

Define the Parameters



Create an Assessment Plan



Create a Data Collection Plan



Implement the Needs Assessment Survey



Report and Take Action

Having an understanding of poverty issues on a global, state and county scale, IMPACT and its Governing Board of Directors desired to gain a better understanding of the overall conditions of communities on a grassroots neighborhood level. The governing board and agency desired to accomplish the following:

1. Study poverty issues on a neighborhood level.
2. Engage neighborhood representatives and stakeholders in the resolution of community needs, meaningfully.
3. Verify of the level of need, and effectiveness of current programs and services.
4. Identify service opportunities to address any existing gaps in current programs and services.
5. Analyze current community relationships and opportunities for additional strategic alliances.

IMPACT is implementing a multi-year process to understand and describe community needs, assets and resources, and to develop a plan to respond. The four phases are:

Phase One: Understand and Describe Community (January 2016 – October 2017)

- Gather Statistics and Define Community
- Identify Target Populations
- Categorize Assumptions of Need
- Identify Type of Data and Data Sources
- Distribute and Collect Initial Preliminary Data
- Classify Needs by Community Definitions
- Analyze Preliminary Data

Phase Two: Identify Community Assets and Resources

- Conduct a comprehensive Community Capacity Inventory
- Analyze Data – Level #2
- Complete a SWOT Analyses: Strengths, Weaknesses, Opportunities, and Threats
- Issue Comprehensive Report
- Develop a Comprehensive Plan to Close Identified Needs and Service Gaps

Phase Three: Execution

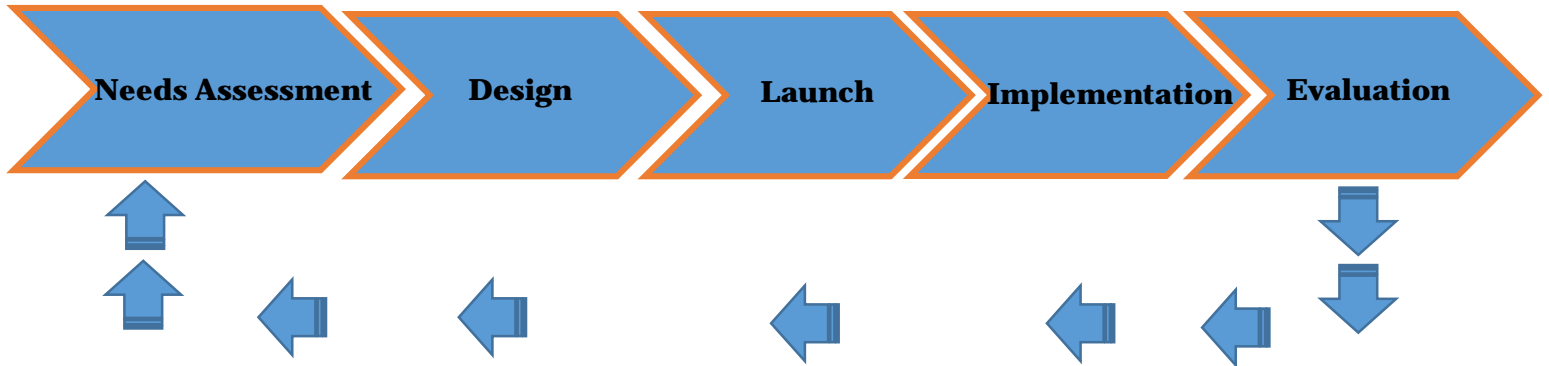
- Implement Identified Strategies

Phase Four: Evaluation

- Document Lessons Learned
- Assess Outcomes and Stakeholder Satisfaction
- Revamp and Revise Process as Necessary

Community Needs Assessment Process

Between July 2017 and October 2017, IMPACT’s initial task defined “Community” as low-income individuals and families, working individuals and families, representatives of business, faith-based, education and health communities, and other community-based organizations in 44 zip codes; 16 cities, 10 villages, and 17 townships that make up Franklin County.



IMPACT formed a cross-discipline, inter-agency team to develop an assessment plan that included identifying and researching existing data sources, determining what data to collect, defining assessment goals, developing data collection methods, and identifying target areas and developing a relevant scope of questions. The Assessment Team utilized a wide variety of data sources including: statistical data from the U.S. Census, Bureau of Labor Statistics, and other similar sources; information gathered from other needs assessments done within the service area; and surveys of low-income participants, key stakeholders, and agency staff. This combination of quantitative and qualitative information allows IMPACT to evaluate the ongoing needs and resources of its service area.

Existing Data Sources Contributing to the Community Needs Assessment		
<ul style="list-style-type: none"> IMPACT 2016-17 Needs Assessment IMPACT 2016 Annual Report Kirwan Institute for the Study of Race and Ethnicity ODSA 2017 Report on Poverty ODH 2017 Health Assessment Outcomes IMPACT Strategic Plan 	<ul style="list-style-type: none"> Franklin County Poverty Status Demographic Breakdown (age, gender, race) Number of Households Living in Poverty Unemployment Rate Asset Poverty Rate IMPACT Program Statistics 	
2016 Franklin County Population 1,264,518 Sample Size 0.05% percent living in poverty or 208,422 (15.9% - 19.9%) – Target Size 0.2%		
Data Collection Methods: 1. Case Study Surveys 2. Sampled Surveys 3. Census Surveys 4. Customer Satisfaction Surveys		
Survey Responses: 1. Likert Scale 2. Multiple Choice 3. Open-Ended Questions 4. Ranking		
<ul style="list-style-type: none"> Target Data Overall Condition of Each Community Low-Income Individual/Family Needs Resources for the “Working Poor” Causes and Conditions Assets & Resources Available in Each Community Partnership Opportunities Program/Service Opportunities Mandatory Partners (NPI 4.1) 	<ul style="list-style-type: none"> Seven Unique Survey Categories Board Members IMPACT Employees Individual Community Representative Interview Questionnaire Partners Funders/Donors/Volunteers 	<ul style="list-style-type: none"> Method of Distribution In-Person Interviews Web links Social Media Email Hard Copy Survey Electronic Surveys Community Forums Neighborhood Canvassing

Open-ended questions: Compiled and ranked within individual surveys.

Similar questions across surveys were combined for overall rankings.