

Community Analysis

The club's service committees should utilize this worksheet to identify needs in the community and determine how your club might contribute toward meeting them. How clubs conduct this analysis will vary, so this is not a specific form or script for your communication with community members. Rather, it is a guide to help you develop a survey or script. A community analysis may be done through personal interviews, telephone interviews or written surveys. Your club must decide how it will survey the community.

The service committee should survey the community in April and May, so the club can begin planning for the upcoming academic year.

Step 1: Create contact list

Create a list of community leaders, administrators and social service agencies your club can contact to inquire about community needs. Consider these sources:

- Chamber of commerce leaders
- Members of agencies and groups with which the club already has a relationship
- Other campus organizations
- Business owners
- City government officials

Step 2: Schedule and conduct interviews

Determine which team members will contact which people/groups and the time frame in which interviews should be completed. How you conduct interviews may vary. You could ask questions by email, over the phone or in person. When an interview ends, ask for, and also offer, contact information so that you can follow up.

Whatever you choose, be prepared. Anticipate how the interview should go, and keep it focused. Capture all responses in one place, whether it's in a notepad or on a voice recorder, tablet or laptop.

Below are some sample scripts and questions to guide you.

Introducing yourself:

Hello, my name is _____, and I belong to the Circle K club of _____. It's good to meet you. Our club is very active in the community. We do projects like _____, but we want to see whether there are needs that we don't know about. To do this, we are trying to gather opinions on what's good about our community, as well as how it could be improved. Would you have five minutes to share your thoughts?

Great! Don't feel like you have to answer every question, and take as much or as little time as you need to answer.



Potential questions:

- What do you think our community does well? What do you like best about the community?
- What would make our community a better place to live, work and play?
- What are some unmet needs of our community? What should we be most concerned about?
- Which organizations or groups do you feel are working to make our community better? Which are helping to improve children’s lives?
- What is your “wish list” for our community?
- On a scale of one to five with one being the lowest, how involved with the community would you say you’ve been in the last three years?
- How do you see yourself getting involved in improving the community?
- What do you believe are the greatest barriers to community involvement for you personally (if applicable) or for our community members?
- What do you think would get people excited about volunteering in the community?
- Who do you believe are the most respected and influential people in our community?
- Who else would you recommend that we talk to about what we can do to help the community?
- Do you have any short-term needs that our club can assist with?
- Are there any long-term needs that you need community assistance or support with?
- What, if anything, is currently being done to address those needs?
- Do you have any questions, comments or final thoughts?

In closing: Be sure to offer a CKI business card or information about your club.

Thank you, _____, for your time. We really appreciate it. I’d like to exchange contact information so that I can follow up with you about [anything interesting or left unanswered]. If you think of any other need our community might have, please call me. Our club meets _____. We’d love for you to join us so we can fill you in on the ways Circle K is already active in the _____ area.

Follow-up notes

Community events that club members need to attend:

Media and marketing ideas:

Fundraising ideas:

Other people and/or organizations to contact:

Step 3: Debrief and reflect

Collecting the opinions and needs of community leaders does little good if you don't use the information.

After completing community surveys, make time for a debriefing session. Collect input from the interviews and discuss ideas for potential new service projects, fundraisers, partnerships and sponsorships. Your membership committee might even review the information for potential new members. Keep these questions in mind:

Did you obtain information suggesting need(s) for club action?

Does the club have the interest and financial means to pursue new projects? (Take a look at "Analyzing your impact" for ideas on how to weigh the costs and benefits of potential and current projects.)

Do you need to address any feedback about past Circle K service projects?

How might the club contribute to resolving frequently noted community concerns?

Are there people or organizations with whom you might create relationships? (Take a look at the tool

"Developing community partnerships" for additional ideas about how to cultivate sponsorships and

If some of the issues warrant further discussion between community leaders and organizations, consider hosting a community forum bringing together a cross-section of influencers. Develop open-ended questions. For example, "What do you believe is the top issue concerning our community?"

DREAM BIG!

Based on the needs and the ideas you've generated, think about this:

If you could give your community anything, what would it be?

What would that service project look like? Is this the "signature service project" in which your club is currently engaged?

If "yes!" – Can you make it even better?

If "no," what steps can your club take now to see your new signature service project come to fruition by this time next year?