Technical Assistance Collaborative Community Learning Series Webinar Highlights Community Assessment | May 16, 2023

What is a Community Assessment?

- **Purpose:** To understand the community's strengths and needs, leading to actionable insights
- **Focus:** Balances community assets with needs, fostering a sense of ownership and empowerment
- **Ownership:** Engages the community, fostering investment in outcomes
- **Techniques:** Includes asset mapping and visioning to leverage community resources

What is NOT a Community Assessment?

- **Not a "One Size Fits All":** Each community is unique
- **Not Just a Needs Assessment:** Should not focus solely on deficits
- **Not Top-Down:** Should be driven by the community itself

Key Elements

Community Strengths: Identifying existing resources and positive attributes

Call to Action: Developing steps based on assessment findings to address community needs

Community Needs: Understanding gaps and areas requiring support

Common Tools and Methods

Existing Data:

- Good starting point but only part of the picture

Surveys:

- Reach a large audience
- Typically provide quantitative data but can also offer qualitative insights

Interviews:

- Conducted by community members to gather in-depth perspectives
- Key informants provide valuable context

Focus Groups:

- Small groups (5-12 people) led by a moderator
- Capture diverse perspectives and understand their correlation

Developing Guiding Questions

Broad and Specific: Start with broad questions that are answerable or lead to sub-questions
Cyclical Process: Answers generate new questions, driving continuous improvement

Identifying Potential Partners

- Who is already working on this issue?
- Who is affected by this issue?
- Who has resources to help address this issue?