



Chapter 2: Collecting Concerns and Community Assessments

Community Voices, Informed Choices

Helping communities address challenging issues

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Learning Goals

- Understand how community assessments can help your Extension and CIVIC programming
- Learn about concern collecting and community conversations as a method for conducting community assessments

Community Assessment

Needs

Gaps between what a community has and would be optimal for the citizens

Assets

“Things that can be used to improve quality of life”

(Center for Community Health and Development, n.d.).





Assets

Organizations who
are delivering
educational
programming

Potential partners

Funding sources

Participants



Needs

Educational or informational gaps

Programming





**What ways do you collect
information about your
community?**

Places

- Community Spring
Non-profit organization in Gainesville, Florida
- Community Resource Outreach
Social services organization in Gainesville, Florida
- Cumberland Circle Community Association, Inc.
Non-profit organization in Gainesville, Florida
- Community Foundation of North Central Florida
Non-profit organization in Gainesville, Florida
- Community In the Woods Inc
Social services organization in Gainesville, Florida
- Working Food Community Center
Non-profit organization in Gainesville, Florida

San Felasco Hammock Preserve State Pk

Cumberland Circle Community Association, Inc.

Working Food Community Center

Central Florida Community Action Agency

Keep Alachua County Beautiful

Community Spring

Community Resource Outreach

Florida Museum of Natural History-Exhibits

Layers

Clear search results

75

Grove Pk

San Felasco Hammock Preserve State Pk

Earleton

Orange Heights

Melrose

Banana

Campville

Tioga

Arredondo

Rochelle

Hawthorne

White

Heights

Lake Geneva

Identifying Assets

Online resources



Listening to Community Members

Individual interviews

Focus groups

Observation

For CIVIC activities, you'll want to use

Concern Collecting

Concern Collecting



Identify an issue



Learn how your audience
perceives an issue



Identify possible options,
actions and trade-offs

Concern Collecting – More Than Information

Perceptions

Level of interest

Language used

Values



Using a concern collecting process brings community members together to generate interest in the issue and raise awareness.



Concern Collecting: Community Conversation

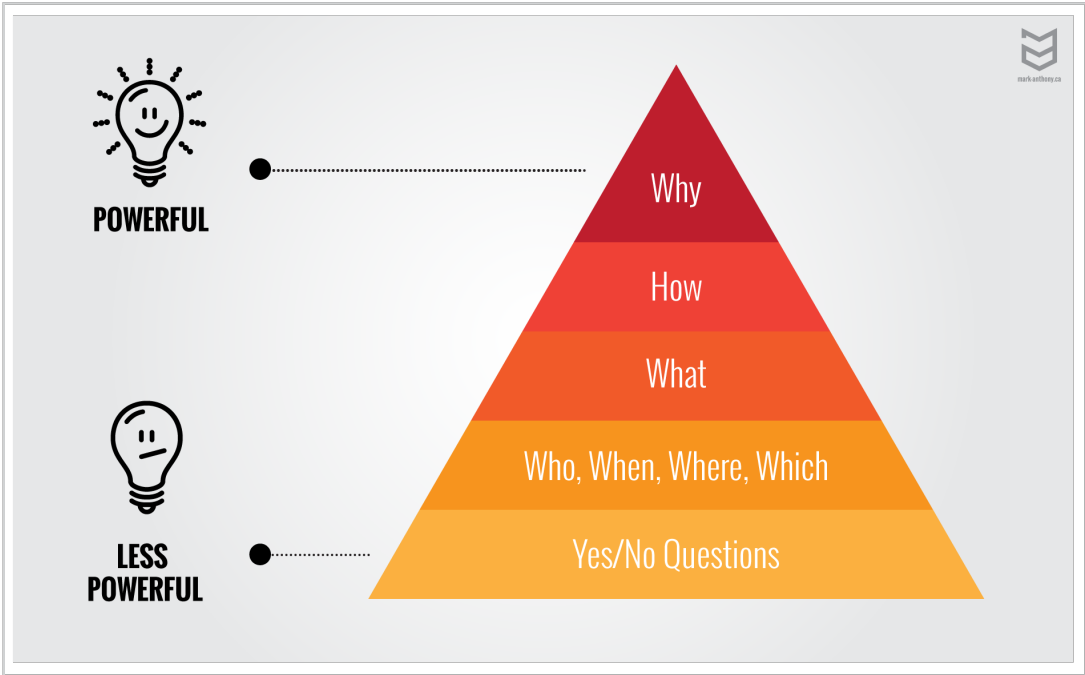
Community Conversation - Recruitment

Be inclusive

Work with partners

Identify organizations doing this
work





Developing Questions

Think beginnings, middles and ends

Avoid leading questions

Ask one question at a time

Activity – Develop a Question



You are an Extension leader.



You want to learn what you can do to improve the working conditions for your faculty and staff.



Your goal is to develop an opening question for a community conversation among Florida Extension program conductors.

Preparing for the Session

Comfortable space

Notetaker

Facilitator

Flip chart and markers

Large sticky notes



Conducting the Session



Agenda

A concern-collecting agenda might look like this:

- 1 **Welcome** and introductions
- 2 **Overview** of why you are collecting concerns
- 3 **Explanation** of format for session
- 4 **Collection** of concerns, clarifications, facilitation of discussion
- 5 **Final thoughts** and reflections
- 6 **Next steps**

After the Session

1

Process the data

- Themes
- Outliers
- Additional questions

2

Write a report

- Participants
- Partners
- You

3

Further develop CIVIC activities



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Thank you!

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