UCA ™

COMMUNITY SURVEY DEVELOPMENT

A Community Survey is an assessment tool that can help community leaders better understand the aspirations and needs of the community. The information gathered can be used to provide general direction for future community development efforts by identifying broad categories of community assets and/or opportunities for growth.

The Center staff will provide guidance on how to effectively market the survey to a target audience. Additionally, the Center staff will guide a community through the entire process of developing and deploying a survey. The Center staff will also assist with survey data analysis and summary reporting of survey results.

Benefits to your Community:
• Data for informed decision making
• Gauge the needs and priorities of the business community or community at-large.
• Initiate a positive dialogue within the community

Community Survey Process

1. Discussion with Community
A discussion will be held with community leaders to gather information and generally learn more about the desired focus and purpose of the survey.

Survey delivery options and the survey target audience will also be discussed. A small steering committee will be assembled to guide the process.

2. Construction of the Survey
Based on the initial meeting, a draft survey will be developed. This survey draft will then be reviewed by the steering committee to ensure it reflects the goals of the group.

3. Delivery of the Survey
Working through the steering committee, the survey will be delivered to the target audience.

4. Report and Presentation
Survey results will be provided to the steering committee in the form of a physical report. This report may be presented to the community if desired.

Sign Me Up!

Interested in participating in a Community Assessment with the Center?

Email the following to sfiegel@uca.edu:

• Your name
• Your community
• Your email address and phone number

Or visit www.uca.edu/cced/request-assistance/ to fill out a Request Assistance form.