



Who are we Serving? Who are we Not Serving?

As you become more intentional about better serving the young people in your program, it is critical that you know as much as you can about who they are. This tool is designed to assist you in generating a snapshot demographic profile of the participants in your program and the neighborhood/community, as well as a profile of your own staff.

Looking across these profiles will help you to: identify gaps in who you serve compared to who lives in the surrounding community; assess the mix of staff you have in relation to the mix of participants; and highlight demographic categories that you need or want additional information on. Generating this data can also help you identify possible expansions or changes you might like to make in the program's goals and focus.

Part A: Demographic Snapshot

As a staff, begin by filling out the columns for “Youth and Neighborhood Demographic” on the worksheet provided at the end of this tool. This will allow you to first focus on who you are serving and on the degree to which your participant population reflects the broader community in which you work. Start with data and resources you already have, such as enrollment forms, school records, etc. The resources provided at the end of this tool may help you obtain additional information.

Because of the sensitive nature of some types of information, there may be some data you cannot get without intruding on the privacy of your program participants. For example, requesting that young people or families fill out a questionnaire on income level, sexual orientation, immigration status, etc. may not be appropriate. In such cases, we suggest you rely on estimates and/or that you note any difficulties you have in the comments section of the worksheet.

We also suggest that you remain receptive to the fact that there may be some information you will not be able to get. For example, just because you may not be aware of the presence of a particular group in your program doesn't necessarily mean they are not there or that your program wouldn't benefit from being welcoming to them. Perhaps there are groups who are not being served because of a lack of outreach, resources, recognition, or even knowledge of their presence in the community. In such cases, it is important to be sensitive to the fact that you don't know this information.

After you have completed the two columns to the best of your abilities, consider the following questions in relation to the information you generated:

- ☞ Who are you serving and who are you not serving?
- ☞ Is there any information to be filled out on this chart that you don't know? How could you find out? If gathering the information is not possible, how will you deal with your uncertainty?
- ☞ How do you think the demographics of your program and the neighborhood impact young people?
- ☞ What did you learn from the data you generated? Are there any gaps between what you're already doing and what the data suggests you should be doing? Do you see your goals/focus changing in any way as a result of this information?

Use the space provided on the back of the worksheet to write down any notes, questions, concerns, or ideas you have. These will assist you when you are ready to complete the Creating Your Action Plan Tool.

Part B: Where Do Staff Fit?

Now fill out the column for “Program Staff” on the worksheet. As you fill out the information, be sure to include a staff person’s full range of experience within each category. For example, a person whose household income now places him or her in a middle-income category may have been raised in a low-income household. Use any resources you already have to collect this data. You may want to consider conducting an anonymous staff survey to get a more accurate understanding of your staff’s full range of experience, or use information from the Self-Reflection: Who Are We in this Work Tool.

Consider the following questions in relation to the information you generated:

- ☞ In what ways does your staffing reflect the population of youth that you serve?
- ☞ Are there any groups you wish your staff included that it currently does not?
- ☞ In what ways does – and in what ways doesn’t – your staffing reflect the demographics of the overall neighborhood?
- ☞ Are there ways in which the focus of your program and/or your current population of staff and youth might impact whether or not potential participants attend the program?

Use the space provided on the back of the worksheet to write down any notes, questions, concerns, or ideas you have. These will assist you when you are ready to complete the Creating Your Action Plan Tool

Some Resources For Gathering Neighborhood Data

U.S. CENSUS: The Census Bureau website offers a variety of data about different geographic areas. This data is collected across the U.S. every 10 years. You can find data on: ethnicity; immigrant status; language; gender; income; poverty rates; housing; families; health; education level; disability; and many other topics. The unit of analysis can be national, state, city, county, or zip code. To access this information, go to the Census Bureau website: www.census.gov. The AMERICAN FACT FINDER section is easiest to navigate. It allows you to search by both type of information you want and area you're interested in. The site's "fact sheets" are general overviews; other sections focus on specific topics.

U.S. DEPARTMENT OF LABOR: The U.S. Department of Labor Bureau of Labor Statistics provides data on unemployment and wages by state and county: www.stats.bls.gov.

NCES: The National Center for Education Statistics website includes data on public school districts in the U.S. The site also allows users to create customized tables by state, county, and district. To access this information, visit their website: www.nces.ed.gov.

GREATSCHOOLS.NET: Another resource for school data throughout the U.S. is www.greatschools.net.

This tool was developed in partnership with the Community Network for Youth Development.

WORKSHEET: Who are we serving? Who are we not serving?

Please fill out the following chart, beginning with data and resources you already have. If necessary, the resources provided on page 4 of this tool can help you obtain additional information. We encourage you to add additional categories of importance to your program on the blank lines provided in the first column of each section.

	% of Youth in Program	Neighborhood Demographics	% of Program Staff	Comments
ETHNICITY				
African American				
Asian/Pacific Islander				
Latino				
Native American				
White				
Multiracial				
HOME LANGUAGE (please list)				
1.				
2.				
3.				
4.				
FAMILY INCOME				
High income				
Middle income				
Low income				
Homeless				
GENDER				
Female				
Male				
SEXUAL ORIENTATION				
Lesbian / Gay / Bisexual / Transgendered/Questioning (LGBTQ)				
From LGBTQ family				
DISABILITIES (please list) Physical, learning, etc.				
1.				
2.				
OTHER (please list)				

Use this space for notes, questions, concerns, and ideas: