Technical Assistance Guide Category Two: Community Engagement

Presented by:
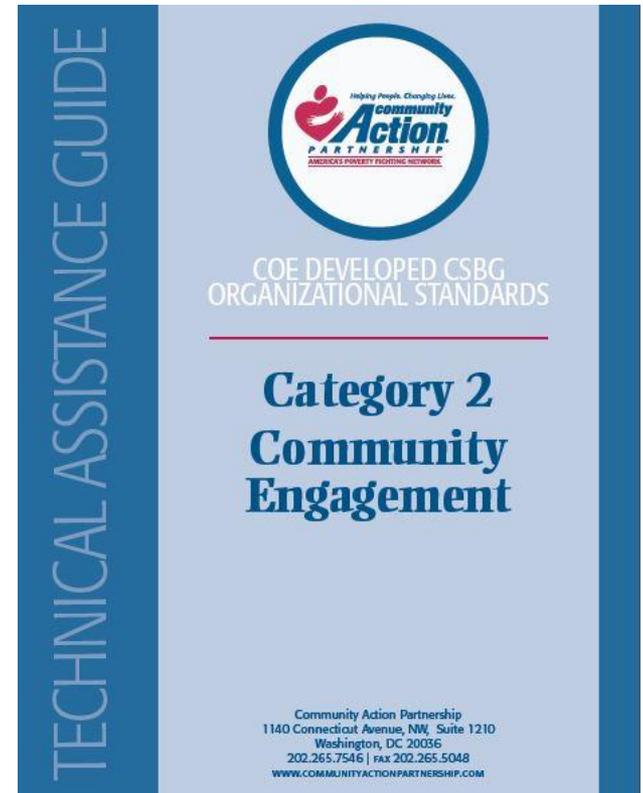
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Agenda

- Overview of the TA Guide
- Guidance on conducting the review process
- Discussion of Standards 2.1-2.4
- Questions

TECHNICAL ASSISTANCE GUIDE

COE DEVELOPED CSBG
ORGANIZATIONAL STANDARDS

**Category 2
Community
Engagement**

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Overview of TA Guide Structure

Purpose is to:

- Assist with definition, intent, and documentation of the Standards
--Section A covers definition and intent
--Section B covers interpretation and documentation

- Provide resources to go "beyond compliance"
--Section C provides diagnostic questions
--Section D provides resources

Category Two:
Community Engagement

Considerations for the review process

- How is the review connected to processes to document the other standards?
- Are there opportunities to connect the review into existing agency processes?
- Who should participate?
- How will staff determine is Standards are met?
- How will the staff document compliance?
- How will the staff manage recommendations?
- How will the staff archive results?

Category Two: Community Engagement

Options for going "beyond compliance":

- Short discussion of strengths and opportunities for improvement

- Review of resource materials (e.g. guides, examples of other community assessments)

- Interviews/focus group with key staff

- Interviews/focus group with outside partners and experts

Standard 2.1
The organization has documented or demonstrated partnerships across the community, for specifically identified purposes; partnerships include other anti-poverty organizations in the area.

Standard 2.1

A. Guidance on Definition and Intent of the Standard

- Community Partnerships/Relationships that are more formalized and that address specific purposes for the community
- To ensure **minimum requirements for the basic requirements of community engagement**

Standard 2.1

B. Guidance on Compliance and Documentation

- **The partnerships do not span the agency's entire service area.**

- **The purpose of the partnership is not clearly identified.**

- **Partnerships do not include anti-poverty organizations.**

Standard 2.1

B. Guidance on Compliance and Documentation Continued

Documentation Options:

- MOUs, contracts, and agreements;

- Documented outcomes; and

- Coalition membership(s)

Standard 2.1

C. Beyond Compliance

- **Conduct a brief evaluation of the strengths and weaknesses of existing community engagement process.**

- **Convene an evaluation meeting of key stakeholders involved in the current community engagement process to identify ways to improve future efforts.**

