

# National Association for State Community Services Programs

## 2017 **A N N U A L** *TRAINING CONFERENCE*



### Using Data to Tell a Compelling Story

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# LEARNING OBJECTIVES

We will learn:

- How NASCSP uses data to tell the Community Action Story
- The elements of the CSBG Annual Report that collect State and local CAA Success Stories
- 5 steps to telling a quality Success Story
- How to promote content in visual formats



# *But my subject is just too boring...*

What do you think would the most boring subject on which to present?

A. Technology in the 21<sup>st</sup> Century

B. The Art of Real Estate

C. A 404 website error message

D. A European vacation getaway





# To show this poll

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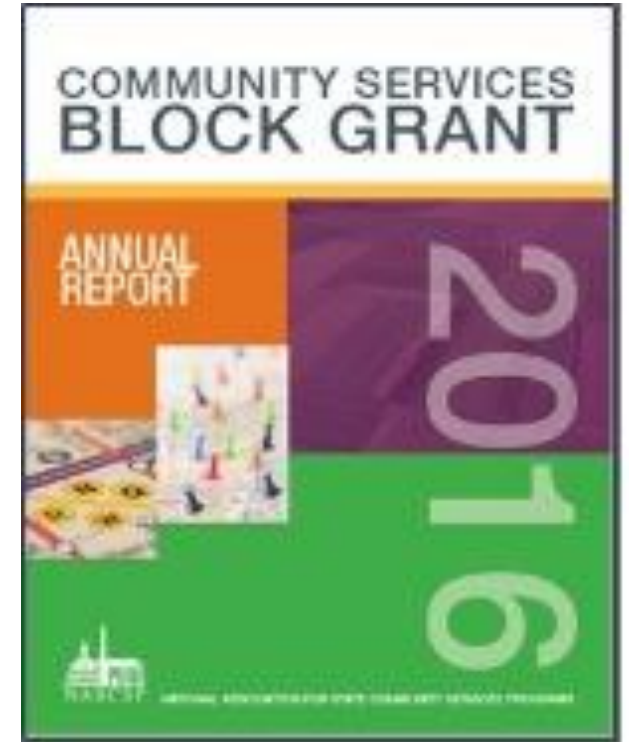
[Open poll in your web browser](#)



# ABOUT NASCSP | RESEARCH

## *NASCSP provides information.*

Each year NASCSP documents the sources of funding, services provided, clients and communities assisted, and the results achieved. This information is shared with the network and other research organizations in the form of national reports, articles, and a promising practices database.



## Member Services

### CSBG

#### CSBG Services and Technical Assistance

#### CSBG TTA Center

#### Resources and Recordings

Training Request Form

#### State Plan Information

#### Organizational Standards

#### ROMA

ROMA Next Generation

FRN2 30 Day Comment Period

FRN1 60 Day Comment Period

Initial Feedback Period

Archive

National ROMA Peer to Peer Training

#### CSBG IS Survey

CSBG IS 2016 Submission Form

#### CSBG Annual Report and Resources

Archive

#### CSBG Policy and Government Affairs

#### Weatherization

#### Healthy Homes

#### Carbon Project

#### State Contacts

## CSBG Annual Report and Resources

CSBG > CSBG Annual Report and Resources

**Each year NASCSP's CSBG Services** conducts a detailed survey of the CSBG network that describes the sources of funding, services provided, clients and communities assisted, and the results achieved. This information is shared with the network and other research organizations in the form of national reports, articles, and best practices.

### 2016



#### 2016 Annual Report: Full

*The 2016 CSBG Annual Report features data, statistics, graphics, and outcomes analysis, and all state-level appendices data from the FY2015 CSBG IS Survey.*

#### 2016 Annual Report: Text

*The 2016 CSBG Text-Only Annual Report features data from the FY2015 CSBG IS Survey, statistics, graphics, and outcomes analysis for the national aggregate analysis.*

#### 2016 Annual Report: Appendices

*For state-level data only from FY 2015 - no analysis.*



#### 2016 CSBG Highlights

*The 2016 CSBG Highlights, featuring data from the FY2015 CSBG IS Survey*



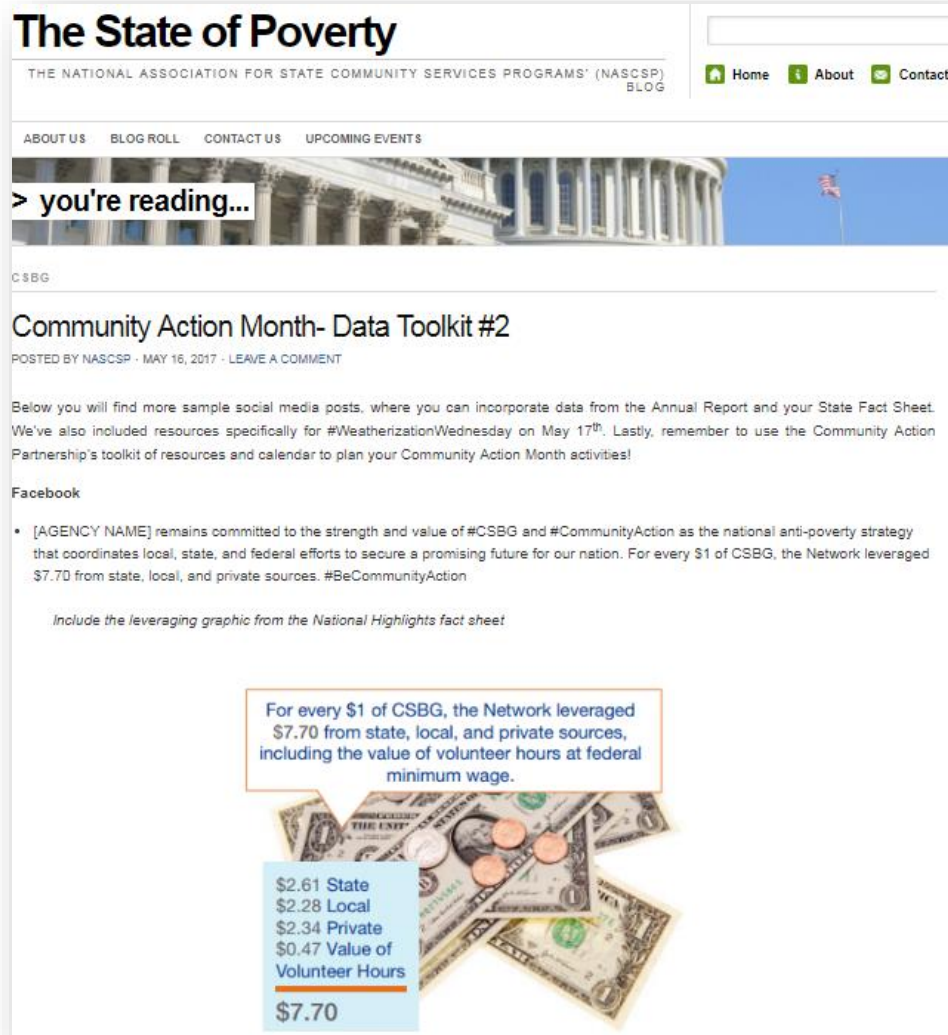
# Examples of Available Data

- CSBG agencies provided services to **over 15.6 million** low-income individuals in **nearly 6.6 million families**.
- Of the 6.6 million families served by Community Action, **82.6% were** living below 125% of the Federal Poverty Level.
- Including all federal sources and volunteer hours, the CSBG Network **leveraged \$20.80** of non-CSBG dollars **per \$1 of CSBG**.
- **6.0 million participants** with low-incomes in the CSBG Network employment initiatives obtained positive **employment outcomes** such as obtaining a job or increasing their income.
- **4.6 million infants, children, youth, parents, and other adults** participated in developmental or enrichment programs facilitated by the CSBG Network and achieved program goals.

