.
- Prepare a press packet for distribution to press people at the meeting. It should include a press release and background information on your issue and your organization.
- Prepare visuals. Both newspapers and television prefer taking interesting pictures rather than pictures of talking heads. Prepare some visuals, charts, banners, or stunts that you think might be interesting. The visual should not just be "catchy" but should convey your message.
- Talk with press people at the event. One person should be assigned as the spokesperson and to greet the press.
- Call the press people who did not come to tell them what happened, or send a follow-up press release if you do not expect to get much media coverage.
- Thank the press people for covering your event
- If you received inaccurate coverage, call the media contact to clarify your message.
- If the event was a success but media professionals were not present, publicize the results yourselves.

# **TDHCA SUBMISSION REQUIREMENTS**

## COMMUNITY NEEDS ASSESSMENT RESULTS OVERVIEW (Page 1 of 2)

### Subrecipient:

The Community Services Block Grant (CSBG) Act requires States administering this grant to secure a Community Needs Assessment from CSBG eligible entities. Subrecipients must submit this *Community Needs Assessment Results Overview* along with a *2015 CSBG Community Needs Assessment (CNA) Report* by June 30, 2015. Refer to the *Develop a CNA Report* section of this document for guidance on creating a CNA report. .

1. **Community Needs Assessment Overview** - Complete the table with the requested information for each county in the CSBG service area. .

#	County	* Poverty Population	# of Residents Surveyed	# Clients Surveyed	# of Community Forum Held	# of Focus Group held	Title of Elected Officials Interviewed	Name of Board Members Interviewed	Name of Organizations Interviewed
1									
2									
3									
4									
5									
6									
7									
8									
9									
10									

\* Poverty Population according to the numbers published by the Community Commons website

## COMMUNITY NEEDS ASSESSMENT RESULTS OVERVIEW (Page 2 of 2)

**Subrecipient:**

2. **Overview of top 5 needs by type of data collection method** - Complete the table with the requested information for each county in the CSBG service area: .

#	Surveys	Forums	Focus Group	Title of Elected Officials Interviewed	Name of Organizations Interviewed	Quantitative Data	FINAL RANKING OF TOP NEEDS
1							
2							
3							
4							
5							

3. **Sources** utilized to obtain the **Quantitative Data** for the Community Needs Assessment (CNA) – Indicate the sources used by either checking the applicable boxes and/or providing a description: .

- ☐ The Community Commons website [www.communitycommons.org](http://www.communitycommons.org)
- ☐ Other sources. Identify the other sources that were utilized:

**Note:** Subrecipients that need more space than what is provided in this form may develop their own forms with the same information or add additional pages of this form