

Using Data to Assess Needs in the Community Action Environment



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In this training, we will...

- Review the Community Action Promise and the 6 National CSBG Goals
- Talk about Needs Assessment Components
- Learn how to Access Quantitative Data at the Local Level



THE PROMISE OF COMMUNITY ACTION

Community Action changes people's lives,
embodies the spirit of hope,
improves communities and
makes America a better place to live.
We care about the entire community,
and we are dedicated to
helping people help themselves
and each other.

Community Service Block Grant

Six National Goals

Family	Agency	Community
Low-income people become more self-sufficient.	Partnerships among supporters and providers of services to low-income people are achieved.	The conditions in which low-income people live are improved.
Low-income people, especially vulnerable populations, achieve their potential by strengthening family and other supportive systems.	Agencies increase their capacity to achieve these results.	Low-income people own a stake in their community.

How to Conduct a Needs Assessment

- Step 1: **Define the Scope**
- Step 2: **Go Solo or Collaborate**
- Step 3: **Collect Data**
- Step 4: **Determine Key Findings**
- Step 5: **Set Priorities and Create an Action Plan**
- Step 6: **Share your Findings**

Types of Data

- ✓ **Qualitative Data** – considers the breadth and depth of an issue; gathered via focus groups, intake information, observation at community meetings, key informant surveys, etc.
- ✓ **Quantitative Data** – numbers, statistics, and demographic information about your community; gathered from outside sources such as the Census Bureau, CDC, NCES, Vital Statistics, etc.

Using the Data

Quantitative Data Can be Used to:

- ✓ Create a baseline for outcomes and indicators
- ✓ Measure community trends down to the Census tract or block group
- ✓ Determine what impact programs/services have over time
- ✓ Re-assess the needs of your community

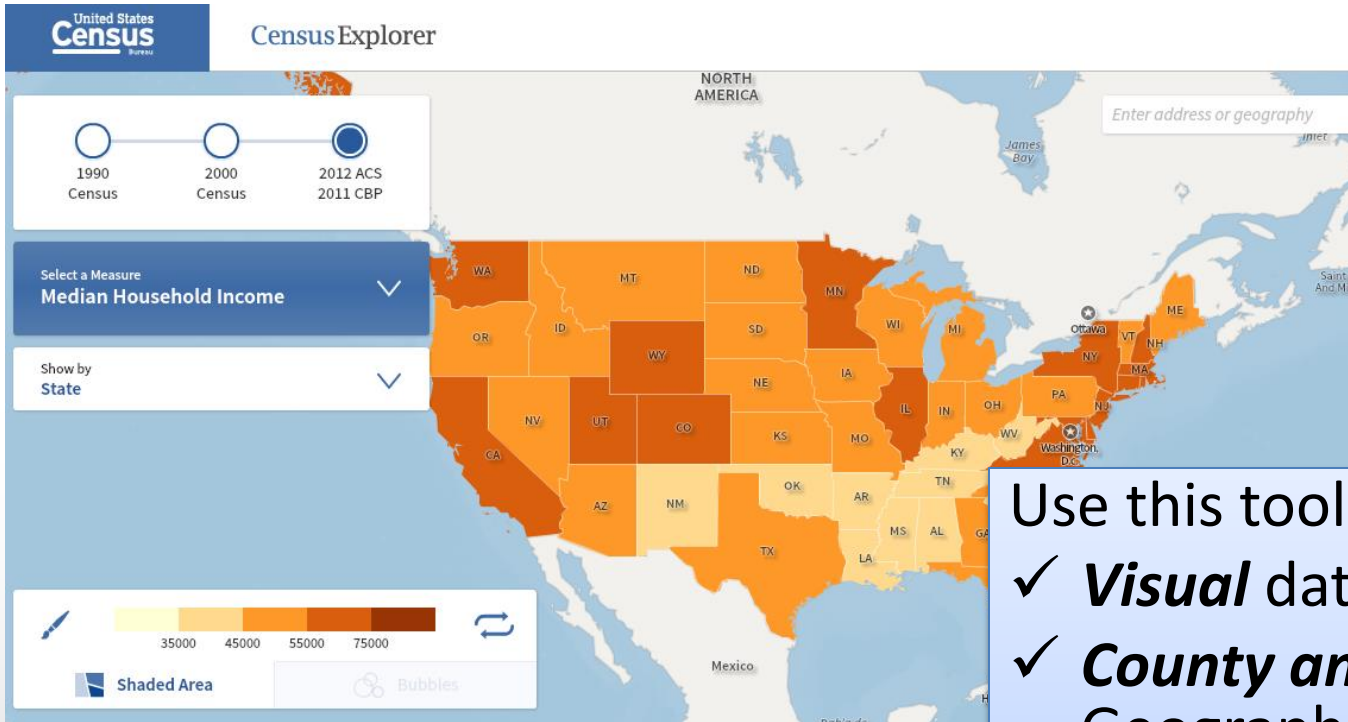
CASE STUDY

Virginia's Eastern Shore

Census Bureau Data Tools

Where to Start??

How/When to Use Census Explorer



Use this tool for:

- ✓ **Visual** data for **background**
- ✓ **County and Tract** Geographies
- ✓ **Historic** comparison
- ✓ **ACS 5-year** data and **County Business Patterns**

www.census.gov/censusexplorer/

How/When to Use American FactFinder



Use this tool for:

- ✓ Data for ***all geographic types***
- ✓ Detailed ***numbers and percentages***
- ✓ ACS ***1-yr, 3-yr, and 5-yr data***
- ✓ ***Mapping*** capabilities
- ✓ Accessing ***more/different data*** (including detailed business and economic statistics)

<http://factfinder.census.gov>

Next Steps

Upcoming Webinars for further instruction:

Tuesday, July 7 @ 3PM

Tuesday, August 4 @ 10AM

Conclusion

- ✓ Low-income individuals' and families' needs *change over time*.
- ✓ Data should be used to inform your agency outcomes, and the services provided.
- ✓ Use Data to help address the underlying causes of identified community needs.
- ✓ Use data to empower yourself, empower your agency, and to empower your community!

Feedback or Questions?!

If you have questions, or if you would like to share the ways you are able to use Census Bureau data in your organization, please contact me!

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