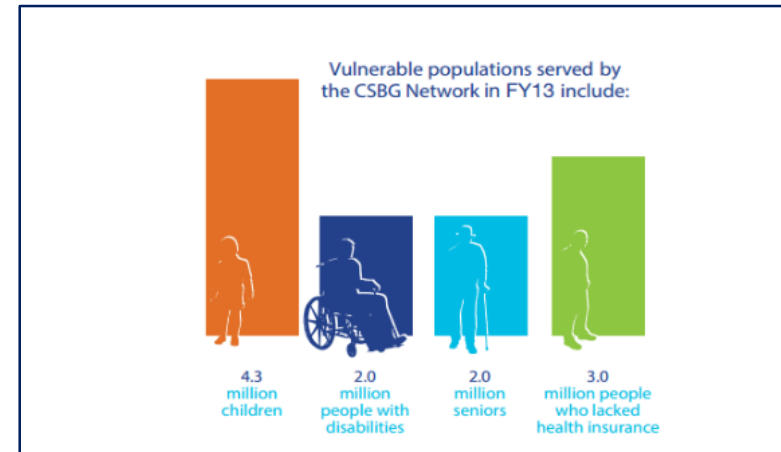




# State of Poverty Blog



- <https://thestateofpoverty.org/>
- Pre-made Tweets and Facebook posts with updated data- Weekly
- Spotlight Blogs



# State Fact Sheets

## 2016 STATE CSBG FACTSHEETS

From the MS FFY 2015 Community Services Block Grant Information System Survey

### Mississippi

#### CSBG NETWORK PARTICIPANTS

The Mississippi State Office administered CSBG funds to 18 Community Action Agencies in 100% of MS counties.

87% of families served by the CSBG Network lived below 100% of the Federal Poverty Guidelines.

35% of families served in MS were in **severe poverty**, below 50% of the Federal Poverty Guidelines.

In Mississippi, Community Action Agencies provided services to 113,075 low-income individuals.

Vulnerable populations served included:

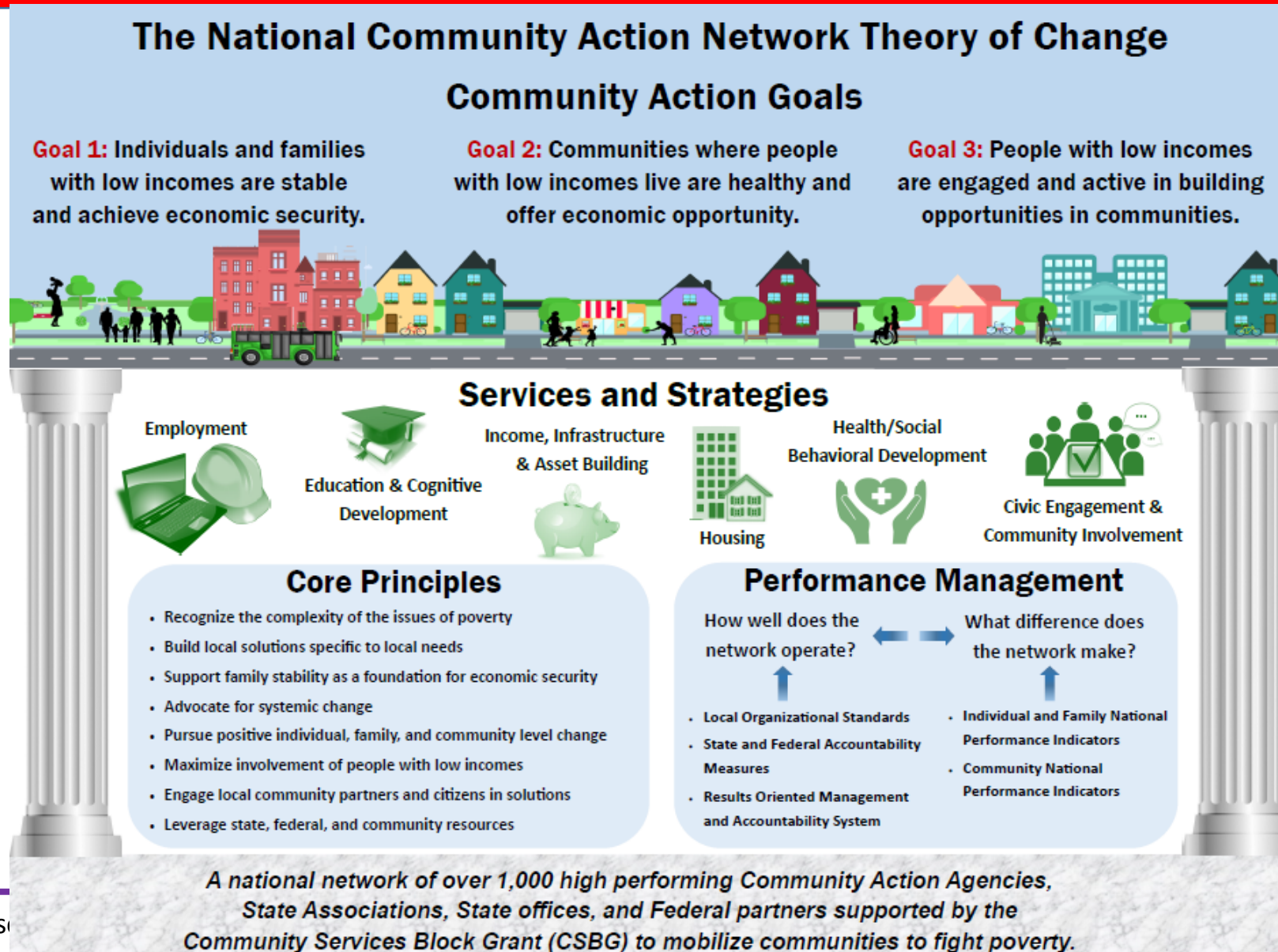


Nationally, of the 6.6 million families served by the CSBG Network, 82.6% were living below 125% of the Federal Poverty Guidelines.

Nationally, 1,026 Community Action Agencies receiving CSBG funding provided services to 15.6 million individuals with low-incomes.



# National Community Action Theory of Change



# *How to Use the Data*

- Use the state fact sheets to talk about the data at community meetings or other events.
- Bring the data with you to talk to state representatives and other elected officials.
- Post stories of impacted families on your websites or local new articles.
- Send Success Stories to NASCSP to highlight on our State of Poverty blog.





# How to Use the Data



## Twitter, FaceBook or blog posts:

•In **STATE NAME**,  
Community Action Agencies  
provided services to  
\_\_\_\_\_ low-income  
individuals #CSBG  
#TalkPoverty

#DYK: \_\_\_\_\_ individuals  
received **SERVICE NAME** in  
**STATE NAME** in the past year  
#BeCommunityAction

For every \$\_\_\_\_\_ of CSBG,  
the **STATE NAME** network  
leveraged \$\_\_\_\_\_ from  
federal, state, local, and  
private sources #Leveraging  
#CSBG



*"If you wish to influence an individual or a group to embrace a particular value in their daily lives, tell them a compelling story."* -Annette Simmons

*"Today everyone, whether they know it or not, is in the emotional transportation business. More and more, success is won by creating compelling stories that have the power to move people to action. Simply put, if you can't tell it, you can't sell it."* -Peter Guber

*"Humans simply aren't moved to action by 'data dumps,' dense PowerPoint slides, or spreadsheets packed with figures. People are moved by emotion. The best way to emotionally connect other people to our agenda begins with "Once upon a time..."* -Jonathan Gottschall



# Module 1 Success Stories!

B.4. State  
Management  
Accomplishment

B.5. CSBG Eligible  
Entity  
Management  
Accomplishments

B.6. Innovative  
Solutions  
Highlights

I.5. State and  
CSBG Eligible  
Entity Continuous  
Improvement

Module I of the CSBG Annual Report asks for both State (B.4) and local CAA (B.5, B.6 and I.5) success stories.



