



TRANSFORM
— CONSULTING GROUP —

**Engaging Parents in Your Community
Assessment**

December 12, 2019

#Parent19

Who We Are

Transform Consulting Group (TCG) is a woman-owned, strategic, and data-driven consulting firm. We provide solutions that help our clients to facilitate, build, and mobilize.



Who We Help



Government



Nonprofits



Education



Communities

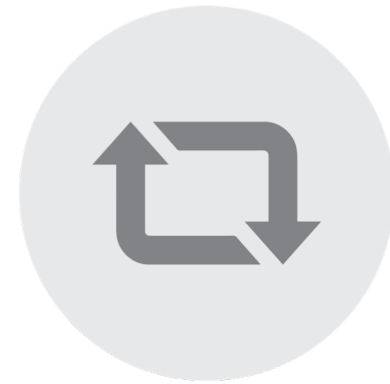
Our Solutions



Facilitate
Evaluation,
Research, &
Analysis



Build Capacity



Mobilize
Communities,
Partners, &
Systems

Our Approach



Collaborate



Assess



Facilitate



Create

Poll



What is your role with Head Start?

1. Parent and/or Policy Council Representative
2. Family Advocate
3. Family Service Worker
4. New Director (1 or fewer community assessments completed)
5. Experienced Director
6. HR/Program Operations
7. Fiscal
8. Other



Questions to be Answered

1. Why do we do a needs assessment?
2. What does Head Start want in a community needs assessment?
3. How do you engage parents in the community needs assessment?
4. What is CQI?
5. How do you use the community needs assessment to inform CQI for programs?

K - W - L



What do you <u>K</u> NOW?	What do you <u>W</u> ANT to know?	What did you <u>L</u> EARN?

Discussion

Discuss with 2-3 neighbors and share:

- How do you collect feedback from parents?
 - When?
 - What information?
 - How do you record the information?



Why do we do a needs assessment?



- To design a program that meets community needs, and builds on strengths and resources
- To learn if the program is still meeting the needs of the community or if those needs have changed

Community Needs Assessment Parts



A program must conduct a community assessment **at least once over the five-year grant period** at a minimum:

- The number of eligible infants, toddlers, preschool age children, and expectant mothers, including their geographic location, race, ethnicity, and languages they speak, including:
 - Children experiencing homelessness
 - Children in foster care; and
 - Children with disabilities
- The education, health, nutrition and social service needs of eligible children and their families, including prevalent social or economic factors that impact their well-being;

Community Needs Assessment Parts



- Typical work, school, and training schedules of parents with eligible children;
- Other child development, child care centers, and family child care programs that serve eligible children, including home visiting, publicly funded state and local preschools, and the approximate number of eligible children served;
- Resources that are available in the community to address the needs of eligible children and their families; and,
- Strengths of the community.

Parent Feedback - What

Required

- The education, health, nutrition and social service needs of eligible children and their families, including prevalent social or economic factors that impact their well-being
- Typical work, school, and training schedules of parents with eligible children
- Resources that are available in the community to address the needs of eligible children and their families

Discussion

Discuss with 2-3 neighbors and share:

- What do you want to know from parents?



Parent Feedback - What

Suggested by Head Start

Relevant Opinions of Community Needs

Opinions of parents

- Prevalent community problems
- Knowledge of existing resources
- Accessibility of available resources
- Adequate service provision by existing resources
- Additional resources needed

Parent Feedback - How

- Surveys
- Interviews
- Focus Groups

Surveys

- For electronic or paper surveys, typically use close-ended questions.
- Examples:
 - Have you used/ participated in...
 - Yes
 - No
 - What are barriers/ challenges
 - Include answer choices related to the survey topic
 - Other:
 - Do you...
 - Does this affect...

Interviews

- For interviews, typically use open-ended questions to create a deeper conversation.
- Examples:
 - Share how...
 - Share successes/ challenges/ improvements...
 - Why or why not...
 - If you could change one thing related to [program/ issue], what would you change?