Standard 2.1

C. Beyond Compliance

- **Do the existing formal partnerships align with the agency's strategic plan and community action plan?**
- **Do the existing formal partnerships support the agency's strategies, programs, and services?**
- **Does the agency engage key community stakeholders and build consensus on a shared policy agenda?**
- **Has the agency identified all possible collaborations related to anti-poverty work within its service area and developed a clear strategy for engagement?**
- **Has the agency developed collaborative initiatives which have connections to foundations or additional governmental resources?**
- **Has the agency engaged in more long-term collaborations which have fostered more co-location activities, for example, bundled services, joint services, etc...**
- **Have the partnerships clearly resulted in the leveraging of resources, use of shared services, braided funding and joint grant applications?**

Standard 2.1

D. Resources

- *Building neighborhoods of opportunity White House Neighborhood Revitalization Initiative Report* (2011): https://www.whitehouse.gov/sites/default/files/uploads/nri_report.pdf

- ***Collaboration Checkup: Assessing & Improving Your Community Partnerships (2012):*** https://www.dropbox.com/s/jb47t05sip7xnsu/Collaboration%20Checkup_Final_Combined.pdf

  This publication published by the Community Action Partnership aims to help the Community Action Network improve its understanding of functioning partnerships so CAAs can develop and sustain partnerships that have a measurable impact in local communities.

- ***Partnership Tracking Tool and Resources for Collaboration (2007)***

  http://www.virtualcap.org/downloads/KS/KS_Community_Action_Inc._Partnerships_Tracking_Tool.xls

  Community Action, Inc. developed a Partnership Tracking Tool to document the types of relationships that are established by the agency with outside groups and organizations.

Standard 2.2

The organization utilizes information gathered from key sectors of the community in assessing needs and resources, during the community assessment process or other times. These sectors would include at minimum: community-based organizations, faith-based organizations, private sector, public sector, and educational institutions.

Standard 2.2

A. Guidance on Definition and Intent

- Various sectors identified in this standard allows agencies to paint a full picture of the family and community profiles of their customers.

- Additionally, the information gathering process creates an opportunity for the agency to identify new potential partners and develop new relationships.

Standard 2.2

B. Guidance on Compliance and Documentation

- **Information gathered for the community assessment process from only a subset of the sectors.**

- **The information gathered from the five sectors do not span the agency's entire service area.**

- **The organization only gathers information related to needs.**

Standard 2.2

B. Guidance on Compliance and Documentation

Documentation Options:

- Summarizing the data in the community assessment or its appendices, for example, listing of all stakeholders engaged by sector in community needs assessment;

- Documentation of phone calls, surveys, interviews, focus groups in CAA files (hard copy or electronic);

- Documentation in planning team minutes;

- Summary reports on the data shared at board meetings or board committees; and

- Reports from key partners (online/written);

Standard 2.2

C. Beyond Compliance

- **Establish a process to routinely collect information other sectors.**

- **Implement a clear process to synthesize the data collected from the various sectors.**

Standard 2.2

D. Resources

- *Smart Survey Design*
  http://s3.amazonaws.com/SurveyMonkeyFiles/SmartSurvey.pdf
  This guide from Survey Monkey walks through some basic survey tips.

- *A Community Action Guide to Comprehensive Community Needs Assessments*
  http://www.nascsp.org/data/files/CSBG_Resources/Train_Tech_Assistance/Needs_Assessment_FINAL_-_8.22_print_to_pdf.pdf
  The toolkit, written by the National Association for State Community Services Programs (NASCSP) in July 2011 walks through the review process at large with specific information for this standard starting on page 32.

- *Community Needs Assessment Tool Kit*
  http://www.communityaction.org/files/HigherGround/Community_Needs_Assessment_Tool_Kit.pdf
  This toolkit, written by the Missouri Association for Community Action and Missouri State CSBG Lead Agency in April 2009 walks through the review process with specific information for this standard "Statistical Data," "Agency Gathered Data" and "Conditions of Poverty and Issue Areas" on pages 7-30.

Standard 2.3

The organization communicates its activities and its results to the community.

Standard 2.3

A. Guidance on Definition and Intent

- The communication of the CAA's overall story from services for clients, to achieved outcomes to coordinated efforts with partners provides funders, policymakers and the press will increase agency credibility and provide the <u>entire</u> community with holistic picture of CAAs as critical anti-poverty agents.