# Communication Matters

Stories can bring an organization's work, challenges, and successes to life.

- Narratives can be used as essential communication tools for helping the public, your partners, and your potential funders understand your outcomes.
- Participants will learn about the five strategic steps, proven framing techniques, and best practice models to assist promoting results through effective storytelling. We will also discuss how to use data to effectively leverage stories for maximum impact.





# Apply the 5 Steps

**1.1. Choosing Well**

**1.2. Framing**

**1.3. Setting Up**

**1.4. Showing Implementation**

**1.5. Demonstrating Outcomes**



# STEP 1: Choosing Well

Consider the data you have to talk about:

## The organization and its staff

- *Example State* certified **5 ROMA Trainers** in 2016.

## Responsible leadership

- Board members in *Example CAA* received over **240 hours of training**.

## Resources, partners, and innovation

- *Example CAA's* partner with over **15 organizations**.

## Positive results for individuals, families, and the community as a whole

- *Example State* addressed over **350,230 conditions of poverty** in 2016.



# STEP 1: Choosing Well

## 1. Choosing a story: *Section D/Section B excerpt:*

Is this a strong story, with a lot of great elements to showcase the CAA and programs?

CAA XYZ (XYZ) developed and implemented a pilot youth-focused community initiative, called PILOT. PILOT is a hands-on experience for youth, ages 12-18, during which they simulate different life choices and experiences, showing how their actions today can affect their future. The experience is divided into three sections: an introduction, the simulation and a debriefing.



# *Individuals and Their Successes: How Do Their Stories Fit In?*

## ***Use the Personal Story as Just One Example, not as the Central Theme***

The central plot of your stories should be your agency's own formula for effectiveness in fighting poverty and improving communities. It should include outcomes obtained by participants or in the community.



## STEP 2: Framing

Guide the  
reader to  
interpret  
your story in  
the way you  
want



# Strategic Messaging: and to whom?



**Policy  
Makers**



**Funders**



**Media**



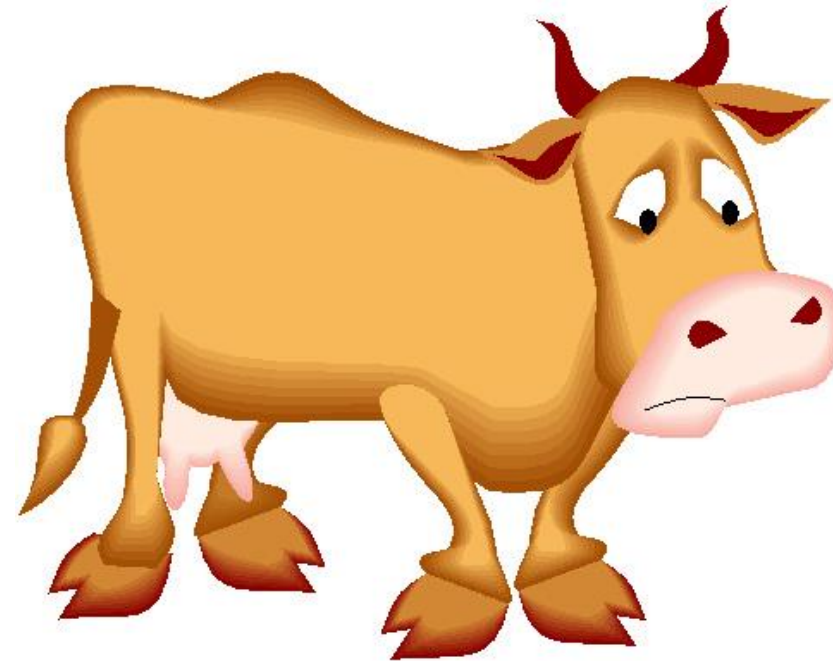
**Clients**



# The Cow and Framing

This cow lives on a farm where some of the cows are getting sick.

What is  
the cause of the illness?





# The Cow and Framing



Now that we've added in the backdrop...





# STEP 2: Framing

## 2. Framing

Does the story open without explaining to the reader why the story is important or shaping the context of the program, service, or innovation?

### Sample Questions To Ask:

- ☐ Why was this program important?
- ☐ What happened to people as a result of the program?
- ☐ Why was this necessary in the community/the target population?
- ☐ What makes the reader care to read further?
- ☐ What's the context in which this program or service operates?



# STEP 2: Framing

CAA XYZ (XYZ) developed and implemented a pilot youth-focused community initiative (PILOT). PILOT is a hands-on experience for youth, ages 12-18, during which they simulate different life choices and experiences, showing how their actions today can affect their future. The experience is divided into three sections: an introduction, the simulation and a debriefing.

## VERSUS

Being a teenager is a critical period of time that plays a huge role in influencing and shaping a young adult's path towards self-sufficiency. Many teenagers face different life choices and experiences that will dramatically and directly affect their future, but some teens might not be aware of the consequences. CAA XYZ (XYZ) is determined to make sure teenagers in their community are aware and are actively taking hold of their future. XYZ developed and implemented a pilot youth-focused community initiative called PILOT.



# Choosing words that speak to others



Don't forget:

*Diction*

*is choosing the right words*

- Avoid jargon
- Be mindful of stereotypes and connotations
- Make the story accessible to reader – “us” not “other”



# Framing Words *THAT WORK*

(The **Bold** words in the left column are recommended over the non-bold.)

<b>Jobs/ Economy</b>	<b>vs.</b>	The Poor/ Working Poor
<b>All of Us/ Unity</b>	<b>vs.</b>	Them/ Others
<b>Work</b>	<b>vs.</b>	Worker
<b>Paying Well Enough</b>	<b>vs.</b>	Working Hard Enough
<b>System Failures</b>	<b>vs.</b>	Individual Failures



# Framing Words THAT WORK

Public Problem/ Solution	vs.	Private Problem/ Solution
Fix the Condition	vs.	Fix the Person
Fairness	vs.	Sympathy Story
Societal Concern/Diverse Voices	vs.	Concern of Just Advocates and Politicians
Teamwork	vs.	Government/ Business/ Individuals as Isolated Actors



# STEP 3: Setting Up

Use active writing style

- “We created” vs. “This came about”

Show that staff is proactive;

- Teamwork and partnerships

Emphasize shared goals



# STEP 3: Setting Up

## 3. Setting Up

Does the story connect the need, the partnerships, and the implementation to really showcase the work of the CAA as the driving force for the program?

### Sample Questions To Ask:

- ☐ What steps did staff take to implement this program?
- ☐ What was the role of the CAA and staff?
- ☐ What are the partnerships at play in the community?
- ☐ What did staff do to ensure collaborative, effective program?



## STEP 3: Setting Up

Partners contributed to the PILOT project in many ways, including serving as network members, volunteers, and host sites. Scores of local and regional partners helped develop, implement, and support PILOT.

### VERSUS

**Recognizing** the importance of working with teenagers and each other, **XYZ staff brought** scores of local and regional partners together to **help develop, implement, and support** PILOT. Local partners included (but were not limited to...).





## STEP 4: Showing Implementation

- Vision, decisions, and actions
- Explain steps clearly
- Example key words: **convene, plan, mobilize, coordinate, raise funds, persuade, manage**



# STEP 4: Showing Implementation

## 4. Implementation

What did you do? With whom? How many? This is the section that you talk about what happened!

