

COMMUNITY NEEDS ASSESSMENTS

Jackie Orr, Director of Operations

Phoebe Schimpf, Director of IT



CNA CUSTOMER SURVEY



History, Process

HISTORY AND NYSCAA'S ROLE

Started as a discussion at Regional Meetings in 2014



WORK GROUP MEMBERS

- Joseph Czajka, RECAP
- Aaron Wicks, ABC
- Tina Zerbian, Cattaraugus
- Dawn Cole, Jefferson
- Walter Stein, CACHE
- Suzanne Shears, Niagara
- Doris Inzar, WestCOP
- Susan Lenseth, Yonkers
- Barbara Mooney, ROMA
- Jessica Collier, NYSCAA
- Pat Lawson, MVCAA
- Tracy Calone, Albany
- Kristi Miller, CEO
- Kelly Robertson, Broome
- Mike Bobbitt, NYC DYCD
- Tricia Ottley, Cayuga Seneca
- Marge Garcia, Adirondack
- Yael Bat-Chava, NYC DYCD
- Natalie Kramer, CAP

PROCESS

- ❖ Initial meeting April 6, 2015
- ❖ Work group members submitted surveys to NYSCAA; we compiled them into one survey
- ❖ Developed a schedule to review survey questions by topic area (transportation, housing, etc.)
- ❖ Group met regularly through the summer; process took longer than anticipated – group met into October
- ❖ Survey piloted in November

LEARNING

- ❖ It was a learning process; we learned and benefited from each other's experiences doing past surveys
- ❖ We had different perspectives about questions; sometimes because of a unique program/service
- ❖ Various practices for distribution of surveys and response collection

THE FORMAT

- ❖ Make questions match with proper tenses; grammatical consistency among multiple choice options; etc.
- ❖ Ensure the same voice is being used throughout and across all survey sections
- ❖ Eliminate redundancies
- ❖ Ask ourselves “Why do we want to know this?” and “What would we do with the information?”
- ❖ Use clear wording
- ❖ Survey structure: Save the questions that might be difficult or threatening for later

USE CLEAR WORDING

- Use “closed-ended” questions whenever possible
- Use standard questions when possible (Census, Survey Monkey)
- Use full sentences
- Ask one thing at a time, no “double-barreled” questions
- Eliminate jargon
- Consider reading level: use short sentences and simple words
- Avoid double negatives
- Use exhaustive and mutually-exclusive response options
- Use a single construct for response options
- Don't make assumptions about knowledge
- Avoid difficult recall questions, provide a time frame

SURVEY PROCEDURE



How does it work?

FOUR STEP PROCESS

STEP 1
Contact
NYSCAA

STEP 2
Test Links
&
Reports

STEP 3
Distribute:
• Email
• Paper
• Web

STEP 4
Share
results

1



STEP ONE – CONTACT NYSCAA

- Let us know dates of when you would like the survey to be opened/closed
- Who should be the main contact?
- Any additional questions that your CAA would like to add to the survey?
- Town/Village/Zip

2



STEP TWO – TEST

- NYSCAA will send you:
 - Links for the survey
 - Printable version of survey
 - Link to web reports



Community Needs Assessment (CNA) Survey

Welcome

Welcome to the Community Needs Assessment Survey!

You can navigate through the pages of the survey using the 'Back' and 'Next' buttons at the bottom of the page.

Please do NOT use the back and forward arrows in your browser, as you will lose your work.



Community Needs Assessment (CNA) Survey

Welcome

Welcome to the Community Needs Assessment Survey!



Community Needs Assessment (CNA) Survey

Welcome

Welcome to the Community Needs Assessment Survey!

You can navigate through the pages of the survey using the 'Back' and 'Next' buttons at the bottom of the page.

Please do NOT use the back and forward arrows in your browser, as you will lose your work.



Community Needs Assessment (CNA) Survey

Welcome to the Community Needs Assessment Survey!

Demographic Information

1) Are you receiving services or have you received services from our agency or its programs in the past 12 months?

- ☐ Yes
- ☐ No
- ☐ Don't know

2) How many people live in your household?

