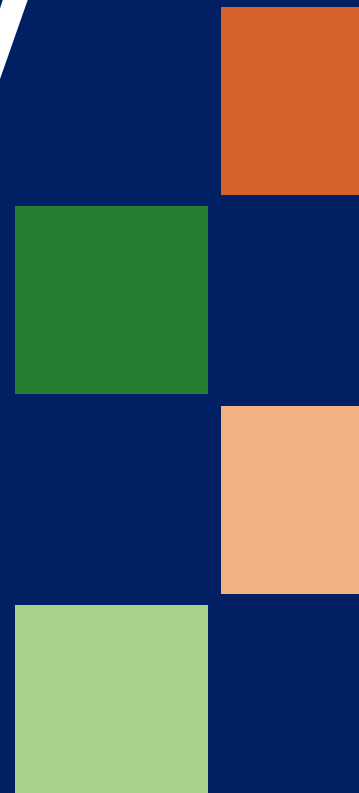


WEDNESDAY, AUGUST 16, 2023

Exploring Community Needs Assessments

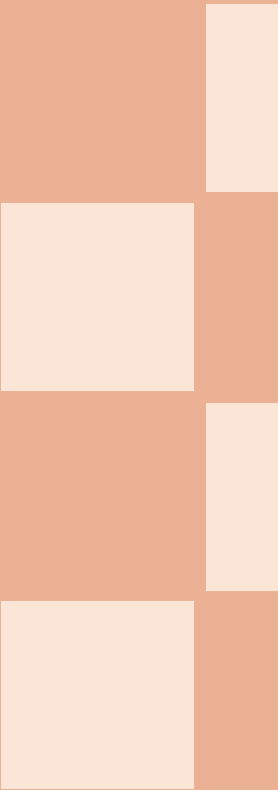
WITH GQJ GRANTS

Presentation for NOF Grantees | City of Detroit HRD



Welcome

GQJ Grants



Meet George Q. Jackson, GPC

- Nonprofit, fundraising, and grants professional
- 20 years in the nonprofit sector
- Focus: HOPE, Boys & Girls Clubs of SE Michigan, Oakland University
- Currently: Director of Grants Management, Michigan Science Center



Supporting: Hannah Colborn

- HC Communications & Design, LLC – strategic communications, visual storytelling, facilitation support
- Master of Community Development, University of Detroit Mercy; Concentration in Organizational Development
- Association of Fundraising Professionals Fisher Fellow '21
- By day: Director of Marketing & Digital Strategy, Michigan Community Resources



Session Agenda

- i. Presentation: Assessment as Tool for Community Impact
- ii. Small Group Breakouts: Practicing Community Assessment
- iii. Break
- iv. Report-out and Discussion
- v. Additional Resources



Session Principles

- ✓ Investment resulting in an engaged and more effective group
- ✓ Establishing and sticking to principles helps create an effective and productive meeting.



Public Service in Detroit

Nonprofits form a major part of the social infrastructure in Detroit.

These organizations fill gaps, advocate, and promote positive change.

Nonprofits that serve low-income communities exist in a complex and dynamic environment.



Neighborhood Opportunity Fund

- Provided by City Council since 1976
- Funds public service programs proposed by nonprofit and neighborhood service organizations
- Improves social conditions in low-income communities
- Provides access and connections to resources and technical assistance *like...*



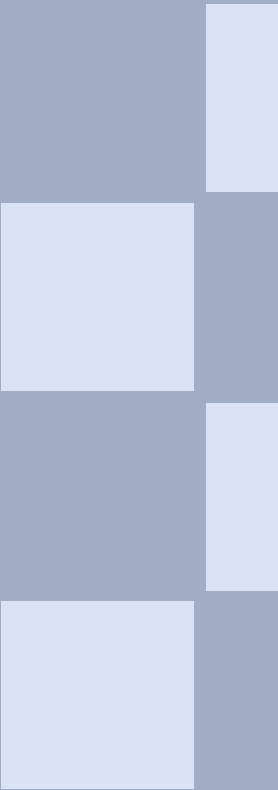
Me!