- Furthermore, this standard provides a foundation for CAAs to build a community agenda to address poverty which strengthens the case for engagement and investment in anti-poverty efforts by the entire community.

Standard 2.3

B. Guidance on Compliance and Documentation

- **The organization communicates its activities to the community.**
- **DOCUMENTATION**
  - CAA annual report;
  - Website;
  - Documentation of social media activity (Facebook page, Twitter account, etc…);
  - Media files of stories published;
  - New release copies;
  - Community event information; and
  - Communication plan

Standard 2.3

C. Beyond Compliance

- **Standing/Consistent methods for conveying key information to the community**
- **Development of Communications Strategy**

Standard 2.3

D. Resources

• *Webinar: SOCIAL MEDIA 201: ADVOCACY, STORY-TELLING and IMPORTANT REMINDERS* (2015)

http://www.communityactionpartnership.com/index.php?option=com_content&task=view&id=31&Itemid=237#SocialMedia

This webinar discusses how Community Action can best utilize social media to share their stories and outcomes data with a wide audience, as well as promote the importance of CSBG, and CSBG Reauthorization to those outside the Network. Contributors include Community Action Partnership (CAP), National Community Action Foundation (NCAF), the National Association of State Community Services Programs (NASCSP), and Community Action Program Legal Services, Inc. (CAPLAW).

Telling Community Action's Story: A Guidebook (2009)

https://www.csbgtta.org/index2.php?option=com_member&task=toolkit&act=download&id=463&no_html=1&Itemid=17

• *Brochure: Telling Community Action's Story*

http://www.nascsp.org/data/images/telling%20community%20action%27s%20stories%20-%20brochure_final.pdf

These resources from NASCSP provide strategies for using stories to bring Community Action Agency's (CAA's) work, challenges, and successes to life.

• *Communications Planning Guide (2012)*

https://www.csbgtta.org/index2.php?option=com_member&task=toolkit&act=download&id=102&no_html=1&Itemid=17

This toolkit from Cal-Neva Community Action Partnership provides an example Communications Planning Guide to help ensure consistent branding and quality in communications for their Community Action Network.

• *Webinar: How to Create an Annual Report People will Actually Read*

http://nyscommunityaction.org/how-to-create-an-annual-report-people-will-actually-read/

This webinar was facilitated by Kivi Leroux Miller of Nonprofit Marketing Guide.com and hosted by NYSCAA.

• *Issue Brief: Social Return on Investment (2013)*

http://www.aphsa.org/content/dam/aphsa/pdfs/Innovation%20Center/2013-05-Social-Return-on-Investment-Brief.pdf

This issue brief is one in a series published as part of the American Public Human Services Association's Pathways initiative. This brief introduces SROI and highlights SROI methodologies, tools, and models that have been implemented by Government, philanthropic, and for-profit and nonprofit organizations.

• *Infographics on Piktochart:* http://piktochart.com/
• *Word clouds on Wordle*: http://www.wordle.net/

Standard 2.4

The organization documents the number of volunteers and hours mobilized in support of its activities.

Standard 2.4

A. Guidance on Definition and Intent

- Story of impact and of leveraging volunteer hours and other resources in the community.

- This is a critical data element for local CAAs and national Partners as the Community Action story is communicated.

Standard 2.4

B. Guidance on Compliance and Documentation

- **Lack documentation of volunteer hours.**

- **Documentation**
  - Data on number of volunteers and hours provided
  - Board minutes
  - Documentation of tracking system(s)

Standard 2.4

C. Beyond Compliance

- **The volunteer data includes the program areas supported by volunteer support.**

Standard 2.4

D. Resources

- *Website Resource: Calculating the Economic Impact of Volunteers*
  http://www.handsonnetwork.org/tools/volunteercalculator
  This article from the Hands on Network website discusses how to place an economic value on the time volunteers give to an organization.

- *Tool: Community Action Partnership of Lancaster and Saunders Counties Online Volunteer Management Website*
  http://www.communityactionatwork.org/about/who_we_are/
  This virtual tool is used by the Community Action Partnership of Lancaster and Saunders Counties to manage volunteer schedules and document volunteer hours.

Organizational Standards
Project Contacts

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