Focus Groups

- Typically use open-ended questions, but fewer than an interview. You want some or all participants to respond and/or discuss each question.
- When conducting the focus group, feel free to go with the flow (skip or change order of questions, ask for them to elaborate, etc.) as long as you pay attention to time.
- Treat the focus group as a listening session. At the beginning, you'll ask if they have any questions which is when you can elaborate on the project or your organization. Generally though, if there are questions during the focus group, we just say that we're there to listen.

Question Examples

- If you did not receive a spot in the Early Head Start or Head Start program, what would you have done for your child this year?
Please select one.
 - Enrolled in another early education program
 - Had my child stay with a family member, friend or neighbor
 - Not enrolled in an early education program
 - Other (please specify)
- How easy was it for you and your family to enroll in the Head Start program?
 - Very Easy, Easy, Okay, Hard, Very Hard

Question Examples

- Has the staff explained to you about the School Readiness goals?
 - Yes/No/Unsure
- How do you rate Head Start's role in preparing your child for kindergarten?
- How well does staff keep you informed of your child's health?
- How well does staff keep you informed of your child's development?
 - Sample answer choices: Not Well At All, Not Well, Neither, Well, Very Well, N/A

Discussion

- What questions would you use to ask about this topic?
- How would you ask the question?



Parent Feedback - When/Where



- Back to School Night
- Parent Council Meeting
- Holiday Party
- Drop-off/Pick-up
- One-on-one parent meetings with staff
- Time of year

Tips for Creating Feedback Tools



1. Include purpose for collecting feedback in introduction
2. Include necessary confidentiality/anonymous statements
3. Include approximate time the session will take to complete.
4. Keep the audience's reading level in mind when choosing language/grammar
5. Avoid jargon
6. Provide contact information or opportunity for questions

Tips When Collecting Parent Feedback



1. Don't ask parents for information you already have (PIR data, enrollment, etc.)
2. Do add questions that could further inform your work
3. Meet parents where they are (already scheduled meetings, through email, etc.)
4. Keep a survey to 5-10 minutes, interview to 30 minutes, and focus group less than 1 hour

What are you doing with your data?



If parents are going to take the time to share feedback, programs need to take the time to critically review the feedback and modify services as needed.

Using Data to Make Decisions





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Examples of Recommendations

- Encourage participation in adult education and job training services
- Increase communication with community and education partners
- Expand services for pregnant women
- Data to support a request to add more hours, slots, or locations