- I'm helping NOF recipients learn how to conduct a community needs assessment.
- I'm also here to help you realize the transformative power of listening and engaging with your community.



Exploring Community Needs Assessment

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Big Questions:

- *What are community needs?*
- *Why conduct a community needs assessment?*
- *When should you conduct a community needs assessment?*
- *Who should be involved in the needs assessment?*
- *What are the benefits of a community needs assessment?*



What are community needs?

- Can be social, economic, environmental, and health-related
- Examples include basic needs, socio-economic, health and well-being, safety, etc.



Why conduct a needs assessment?

- Crucial for promoting well-being, improving quality of life, and fostering sustainable development
- Enables evidence-based decision making, fosters community engagement, guides resource allocation, and supports sustainable and impactful interventions



When should you conduct an assessment?

- Any time! (*depending on context and goals*)
- Regular assessments can keep you up-to-date on needs and make informed decisions.
- Engaging community in the process fosters ownership and ensures their voices are heard.





What are some common scenarios for conducting a needs assessment?

Common Scenarios

- ✓ Planning for community development
- ✓ Formulating strategic plans
- ✓ Evaluating existing programs
- ✓ Securing funding
- ✓ Responding to changing circumstances
- ✓ Addressing crisis situations

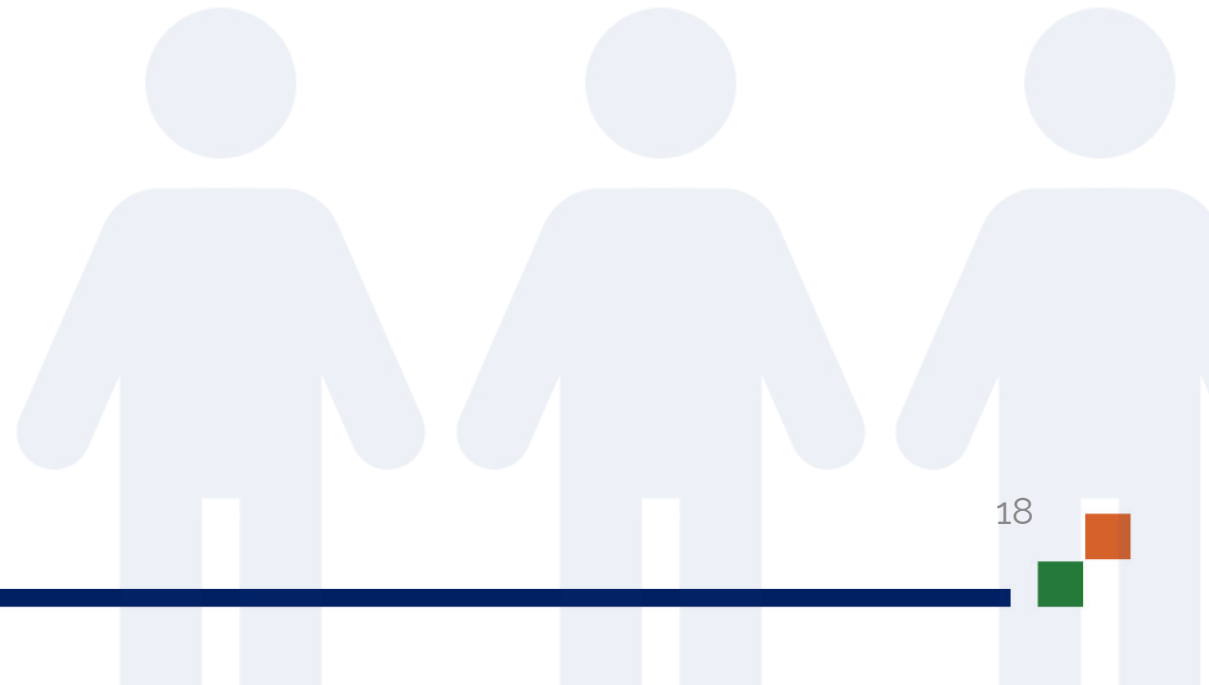




Who should be involved in the needs assessment?

