



## Case Study: Jackson Community Report Card

### Challenge

The Human Services Coordinating Alliance (HSCA) of Jackson County is composed of representatives from social service agencies that work together to best meet the needs of Jackson County residents. To do this, the HSCA has to be aware of emerging needs, as well as the strengths and opportunities for improving the quality of life in Jackson County. To increase knowledge and awareness of the County's needs, it was necessary to develop a source of information that could examine the community from all angles. The HSCA desired a comprehensive body of information that included information directly from community members, and integrated the community information with historical data from agencies and organizations serving Jackson County. This need evolved into the development of the Jackson Community Report Card.

### Solution

The Jackson Community Report Card was first developed in 2002 for the HSCA, and in 2005, the United Way of Jackson County, and the Human Services Coordinating Alliance of Jackson County enlisted Perspectives Consulting Group, Inc. to update the Jackson Community Report Card. The information contained in the 2005 Jackson Community Report Card incorporated data from the 2002 Jackson Community Report Card as well as information collected specifically for 2005.

The 2005 Community Report Card featured twelve sections which were selected by the HSCA as areas of information that would have the most impact and value for them in their efforts in serving Jackson County residents.

Once the desired sections and topics were chosen, Perspectives developed a 75 question customized survey. The Community Survey was conducted with 500 county residents to give an accurate representation of the county. Perspectives also gathered extensive data from agencies across the county which included performance data, service-level data, benchmarking data and data from previous studies. The survey research and findings were incorporated with the secondary data to fulfill the Human Services Coordinating Alliance's goal for a comprehensive view of the community from all angles.

	Civic Participation & Culture
	Health & Well Being
	Access to Health Care
	Early Childhood Development
	Status of Families
	Seniors
	Housing
	Economy
	Education
	Workforce Development
	Community Safety
	Public Services

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The 2005 Community Report Card contained twelve sections, and each unique section contained information related to a variety of topics. For example, the Health and Well Being section contained a diverse number of topics including: General Health, Obesity and Exercise, Alcohol Consumption and Tobacco Use, Mortality and Suicides, among others. Another example, the Seniors section, contained information including: Disabilities, Caregivers, and Nursing Home Availability and Cost. Many topics throughout the Community Report Card such as Alcohol Consumption and Tobacco Use compared existing data with findings from the Community Survey.

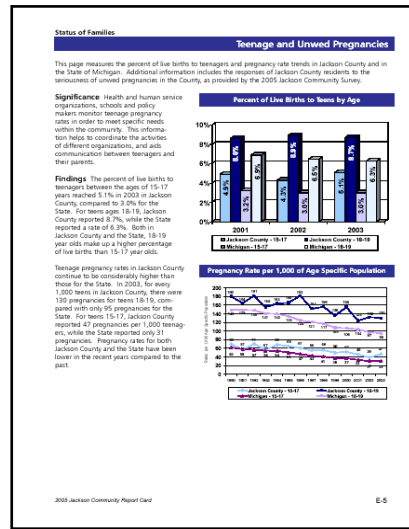
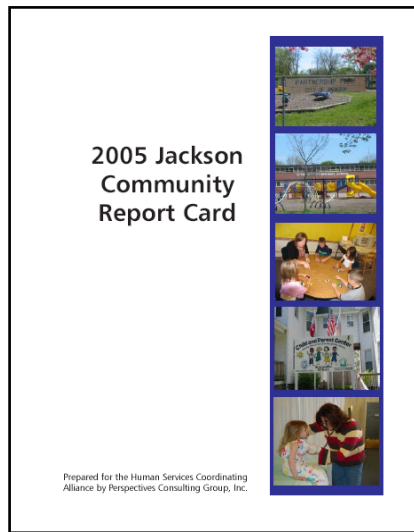
The report was designed to be an easy-to-read, easy-to-use reference for various organizations. Each section was summarized to give a quick view of the major findings and refer back to the data for that section.

## Results

The Jackson County Community Report Card is a comprehensive view of Jackson County, compiled into one report that is being used by many different organizations serving Jackson County residents. The Community Report Card measures, monitors and evaluates the changes in key trends that affect Jackson County.

Ken Toll, Executive Director for the United Way of Jackson County stated *“Our community report card has been a great tool to enhance our community’s dialogue around several important issues. I have personally seen business and economic groups, educators, elected officials, and of course human service providers reference the data in various venues.”*

The Jackson Community Report Card is available to community organizations, and the public through the United Way of Jackson County website at: [www.uwjackson.org](http://www.uwjackson.org).



Sample Pages from the 2005 Jackson Community Report Card

*“Perspectives has been a great company to work with on this project. Deadlines are always met, responses have been immediate, and their staff has taken a proactive role in helping shape the final product.”*

-Ken Toll, Executive Director United Way of Jackson County