What is CQI



1. What is CQI?
2. What is PDSA?

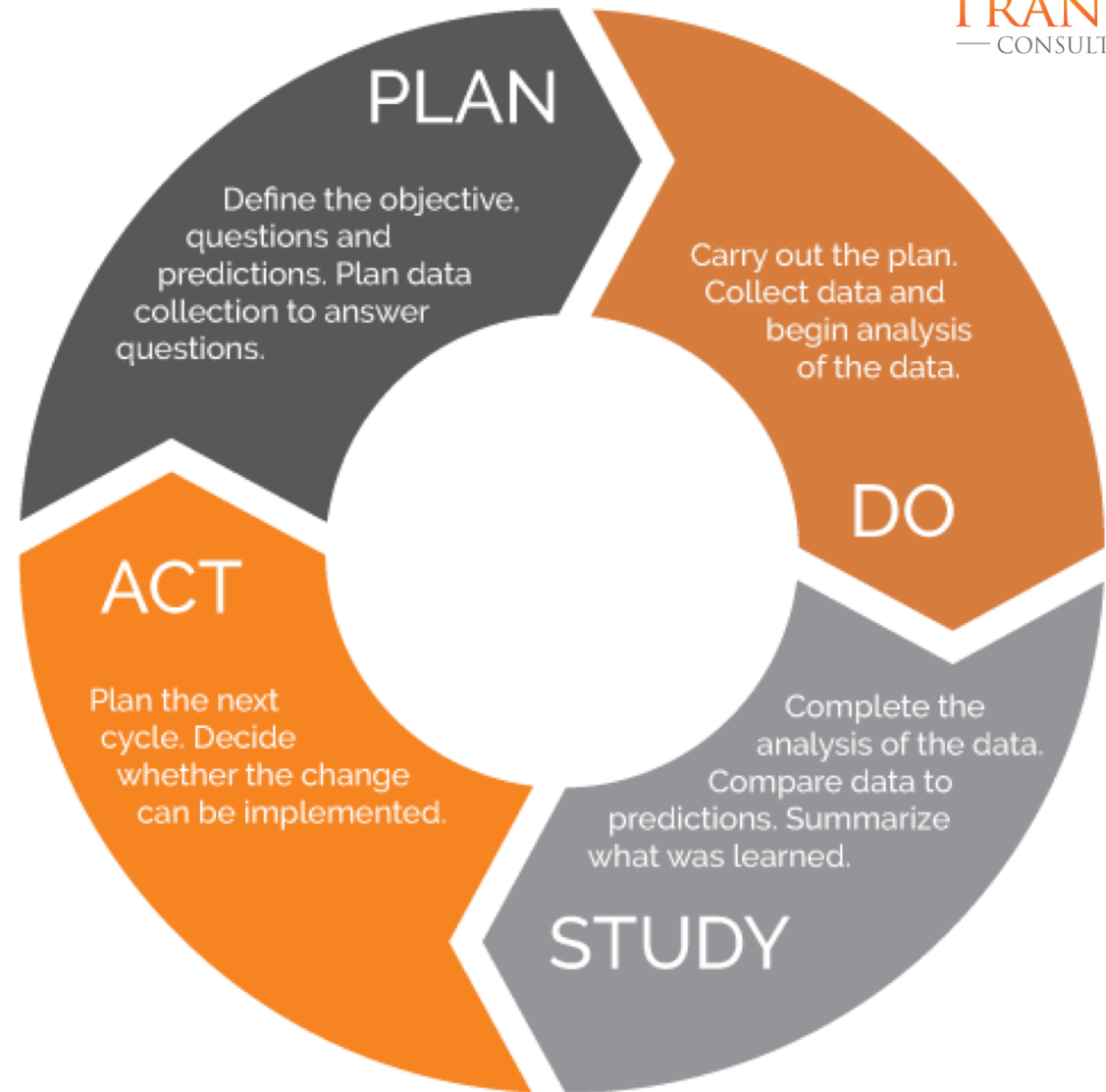
What is CQI?



Continuous Quality Improvement (CQI) model is an **ongoing