

# Community Assessment Training



All training materials and tools are available under "Agent Resources" at:  
<https://extension.ca.uky.edu/communityassessment>

## Purpose

- To gain a better understanding of the County's pressing issues
- To enhance Extension's place-based approach by providing info on local issues
- To gain a better understanding of how Extension can support important community change
- To provide a statewide view of top issues distributed across the state
- To enhance the Plan of Work

## Process

- Survey
- Secondary Data
- Focus Groups and Interviews

## Deadlines

- Survey: October 26
- Focus Groups & Interviews: December 14

## Tools

- Digital Survey
- Paper Survey
- List of suggested survey participants
- Facilitation guide for focus groups
- Guide for key informant interviews
- List of suggested focus group participants
- Marketing tools

# Best practices

Boone, Clark, Christian, Madison and McCracken counties used the following to promote the survey and increase the number of respondents.



- Promote on your own social media pages
- Ask your followers to share
- Boosting posts can increase the reach
- Ads can reach a larger audience

Utilize your local media:  
newspapers, radio stations,  
blogs, etc.



Consider using an  
incentive to increase  
participation

Use events, like festivals or any large community gatherings, to gain a larger audience. Community organizations - like Lions, Kiwanis, Chamber of Commerce - may let you speak to their groups and distribute the survey. Or consider asking the leaders of community organizations to participate in a focus group.



More ideas for participants can be found at:  
[extension.ca.uky.edu/communityassessment](https://extension.ca.uky.edu/communityassessment)