### Sample Questions To Ask:

- ☐ How did the partnerships play out?
- ☐ What role did CAA staff take in the implementation?
- ☐ What was the result of the program? (*results are different than outcomes – results are what the program is designed to do; outcomes are what happened as a result*)



## STEP 4: Showing Implementation

Community Services Block Grant funds were utilized for staff salaries, building rent, utilities, and building maintenance. Staff time included but was not limited to planning and facilitation of simulations, networking, meetings, training, coordination of volunteers, and finalization of PILOT script copyrighting.

### VERSUS

**CSBG-funded** XYZ staff **planned** and **facilitated** simulations, networking events, meetings, and training, coordinated volunteers, and secured copyrights for the PILOT kit and script. The **result** of this community-wide collaboration is PILOT: a hands-on experience for youth, ages 12-18, during which they simulate different life choices and experiences, showing how their actions today can affect their future.



# STEP 5: Demonstrating Outcomes

- End with success
- Numbers may be useful, but be careful because...



# STEP 5: Demonstrating Outcomes

## 5. Demonstrating Outcomes

Are the outcomes placed into context, and do you explain what the result of the outcomes are?

### Sample Questions To Ask:

- ☐ Who was served?
- ☐ What do the outcomes mean in light of the program's success?
- ☐ What is the actual change to the participants?



# STEP 5: Demonstrating Outcomes

During FY2016, 820 youth participated in PILOT simulations in the ten-county service area. (This is reported on NPI 6.3 Y2: youth improve social/emotional development.)

## VERSUS

During FFY2016, 820 youth participated in PILOT simulations in the ten-county service area, **receiving valuable lessons on the ways that decisions have the potential to shape their futures. PILOT simulations empowers these youth to actively make decisions that will help them move toward a vision of their future that they now feel that can shape.**



# *In Sum: 5 Steps to Stronger Storytelling*

**1.1. Choosing Well**

**1.2. Framing**

**1.3. Setting Up**

**1.4. Showing Implementation**

**1.5. Demonstrating Outcomes**



# Apply the 5 STEPS

1. Choosing Well

Is this a strong story, with a lot of great elements to showcase the CAA and programs?

2. Framing

Does the story open without explaining to the reader why the story is important or shaping the context of the program, service, or innovation?

3. Setting Up

4. Showing Implementation

Does the story connect the need, the partnerships, and the implementation to really showcase the work of the CAA as the driving force for the program? What did you do? With whom? How many? Did you talk about happened?

5. Demonstrating Outcomes

Are the outcomes placed into context, and do you explain what the result of the outcomes are?





# Case Study to Story : North Carolina Life Works program



# Outcomes Achieved

- Participants achieved success, with income above the federal poverty guidelines
- Participants completed major goals, with income above the federal poverty guidelines
- Participants rose above federal poverty guidelines in a prior year



# *What happened to the participants?*

## Life Works Participants Discharged, FY 2014-15

n=61

**33%** Discharged as  
unsuccessful

(20 individuals)

**44%**

Successful  
graduates

(27 individuals)

**23%** Met major goals, but were not able to  
rise above poverty level (14 individuals)

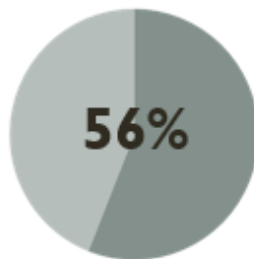


# Who obtained the outcome?

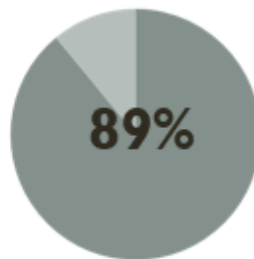
## Characteristics of Successful Life Works Graduates, FY 2014-15



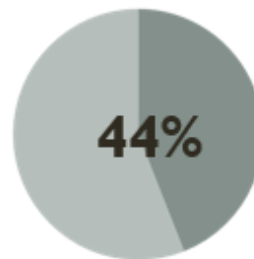
Of the 27 of participants who  
graduated successfully...



Single parent



Female



Minority



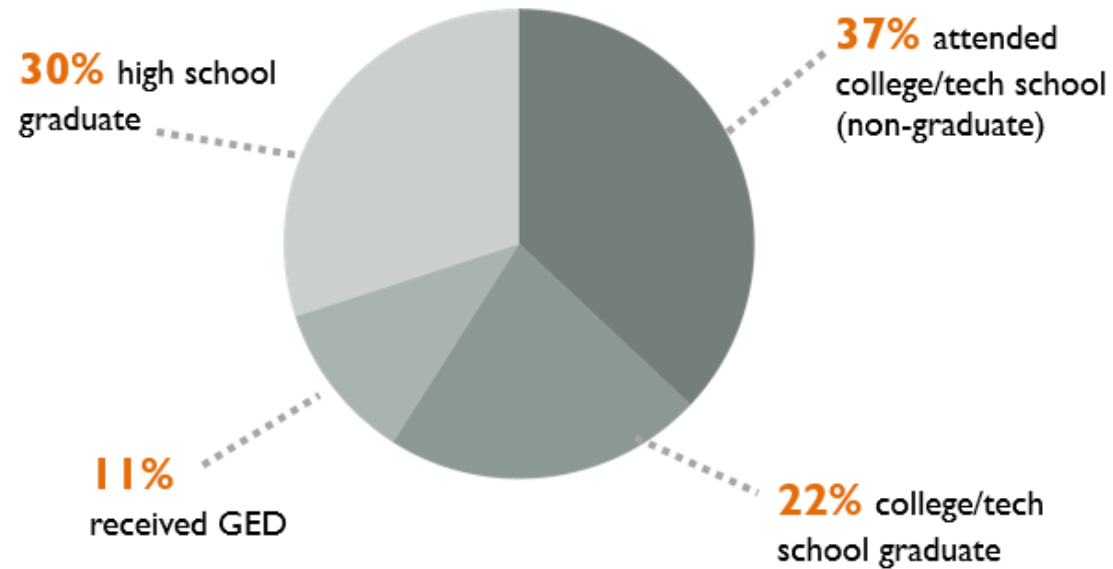
GED or higher  
education



# Who obtained the outcome?

## Educational characteristics of successful graduates, FY 2014-15

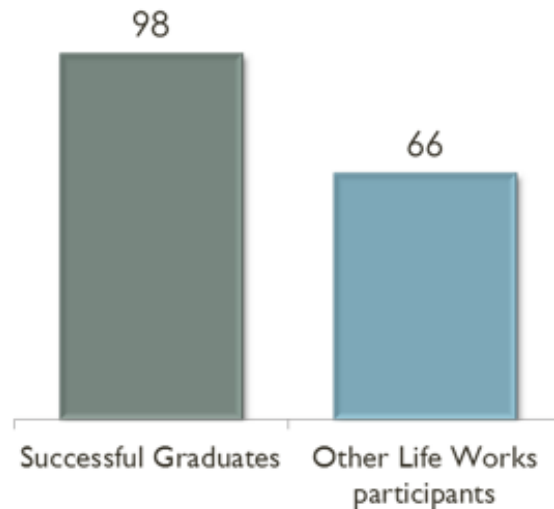
Of the 27 of participants who graduated successfully...



# How much time did it take with each participant?

## Key indicator of success: Participant contacts

Average number of  
total contacts,  
(FY 2014-15 discharged participants)



A strong correlation exists between the **number and type of contacts** participants have with life coaches, and their **rate of success**.



# *What else can they learn?*

- Were there themes in the services provided?
- What are the **characteristics** of the successful population?
- Were there trends in dollars spent vs. funds that were leveraged in the community?
- What can they learn from those who were unsuccessful?
- When comparing data analysis from 15/16 FY, are there other improvements that can be made?
- How do we best share the importance of education within our community and build relationships to maximize impact?