process** for organizations to be able to determine whether or not a change made has led to an improvement in quality.

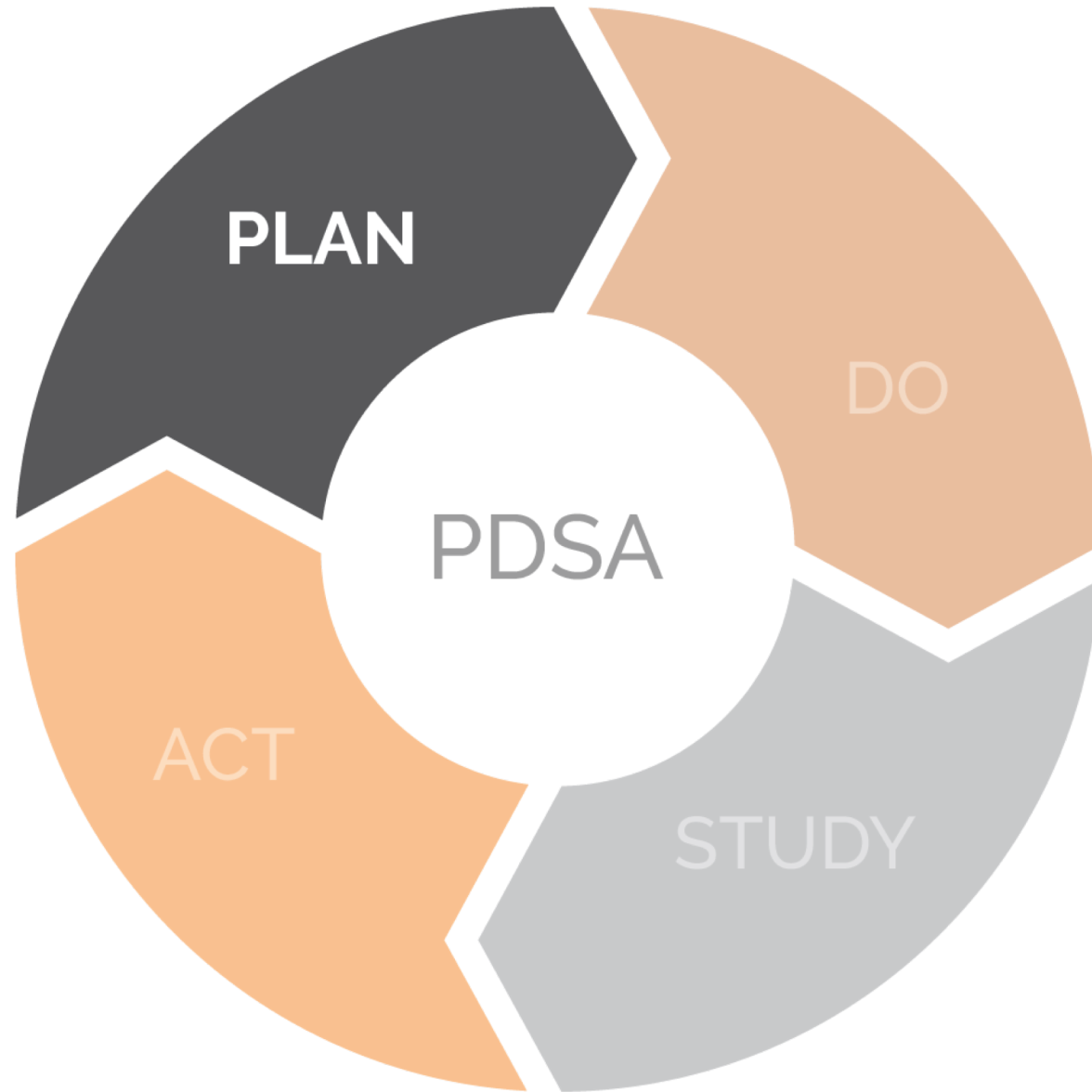
What is PDSA?

