



Learning and Improving with Community Data



Points of Light



HandsOn Network



generationOn



Corporate Institute



AmeriCorps Alums

Convened by:



Title Sponsor:



Track Sponsored by:

JPMORGAN CHASE & CO.



What is “Community Data” to You?

Welcome!

Settle in and please take our brief survey so that we can get to know you!

You are our Community today!

<http://bit.ly/Po1Conf>

Track Sponsored by: JPMORGAN CHASE & CO.





Proposed Flexible Agenda

- **Welcome and Introductions (Us and You via Your Data)**
- **Overview of Learning Workshop**
- **Community Needs and Community Data**
- **Leveraging Community Data to “Make Your Case”**
- **Data Play**
- **Wrap-Up**

Track Sponsored by: JPMORGAN CHASE & CO.





Introductions of **YOU!** What is “**Community Data**” to You?

Thank YOU for your responses!

You are our **Community.**

And this is data about **YOU!**

Track Sponsored by: JPMORGAN CHASE & CO.





Overview of Learning Workshop

- **Learning Objectives:**
 - Who is your “Community”?
 - What is “Community Need”?
 - How do I identify and/or measure “Community Need”?
 - How do I “make my case” using community data?

Track Sponsored by: JPMORGAN CHASE & CO.





Who is Your Community?



Your Community Definitions

Track Sponsored by: JPMORGAN CHASE & CO.



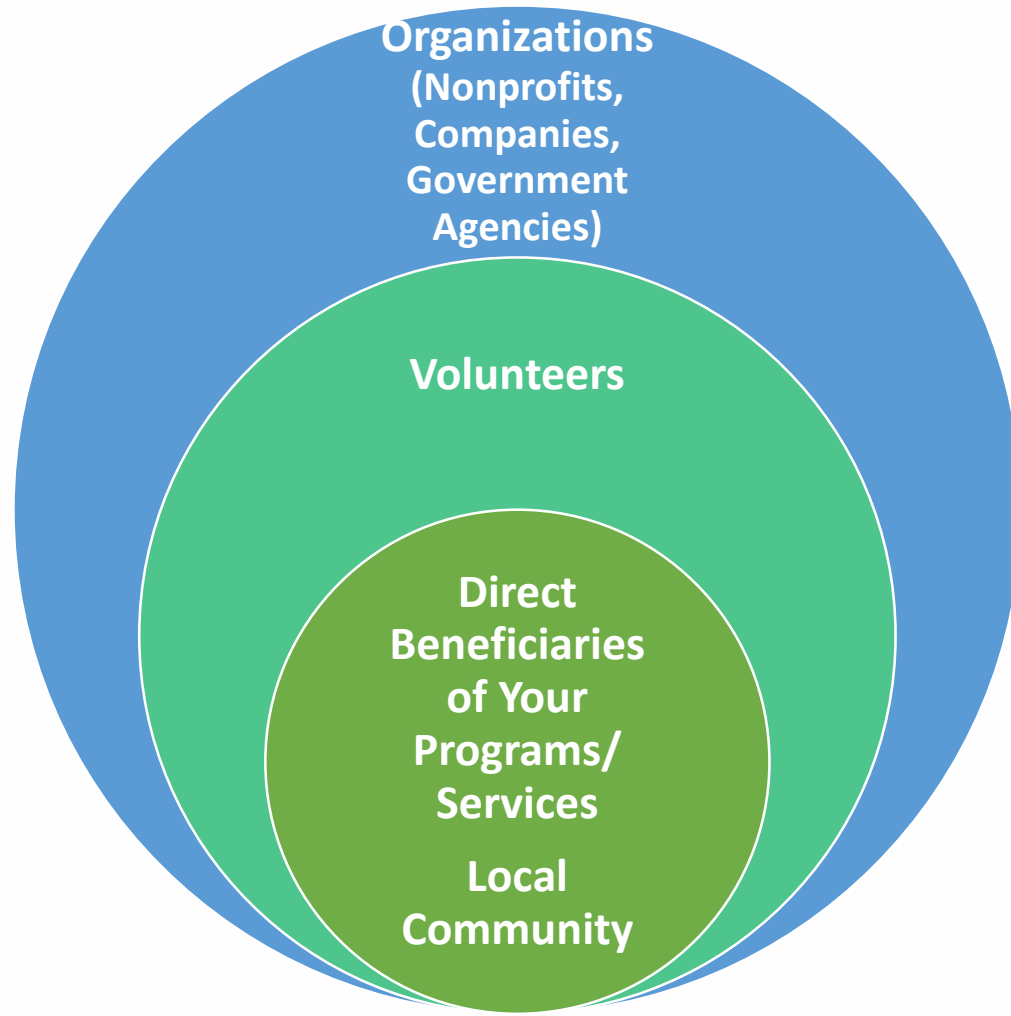


What is **Community Need**?