# CAA and State Success Stories

## Texas Department of Housing and Community Affairs

### Second Chances in Texas: CSBG and Re-Entry Services

By: Karen Keith

*“The programs that TDHCA administers gave me a hand-up when I needed it most. Now, I am employed by TDHCA and helping to develop materials, advocate, and change lives for other human beings who have been given a second chance and are in need of a little kindness.”*



# CAA and State Success Stories

## Whitman County Community Action Center Weatherization Assistance Program

“The weatherization program was life-changing for me. It inspired me to pay it forward and help others live lives of hope and dignity.”

By: Kelly Fonteijn

*“I met with Ginger at the Community Action Center; she told me about the weatherization income guidelines and I was surprised to see that we easily qualified.”*

*“We have saved \$250 in energy costs per year each year since 2013 after weatherization.”*



# Content Promotion



Press Release

Social Media



Letter to the Editor



Media Alert



Publications



# Social Media Tips

- Make a calendar to plan out your posts
- Use websites to preschedule:
  - <https://hootsuite.com/>
  - <https://tweetdeck.twitter.com/>

	A	B	C	D	E	F	G
1	Time	Type	Topic	Post			
2	THURSDAY 10/27						
3							
4	10am	Twitter	Wx Plus Health	Reshare Washington Guest Blog			
5	11am	Twitter	DOE	Announce 10/28 Twitter chat and tag partners			
6	11am	Facebook	DOE	Announce 10/28 Twitter chat			
7	2pm	Facebook	Wx Day	Reminder about Sunday and posting through Monday			
8	2pm	Twitter	Wx Day	Reminder about Sunday and posting through Monday			
9	3pm	Twitter	DOE	DOE Asst. Sec. Blog			
10	4pm	Facebook	DOE	DOE Asst. Sec. Blog			
11	FRIDAY 10/28						
12	9:30am	Twitter	DOE	Don't forget to tune in TODAY at 12pm ET for a LIVE Twitter chat w/ WAP Director Dave Rinebolt!			
13	9:30am	Facebook	DOE	Hey Facebook! Don't forget to head over to Twitter TODAY at 12pm ET for a LIVE chat w/ WAP Di			
14	11am	Twitter	DOE	Live twitter chat with Dave Rinebolt starts in 1 hour			
15	11am	Facebook	DOE	Live twitter chat with Dave Rinebolt starts in 1 hour			
16	1145am	Twitter	DOE	15 min until twitter chat			
17	12pm	Twitter	DOE	Twitter Chat Starting now!			
18	1pm	BLOG	Client Story	Wap In your words post			
19	3pm	Facebook	Wx Day	This weekend great events will be happening all over the country to commemorate Weatheriza			
20	3pm	Twitter	Wx Day	All weekend, events will be held for #Weatherization Day & the #WAP 40th Anniversary. Tweet			
21	Saturday 10/29						
22	9am	Facebook	Wx Day	Good morning! Tomorrow is Weatherization Day 2016 and all weekend great events will be hap			
23	9am	Twitter	Wx Day	All weekend, events will be held for #Weatherization Day & the #WAP 40th Anniversary. Tweet			
24	10am-1pm	Twitter	VA Event	Event in Virginia			
25	2pm	Facebook	Wx Dat	Client Testimonial			
26	3pm	Facebook	Wx Day	REMINDER: Tomorrow is Weatherization Day 2016 and all weekend great events will be happeni			
27	3pm	Twitter	Wx Day	All weekend, events will be held for #Weatherization Day & the #WAP 40th Anniversary. Tweet			
28	Note: Eric Traveling at VA event,will repost member social media throughout day via Twitter						
29	Sunday 10/30						
30	9:30am	Facebook	WxDat	Happy Wx day birthday Cake post			
31	11am	Facebook	Wx Day	Client Testimonial			
32	11:30am	Blog	Wx Day	Reflections from Ray Judy			
33	12pm	Facebook	Wx Day	Grantee Map			
34	1:15pm	Facebook	WAP Jobs	WAP professionals collage and job stats			
35	?	Facebook	DOE	Repost DOE Wx Day Announcement			
36	2pm	Facebook	LIHEAP	Link to Blog post			
37	3pm	Blog	Wx Workers	Post about Zach in Indiana			



# *A Picture is Worth a Thousand Words*

- When choosing a photo, remember these findings:
  - Pictures summon the same pre-existing perceptions or frames as do words;
  - A picture is visual shorthand, replacing more words;
  - A picture will be remembered longer and more vividly than words;
  - Captions are only words. Be sure your picture is clear without captions; and
  - The wrong picture can completely undermine a carefully worded story.



# *A Picture is Worth a Thousand Words*

- A picture is problematic when:
  - It is not obvious what story the picture is telling;
  - It illustrates a bias or stereotype;
  - The picture could divert attention from your story;
  - It focuses on individuals, not actions or results; and/or
  - The role of your CAA is not obvious.



# *A Picture is Worth a Thousand Words*





# *A Picture is Worth a Thousand Words*





# A Picture is Worth a Thousand Words



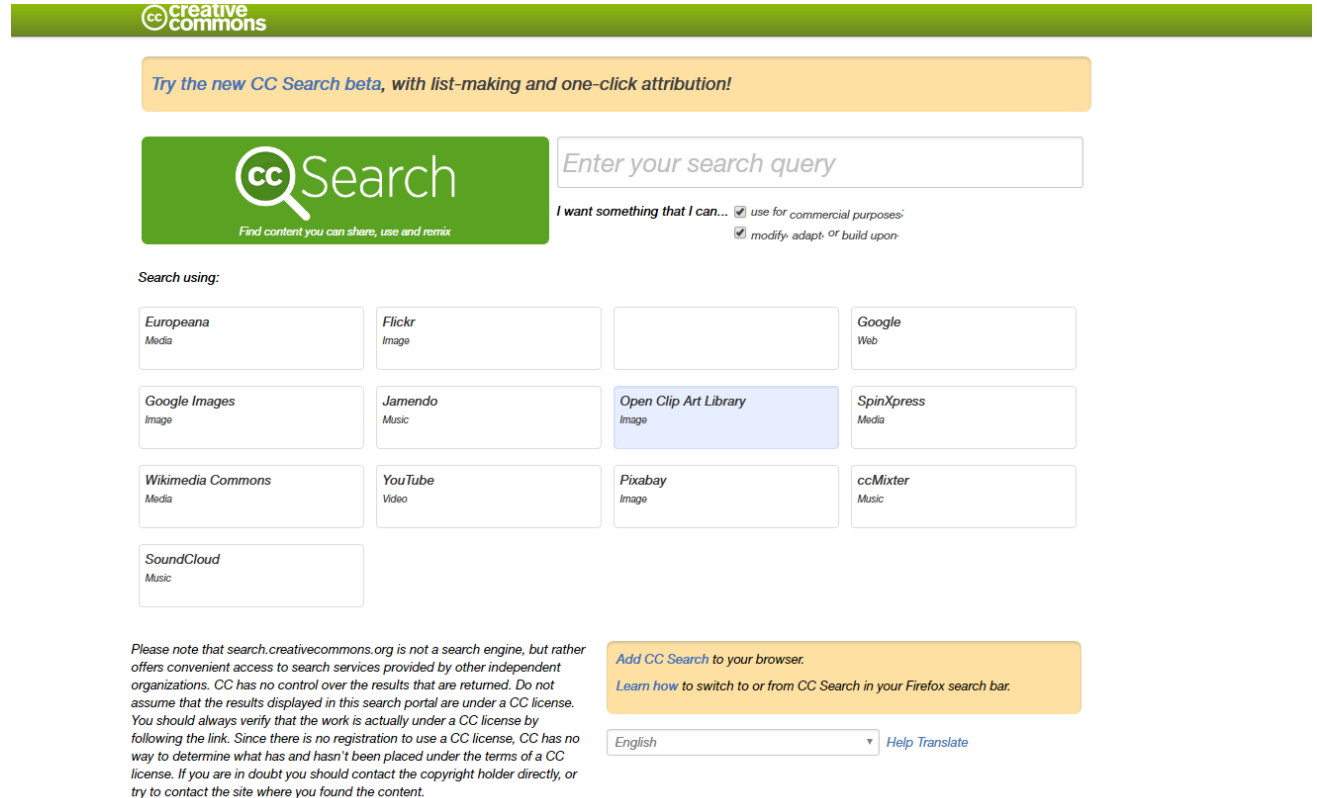


# *A Picture is Worth a Thousand Words*



# Photos

- How to find photos you can use free & unrestricted
  - Newsletters, presentations, fliers, social media
  - Creative Commons  
<https://search.creativecommons.org/>