A framework
for
implementing
CQI



“Plan”

- Reach consensus on the “need” and “intervention”
- Map out the program design and eval tools



SMART Aim Statement



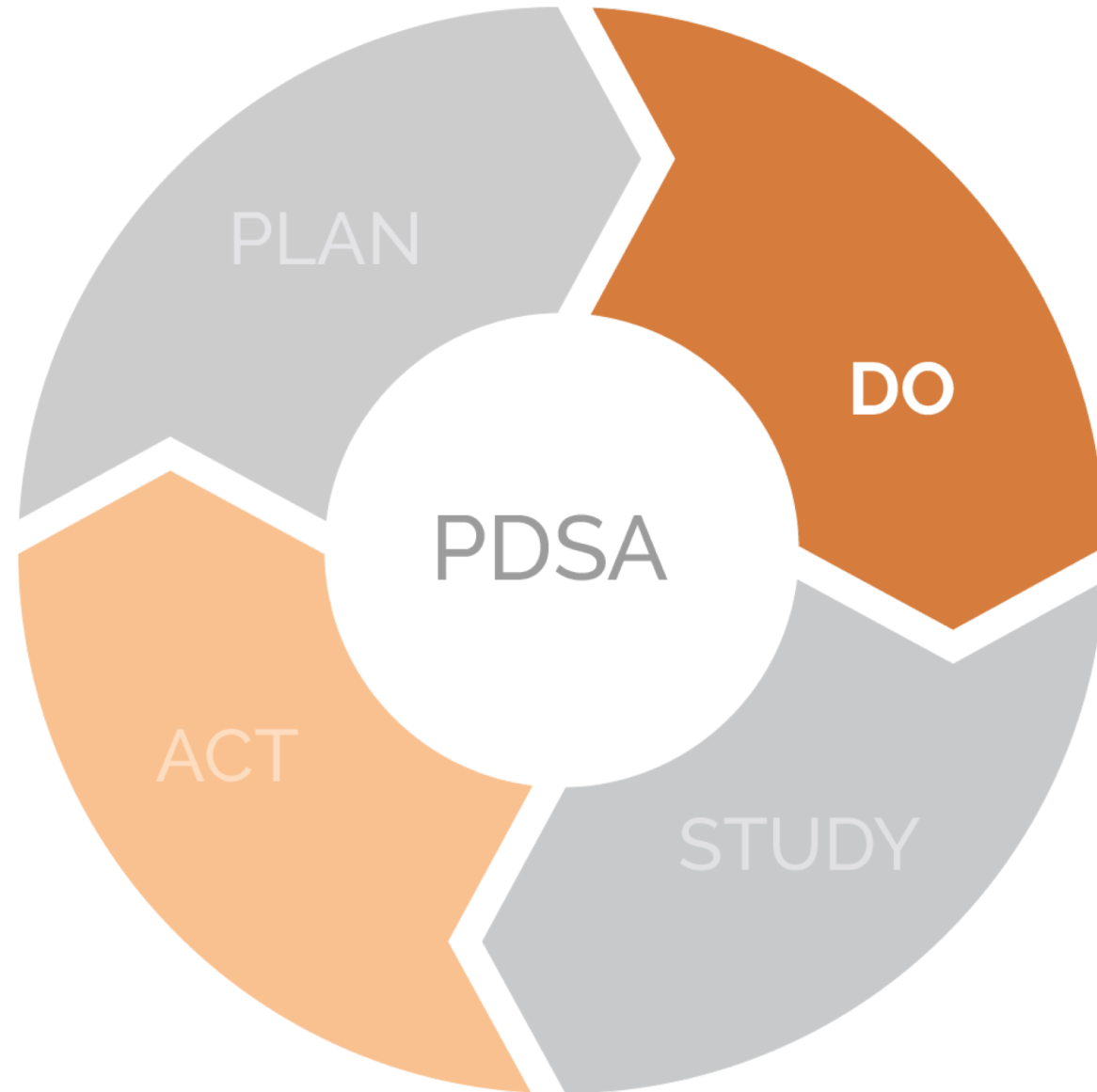
- Specific
- Measurable
- Achievable
- Realistic
- Time-bound



