

Unit level report 2013

Department: Center for Community and Economic Development

Unit Missions

CCED Mission Statement

Mission statement

The mission of the Center for Community and Economic Development is *Building and Empowering Relationships that Strengthen Communities* through teaching, outreach, research programs, project management, and support services that utilize, expand, and deepen the human resource base primarily in, but not limited to, the Yazoo-Mississippi Delta. Primary personnel resources are faculty associates, Delta State and external academic faculty and staff, successful practitioners, external experts, and organizations capable of contributing to the achievement of the Center's mission.

Related Items

There are no related items.

User Outcomes

CCED 01: UO America Reads Mississippi(1)

Start: 7/1/2012

End: 6/30/2013

User Outcome

Participants should be dedicated to and help students improve their reading skills.

Upon completion, participants should be knowledgeable in tutoring students, recruiting volunteers, implementing local community service projects, and engaging students in service learning citizenship projects.

Data Collection (Evidence)

Member, staff, and site supervisor evaluations are distributed at the beginning and end of the program year to determine effectiveness.

School administration surveys are distributed at the end of the program year to measure partnership satisfaction.

Results of Evaluation

Use of Results and Recommendations

Related Items

There are no related items.

CCED 02: UO – AmeriCorps*VISTA(1)

Start: 7/1/2012

End: 6/30/2013

User Outcome

Participants will know how to identify community needs, assist in developing projects and systems to solve community problems, establish goals and objectives to solve community problems, identify resources to support projects, and recruit volunteers to assist with projects.

Data Collection (Evidence)

Participant self-evaluations.

Site supervisor evaluations of participants.

Quarterly progress reports.

Evaluation results are submitted quarterly and the data are compiled bi-annually by the VISTA staff.

Results of Evaluation

Use of Results and Recommendations

Related Items

There are no related items.

CCED 03: UO – AmeriCorps*VISTA(2)

Start: 7/1/2012

End: 6/30/2013

User Outcome

Participants will value the opportunity of being in a national service program, and the service opportunity will improve their professional skills.

Data Collection (Evidence)

Annual focus groups.

Participant self-evaluations.

Feedback post completion of service.

Results of Evaluation

Use of Results and Recommendations

Related Items

There are no related items.

CCED 04: UO – AmeriCorps*VISTA(3)

Start: 7/1/2012

End: 6/30/2013

User Outcome

Participants will coordinate workshops/events/activities in low-income communities that will educate and connect economically disadvantaged individuals to resources that will assist them in moving out of poverty.

Data Collection (Evidence)

A partnership has been established with the University of Mississippi and the University of Michigan to conduct the first phase of evaluation to determine the impact of the services provided by the program participants to economically disadvantaged individuals in communities.

Results of Evaluation

Use of Results and Recommendations

Related Items

There are no related items.

CCED 05: UO College Savings Account(1)

Start: 7/1/2012

End: 6/30/2013

User Outcome

From participating in this program, students should learn the value of coins/currency, how to count money, how to save, ways to spend money, and the purpose of a bank.

Data Collection (Evidence)

Pre and post-tests for students/parents.

Surveys of parents.

Quarterly/semi-annual reports.

Results of Evaluation**Use of Results and Recommendations****Related Items**

There are no related items.

CCED 06: UO College Savings Account(2)

Start: 7/1/2012

End: 6/30/2013

User Outcome

From participating in this program, parents/caregivers should learn the importance of savings, time value of money, purpose/value of college savings accounts.

They should also know how to continue financial education in their homes.

Data Collection (Evidence)

Administration of financial literacy tests before and after program participation; compare results.

Survey after training sessions; aggregate data.

Quarterly reports from service locations.

Semi-annual reports to funder.

Study the progress of initiative as well as savings levels of participants.

Results of Evaluation

Use of Results and Recommendations

Related Items

There are no related items.

CCED 07: UO College Savings Account(3)

Start: 7/1/2012

End: 6/30/2013

User Outcome

Participants should open savings accounts and begin to save money for children's college educational endeavors.

Data Collection (Evidence)

Monitoring the accounts – opening, closing, contributions, etc.

Results of Evaluation

Use of Results and Recommendations

Related Items

There are no related items.

CCED 08: UO Developing Personal Wealth(1)

Start: 7/1/2012

End: 6/30/2013

User Outcome

Participants should know how to keep track of their money, properly use credit cards, understand loans, realize the purpose of savings, be able to choose and keep a checking account, understand the importance of credit history, and be aware of the benefits and challenges of homeownership.

