Collecting Qualitative Data

Who	• Board members • Leadership team • Agency staff • Representatives from partner organizations • Volunteers • Other potential partners with a shared interest
What	• Data to collect for service area (ideally each county) • Conduct surveys, interviews, forums, and focus groups • Summarize data and information collected
When	• 1-2 meetings per group lasting no more than 2 hours each • Complete within 6 weeks
Why	• Obtain what the community believes are the needs of the service area • Distinguish current available resources within community • Identify at-risk or threatened resources and barriers to accessing services
How	• Collect data through surveys, interviews, forums, and focus groups

Who should I connect with to perform key informant interviews?

- City and county elected officials
- Civic organizations' leaders
- Heads of nonprofit organizations serving low-income persons
- Clergy from churches with ministries that serve low-income people
- Key stakeholders and advocates who represent the rights of low-income people
- Program/service funders

Who should I invite for focus groups?

- Board members
- Partner organizations' representatives
- Neighborhood council leaders
- Community advocates and leaders
- Business and civic leaders
- Educators and school administrators
- Clients and program participants

Where should I conduct community surveys?

- Community meetings (i.e. city council meetings, planning commission meetings, etc.)
- Neighborhood council meetings
- Head Start parent meetings and/or Parent-Teacher Association meetings
- Nonprofit organizations serving low-income people
- Door-to-door