A OUTCOMES REPORT

FY 21/22
For period November 1-December 1, 2022

RESEARCH & EVALUATION
Karen Armknecht, MBA
Andrew Arvizu

April 4th, 2023
Contents

3   Background & Methodology
4   Executive Summary
5   Conclusions
6   Net Promoter Score
8   Typical Family Empowerment Client
11  Staff Satisfaction
13  Client Services
15  Barriers

TO RETURN TO TABLE OF CONTENTS
BACKGROUND AND METHODOLOGY
EXECUTIVE SUMMARY

Background

In 2017, CPLC Research and Evaluation (R&E) was awarded a “Listen 4 Good” evaluation capacity building grant from the Fund for Shared Insight and the Virginia G. Piper Foundation. In 2021, Virginia G. Piper funded a continuation of this grant to reengage previous grant recipients to allow for additional employees to become experts of the L4G feedback loop. The CPLC Community Center, CPLC Central Park and CPLC Family Assistance programs agreed to participate in two feedback loops beginning in 2021 and ending in 2023.

Since the program began, over 200 organizations have been awarded grants thereby providing ample data to calculate a benchmark index to compare the services CPLC provides to other like organizations in the non profit sector.

Methodology

Conversations were held between CPLC R&E and the Family Empowerment (FE) staff to understand the scope and depth of the program. R&E and the FE teams collaborated to design, administer and collect the surveys. FE staff provided English and Spanish paper copies of the surveys to guests receiving services. Also, bi-lingual flyers with QR codes and links were posted in the receptionist/waiting areas. The surveys were printed and manually entered into excel spreadsheet and analyzed on Tableau. The open-ended questions were coded into like categories.

In total, 188 surveys were collected from 11/1/22-12/1/22 (Community Center: 129, Central Park: 15 surveys, Family Assistance: 14). Due to the sample size, the following results are reflective of CPLC Community Center.

The Fund for Shared Insight’s purpose is to advance the practice of feedback loops in the social sector using the Net Promoter Score, a metric that serves as a proxy for client satisfaction. The diagram below visually depicts how the Net Promoter Score is calculated.

Net Promoter Score Scale
EXECUTIVE SUMMARY

Conclusions

Client satisfaction

• With almost a perfect satisfaction score of 9.7/10, FE’s 2023 NPS score exceeds the L4G benchmark (65) of social services organizations for two years in a row. (2023: 92 v 2022: 94)
  • A high NPS score means clients are more likely to speak highly of CPLC and refer friends and family.
• Clients reported high satisfaction with their needs being met, with 88% reporting “very well” or “extremely well”. (2022: 84%)

Client stressors and barriers

• Clients are still experiencing residual effects of COVID, although to a lesser extent than in 2022
  • Clients reported Operating Hours (47) and Transportation (24) as the top barriers when accessing services
• Close to 9 out of 10 clients (88%) reported feeling some sort of stress due to COVID with 23% reporting “extreme stress.” (2023: 88% vs. 2022: 91%)
  • Clients are experiencing high stress due to COVID, yet there is little change from 2022 (2023: 88% vs. 2022: 91%)
• When it comes to basic necessities, two thirds of clients reported experiencing some type of hardship.
  • This represents a significant decrease of 19 percentage points from 2022 (2023: 67% vs. 2022: 86%)
• 9 out of 10 clients who had an opinion, felt CPLC increased their ability to pay for basic needs (90%)

Client Services

• Half of clients who took the survey reported Food boxes as their top used service (50%). Clients reported AHCCCS (16%) and the afterschool programs (16%) as their second most used services. Book boxes (9%) and APS assistance (9%) are the third most utilized service.
• Clients prefer to receive their services virtually through either phone (47%) and text (38%) rather than in person (38%).

Demographics

• The typical FE client interviewed is a middle aged, Hispanic woman who lives in a household with more than 5+ people, staying consistent with previous reported demographics.