Data Collection (Evidence)

Program participation records.

Participant questionnaires administered at the beginning and end of the program.

Results of Evaluation

Use of Results and Recommendations

Related Items

There are no related items.

CCED 09: UO Developing Personal Wealth(2)

Start: 7/1/2012

End: 6/30/2013

User Outcome

Participants will learn how to develop business plans, financial statements, complete homebuyer education training on how to manage and maintain a home, how to read a credit report, and complete a mortgage application and what to know when working with a lender.

Data Collection (Evidence)

Program participation records.

Results of Evaluation

Use of Results and Recommendations

Related Items

There are no related items.

CCED 10: UO Breast Education Program(1)

Start: 7/1/2012

End: 6/30/2013

User Outcome

From participating in this program, low-income, at-risk females will report being able to make better lifestyle choices, conduct breast self-exams, and go for their annual mammograms.

Data Collection (Evidence)

Sign-in sheets from workshops.

Pre-assessments.

Post-assessments.

Follow-up phone calls and reminder letters

Guest Speaker Evaluation Forms

Results of Evaluation

Use of Results and Recommendations

Related Items

There are no related items.

CCED 11: UO Breast Education Program(2)

Start: 7/1/2012

End: 6/30/2013

User Outcome

The BEEP program has trained several outreach workers. They will educate women about breast health, provide information about cancer risks, identify screening facilities in the community, provide transportation to screening locations, and teach women how to do breast self-exams.

Data Collection (Evidence)

Training courses in breast health are conducted by “My Brother’s Keeper.”

Pre-assessments.

Post-assessments.

“Teach back” exams.

Certification of instructors.

Results of Evaluation

Use of Results and Recommendations

Related Items

There are no related items.

CCED 12: UO Cardiovascular Health-SMART(1)

Start: 7/1/2012

End: 6/30/2013

User Outcome

Low-income individuals who are at high risk and uninsured/underinsured will become more aware, educated, and screened on cardiovascular disease.

Data Collection (Evidence)

Sign-in sheets from workshops.

Pre-assessments.

Post-assessments.

Follow-up phone calls.

Results of Evaluation

Use of Results and Recommendations

Related Items

There are no related items.

CCED 13: UO Cardiovascular Health-SMART(2)

Start: 7/1/2012

End: 6/30/2013

User Outcome

Participants became more aware of cardiovascular disease and risk factors, more knowledgeable and skilled in preventive methods and self-management, and the most active and engaged participants saw improved health status.

Women learned how to make the right choices for their hearts, such as changing their eating habits, getting regular exercise and managing their cholesterol level and blood pressure.

Data Collection (Evidence)

A cardiovascular disease prevention for African Americans community health education instructor course was conducted by “My Brother’s Keeper.”

Pre-assessments.

Post-assessments.

Surveys

“Teach back” exams.

Certification to be instructors.

Results of Evaluation

Use of Results and Recommendations

Related Items

There are no related items.

CCED 14: UO BE AWARE(1)

Start: 7/1/2012

End: 6/30/2013

User Outcome

Women will become more educated about their breast health and become advocates for other women through the African American Community.

Participants will identify the mammogram barriers for this population (African American Women). This information will be used to educate women about the barriers and the importance of early detection.

Data Collection (Evidence)

Focus group session questions and responses

Sign in sheets

Pre- Test

Post – Test

Results of Evaluation

Use of Results and Recommendations

Related Items

There are no related items.

CCED 15: UO School-Based Asthma Management Program(1)

Start: 7/1/2012

End: 6/30/2013

User Outcome

School nurses in designated service areas will provide case management services for students with asthma in their school districts with consultant support from SAM ARN (Asthma Resource Nurse).

Proactive health teams consisting of students, parents, health professionals, elected officials and community organizers will function as asthma champions and carry the message of disease management and care back to the communities they serve.

Data Collection (Evidence)

School Nurse Needs Assessment

Faculty Evaluations (Certified Asthma Educator Course)

Pre and Post Test Asthma Academy

Results of Evaluation

Use of Results and Recommendations

Related Items

There are no related items.

CCED 16: UO Institute for Community Based Research(1)

Start: 7/1/2012

End: 6/30/2013

User Outcome

Students will engage in applied research and communicate results in an appropriate and effective manner, orally and in writing, to multiple audiences.

Data Collection (Evidence)

Course-based research projects.

Evaluation services for CCED related programming.