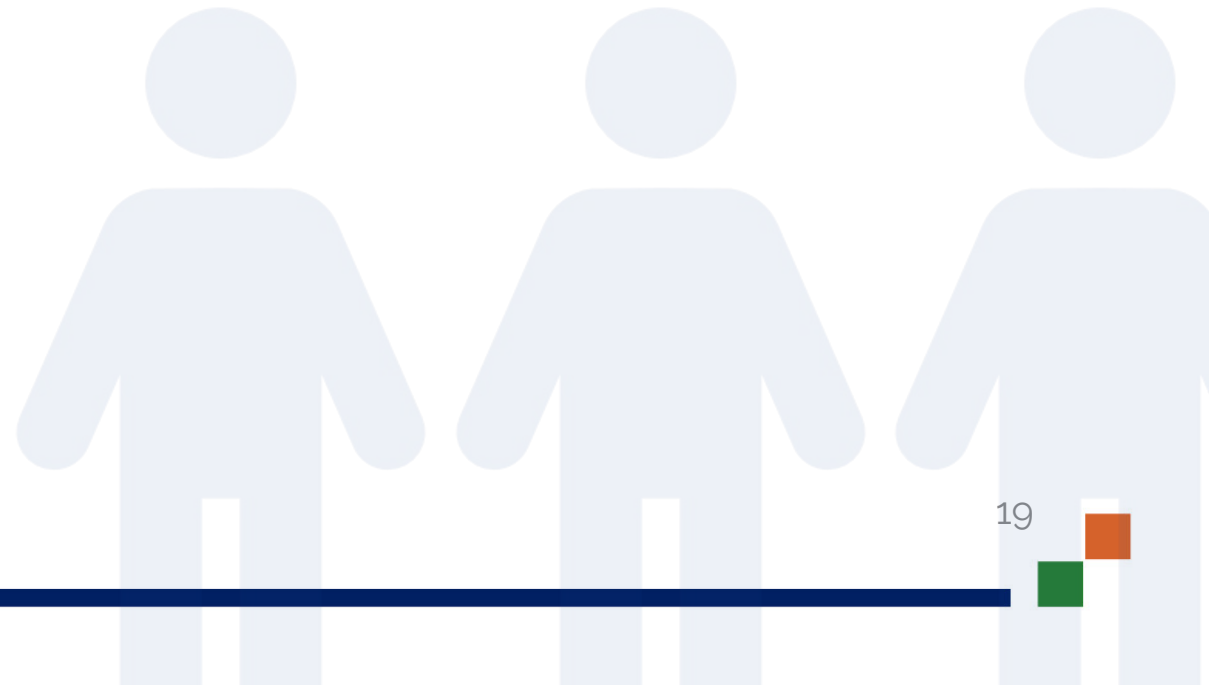
Who should be involved?

- Community residents
- Community leaders
- Local organizations and nonprofits
- Businesses and economic development agencies
- Educational institutions
- Health and social service providers
- Government representatives
- Cultural and ethnic organizations



Who should be involved?

- Recognize all segments of the community—particularly those that may be historically marginalized or underrepresented



What are the benefits?

- Provide essential tools for understanding, prioritizing, and addressing priorities
- Empower residents, inform decision-making, promote collaborative efforts
- Leads to targeted, sustainable, and impactful interventions





What resources do you need to complete a needs assessment?

What resources do you need?

