Why should we conduct social research?

Social research is an affordable way to quickly identify your successful programs. It can enable your organization to better determine the needs of its clients and community, develop the most economical programs to meet them, and set objectives and goals to measure their success.

A needs assessment can provide detailed information about your community and its residents. This knowledge will permit you to offer services specifically for that population.

A cost and benefit analysis will identify the most efficient and economical way for your organization to develop programs that provide those services.

A program evaluation measures your success in meeting the objectives and goals of your program.

This research provides information often required by funders. It can assist you in obtaining and retaining funding.

Laura Rizzardini, M.A.
7115 W. North Ave., #168
Oak Park, IL 60302
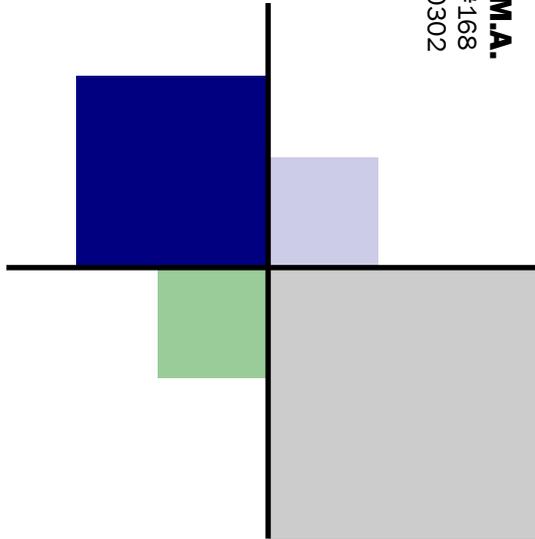
Laura Rizzardini, M.A.
Social Research Consultant
7115 W. North Ave., #168
Oak Park, IL 60302

Place
Stamp
Here

Laura Rizzardini, M.A.

Social Research Consultant

224-548-1499
http://www.lrizzardini.com

Why is social research useful for your organization?

- <u>Funders</u> often require social service agencies to conduct program evaluations. Such research formally measures the achievement of the goals of the funded program.
- <u>Measurement</u> of formal goals and objectives enables agencies to document successes and build upon them.
- <u>Accountability</u> to boards, clients, and communities can be readily demonstrated.
- <u>Planning</u> to meet the needs of clients and the community is facilitated. Resources are used most effectively.

How can an external researcher understand our agency?

- <u>Participation</u> in the design of the study and the collection of the data by your staff and clients ensures that the study results are valid. Their differing roles bring different perspectives to your agency and its work.
- <u>Variety</u> in the methodology ensures that the study results are comprehensive. Numerical data provides an overview while textual data gives insight by filling in the important details.

Needs Assessment

- <u>Description</u> of your community ensures the adequate scope of your services and their announcement. It facilitates agency cultural sensitivity.
- <u>Client needs</u> are identified so programs can be developed specifically to meet them.
- <u>Involvement</u> is facilitated by asking residents about their needs. More residents become clients. More donate their time and money to your organization.

Program Evaluation

- <u>Goals and Objectives</u> formally specify the type, management, and delivery of services and their expected outcomes.
- <u>Measures</u> of performance enable a review of the process and outcomes of a program.
- <u>Strategic Planning</u> refines the program's goals, objectives, and management.

Cost/Benefit Analysis

- <u>Economy</u> is assured by identifying the costs to the community of providing a service versus not providing it.
- <u>Effectiveness</u> is assured by determining the services that provide the best outcomes for the identified needs.
- <u>Development</u> of the new program can be planned to assure that it meets cost and time constraints.

Technical Assistance

- <u>Automated reports</u> keep current agency information ready for instant review and distribution.
- <u>Newsletters</u> report your successes, announce services, request volunteers and donations, and conduct brief surveys.
- <u>Slideshow Presentations</u> are tailored for funders, board members, or the community. They describe your organization, its services, goals, and your progress.

Please tell me about your organization.

If I may help your organization, please answer the following questions. Your responses will enable me to suggest an appropriate research design.

Do you now have or would you like to have funding from a source external to your agency?

☐ Yes   ☐ No

How many people do you serve annually?_____

Does your organization have formal goals and objectives?

☐ Yes   ☐ No

Which of the following categories describe your agency's services? *(Check all that apply.)*

☐ Mental Health
☐ Policing
☐ Drug/Alcohol Treatment
☐ Corrections
☐ Employment
☐ Housing
☐ Food
☐ Other_____

(Please describe it.)

Comments:

_____
Name

_____
Address

_____
Phone

Laura Rizzardini, M.A.
Social Research Consultant

Phone: 224/548-1499
E-mail: larizzardini@lrizzardini.com
Website: http://www.lrizzardini.com