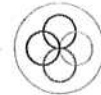


PROPOSAL



NEEDS ASSESSMENT

MUSKEGON OCEANA COMMUNITY ACTION PARTNERSHIP //
FEBRUARY 8, 2017

Prepared by:

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JOHNSON CENTER
AT GRAND VALLEY STATE UNIVERSITY





Introduction

Established in 1992 with support from the W.K. Kellogg Foundation, the Dorothy A. Johnson Center for Philanthropy is a university-based center serving nonprofits, foundations, and others seeking to transform their communities for the public good. The Johnson Center is recognized nationally for its applied research and professional development benefiting funders and nonprofit leaders through the faculty and staff of the center's Community Research Institute, Philanthropy Archives and Library, Nonprofit Services, Institute for Foundation and Donor Learning, and its endowed chairs – the Frey Foundation Chair for Family Philanthropy and W.K. Kellogg Community Philanthropy Chair.

The Johnson Center for Philanthropy's Community Research Institute (CRI) at Grand Valley State University is pleased to present this proposal to the Muskegon Oceana Community Action Partnership (MOCAP). MOCAP's mission is to provide a comprehensive, seamless system of services and resources to reduce the detrimental effects of poverty, empower low-income citizens with skills and motivation to become self-sufficient, and improve the overall quality of their lives, and our community.

This proposal outlines a mixed methods approach combining qualitative and quantitative data collection and analysis to assess the needs in the areas served by MOCAP. To complete this objective, CRI will propose a variety of options from which the organization may choose, including use of secondary data, and primary data sources (survey and focus group data). This proposal outlines the scope, research questions, methodology, deliverables, and timeline for the project.

Purpose of the Project

This proposal is to conduct a community needs assessment in an effort to assist the agency in strategic planning to better assist clients in poverty situations. Every three years, MOCAP completes an assessment to discern the needs of the counties it serves: Muskegon and Oceana. These assessments are done to fulfill a requirement for obtaining Community Service Block Grant funding.

Methodology

Overview of Project Design

MOCAP may select from the following suite of options to supplement the community needs assessment and overall project design:

- 1) **Survey Design:** Review the findings from the previous community needs assessment with MOCAP staff, board members, and key community agency partners, determining aspects of the survey to include in the future, what to discard, and brainstorm what other information is desired to be collected.
- 2) **Data Planning Matrix:** Organize the desired data by type and source with the committee; review who is responsible for collecting each data source, and where it will come from for each domain (community forums, public statistics, focus groups, interview information, etc.)
- 3) **Publicly Available Data:** publicly available local and state data pertaining to employment, education, housing, and health care in Muskegon and Oceana Counties. Visuals, such as bar graphs and data maps, may be included upon request. In addition, MOCAP programmatic data, including demographic characteristics of program participants, may be included.
- 4) **Survey Analysis and Presentation:** CRI will present the responses from the community needs assessment in a meeting with community partners and MOCAP. This presentation will be



divided into the respective areas included on the survey, and summarized into tables and graphs. CRI will guide discussion on hypotheses for underlying causes and conditions, which will constitute the “Recommendations/Analysis” section of the report

- 5) Focus Groups and Community Forum: Based on MOCAP’s recommendation, CRI will conduct focus groups and a community forum with residents of Muskegon and Oceana counties, discussing each section of the report. The information gathered will be highlighted alongside the survey results to better inform analysis of the findings.

Deliverables and Activities

CRI will provide MOCAP with a community needs assessment report that depicts the findings from the client surveys, key informant interviews, internal program data, and secondary data analysis. This report will fulfill the funding requirements for the Community Service Black Grant. In addition, the report will contain recommendations based on the needs assessment.

Roles and Responsibilities

MOCAP agrees to help coordinate and host collaborations with community agency partners and MOCAP staff in order to select key questions for survey inclusion, and analyze the outcomes produced by data collection. In addition, the MOCAP agrees to provide CRI with programmatic data, as well as any annual reports that have been created since the previous community needs assessment was conducted.

Program data include: data on client characteristics and MOCAP program assistance data on the number of clients served in particular programs. MOCAP agrees to build a strategic efforts for distributing, collecting, and returning the program participant surveys. CRI is not responsible for the number of surveys obtained; this role is the complete responsibility of staff at MOCAP to ensure a sufficient enough sample size is obtained.

Primary Contact

The preferred form of communication is via email to Alexa Thompson at thoalexa@gvsu.edu or by phone at 616-331-7036. Melyssa Tsai O’Brien, Research Manager is available as a secondary contact via email at tsaim@gvsu.edu or via phone at 616-331-9030.

Project Timeline

Activity	Responsible Party	Timeline
Survey Design/Data Matrix Development	CRI and MOCAP: Review the findings from the previous CNA with staff, board members, and agency partners; base survey questions on these conversations and collaboratively develop a data plan CRI: develop final survey version	May 4 - May 19, 2017
Client surveys	MOCAP: distribute to clients, return completed surveys to CRI on a bi-monthly basis; or, have MOCAP staff enter surveys into online database	May 22 - June 20, 2017
Secondary Data Collection	MOCAP: Provide CRI with program data and/or annual reports	June 5 - July 28, 2016



CRI: acquire, analyze and display secondary data from MOCAP, 2-1-1 emergency group, and others

Survey Analysis	CRI: analyze the data into basic tables and graphs for discussion	June 20 - July 14, 2017
Presentation of Survey Results	CRI: present results to board members, agency partners, and MOCAP staff MOCAP: formulate hypothesis about the data to inform the analysis/recommendations	By July 21, 2017
Focus Groups and Community Forum	CRI: conduct two focus groups with community partners and residents in Muskegon and Oceana county, and one Community Forum MOCAP: provide CRI with contact information	June 5 - July 5, 2017
Report	CRI: compile information from surveys, public data, and interviews	August 28, 2017

Proposed Budget

Component	Hrs.	Cost
Surveys (design, data entry, meetings)		
<i>Research Coordinator</i>	20	\$1,700
Secondary Data Collection (publically available and MOCAP client data)		
<i>Student</i>	15	\$375
Data Analysis (tables, statistics)		
<i>Research Coordinator</i>	20	\$1,700
Presentation of Preliminary Analysis		
<i>Research Coordinator</i>	15	\$1,275
Key Informant Interviews (design, contact, analysis)		
<i>Research Coordinator</i>	30	\$2,550
Report Production		
<i>Research Coordinator</i>	20	\$1,700
<i>Graphic Design</i>	10	\$850
Total Hours/Budget	130	\$10,150

Use of Data

All data collected will become joint property of CRI and MOCAP. CRI reserves the right to publish the final report and briefs on their website.

About the Community Research Institute

The Community Research Institute, part of the Johnson Center for Philanthropy and Nonprofit Leadership at Grand Valley State University, is uniquely positioned to perform the data analysis outlined in this project. CRI is a non-partisan, university-based applied research institute that combines academic rigor with a focus on real-world implementation. As such, CRI's research efforts apply sophisticated methods within an ethic that is firmly grounded in meeting clients' practical needs.



Our research team is comprised of an experienced and multidisciplinary group of research and data professionals with diverse backgrounds in the social sciences, public administration, urban planning, and design and development of community information and visualization tools including online data management and geographic information systems. In addition, CRI engages faculty expertise from departments across GVSU.