- At minimum, you need:
 - *Basic communication tools (e.g., phone, email)*
 - *Small budget for printing or meeting logistics*
 - *At least one dedicated individual with basic research, communication, and organizational skills*
- Community assessment doesn't have to be resource-intensive



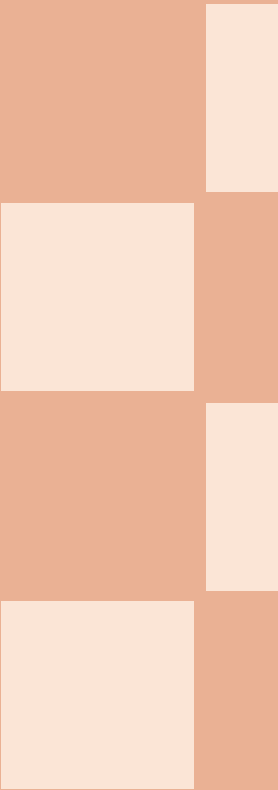
What resources do you need?

- Some low-cost options include:
 - utilizing existing data
 - administering firsthand interviews
 - conducting focus groups and online surveys
 - facilitating community mapping or participatory assessment processes
 - collaborate with partners



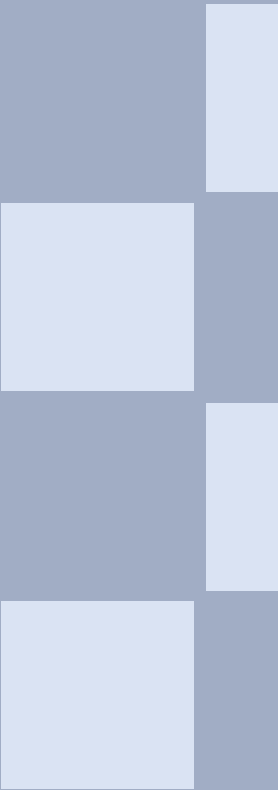
Break

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Breakout Discussion

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BREAKOUT DISCUSSION



How would you define your community?

Name some assets in your community.

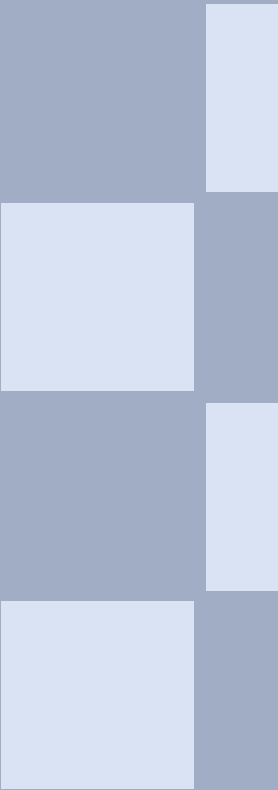
How would you collect data on your community?

How would you compile a community needs assessment report?

How would you create an action plan for assessment activities?

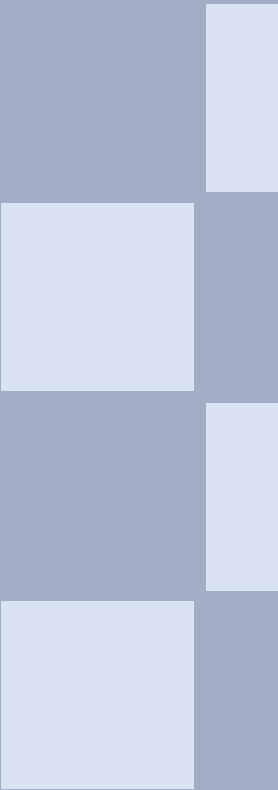
Breakout Discussion

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Closing

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Additional Resources

- [Community Toolbox Needs Assessment Guide, University of Kansas](#)
- [Community Tool Box, University of Kansas](#)
- HRD and other city departments
- Other published reports or data



Contact Info

George Q. Jackson, GPC

george@gqjgrants.com

www.linkedin.com/in/georgejackson

(586) 569-9364



Hannah Colborn

hello@hcommdesign.work

www.linkedin.com/in/hannahcolborn





Thank you!

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