Embed Survey on Your Website

Javascript

Iframe

Html

Popup

Copy the code below to embed on your site

```
<script type="text/javascript" >document.write('<script src="http' + (("https:" ==  
document.location.protocol) ? "s" : "") + '://www.surveygizmo.com/s3/2464754/proactionyates?  
__output=embedjs&__ref=' + escape(document.location.origin + document.location.pathname) +  
'" type="text/javascript" ></scr' + 'ipt>');</script><noscript>This survey is powered by  
SurveyGizmo's <a href="http://www.surveygizmo.com">online survey software</a>. <a  
href="http://www.surveygizmo.com/s3/2464754/proactionyates??jsfallback=true">Please take  
my survey now</a></noscript><style>.sg-survey{display:none; }</style>
```

☐ Do not include theme styles

Close

3



DISTRIBUTE

- Web, Email, Paper
- Input Paper on Web
- County Links
- Updated with raw data as results come in. (Email notification)

4



SHARE RESULTS

- Personalized Web Report updates automatically
- Ability to export to PDF/Word/Excel

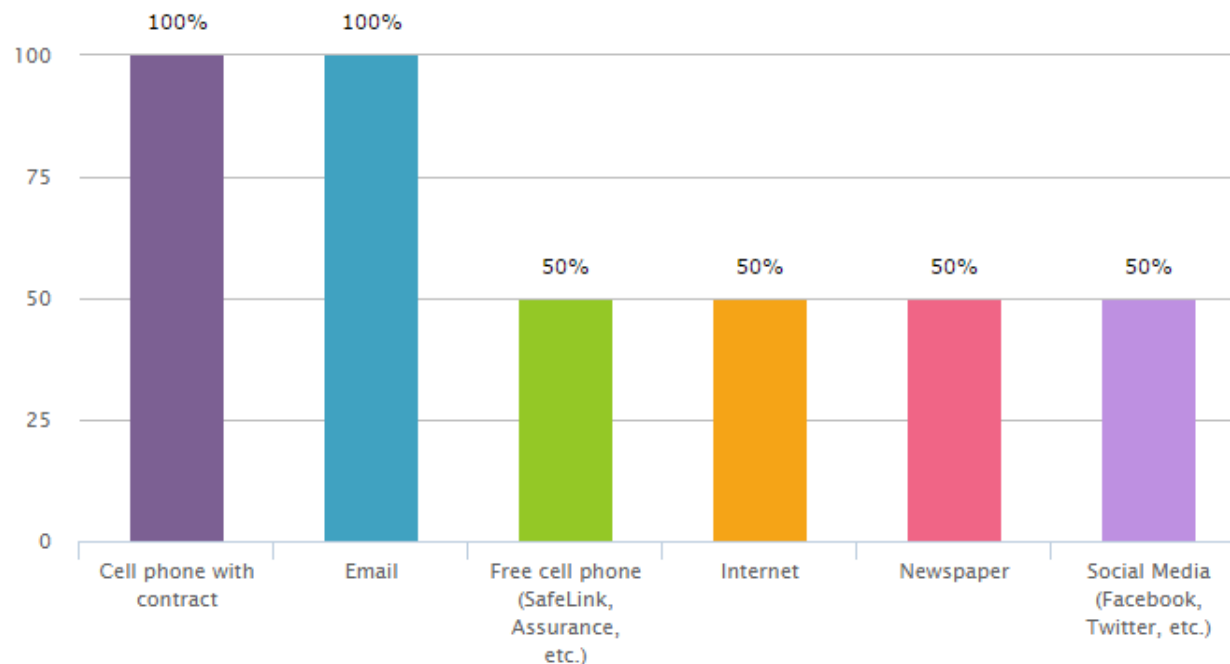


ProAction of Steuben and Yates, Inc.

Customer & Community Community Needs Assessment

1. Are you or have you been receiving services from our agency or it's programs?

15. Which of the following do you or other members in your household use? (Please check all that apply):

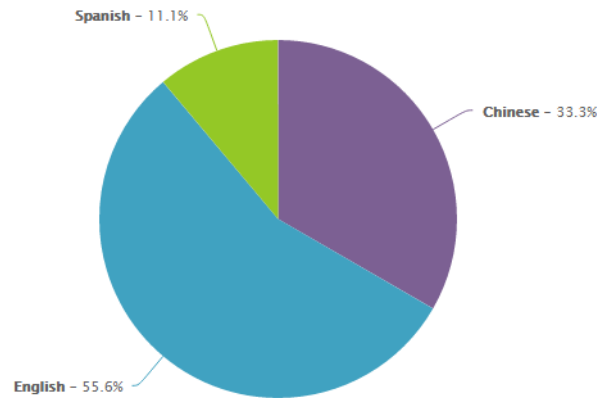


Value	Percent	Count
Cell phone with contract	100.0%	2
Email	100.0%	2
Free cell phone (SafeLink, Assurance, etc.)	50.0%	1