Example: By **July 31, 2021** establish relationships and increase communication so that all health and education partners receive an email or phone call at least once every two months.

“Do”

- Implement the program change
- Collect data (surveys, assessments)

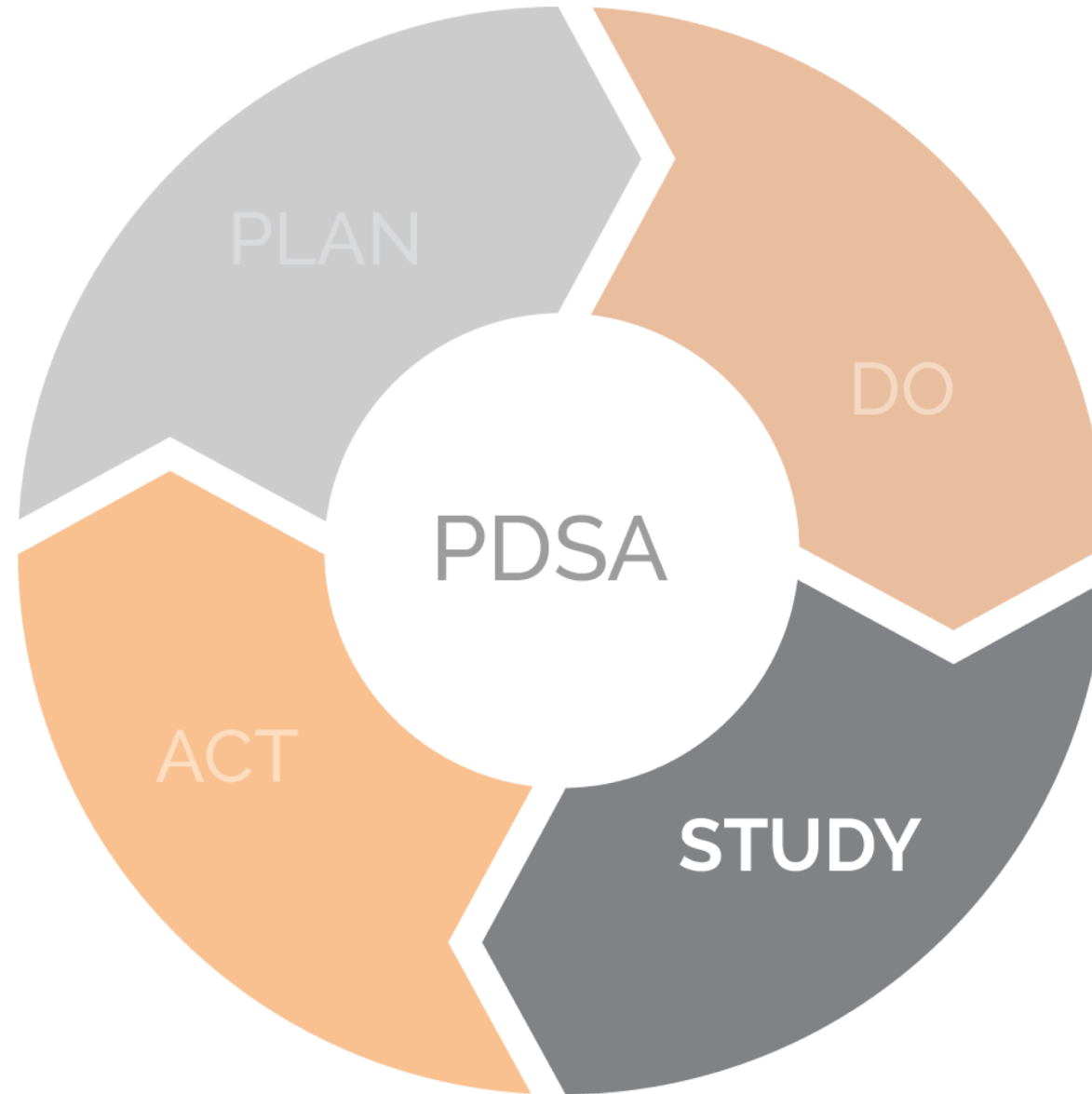


“Do”

- Observe the program/ intervention being implemented
- Note challenges from staff and stakeholders about the intervention
- Ensure program is being implemented as designed.
- Ensure data is being collected

“Study”

