

Understanding Your Community

Using Data for Program Planning
and RFP Responses

Requirement in RFP

- ▶ The Applicant demonstrates a clear understanding of the target population and their needs and challenges
- ▶ The Applicant has demonstrated understanding of the community landscape, services, and context in which they are providing services

How to tackle this

1. Understand who you are currently serving
2. Look at the community(ies) you plan to serve, and use resources to dig deep into:
 - a) Who lives there?
 - b) What are their needs?
 - c) Who is the best fit for the services you can provide? How many of these families/children are there?
3. Design your program to meet the needs of the community(ies) you will propose to serve

Understanding Who You Serve

- ▶ Demographics
 - Age of children
 - Income levels
 - Work status
- ▶ Where do they live?

Where do they live?

- ▶ MapCustomizer.com
- ▶ Free mapping tool that will plot addresses on a map

- ▶ Look for patterns to understand the neighborhoods that you mostly draw from

Choose boundaries

- ▶ Decide which neighborhoods you will principally serve in the future
 - Community areas
 - More defined area
- ▶ Draw a map!

Learn about the community

- ▶ Chicago Needs Assessment Tool
- ▶ <http://cnat.childrenserviceschicago.com/>
- ▶ Very cool technology!!
- ▶ Draw your boundaries, and look at the data

- ▶ *What does it tell you about who might participate in your program?*

More Resources

- ▶ Chicago Community Area Profiles
- ▶ <https://www.actforchildren.org/research-data/data/>

Describe Whom You Will Serve

- ▶ Describe the population your agency would serve through this program (e.g. age, gender, ethnicity, income level, and other defining characteristics). If applicable please describe to which extent your services will target a priority populations described on page 15 of the RFP (under Target Populations).
- ▶ Hint: *Use data! Cite numbers, percentages, etc.*

Priority Populations

- ▶ Immigrant, new American, and undocumented populations
- ▶ Pregnant women and parenting teens
- ▶ Mothers who have perinatal challenges due to homelessness, substance abuse, educational barriers, or other factors
- ▶ English language learners
- ▶ Children with disabilities and medical conditions
- ▶ Children and families experiencing homelessness
- ▶ Families with incarcerated parents.

Show Your Knowledge

- ▶ Describe the current challenges and/or critical needs currently facing the intended population you anticipate serving?
- ▶ Hint: *Here's where your lived experience with the community needs to show through*

How will you prioritize?

- ▶ Describe your proposed enrollment policies and procedures. Explain how your organization will target families with the most vulnerable children, including children with disabilities, homeless children and children in foster care. How will your organization prioritize program applicants to ensure that the neediest children are enrolled? If you have a “point system” etc. for evaluating need, please upload a copy.

Think About Eligibility Mix

- ▶ Target 80–90% of children in any one classroom being enrolled in federal funding streams at initial enrollment (Head Start, Early Head Start, and Early Head Start Child Care Partnership)
- ▶ Target no more than 80% of classrooms' enrollment being eligible for Child Care Assistance Program funding to ensure capacity to serve children whose parents are not working or in a qualified training program
- ▶ All children enrolled in Head Start and Child Care Assistance Program are eligible for Preschool for All and Prevention Initiative

Understand Other Services

- ▶ Look at CPS plan for schools in your service area
 - How many children will be served by schools?
- ▶ Look at who else is providing services in the community
 - www.ChicagoEarlyLearning.org

Put It All Together

- ▶ Design your program model to meet the needs of families in your community
 - Ages to serve?
 - Number of classrooms?
 - School day, or full-work-day/year-round?
 - Languages?
 - Priority population to be served?