STATEWIDE REPORT

Available and up to date on our website

4. What is the primary language spoken in your household?



Value	Percent		Count
Chinese	33.3%	<div><div></div></div>	3
English	55.6%	<div><div></div></div>	5
French	0.0%	<div><div></div></div>	0

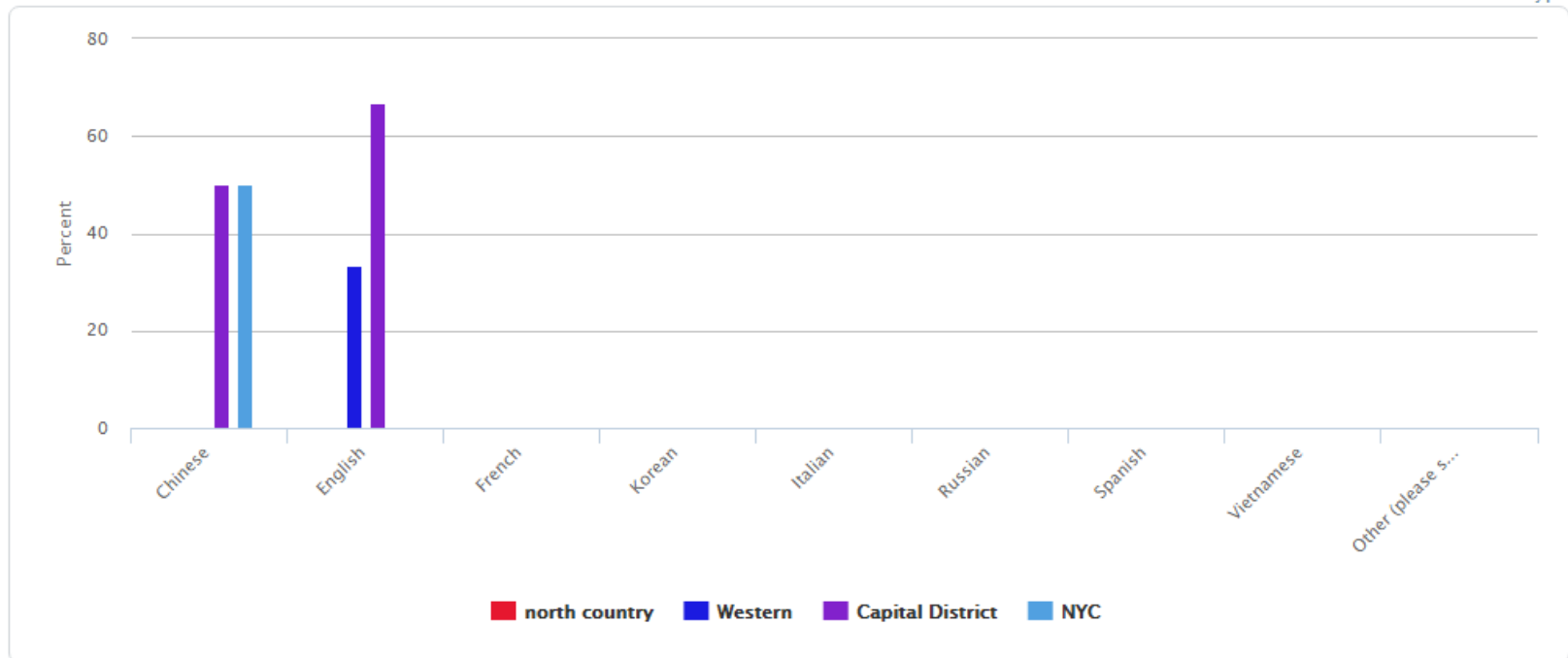
Statistics

Total Responses

SEGMENTATION/STATE REPORT

What is the primary language spoken in your household?

Show Grid Chart Type



QUESTIONS AND DISCUSSION

