



Indiana 211 is a program of the Indiana Family and Social Services Administration

<b>Policy Title</b>	<b>Target Community Guide</b>
<b>Effective Date</b>	4/29/2024
<b>Approval</b>	Kevin Evans, Deputy Director Shari Bowers-Dueker, Community Engagement Coordinator
<b>Applicable To</b>	Community Engagement Team

## PURPOSE AND SCOPE

The Indiana 211 Community Engagement Team will use data on resource referrals and unmet needs to identify target communities for seeking new resources and will use call data to identify target communities for public awareness.

## POLICY STATEMENT

The Target Community Guide provides best practices for utilizing the data dashboards created by the FSSA Data and Analytics Team to guide decision making when identifying the types of resources and the communities that should be targeted for engagement.

The data interpretation practices in this policy should be performed once monthly to observe changes in the data that occur as a result of the team’s efforts and to adjust target resources and communities accordingly.

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## DATA DASHBOARDS

### Interaction Dashboard

The [Interaction Dashboard](#) is public-facing and provides the following data:

- Call numbers
- Referral numbers
- Unmet needs percentages

All data can be filtered by:

- Agency
- County
- Gender
- Annual Income
- Race
- Ethnicity
- Employment Status
- Highest level of education
- Preferred Language
- Timeframe
- Service Category and Sub-category

The dashboard also provides call numbers by month, weekday, and time of day.

### **Resource Location Dashboard**

The [Resource Location Dashboard](#) is internal and provides the following data:

- Agency numbers
- Service numbers
- Site numbers

All data can be filtered by:

- County
- Zip Code
- Service Category and Sub-category

The dashboard also provides referral numbers by agency

## **TARGET COMMUNITIES FOR SEEKING NEW REOURCES**

To identify target communities for seeking new resources, it is important to (1) determine what Indiana 211's greatest unmet needs are and (2) determine which communities have the greatest percentage of those unmet needs.

All findings should be recorded in the [New Resource Target Community Tracking](#) spreadsheet and should be used to determine which community meetings are worth attending.

## Unmet Needs

The [Interaction Dashboard](#) is most useful for identifying unmet needs, and the following procedures are recommended.

1. Choose a time frame. Complete this process for both “Last 12 Months” and “Last Full Month.”
2. In the “Why are They Calling?” section, focus only on the need categories that had call counts equal to a greater than the average call count per category.
  - a. Calculate this number by taking the number of total calls in the chosen time frame divided by the number of needs categories (17).
3. Among the focus group of need categories, identify the five with the highest percentages of unmet needs.
4. Further explore the sub-categories of the five identified need categories to determine whether the unmet needs are associated with sub-categories that also have high call counts.
  - a. For a given need category, focus only on the sub-categories that have call counts equal to or greater than the average call count per sub-category.
    - i. Calculate this number by taking the total call count in the given need category divided by the number of sub-categories (10).
  - b. If there are no sub-categories in this focus group that have an unmet need percentage equal to or greater than the total unmet need percentage for the need category, then do not keep this need category as an identified category and instead, explore the need category with the next highest unmet need percentage.
  - c. If there is at least one sub-category in this focus group that has an unmet need percentage equal to or greater than the total unmet need percentage for the need category, then identify each of the qualifying sub-categories.
5. As the unmet needs data is being explored, there may be other conditions that lead to excluding seemingly high unmet needs categories or including additional unmet needs categories.
  - a. For example, the Income Support/Assistance need category is one of the five highest unmet need categories and its highest unmet need sub-category is Undesignated Temporary Financial Assistance. Knowing that taxonomy is almost exclusively used for Trustee Assistance services and that we already have almost all township trustees listed in the database, we can conclude this is an area that is unmet due to factors beyond our control and should be **excluded** as a need category and sub-category to focus on.
  - b. For another example, the five highest unmet need categories have already been identified and did not include Housing but knowing that Housing receives the highest number of calls and the unmet need percentage is not far behind the other five identified categories, Housing and its highest unmet

need sub-categories should also be **included** as a need category and sub-categories to focus on.

## Target Communities

Once the high priority unmet needs categories and sub-categories are identified, determine which communities have a greater than average unmet need percentage for each category. The [Interaction Dashboard](#) is most useful for identifying target communities, and the following procedures are recommended.

1. Complete this process for each high priority unmet need category identified.
2. Choose a time frame. Complete this process for both “Last 12 Months” and “Last Full Month.”
3. In the “Why are They Calling?” section, click an identified need category to filter all data in the dashboard to only this category.
4. In the “Who’s Calling?” section, focus only on the counties that have call counts greater than or equal to the average number of calls per county for the given need category.
  - a. Calculate this number by taking the number of total calls divided by the number of counties (92).
5. Click on each county that falls under the focus group and identify the counties that have an unmet need percentage greater than or equal to the overall unmet need percentage for the given need category.
6. For each county that meets the criteria, in the “Why are They Calling?” section, focus only on the sub-categories that have call counts equal to or greater than the average call count per sub-category.
  - i. Calculate this number by taking the total call count in the given need category divided by the number of sub-categories (10).
6. Identify the sub-categories that have an unmet need percentage greater than or equal to the overall unmet need percentage for the need category that were not already identified with the unmet need procedures.
  - a. If there are no sub-categories in the focus group that meet this criterion, then exclude the county from the identified list.

**Note:** While the [Resource Location Dashboard](#) is not included in the recommended procedures, it may be useful when prioritizing which communities to start seeking resources in because it provides the number of resources currently in each community.

## TARGET COMMUNITIES FOR PUBLIC AWARENESS

To identify target communities for public awareness, it is important to look at the amount of calls we receive in a given area compared to the poverty rate in that area. The following procedures are recommended for gathering the data necessary to map these rates.

All findings should be recorded in the [Public Awareness Target Community Tracking](#) spreadsheet and should be used to determine which public events are worth attending.

1. Use [www.census.gov](http://www.census.gov) to obtain the most recent population sizes by county.
2. Use [www.hdpulse.nimhd.nih.gov](http://www.hdpulse.nimhd.nih.gov) to obtain the most recent poverty rates by county. The most recent may still be 2021 and can be found [here](#).
3. Use the [Interaction Dashboard](#) to obtain total call counts by county over the last 12 months.
4. Calculate the percentage of people in each county who called in the last 12 months.
5. Calculate the percentage of individuals living in poverty in each county who did not call in the last 12 months.
6. Create a county map that displays the percentage of individuals living in poverty in each county who did not call in the last 12 months.

**Note:** Use a former tab on the [Public Awareness Target Community Tracking](#) spreadsheet as a template for formulas and map creation. Additionally, the map feature does not work in the online version of excel, so after entering the necessary information into the spreadsheet, you will have to export it to the excel app in order to create the map and then save the map as an image in the appropriate folder.

## REFERENCE

[Indiana 211 Interaction Dashboard](#)

[Indiana 211 Resource Location Dashboard](#)

[New Resource Target Community Tracking Spreadsheet](#)

[Public Awareness Target Community Tracking Spreadsheet](#)

## CORRECTIONS & ADDENDUMS

Requests for corrections and any questions should be directed to Shari Bowers-Dueker, [shari.bowers-dueker@fssa.in.gov](mailto:shari.bowers-dueker@fssa.in.gov).