= Needs of Your Community

What types of needs are you trying to address?

- **Whatever a community needs assessment process prioritizes?**
- **Within a topical area?** (health, education, animal welfare, etc.)
- **Within a capacity area?** (leadership, financial, marketing, etc.)



Track Sponsored by: JPMORGAN CHASE & CO.





How do I identify/measure **Community Needs**?

Community Assessments/Needs Assessments

“To develop an **informed understanding** of the **gaps or needs** that exist within a community **and their impacts** upon the community’s members.”¹

“A needs assessment is a systematic process for determining and addressing needs, or **"gaps" between current conditions and desired conditions or "wants"**. The discrepancy between the current condition and wanted condition must be measured to appropriately identify the need.”²

1. [Strengthening Nonprofits – Community Needs Assessments](#)
2. [Wikipedia: Needs Assessments](#)

Track Sponsored by: JPMORGAN CHASE & CO.





How do I identify/measure **Community Needs**?

Community Needs Data:

- Census Bureau: American Community Survey
- CDC: Public Health Data & Benchmarks
National Center for Health Statistics
- Bureau of Justice Statistics
- Bureau of Economic Analysis
- Annie E. Casey Foundation: Child Well-Being, Kids Count
- Your local/regional government agencies, Community Action Council, United Way, (Community/Regional) Foundation

Track Sponsored by: JPMORGAN CHASE & CO.





How do I identify/measure **Community Needs**?

Community Needs Assessments Resources:

- **Points of Light:** [Ideas for Community Needs Assessment](#)
- **Community Tool Box:** [Chapter 3: Assessing Community Needs and Resources](#)
- **Strengthening Nonprofits - A Capacity Builder's Resource Library:** [1. Conducting a Community Assessment](#)

Track Sponsored by: JPMORGAN CHASE & CO.



How do I identify/measure **Community Needs**?

Volunteer Needs Assessments Resources:

- **Points of Light:** [Starting a Volunteer Program](#)
- **Points of Light:** [Skills-based Volunteering: Getting Started](#)
- **Points of Light:** [Skills-based Service Engagement Tool](#)
- **Volunteer Match:** [Organizational Volunteer Needs Assessment](#)

Volunteer Needs Assessment Results Examples:

- [USDA](#)
- [San Diego](#)

Track Sponsored by: JPMORGAN CHASE & CO.



How do I identify/measure **Community Needs**?

Needs Assessments Survey Tools:

- **Online Survey Creation Tool:**
 - [Typeform](#)
 - [Google Forms](#)
 - [SurveyMonkey](#)
- **Other Tools/Apps:**
 - [Plickers](#)
 - Texting/SMS: [SMSPoll](#), [Poll Everywhere](#), [PollDaddy](#), [VoxVote](#)
 - Focus Groups, Interviews, etc.

Track Sponsored by: JPMORGAN CHASE & CO.





How do “**Make My Case**” using Community Data?