Results of Evaluation

Use of Results and Recommendations

Related Items

There are no related items.

CCED 17: UO Institute for Community Based Research(2)

Start: 7/1/2012

End: 6/30/2013

User Outcome

Partnerships will be developed with community-based organizations, and research and evaluation projects will be carried out in collaboration with faculty, staff and students to inform their development work.

Data Collection (Evidence)

Number and diversity of organizational partners.

Number and substance of projects.

Reports, presentations, and other outcomes from projects.

Results of Evaluation

Use of Results and Recommendations

Related Items

There are no related items.

CCED 18: UO Delta Evaluation and Support Institute(1)

Start: 7/1/2012

End: 6/30/2013

User Outcome

Partnerships are used to provide evaluation and support services by credentialed and experienced individuals for the betterment and sustainability of CCED related projects.

Data Collection (Evidence)

Number of partners.

Number of evaluation and support services provided.

Results of Evaluation

Use of Results and Recommendations

Related Items

There are no related items.

Unit Goals

CCED 2013_01 : data standards/integrity

Start: 7/1/2012

End: 6/30/2013

Unit Goal

Increase accountability and integrity of programmatic fiscal and evaluation records and reports through compliance with DSU and individual funder policy.

Evaluation Procedures

Number of reports submitted on time, training provided to all staff and faculty associates fiscally responsible for grant related programming, contracting through DESI to provide high quality evaluation services.

Actual Results of Evaluation

The Center does not have any designated staff for support of the various grants or for maintaining records at the center. The various grant staff have attempted to maintain reporting schedules; however, of the five grants, one grant returned funds to the funder, one grant has had no action, one grant was audited because of difficulties with the turnover in DSU staff in the Finance and Admin office; one grant has no funds left but is in limbo because a fiscal agent other than DSU has yet to be identified; one grant appears to be correct.

Use of Evaluation Results

To identify the extent of problems, a part-time director was hired by the VPAA with the express directive to analyze the problems and develop a plan for getting the center back on track. That director worked from March 2013 to July 2013. Her report is not yet complete.

Related Items

  **SP4.Ind08: Campus Efficiencies**

  **SP4.Ind10: Data Integrity**

CCED 2013_02: Reinvent the CCED with University support

Start: 7/1/2012

End: 6/30/2013

Unit Goal

The CCED has had several part-time leaders in the past several years. The grant programs are still effective, but the overall operation of the CCED as an outreach arm for the University needs leadership and guidance to bring it back to its former strength. A needs analysis was provided with the contracting of a former business operations manager to review strategies, structures, systems, skills and culture of the CCED and present findings.

Evaluation Procedures

Vickie Jackson, appointed interim director for the purpose of evaluating the current situation at the CCED, met with all program leaders and supervised operations for 4 months (March - June, 2013). Her observations are recorded in the Actual Results and Use of Results sections.

Actual Results of Evaluation

Challenges:

1. Lack of Economic Development plan / presence: A couple of programs were related to finance (savings plans), but were not implemented effectively or positioned for sustainability. It does not appear that the right resources were on board to execute the programs effectively. I did not see where the CCED was a part of facilitating or stimulating economic development in the community. Lack of strategic partnerships or presence with local entities (or those who came to the community for studies, presentations, etc.) with economic development responsibilities.
2. Lack of solid consistent leadership. Lack of needed support for existing leaders.
3. Existence of low-performing programs that were positioned to damage Center reputation further. Grants were on-boarded without proper support.
4. Funders did not view DSU leadership as supporting the efforts / programs of the Center.
5. Lack of funding. University funding stopped 3 years prior to my assessment. No new grants.
6. Demotivated staff. Existing staff did not have a sense of stability for themselves or the Center's future. Ironically, this did not result in more concentrated efforts. While employee capability was moderately high, employee commitment was low.
7. Lack of operational / administrative resources.
8. Unexploited opportunities. Center as a whole was not operating in a fashion that would allow them to take advantage of "low hanging fruit" – achieving additional success with minimal additional effort.
9. Limited technical capabilities. Did not use technology to work more effectively (shared files, printers, presentations, brochures, other media, etc.). No wireless capabilities. Did not present itself as a model for economic development.
10. Existing strategy was not realistic for the current condition of the Center. The plan appeared to be well thought out and reasonable for a semi-thriving entity.

Positives:

1. Knowledgeable Program Leaders: The program directors for the "main" CCED programs were highly knowledgeable about their areas of service.