The screenshot shows the Creative Commons Search homepage. At the top is the Creative Commons logo. Below it is a yellow banner that says "Try the new CC Search beta, with list-making and one-click attribution!". The main search area features a green "CC Search" button with the text "Find content you can share, use and remix" below it. To the right of the button is a search input field with the placeholder text "Enter your search query". Below the input field are two checkboxes: "I want something that I can..." with "use for commercial purposes" checked, and "modify, adapt, or build upon" checked. Below these are several search engine options in a grid: Europeana Media, Flickr Image, Google Web, Google Images Image, Jamendo Music, Open Clip Art Library Image (highlighted in blue), SpinXpress Media, Wikimedia Commons Media, YouTube Video, Pixabay Image, ccMixter Music, and SoundCloud Music. At the bottom left, there is a disclaimer: "Please note that search.creativecommons.org is not a search engine, but rather offers convenient access to search services provided by other independent organizations. CC has no control over the results that are returned. Do not assume that the results displayed in this search portal are under a CC license. You should always verify that the work is actually under a CC license by following the link. Since there is no registration to use a CC license, CC has no way to determine what has and hasn't been placed under the terms of a CC license. If you are in doubt you should contact the copyright holder directly, or try to contact the site where you found the content." At the bottom right, there is a yellow banner that says "Add CC Search to your browser. Learn how to switch to or from CC Search in your Firefox search bar." Below this banner is a language dropdown menu set to "English" and a "Help Translate" link.



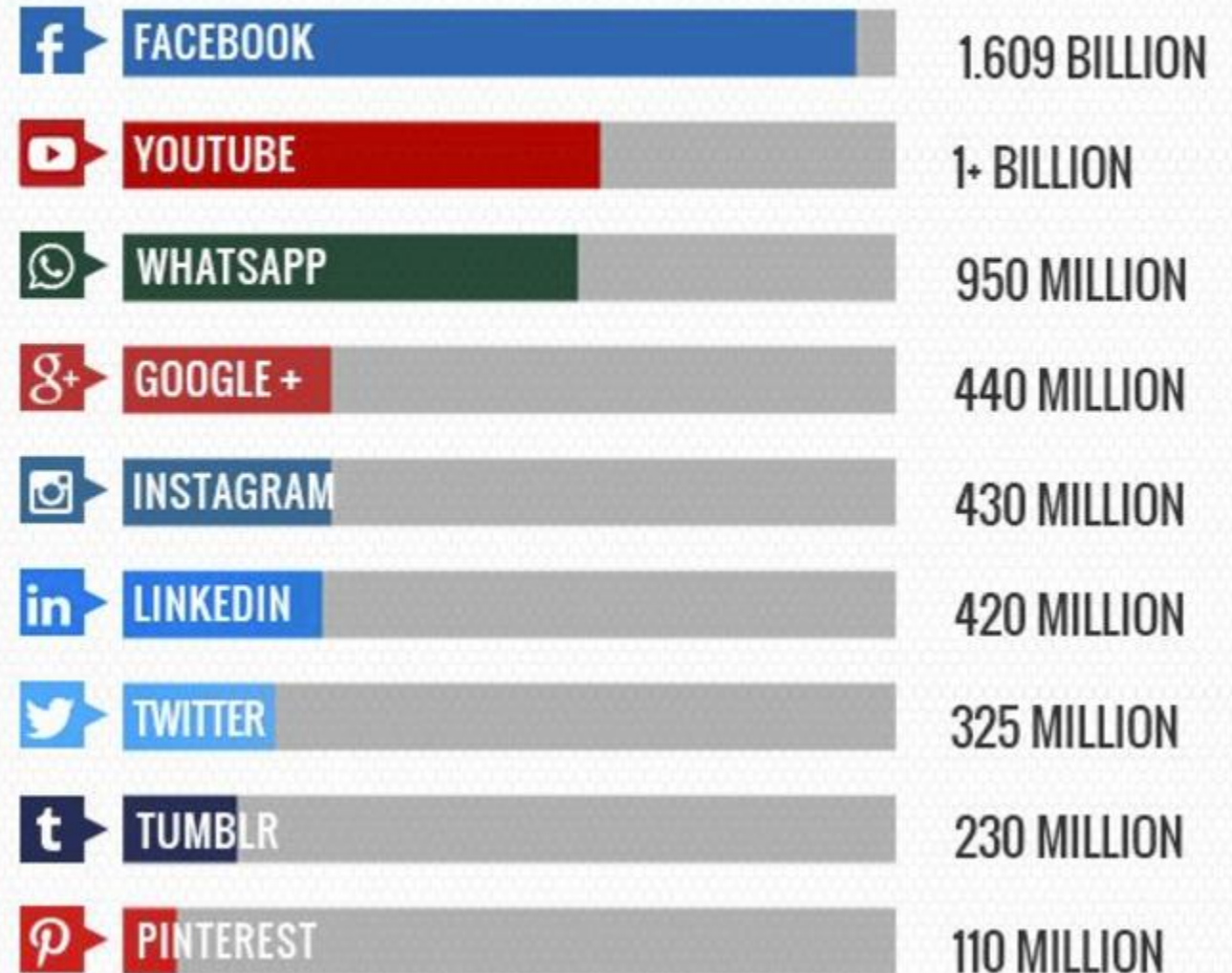
# Social Media

## SOCIAL MEDIA USERS — STATISTICS 2016 —



Source: <http://www.globalmediainsight.com/blog/social-media-users-infographic/>

### MONTHLY ACTIVE USERS

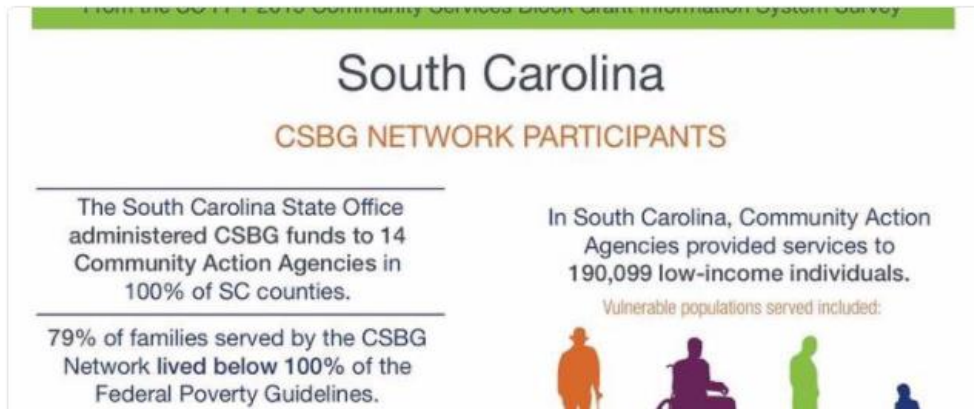






**Palmetto CAP** @PalmettoCAP · 19h

In SC, #CommunityAction agencies used #CSBG to serve the following communities with #poverty-fighting outcomes:



**CAPNEMO\_Missouri**

@NMCAA\_MO

36% of our unemployed have been out of work for 27+ weeks. That's inspiration to create opportunity. #BeCommunityAction

3:40 PM - May 28, 2015



Follow



**Tri-Cap Central MN**

@TriCAPCentralMN

Follow

Last year, #CommunityAction changed the lives of 6.7 million families.

