

**Needs Assessment Plan: Collective Impact Training Workshop**

Alison Kraus, MSW

College of Public Health, University of Nebraska Medical Center

CPH 705: Public Health Teaching and Training

Analisa McMillan, PhD

May 28, 2023

## **Target Audience and Characteristics**

### **Who is the project for (teachers/students/parents/new employees/employees etc.)?**

This workshop is for individuals with a Bachelor or Master of Social Work or Public Health (BSW, BA, MSW, MPH) and related degrees. This is a professional development session at a Council on Education for Public Health (CEPH) and Council on Social Work Education (CSWE) accredited university (The George Warren Brown School of Social Work at Washington University in St. Louis) for practitioners in social work, public health, and related fields who seek to foster best-practice-informed collaboration with other organizations and groups to address specific community-level challenges. Continuing education units will be made available for those who require credit to maintain licensure or certification in these fields.

### **What characteristics of the audience need to be considered (age, skills, office location, etc.)?**

The Brown School is located in St. Louis, Missouri, a metropolitan area of just under three million people. Participants in this workshop are most likely to be former Brown School students, or graduates of one of the five other colleges/universities in the St. Louis area that have social work and/or public health undergraduate or graduate programming. Collectively, these schools produce hundreds of new practitioners each year, many of whom stay in the St. Louis area. Most programs provide a broad, general introduction to meso- and macro-level practice, however most are oriented toward direct/clinical practice and few, if any, offer training in collective impact approaches and related best practice. Thus, the audience is likely to have cursory, foundational knowledge of collective impact or related community-based approaches. The session will be in-person at the Brown School on Washington University's main campus. While many work in St. Louis City, audience members may practice one to one and a half hours away. Participants will vary from young to middle-aged adults (mid-20s to mid-50s) with two or more years of practice experience.

## **Strategy**

### **What data already exists and will help you determine the need (grades, focus groups, surveys, evaluations, observations, reviews, logs, etc.)?**

Existing data I will utilize will include: Consultation with the Professional Development Director; Review of student population characteristics data at Brown School and audience of Brown School Professional Development courses, as well as course feedback from related professional development trainings previously held at the Brown School.

### **What new data will you collect (grades, focus groups, surveys, evaluations, observations, interviews, reviews, logs, etc.)?**

Novel data I will collect will include: A review of courses on community practice available at colleges/universities in the region and examination of course syllabi; Interviews with Brown School MPH and MSW directors on community practice needs; Interviews with practitioners that champion collective impact/community-based approaches in St. Louis (2-3 leaders at trusted community entities) to understand training and skills needed; Interviews with (2-3) alumni of area social work or public health programs working in St. Louis to understand expectations and skills needed.

**How will you collect the new data? [online survey tool, paper survey, student test results, evaluations, informal/in-person questioning, focus groups, interviews, etc.).**

To collect new data, I will review online listings of courses on community practice available at colleges/universities with social work and/or public health programs in the region. I will review accessible course syllabi for collective impact content and will request via email syllabi from instructors of courses that have the potential to address collective impact. I will conduct interviews with Brown School MPH and MSW directors, practitioners that champion collective impact/community-based approaches in St. Louis (2-3 leaders at trusted community entities) and (3-5) alumni of area social work or public health programs working in St. Louis.

**What are some questions you will ask? Share 3-5 questions you will ask.**

The following questions would be for interviews practitioners that would be potential participants in a workshop:

1. Please rate your level of current knowledge on collective impact approaches. (Rate on a Likert scale from 1 (none) to 5 (a lot))
2. Please rate your level of experience in community-level collaboration (Rate on a Likert scale from 1 (none) to 5 (a lot)).
3. When collaborating with others around community issues in your focal area, what are the three most significant challenges your organization faces? (open-ended)
4. When collaborating with others around community issues in your focal area, what are the three most significant learnings you have had?
5. What would expect to be able to do after a two-day workshop on collective impact approaches?

**What resources do you need to complete this needs assessment?**

To conduct the needs assessment, I will need: access to Brown School Professional Development course data (population, pre/post-surveys related to community-level practice courses); contact information for each of the interviewees outlined above; access to course listings at Brown School and five other area schools with related programs and syllabi (or contact information to outreach course instructors). I will also need time in-person or via Zoom to conduct interviews and a shared folder (Google Drive) through which I can store private and bi-directionally share documents with key informants.

**How do you plan on analyzing the data to determine what you need to fill the ‘Gap’?**

Through qualitative data analysis I will seek to gain insight into what participants currently know, what they need more of related to community-based approaches and collective impact specifically, what strengths and weaknesses individuals and community leaders see in community practice in St. Louis, and what participants do not need to learn in this workshop. Through quantitative analysis, I will seek to understand more about the population that may attend the workshop (demographics and other characteristics) and what their baseline level of knowledge is likely to be upon entry given content availability in the region (syllabi/course listing review) using charts and graphs generated in Excel. I will merge these and assess for common patterns or themes, as well as deviations from these. Further methodology with which I will analyze data is outlined below.

### **Data Analysis**

**What will you do to analyze the existing and current data (review data, combine results and look for themes, use statistical software, etc.)? How would you share your recommendations and next steps with stakeholders?**

I will analyze the aforementioned sources of qualitative data through coding, including the use of pre-set codes (based on the interview question-set) and emergent codes (developed using a grounded theory approach driven by responses. This may include listing ideas, diagramming relationships, identifying word repetitions or keywords, and extracting interview quotes. I will also report descriptive statistics regarding the audience characteristics and content availability (via syllabi/course listing review) using charts and graphs generated in Excel. I will merge these and assess for common patterns or themes, as well as deviations from these. I will share these in a concise PowerPoint presentation and use this to inform a training plan/workshop outline.

### **Recommendations**

**What will you do to share recommendations (informal or formal meeting, visual report with graphs, written report, email, sample training plan, etc.)?**

To share recommendations, I will meet with the Professional Development Director to review a visual presentation that reflects findings through charts and graphs. Additionally, I will provide a sample training plan that will outline how I will address needs identified in this assessment process.