- Analyze the data
- Make suggestions for changes

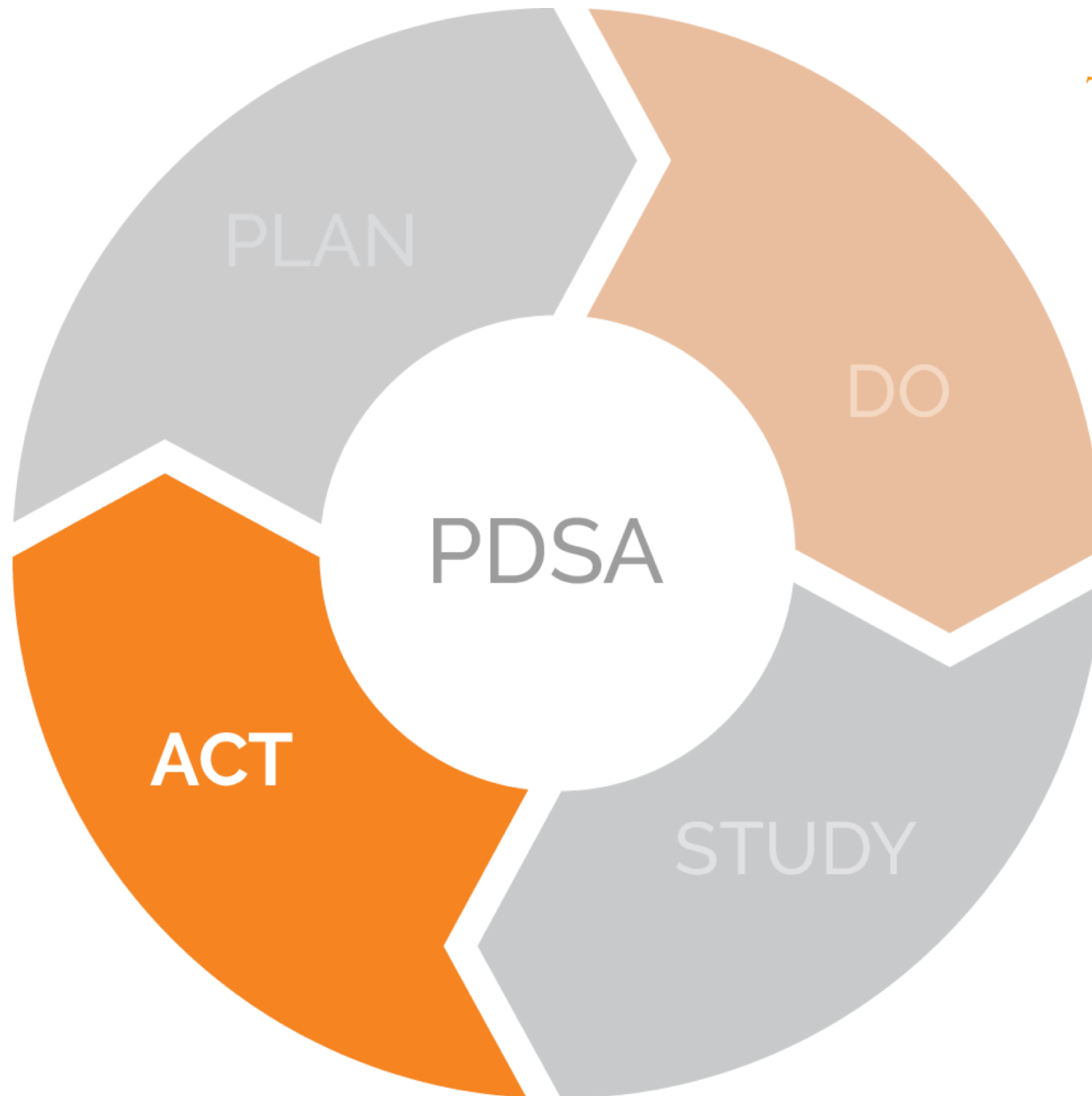


Case Studies

- Results of community needs assessment led to changes in prioritization and enrollment
- Modify program schedule to support working families

“ACT”

- Adapt
- Adopt
- Abandon



“Act”



1. Adapt - make modifications to the program / intervention (curriculum, training, target population, etc.)
2. Adopt - continue implementation/ expansion with current model
3. Abandon - stop the intervention/ program

Reflection

Discuss with 2-3 neighbors and share:

- What would be the benefits of using the PDSA cycle?
- What would be the challenges of using the PDSA cycle?
- How could parents be involved?

