

Phone: 877-853-5257  
Webinar ID: 956-3600-4276

Welcome to

# Community Assessments: The Heart and Foundation of VISTA Service

October 28, 2020



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## Community Assessment: VISTA's Philosophy

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### Key Principles of VISTA:

- Ending poverty
- Empowering communities
- Building capacity
- Creating sustainable solutions



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## Session Overview

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- Articulate the value of community assessment as it pertains to your project and service
- Define and characterize the various elements involved in community assessment
- Apply the assessment process to your VISTA project

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Today's Speaker

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Shannon Stober  
Verve Exchange  
Consulting  
Bozeman, Montana

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Community Assessment

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### What is a **community assessment**?

A process designed to uncover community strengths and community needs.

An essential first step before identifying potential solutions to community needs.

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Poll: VAD Activities

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**Community Assessment Mindset** Phone: 877-853-5257  
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- Remain open minded
- Choose participants carefully
- Consider yourself an outsider
- Don't make promises

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**Community Assessment Process** Phone: 877-853-5257  
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**1. Define the Scope** Phone: 877-853-5257  
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**1. Define the Scope** Phone: 877-853-5257  
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- Name the problem
- Identify the questions to be answered
- Identify the community
- Identify beneficiaries
- Identify other stakeholders

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**1. Define the Scope** Phone: 877-853-5257  
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- Identify the community
- Identify beneficiaries
- Identify other stakeholders

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2. Gather Data Phone: 877-853-5257  
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2. Gather Data Phone: 877-853-5257  
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Federal Statistics Phone: 877-853-5257  
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USA.gov

< About the U.S.

- American Flag
- Branches of Government
- Budget of the United States Government
- Data and Statistics about the United States
- Government Agencies and Elected Officials
- History and Historical Documents
- Learn About Life in the United States

**Data and Statistics about the United States**

Find data about the U.S., such as maps and population, demographic, and economic data.

**What's on This Page**

- U.S. Census Data and Statistics
- Maps
- Find Data and Statistics from the Government

**U.S. Census Data and Statistics**

The United States Census Bureau provides data about the nation's people and economy. Every 10 years, it conducts the Population and Housing Census, in which every resident in the United States is counted. The agency also gathers data through more than 100 other surveys of households and businesses every one to five years. You can explore the results of the surveys or find popular quick facts.

Frequently Requested Statistics from the U.S. Census

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Chat Question

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*What other data sources have you used to better understand your community?*

Zoom Webinar Chat

From Me to All panelists and attendees:  
I'm from Florida!

From LI Support to All panelists and attendees:  
Welcome to the Webinar!

To: All panelists and attendees

Your text can be seen by panelists and other attendees

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Federal Data – Populations at Risk

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HEADWATERS ECONOMICS

Research Tools About Us

STEP 1: ENTER LOCATION(S)    STEP 2: DOWNLOAD REPORT    CUSTOMIZE REPORTS

Enter location(s):  
ex. San Diego, Broward County, Minnesota

Select type of location(s):  
Neighborhoods (Census Tracts)

<https://headwaterseconomics.org/tools/populations-at-risk/>

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Community Level Indicators

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Local data that provides insight into:

- How an issue is showing up in the community
- How an issue affects your beneficiaries and stakeholders

Existing Programming Indicators

Local Institutional Data

Partner Organization Data

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**Community Member Experiences** Phone: 877-853-5257  
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- Surveys
- Focus Groups
- Interviews
- Observations

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Managed by the Kansas University Center  
for Community Health and Development

Community Assessment Toolkit >  
Chapter 3: Assessing Community Needs and Resources

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**Chat Question** Phone: 877-853-5257  
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*In these past months, what have you learned about changing needs in your community as a result of the pandemic?*

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From LSI Support to All panelists and attendees:  
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To: All panelists and attendees

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**Organize Key Findings and Identify Priorities** Phone: 877-853-5257  
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graph LR
    A(Define the Scope) --> B(Gather Data)
    B --> C(Organize Findings)
    C --> D(Set Priorities)
    D --> E(Share Next Steps)
  
```

- Summarize and tease out most salient points
- Work with supervisor or team to do this

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**What, so what, now what?** Phone: 877-853-5257  
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What?

- Describe the scope
- Document data collection activities

So what?

- Clarify what you learned
- Conduct a SWOT analysis

Now what?

- Review core documents
- Identify next steps

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**Share Next Steps** Phone: 877-853-5257  
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**Share Next Steps** Phone: 877-853-5257  
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Communicate your findings and priorities to:

- Organization
- Partners
- Stakeholders
- Beneficiaries

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**Summary** Phone: 877-853-5257  
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<ul style="list-style-type: none"> <li>• Be curious – don't lead with solutions!</li> <li>• Frame the problem</li> <li>• Identify the community you are assessing</li> </ul>	<ul style="list-style-type: none"> <li>• Federal statistics</li> <li>• Local community indicators</li> <li>• Input from community members</li> </ul>	<ul style="list-style-type: none"> <li>• Review data with a team using "What? So what? Now what?"</li> <li>• Conduct a SWOT analysis to identify priorities and next steps</li> </ul>	<ul style="list-style-type: none"> <li>• Communicate next steps with all involved in the assessment</li> </ul>
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**Webinar Evaluation** Phone: 877-853-5257  
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- How can we improve this presentation?
- Please take a few moments to complete a brief evaluation survey once we log off today.
- Find the survey link in the Chat on your screen.
- Thank you for your feedback!

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 *What questions do you have?*



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**Upcoming Webinar** Phone: 877-853-5257  
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**Improve Your Giving and Receiving Feedback Skills**

Wednesday, November 18, 2020  
2-3:00 p.m. ET / 11:00 a.m.-12:00 p.m. PT

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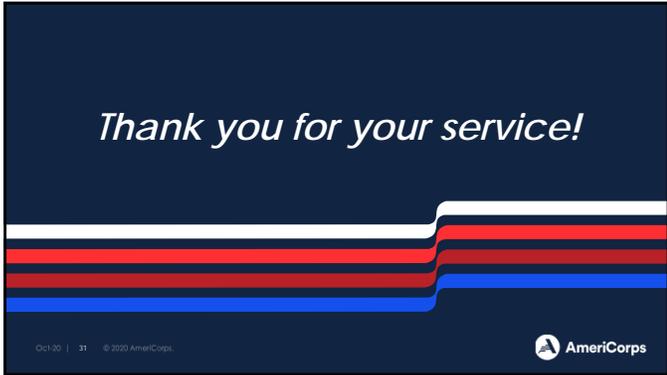
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