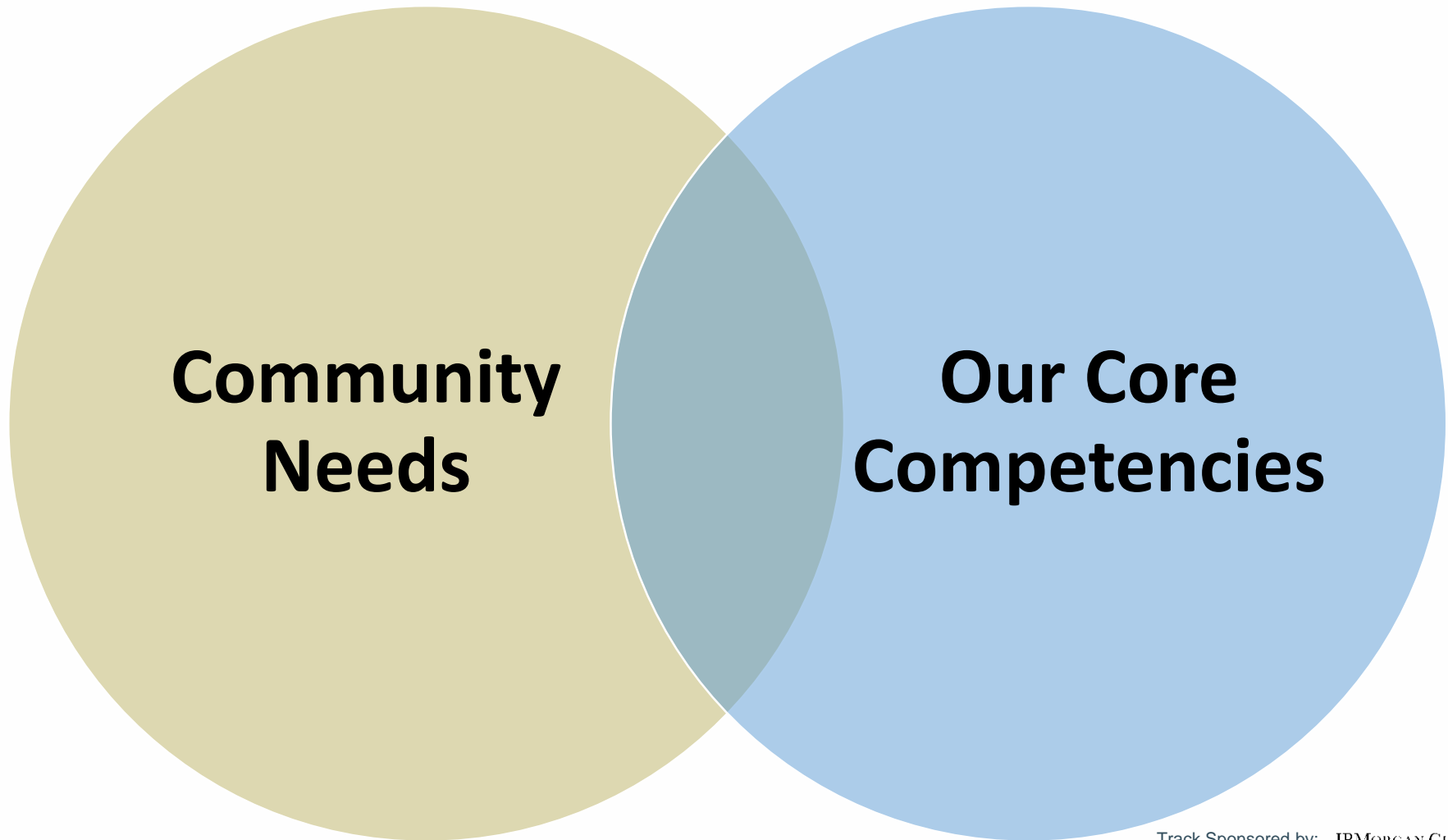
- **For what? What “case”?**
 - New Programs/Services
 - Program/Service Improvement
 - Professional Development/Hiring
 - Funding/Use of Resources
- **To whom?**
 - Organization/Program Leadership
 - Volunteers/Supporters
 - Funders
 - Community
 - All of the Above/Other

Track Sponsored by: JPMORGAN CHASE & CO.





How do “**Make My Case**” using Community Data?



Track Sponsored by: JPMORGAN CHASE & CO.





Data Play

- **CVNL Example**
 - Who is your “Community”?
 - Service Enterprises (SE): Organizations that fundamentally leverage volunteers and their skills across all levels of the organization to successfully deliver on its social mission.
 - What is “Community Need”?
 - Capacity needs to be high-performing SE
 - How do I identify and/or measure “Community Need”?
 - SEI’s Service Enterprise Diagnostic (SED)
 - How do I “make my case” using community data?