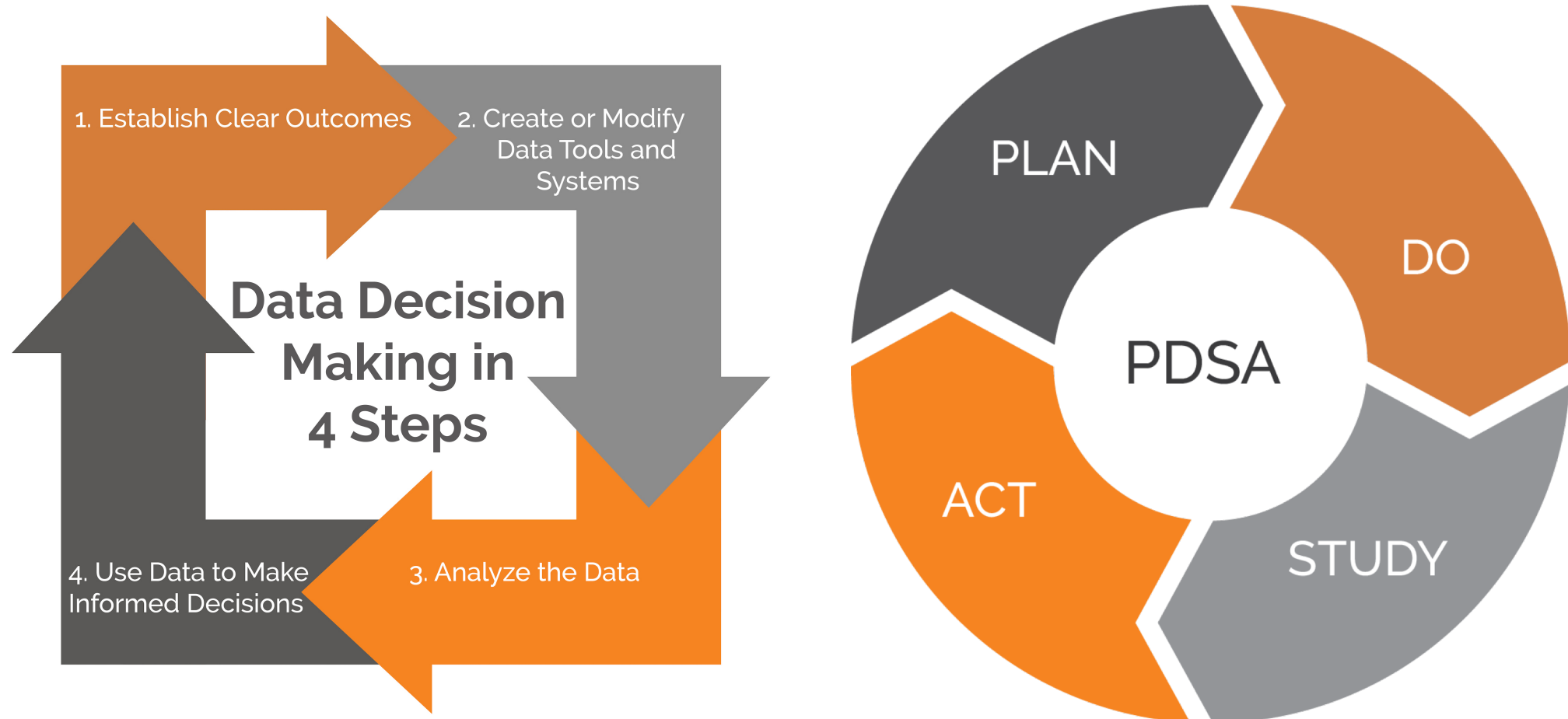


CQI Tips



- It's a continuous (circular process) not linear
- You can go through the process multiple times
- You can use the CQI tools interchangeably

CQI and Evaluation





Aligning CQI with Evaluation

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Benefits:

1. Align impact/goals with need
2. Clear process and action plan
3. Engagement with team
4. Thoughtful changes made to improve program

Challenges:

1. Doing before the Need
2. Afterthought
3. Skip studying
4. Lack of skill / capacity
5. Limitations

Additional Support

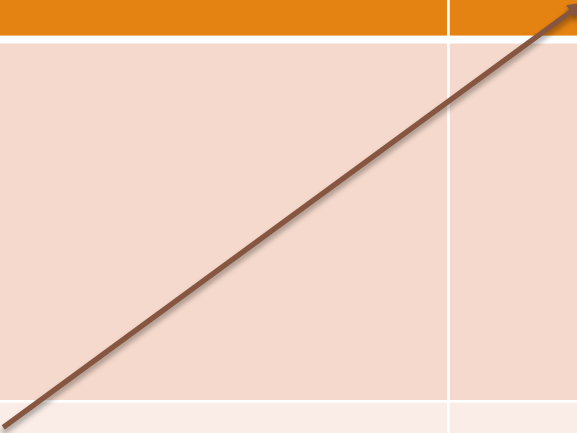
When should you use an external facilitator/consultant?

- Want everyone to participate
- Want a moderator / neutral party
- Want a subject matter expert
- Don't have the capacity (time or skill)

Summary

K - W - L

What do you <u>K</u> NOW?	What do you <u>W</u> ANT to know?	What did you <u>L</u> EARN?



Key Takeaways

- Take the data you're collecting and use it to improve your program
- Involve parents by collecting their feedback and including them in decision making
- CQI is continuous - You should always be in some part of the PDSA cycle.

Keep In Touch!

- Contact us with questions!
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- Sign up for TCG's newsletter for additional tips and resources.
- Follow us on Tableau Public!
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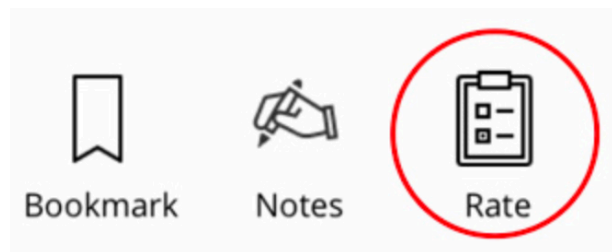
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