11:41 AM - May 29, 2015



**NEICAC**

@NEICAC

Follow

Over 47% of families receiving #SNAP are working. Let #CommunityAction help change your mind about #poverty, assistance & the future.

11:48 AM - May 29, 2015

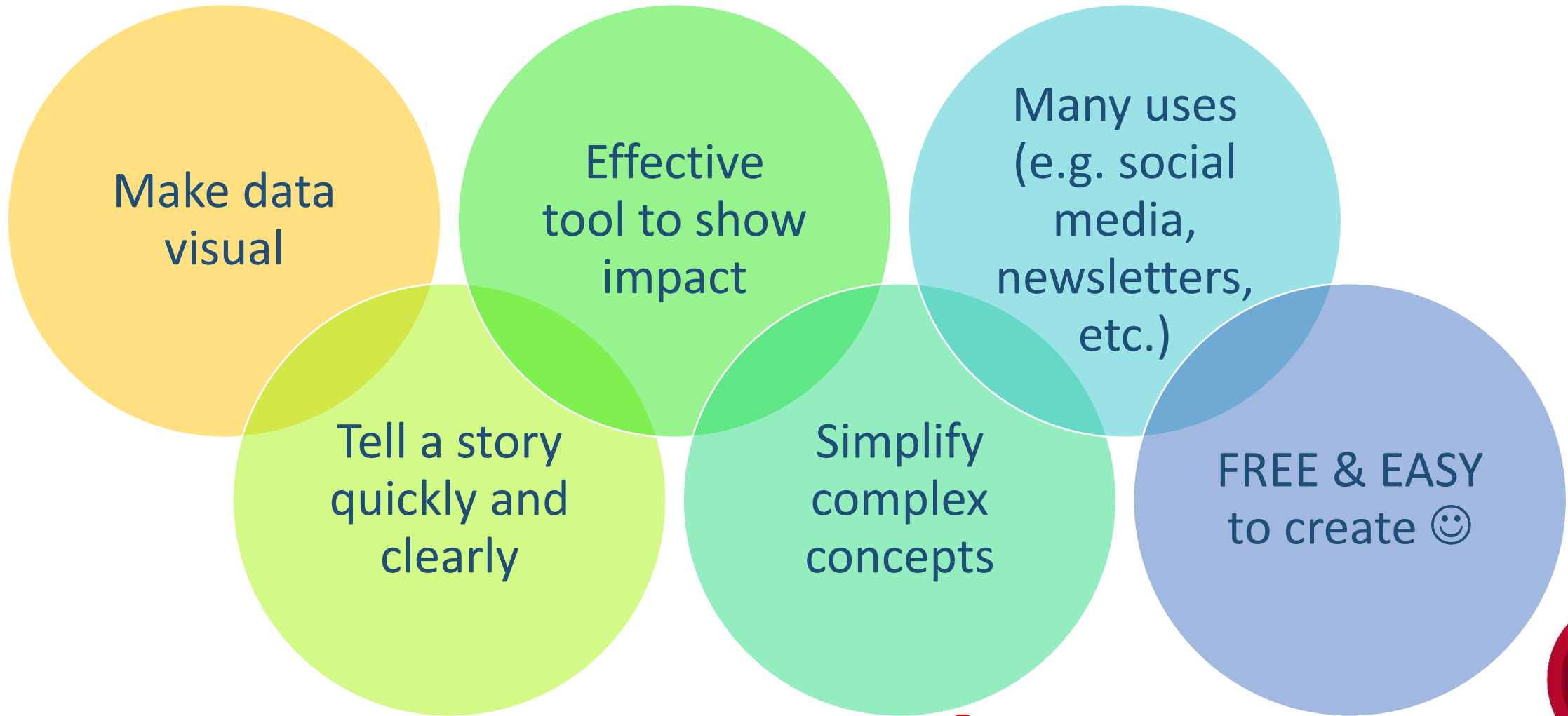


— 17 ANNUAL

TRAINING  
CONFERENCE



# Infographics





# Tools for Making Infographics

- Canva <https://www.canva.com/>
- Venngage <https://venngage.com/>
- Piktochart <https://piktochart.com/>

Perfect project for an intern or volunteer!



# Community Action Agencies

- Hubs for diverse programs & services
- Tailored to local community needs
- Brought together under CSBG



- ✓ Early Childhood Education
- ✓ Energy Assistance
- ✓ Financial Literacy
- ✓ Job Training

- ✓ Transitional Housing
- ✓ Health Services
- ✓ Legal Services
- ✓ Disaster Relief

# WHAT IS THE IMPACT OF CSBG?



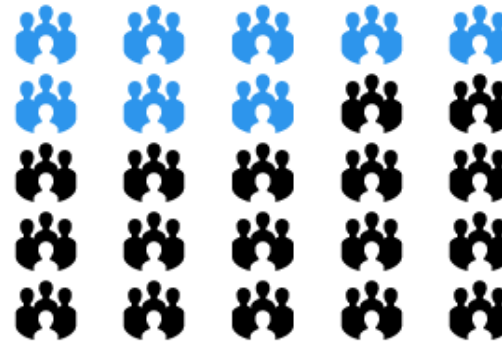
**99.6%**

of counties in the US have  
a CSBG entity

**15.6 MILLION**  
individuals with low-incomes  
were served by CSBG in 2016



**32%** of families served living  
in **severe** poverty



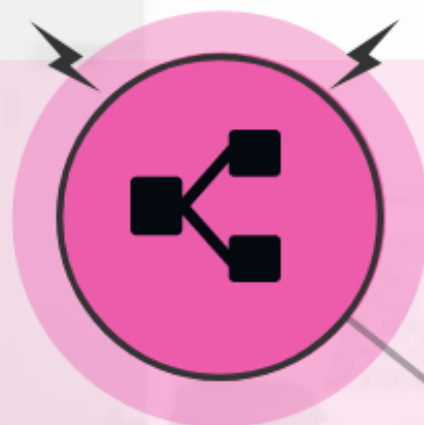
For every \$1 of CSBG  
invested, the network  
leveraged an  
additional

**\$7.70**



from state, local, and private  
resources.

# CSBG: Empowering Local Communities



## Tripartite Board

Community Action Agencies are governed by tripartite boards- a minimum of one-third of the members must be democratically low-income individuals in the community. This ensures that local needs are accurately reflected in the priorities of organizations funded by CSBG.

## Community Needs Assessment

CSBG services are among the most diverse of any federal antipoverty program, supporting everything from job training, to education, nutrition, and housing. A hallmark of CSBG is the use of a Community Needs Assessment, a project that surveys the local community and tailors the local agencies' services to unique community needs.