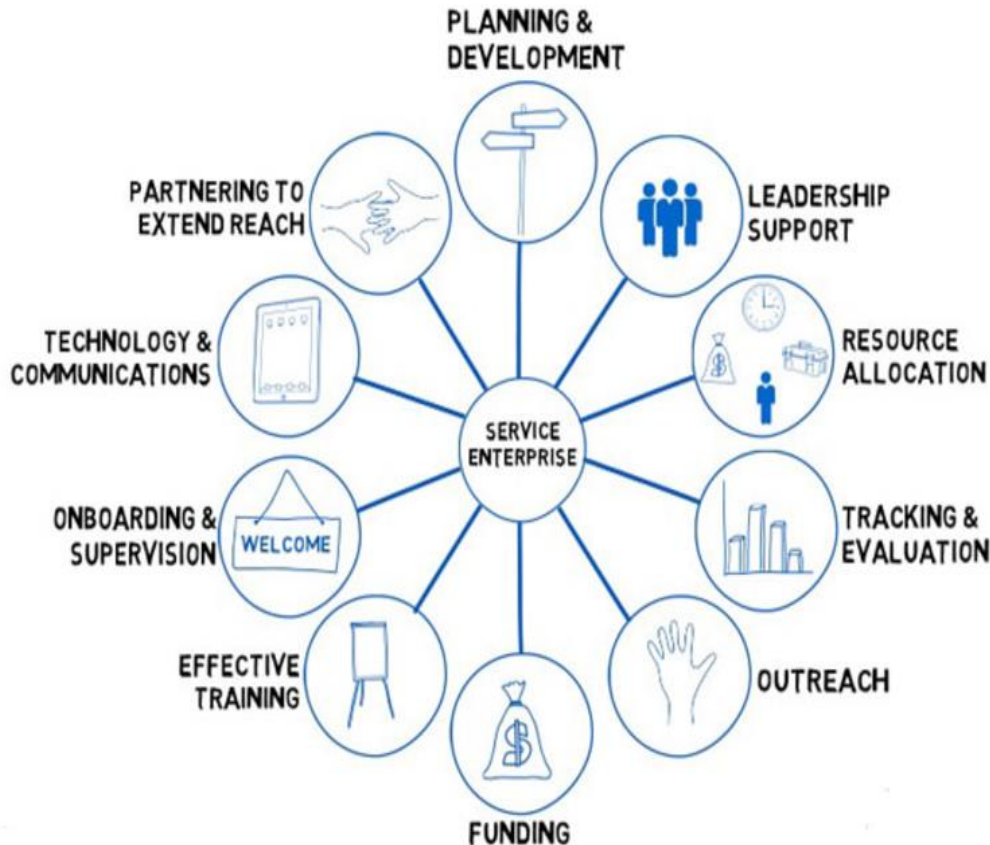
Track Sponsored by: JPMORGAN CHASE & CO.





Data Play

CVNL's Community Data: Introduction to CVNL's SED Data



- 20 SED Reports/Orgs
- 10 Characteristics

Track Sponsored by: JPMORGAN CHASE & CO.



Data Play

Categories	Effective Training	Funding	Leadership Support	Onboarding and Supervision	Outreach	Partnering to Extend Outreach	Planning and Development	Resource Allocation	Technology and Communication	Tracking and Evaluation
ALL AVERAGE	56.2	73.0	70.2	59.4	63.1	72.5	65.8	52.6	66.1	54.6
CVNL - Marin	59.7	74.2	75.5	63.3	69.4	77.6	70.9	57.3	71.3	58.2
CVNL - Napa	52.7	71.7	64.9	55.4	56.9	67.5	60.6	48.0	61.0	51.0
Food Bank	58.4	81.6	73.9	63.5	67.5	83.9	70.3	55.4	71.1	51.0
Youth Development	63.5	73.4	74.5	66.2	67.8	68.6	70.5	65.0	67.1	63.9
Senior Services	58.3	70.9	70.4	60.7	67.2	73.1	68.3	50.0	68.2	57.9
Animal Welfare	46.3	70.2	64.1	49.5	55.4	66.3	56.2	43.1	62.5	48.3
Health Services	54.5	68.8	67.9	57.1	57.6	70.8	63.6	49.6	61.6	52.0
Urban	59.7	74.2	75.5	63.3	69.4	77.6	70.9	57.3	71.3	58.2
Rural	52.7	71.7	64.9	55.4	56.9	67.5	60.6	48.0	61.0	51.0
AA	62.4	75.7	73.4	64.0	69.1	77.2	71.8	57.4	72.1	59.3
L/H	50.1	70.3	66.9	54.7	57.1	67.9	59.7	47.9	60.2	49.9

Track Sponsored by: JPMORGAN CHASE & CO.





Data Play: Tricks – Transposing, Filters, etc.