2. Real Estate: Although the building is not on the main campus, it is large enough to house multiple programs.
3. The overall challenge of the Center is an opportunity to restart with fresh ideas and outlook. It is an opportunity to learn from the past, renew commitments, and outline a better future. This must start NOW. Stop the slide or it will be difficult to garner trust and support.
4. Commitment to outreach mission. Leaders and some support staff showed a true interest in their service area and providing assistance to the community.

Use of Evaluation Results

Recommendations:

1. Rebrand: The CCED needs a fresh, new start in order to position itself as the University's arm for outreach. This rebranding should include a name change. This is an opportunity to outline a plan of SMART goals with the University leaders as part of the rebranding effort.
2. Culture Change: The CCED's environment was not conducive for the pursuit of excellence in operations. First thing needed: accountability. Secondly, strategic plans should be in place for all programs (not just operational plans).
 1. Implement professional development plans for all CCED resources.
 2. Ensure each resource understands their role in the future growth of the Center. Develop performance plans with specific objectives with incentives and consequences. Communicate frequently to employees where they stand.
3. Improve Communications: Work done by CCED resources was often not communicated to the University, community or community leaders.
 1. Improve communications and marketing materials used to support efforts.
 2. Improve efforts with DSU communications & marketing department to ensure press release and other communication efforts are more effective.
 3. Improve general connection with the community.
 4. Ensure that the work of the Center is communicated effectively in the area. Not just by the distribution of print/electronic media, but by involving different University and community groups in the efforts. Communicate activities and the results.
 5. Require program directors to present at relevant symposiums / meetings.
4. Clean up. Work environment was not clean and organized. Old materials, broken equipment, furniture cluttered the office.
5. Improve capacity building efforts.
 1. Improve partnership with resources responsible for grant writing. The Center needs to have a strategy to add programming and resources to support additional programming.
 2. Establish partnerships across the service area.
 3. Establish partnerships with local business to be able to offer support. Establish and build corporate partnerships to help support and sustain service efforts (Walgreen's)
6. Install a committed leader. If economic development will be a solid arm of the Center's service – you need a person with business experience (not just academic experience). You need a person who can lead a total effort while engaging and utilizing the strengths of each academic unit / dept.
7. Adjust the Center's strategy to build momentum and achieve smaller goals that will allow for growth on a more stable platform.

Related Items

There are no related items.

SWOT analyses



CCED SWOT

Start: 7/1/2012

End: 6/30/2013

Strengths

STRENGTHS:

BEEP Program:

1. Positive community recognition and a strong presence in the community
2. Program cost advantages for low income women
3. Well established partnerships
4. Program series are being implemented in high need areas. The program travels to the areas.
5. The program has a strong infrastructure with the hospitals, clinics and the local health care providers and educators
6. Provides community health training sessions in collaboration with My Brother's Keeper
7. Knowledgeable and Skilled Workforce
8. Financial Resources
9. The cause that the program is promoting awareness (breast cancer)
10. Leadership Stability
11. Outstanding Navigation System for Clients
12. Lack of Dominant competition – the program is one of two programs that offer breast health services in the Mississippi Delta Communities free or at a low cost to the clients.
13. Warm and Welcoming environment for the low income medically underserved women; the program has a strong ethic of openness, commitment and increases the clients' confidence.
14. Strong relationships with the DSU School of Nursing, Susan G. Komen, University of Alabama, and Delta Health Alliance, Walgreens and Baxter
15. Diversity Training Skills of the staff
16. The commitment and compassion of the staff and the members to work long hours, travel throughout the MS Delta.
17. Signature BEEP program events hosted yearly.
18. Relationship with the Media.
19. The number of women the program has successfully screened.
20. The overall outreach of the program; clients call to be screened, businesses call to donate.
21. Location of the CCED building.

AMERICA READS Program:

1. Strong partnerships with school districts, state agencies, local community businesses and community residents.

2. Member trainings conducted by DSU College of Education, Division of Nursing and Health, Physical Education and Recreation Department.
3. Program recognition / participation by State Senators Derrick Simmons and Willie Simmons and U.S. Congressman Bennie G. Thompson.
4. Staff well trained in specific areas – project / fiscal program management, member training / development and serves on local boards with community agencies
5. Successful projects conducted outside and within the ARM program generating volunteer involvement and benefitting community residents
6. Program impact specifies students improved reading gains, partner satisfaction with member performance and members pursuing degrees using the educational award.