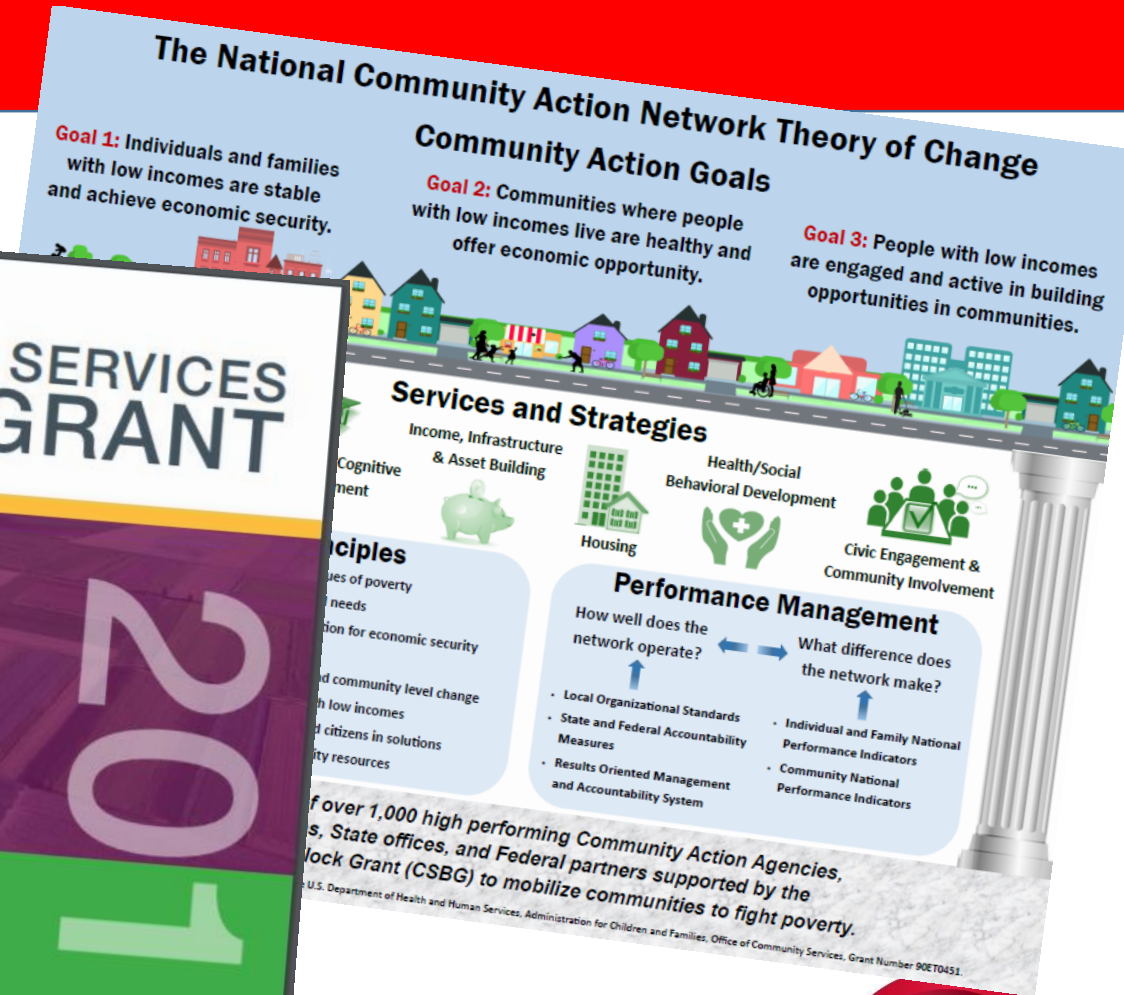
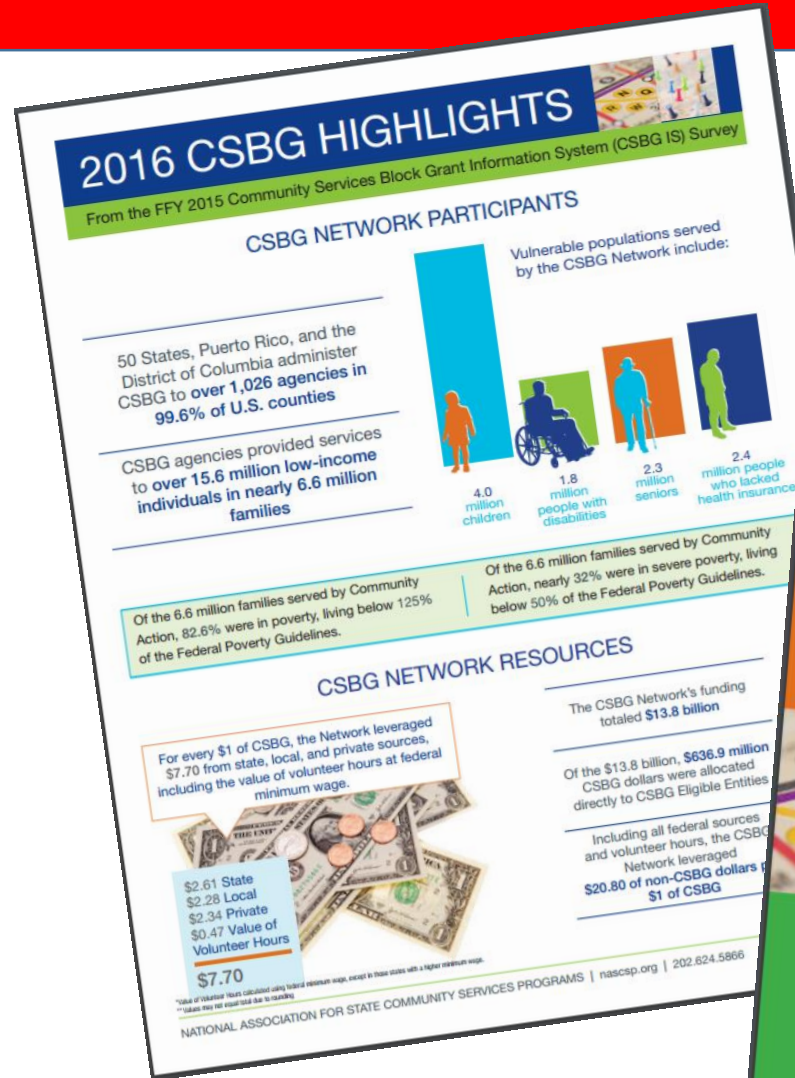


## Accountability

CSBG incorporates a strong framework of accountability and data reporting standards called Results Oriented Management and Accountability (ROMA). This ensures that programs are serving low-income communities effectively while fostering a culture of continuous improvement and innovation.






# Resources



# Focused Campaigns

- Community Action Month & Weatherization Day/Month
  - Toolkits with social media and other communications resources
  - Guest blogs highlighting work in the States
- Elevating a the message to a national level

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**CSBG Data Collection and Reporting**  
CSBG Annual Report  
Module 1  
Module 2 through 4  
DATA Task Force


**CSBG IS Survey**  
CSBG IS 2016 Submission Form

**CSBG National Report and State Fact Sheets**  
Archive

**ROMA**  
ROMA Next Generation  
Theory of Change  
Archive  
National ROMA Peer to Peer Training

**Performance Management**  
Monitoring  
Organizational Standards  
State Plan Information  
RPIC Training and Technical Assistance Plan

**CSBG Communications and Government Affairs**

  
**Submit a Success Story**

CSBG > CSBG Communications and Government Affairs > Submit a Success Story

**Submit a Success Story**

Name  
  
First Name

Last Name

E-mail

State

Organization/Agency

Which program does this pertain to?  
☒ CSBG

# MORE INFORMATION

## *Telling Community Action's Story: A Guidebook:*

[http://www.nascsp.org/data/files/csbg\\_is\\_survey/additional/story-tellingmanualfinal2-13-09\\_000.pdf](http://www.nascsp.org/data/files/csbg_is_survey/additional/story-tellingmanualfinal2-13-09_000.pdf)

## *Telling Community Action's Stories Brochure:*

[http://www.nascsp.org/data/images/telling%20community%20action's%20stories%20-%20brochure\\_final.pdf](http://www.nascsp.org/data/images/telling%20community%20action's%20stories%20-%20brochure_final.pdf)

## *Harnessing the Conversation: Raising Awareness of the CSBG Using Social Media:*

[http://www.nascsp.org/data/files/csbg\\_publications/harnessing%20the%20conversation\\_socialmediaguide\\_csbg.pdf](http://www.nascsp.org/data/files/csbg_publications/harnessing%20the%20conversation_socialmediaguide_csbg.pdf)





# Questions?