Categories	ALL AVE.	CVNL - Marin	CVNL - Napa	Food Bank	YD	Senior Services	Animal Welfare	Health Services	Urban	Rural	AA	L/H
Effective Training	56.2	59.7	52.7	58.4	63.5	58.3	46.3	54.5	59.7	52.7	62.4	50.1
Funding	73.0	74.2	71.7	81.6	73.4	70.9	70.2	68.8	74.2	71.7	75.7	70.3
Leadership Support	70.2	75.5	64.9	73.9	74.5	70.4	64.1	67.9	75.5	64.9	73.4	66.9
Onboarding and Supervision	59.4	63.3	55.4	63.5	66.2	60.7	49.5	57.1	63.3	55.4	64.0	54.7
Outreach	63.1	69.4	56.9	67.5	67.8	67.2	55.4	57.6	69.4	56.9	69.1	57.1
Partnering to Extend Outreach	72.5	77.6	67.5	83.9	68.6	73.1	66.3	70.8	77.6	67.5	77.2	67.9
Planning and Development	65.8	70.9	60.6	70.3	70.5	68.3	56.2	63.6	70.9	60.6	71.8	59.7
Resource Allocation	52.6	57.3	48.0	55.4	65.0	50.0	43.1	49.6	57.3	48.0	57.4	47.9
Technology and Communication	66.1	71.3	61.0	71.1	67.1	68.2	62.5	61.6	71.3	61.0	72.1	60.2
Tracking and Evaluation	54.6	58.2	51.0	51.0	63.9	57.9	48.3	52.0	58.2	51.0	59.3	49.9

Track Sponsored by: JPMORGAN CHASE & CO.





Data Play

Make CVNL's Case, using community data, for:

- New Programs/Services
- Program/Service Improvement
- Professional Development/Hiring
- Funding/Use of Resources

Make CVNL's Case, using community data, to funder of:

- Napa Region
- Animal Welfare Orgs/Programs
- Latino/Hispanic Communities

Track Sponsored by: JPMORGAN CHASE & CO.





Data Play: Tricks - Conditional Formatting

Categories	Effective Training	Funding	Leadership Support	Onboarding and Supervision	Outreach	Partnering to Extend Outreach	Planning and Development	Resource Allocation	Technology and Communication	Tracking and Evaluation
ALL AVERAGE	56.2	73.0	70.2	59.4	63.1	72.5	65.8	52.6	66.1	54.6
CVNL - Marin	59.7	74.2	75.5	63.3	69.4	77.6	70.9	57.3	71.3	58.2
CVNL - Napa	52.7	71.7	64.9	55.4	56.9	67.5	60.6	48.0	61.0	51.0
Food Bank	58.4	81.6	73.9	63.5	67.5	83.9	70.3	55.4	71.1	51.0
Youth Development	63.5	73.4	74.5	66.2	67.8	68.6	70.5	65.0	67.1	63.9
Senior Services	58.3	70.9	70.4	60.7	67.2	73.1	68.3	50.0	68.2	57.9
Animal Welfare	46.3	70.2	64.1	49.5	55.4	66.3	56.2	43.1	62.5	48.3
Health Services	54.5	68.8	67.9	57.1	57.6	70.8	63.6	49.6	61.6	52.0
Urban	59.7	74.2	75.5	63.3	69.4	77.6	70.9	57.3	71.3	58.2
Rural	52.7	71.7	64.9	55.4	56.9	67.5	60.6	48.0	61.0	51.0
AA	62.4	75.7	73.4	64.0	69.1	77.2	71.8	57.4	72.1	59.3
L/H	50.1	70.3	66.9	54.7	57.1	67.9	59.7	47.9	60.2	49.9



Data Play

Make CVNL's Case, using community data, for

- New Programs/Services
- Program/Service Improvement
- Professional Development/Hiring
- Funding/Use of Resources

Through its data collection and analysis of Service Enterprise data from more than XX nonprofits, CVNL has identified the following capacity needs in order to bolster our nonprofit partners ability to leverage volunteers to serve XXX.

Track Sponsored by: JPMORGAN CHASE & CO.



What is “Community Data” to You?

Thank YOU!

Please take our super brief post survey!

<http://bit.ly/Po1Post>

Your PRE [results](#) vs. Your POST [results](#).

Track Sponsored by: JPMORGAN CHASE & CO.





Thank YOU!



Sally Munemitsu
Co-founder & COO
sally@algorhythm.io



Elaine Tokolahi
Director, Volunteer Services
etokolahi@cvnl.org

Points of Light



HandsOn Network



generationOn



Corporate Institute



AmeriCorps Alums

Convened by:



Title Sponsor:



Track Sponsored by:

JPMORGAN CHASE & CO.