School-based Asthma Program:

Inputs:

1. CDC
2. MSDH
3. Local Hospital Systems
4. American Lung Association
5. Asthma Coalitions of MS
6. K-12 Schools
7. Community-based organizations
8. NAEPP Guidelines for Diagnosis and Management of Asthma

ACTIVITIES:

1. Advocacy for asthma legislation
2. Ability to seek additional asthma funding
3. Collaboration with stakeholders
4. Promotion of healthy school and worksites
5. Increase asthma awareness
6. Participation in asthma surveillance system
7. Support of asthma research

OUTPUTS:

1. Facilitation of Asthma policies and legislation
2. Funding for ancillary programs (Asthma Camp and Bear to be Fit)
3. Relationships and communication between asthma program and stakeholders
4. Community engagement campaign
5. Frequency and number of asthma training and educational sessions and activities
6. Availability of asthma resources available to stakeholders and the general public
7. Access to asthma databases and asthma surveillance reports

CCED Leadership:

1. Research and Evaluation
2. Grant Writing / Reviewing
3. Good with Numbers
4. Tolerant / Even-tempered
5. Facilitated use of students for evaluation and research
6. Leadership skills

7. Determination and perseverance

Weaknesses

WEAKNESSES:

BEEP Program:

1. No Program Assistant or Support Staff
2. The Term of Service for the AmeriCorps Members
3. Rising Medical Healthcare cost, especially additional screenings
4. Lack of long term financial resources
5. Lack of formal budgetary skills for the program coordinator
6. Program Coordinator works part-time
7. Program's organization of sign-in sheets and other program items
8. Program needs space to file items; office space is over-crowded.
9. Missed deadlines for reports.

America Reads Program:

1. Program / funding restrictions not compatible regarding ARM's operation with all parties.
2. Program policy and procedures restrict ARM staff concerning member training and development
3. Local areas have been saturated by the large number of AmeriCorps programs and resources and/or member recruitment has been affected.
4. Continuous struggle with school sites regarding proper duties of ARM members and restricted / prohibited activities.
5. Lack of diversity with Corps members. The Corps consists of African American women with children. It's difficult to recruit Caucasian men and women into the program.
6. Disconnect with various DSU departments / employees regarding mission, operations and program structure at CCED.

School-based Asthma Program:

1. Lack of diversified funding
2. Need additional funding for ancillary programs
3. Extensive geographical service area
4. Small staff size
5. Lack of expertise in grant writing for major grant funding programs
6. Dependence on AmeriCorps members to build program capacity

CCED Leadership:

1. Research and evaluation
2. Grant writing
3. Keeping up with program & accounting processes
4. Tolerant / Even tempered
5. Too high of expectations for students
6. Leadership skills

7. Determination and Perseverance
8. Appropriately tapping all the resources of the CCED and networking appropriately to further the needs of the CCED and other responsibilities.

Opportunities

included in the CCED 2013_02 Goal

Threats

Included in the CCED 2013_02 goal

Related Items

There are no related items.

Section IV.a

Brief Description

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

Section IV.b

Comparative data

Enrollment, CHP, majors, graduation rates, expenditures, trends, etc.

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

Section IV.c

Diversity Compliance Initiatives and Progress

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

Section IV.d

Economic Development Initiatives and Progress

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

Section IV.e

Grants, Contracts, Partnerships, Other Accomplishments

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

Section IV.f

Service Learning Data

List of projects, number of students involved, total service learning hours, number of classes, faculty involved, accomplishments.

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

Section IV.g

Strategic Plan Data

Only use this section if you have strategic plan info to report that is not covered in other areas of your report

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

Section IV.h

Committees Reporting To Unit

Each unit includes in the annual plan and report a list of the committees whose work impacts that unit or any other aspect of the university; along with the list will be a notation documenting the repository location of the committee files and records. Committee actions affecting the unit's goals may be noted in other applicable sections of the annual reports. Not required to be included in the unit's annual plan and report, but required to be maintained in the repository location, will be a committee file that includes, for each committee: Mission and by-laws, Membership, Process, Minutes.

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

Section V.a

Faculty (Accomplishments)

Noteworthy activities and accomplishments

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

Section V.b

Staff (Accomplishments)

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

Section V.c

Administrators (accomplishments)

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

Section V.d

Position(s) requested/replaced with justification

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

Section V.e

Recommended Change(s) of Status

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

Section VI.a

Changes Made in the Past Year

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

Section VI.b

Recommended Changes for the Coming Year

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative