



# Community-Wide Strategic Planning and Needs Assessment

April 21-22, 2010

Hilton Cincinnati Netherland Plaza  
Cincinnati, Ohio

All Head Start and Early Head Start programs are expected to provide services that meet both the requirements of the Head Start Performance Standards and local needs, but with the passage of the 2007 Head Start Act, programs are now required to demonstrate that they are planning and collaborating with other providers of children's services and social services. Programs are expected to identify and plan for services to be delivered not only to traditional Head Start and Early Head Start families, but also to children from immigrant, refugee, and asylee families; homeless children; children in foster care; children with limited English proficiency; children of migrant or seasonal farm worker families; children from families in crisis; children referred to Head Start programs (including Early Head Start programs) by child welfare agencies; and children who are exposed to chronic violence or substance abuse.

To meet these requirements, programs must engage the larger community in collecting data and developing a comprehensive community needs assessment, and then develop responsive, collaborative, multi-year strategic plans to meet the needs identified. **The Community-Wide Strategic Planning and Needs Assessment (CSPNA)** therefore stands as a cornerstone of program planning. When programs have difficulty with their CSPNA, the difficulties tend to be in: (1) obtaining useful data; (2) conducting analysis of the information; and/or (3) using the data and analysis to justify their program's existence and service delivery methods. This **Community-Wide Strategic Planning and Needs Assessment** seminar is designed to help contributors to the Community Assessment process work through these potential trouble spots.

The experts of T/TAS have written dozens of Community Assessments and understand the difficulty that can arise when completing the document, using the instrument to develop plans, setting organizational goals, and determining service delivery options. ***This fast-paced seminar is not designed to be a theoretical presentation, but rather a hands-on approach to developing and utilizing this important document.*** When registering, please include the name(s) of the county or counties in which your program operates; you will be provided actual U.S. Census data for your service area to use during event activities.

The Standard Registration Fee is \$375 per person. Members of **T/TAS@Your Service** may qualify for the Subscriber Rate of \$350 per person. (Some restrictions may apply based on level of subscription; visit [www.ttas.org/ays.html](http://www.ttas.org/ays.html) for information on how to become a subscriber.) For details on registering, including how to earn .975 Continuing Education Credits (CEUs) for this event, please see page 3.

## Learning Outcomes

- Participants will be better prepared to engage the larger community in developing the CSPNA.
- Participants will be more knowledgeable about sources of data collection for community assessments.
- Participants will be better prepared to use the data to develop meaningful conclusions and set program goals.
- Participants will receive a manual of activities and worksheets to use in their program to develop the data and analysis required for the CSPNA.
- Participants will be equipped with actual U.S. Census data for the area served by their Head Start program and will practice drawing conclusions based on that data.

## Your Presenters



**Janet Buckley**, Special Project Specialist, has nearly 30 years of leadership experience in a variety of Head Start and other non-profit programs, including responsibilities for the development and implementation of adult learning. Her training materials on community and self-assessment have been disseminated nationally. Ms. Buckley has a BA in Communications from SUNY Geneseo, a Master's degree in Education from the University of South Carolina, and a Certificate in Non-Profit Management from Duke University.

**Christopher Watkins**, Management & Finance Specialist, has a wealth of experience in providing training and consultation to Head Start grantees and is an expert in the areas of community assessment, strategic planning, and program evaluation. He has developed and presented hundreds of management and supervision workshops throughout the United States. He has a Certificate in Non-Profit Management from Duke University, an MA in Economics from American University, and a BA in Government and an MBA from Western Kentucky University.



*(T/TAS reserves the right to substitute or reduce the number of presenters as circumstances warrant.)*

## Hotel Accommodations

The Hilton Cincinnati Netherland Plaza is located at 35 West Fifth Street in Cincinnati, Ohio. Accommodations are available at the special conference rate of \$139 per night, single or double occupancy (plus applicable taxes). Please make your reservations **no later than March 22, 2010** by calling 513-421-9100 or 800-HILTONS. To qualify for the special conference rate, please state that you will be attending **Head Start Strategic Planning and Assessment**. The room block will be held until the stated deadline or until the block is sold out, whichever comes first. Reservations are accepted on a space and rate availability basis by the hotel, and room blocks often fill quickly. Please consult the hotel for information on their specific cancellation policies, to learn about additional charges that may apply to hotel guests (i.e., parking fees, local phone charges, internet access fee, etc.), and to learn about available amenities, such as room service, in-house dining, and additional area attractions.



The Hilton Cincinnati Netherland Plaza opened in 1931 and is a National Historic Landmark and charter member of Historic Hotels of America. The hotel features breathtaking French Art Deco, restored to its 1930s' grandeur with rare Brazilian rosewood paneling, indirect German silver-nickel light fixtures and soaring ceiling murals. The hotel is within walking distance of the Cincinnati Reds' Great American Ball Park, Paul Brown Stadium, the Aronoff Center, the National Underground Railroad Freedom Center, Morton's Steakhouse, McCormick and Schmick's, and the Rock Bottom Brewery. Macy's, Tiffany and Company, Saks Fifth Avenue, and Brooks Brothers are all connected to the Hilton via skywalk.

## Tentative Agenda

Registration will open and refreshments will be served promptly at 8:00 a.m. The Day One session will begin at 8:30 a.m., and lunch on your own is scheduled from Noon until 1:00 p.m. The session will resume at 1:00 p.m. and continue until 4:30 p.m. The Day Two session will begin at 8:30 a.m. and end at Noon. Given the real-world, hands-on working nature of the event, specific time blocks have not been assigned to specific topics in order to maintain flexibility for the presenters and the participants. The following topic areas will be addressed during the session:

### April 21, 2010 (8:30 a.m. - 4:30 p.m.)

Welcome and Overview

Defining What to Include in Your Community-Wide Strategic Planning and Needs Assessment

Data Collection & Analysis, including:

- Head Start Eligible Children and Families
- Other Child Care Providers
- Head Start Available Children and Families
- Geographic Location
- Geographic Considerations
- Racial and Ethnic Composition
- Children and Disabilities
- Community Resources
- Strengths and Weaknesses of Children and Families
- Social Services Issues
- Health Issues
- Transportation Issues
- Nutrition Issues (including Obesity)
- Obesity Issues

- Dental Health Issues
- Education Issues
- Mental Health Issues
- Homelessness
- Literacy
- Obtaining External Information
- Strengths and Weaknesses of Surveys
- Strengths and Weaknesses of Informal Questionnaires
- Using Other Community Assessments

### April 22, 2010 (8:30 a.m. - Noon)

Using the Information, including:

- Long Range Goals
- Determining Recruitment Area
- Short Term Objectives
- Priorities for Recruitment & Selection
- Justifying Program Options

Sharing Information with Other Providers and Engaging in Collaborative Planning Processes

# Registering for T/TAS Events

It is easy to register for events sponsored by T/TAS. There are three methods for registering:

- ★ **To Register On-Line:** To register for any T/TAS event, please go to our web site at [www.ttas.org/calendar.html](http://www.ttas.org/calendar.html), locate the event you wish to register for, and then click on the **Register** button.
- ★ **To Register By Mail:** Complete and return the attached Registration Form with check, money order, or Purchase Order (made out to T/TAS), or with Credit Card info (Visa, MasterCard, or Discover) to: **T/TAS, 1906 College Heights Boulevard, #11031, Bowling Green, Kentucky 42101-1031.**
- ★ **To Register By Fax:** Complete and fax the attached Registration Form with Purchase Order or Credit Card (Visa, MasterCard, or Discover) information to our office at 270-745-3340 or 270-745-2142.

Registration forms will not be processed unless accompanied by payment, credit card info, or Purchase Order. Registrations will be accepted until events fill.

**Enrollment is Limited:** T/TAS cannot guarantee enrollment at events. In the event that available enrollment slots fill, you will have the option of being placed on a waiting list in case space reopens due to cancellations. We recommend you do not make hotel or travel arrangements until you receive your registration confirmation. T/TAS is not liable for any hotel or travel penalties or fees that may be incurred by participants or registrants.

**Confirmation of Registration:** Registrations can only be confirmed by e-mail. Please provide your e-mail address on the registration form if you wish to receive a confirmation. If you do not receive a confirmation within five days of registering for the event, please contact Mike Hartz at 800-882-7482.

**Cancellations/Substitutions Policy:** If you cancel your registration in writing 10 or more business days before the event, registration fees will be refunded, less a \$25 enrollment charge. No refunds will be made less than 10 business days prior to the event; however, you may designate a substitute to attend in your place. T/TAS reserves the right to cancel the event if enrollment criteria are not met or when conditions beyond our control prevail. In the event of cancellation, each registrant will be contacted. The liability of T/TAS is limited to the refund of registration fees only.

**Continuing Education Units (CEUs):** Western Kentucky University offers Continuing Education Units (CEUs) for participants successfully completing a T/TAS training seminar. To apply for CEUs, please complete the appropriate section of the attached registration form and include an additional fee of \$25 per person. Consult the event registration form to learn how many CEUs will be offered for each event.

## T/TAS Also Brings the Training to You

T/TAS is a leading provider of on-site professional development training and technical assistance. Our knowledgeable experts deliver the same high-quality training and materials in your local program setting, reaching **all** of your staff at a cost competitive with the cost of sending just a few to a conference or seminar. **Most of the events in our annual and quarterly training catalogs can be adapted for presentation in your local program or cluster.**

T/TAS also specializes in designing training specifically for delivery on-site in your local program, including such titles as *Preparing for An On-Site Federal Review*; *Program Governance: Road Map to Success for Decision-Makers*; *Positive Guidance: Making A Place for Everyone*; *Self-Assessment*; *The Supervisor/Mentor Coach Institute*; *Five Parenting Behaviors That Predict Success in School*; *Supporting the Involvement of Fathers in the Lives of Young Children*; and *Ongoing Monitoring: The Key to Quality in Head Start*. To learn more or to schedule training, call 800-882-7482.



# Event Registration Form

PLEASE PRINT THE NAME AND POSITION OF THE PERSON ATTENDING exactly as it should appear on the name tag. Copy this form as necessary for registering additional persons.

Name: \_\_\_\_\_ Position: \_\_\_\_\_

Agency/Program: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail Address (for Confirmation of Registration): \_\_\_\_\_

**Enrollment is Limited:** T/TAS cannot guarantee enrollment in any event. In the event that available enrollment slots fill, you will have the option of being placed on a waiting list in case space reopens due to cancellations. We recommend you do not make hotel or travel arrangements until you receive your registration confirmation. There will be no on-site registration.

EVENT	SELECT FEE(S)
<input type="checkbox"/> <b>COMMUNITY-WIDE STRATEGIC PLANNING AND NEEDS ASSESSMENT</b> , APRIL 21-22, 2010, HILTON CINCINNATI NETHERLAND PLAZA, CINCINNATI, OHIO	<input type="checkbox"/> Standard Registration: \$375 <input type="checkbox"/> <b>TTAS@Your Service</b> Subscribers: \$350 * <input type="checkbox"/> Check if requesting .975 CEUs (9.75 contact hours) from Western Kentucky University and include an additional \$25 in payment.

\* Subscribers, please include **TTAS@Your Service** Enrollment No. \_\_\_\_\_. Some restrictions may apply; visit [www.ttas.org/ays.html](http://www.ttas.org/ays.html) for information on becoming a subscriber.

Room blocks often fill quickly; please make your hotel reservations by the date listed in the conference descriptions.

**CHECK METHOD OF PAYMENT** (Forms will not be processed unless accompanied by payment):

- Check payable to T/TAS.
- Purchase Order No. \_\_\_\_\_ payable to T/TAS.
- Credit Card (Mastercard, Visa, Discover only): \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_  
 Expiration Date: \_\_\_\_\_ Signature: \_\_\_\_\_  
*Visa Card Users, please include 3-digit V number from back of card: \_\_\_\_\_*

**Return to:** **T/TAS**  
 1906 College Heights Boulevard #11031  
 Bowling Green, Kentucky 42101-1031  
 Fax: 270-745-3340 or 270-745-2142  
 Call 800-882-7482 for more information

**ACCESSIBILITY NEEDS:**

Do you have any disability that requires special materials or services?

Do you have a special dietary need?

Cancellations: To obtain a refund of registration fees (less \$25 enrollment charge), cancellations must be received **in writing** 10 working days prior to the start of the event.