Verbatims via Word Cloud
Net Promoter Score
With almost a perfect satisfaction score of 9.7/10, FE’s NPS score (92) exceeds the L4G benchmark of social services organizations for two years in a row. (2022: 94 NPS) The Human Services benchmark is calculated using over 200+ organizations score that provides similar services to Family Empowerment.

NPS Scale

Due to the low sample size from Central Park & Family Assistance, all results are directional in nature.

Verbatims
Clients were asked questions about what CPLC is good at and below are the responses coded into like categories.

“What is CPLC good at?”

Helping families/Contributes to the community...77% (110/143)
“They do a lot for the community and help those who need it the most and give support regardless of race or language”
“Everything. Everything is well done on the part of each volunteer and heartwarming. Thank you.”
“helping people with their children, when they work late and teach the kids life skills.”

Providing specific services/resources... 19% (27/143)
“They give a lot of very important information to be able to empower women and break the cycle of domestic violence, helping with sessions that change to improve the quality of our lives”
“Building relationships with kids and giving the kids in the neighborhood a safe and fun place to go”
“Lots of help with food, clothes, toys, community events like Santa and Thanksgiving”

Staff are friendly and helpful... 5% (6/143)
“EHS it’s an excellent program and I love the teachers Karla and Ana”
“They are very well organized and they are very kind to people”
“Their good at communication and have good activities”
CLIENT SATISFACTION

Verbatims
Clients were asked questions about what could CPLC do better and below are the responses coded into like categories.

“What could CPLC do better?”

Nothing/Everything is fine…51% (39/76)
“I think that in its entirety the Chicano community center for the cause all its services and help are done in a very adequate way. Thank you!!”
“You all are awesome. I wouldn’t change anything.”
“Continue helping the community”
“I think they are doing a great job. They could hire me.”

Specific services requested… 22% (17/76)
“Children to focus on something that involves responsibility”
“Maybe have English classes and GED on Saturdays”
“Bring help for children who wear glasses”
“More activities and field trips”

More marketing/More locations/More info provided… 12% (9/76)
“Promote more events for the community where children and adolescents participate”
“Talk with parents directly and share regular updates/progress”
“Spread the word about CPLC”
“More community outreach and activity announcements”

Miscellaneous… 14% (11/76)
“Make more car room for programs”
“Return calls from voicemails”
DEMOGRAPHICS

The typical Family Empowerment Client

• 35-44 years old
• 92% Female (2022: 88%)
• Hispanic (90%)
• HH size of 5+
DEMOGRAPHICS

Client Needs
The typical FE client is a middle aged, Hispanic woman who lives in a household with more than 5+ people, staying consistent with the previous year. Forty percent of clients are between ages 35-44 and 9 out of 10 clients are Hispanic. Almost 10 out of 10 clients (95%) have 3 or more people residing in their household.

<table>
<thead>
<tr>
<th></th>
<th>2023</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18-24</td>
<td>11%</td>
<td>18-24: 20%</td>
</tr>
<tr>
<td>25-34</td>
<td>28%</td>
<td>25-34: 20%</td>
</tr>
<tr>
<td>35-44</td>
<td>40%</td>
<td>35-44: 38%</td>
</tr>
<tr>
<td>45-54</td>
<td>13%</td>
<td>45-54: 13%</td>
</tr>
<tr>
<td>55+</td>
<td>9%</td>
<td>55-64: 8%</td>
</tr>
<tr>
<td><strong>Ethnicity</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hispanic</td>
<td>90%</td>
<td>Hispanic: 92%</td>
</tr>
<tr>
<td>White</td>
<td>2%</td>
<td>White: 5%</td>
</tr>
<tr>
<td>Black or African American</td>
<td>3%</td>
<td>Black or African American: 2%</td>
</tr>
<tr>
<td>Native American</td>
<td>4%</td>
<td>Native American: 1%</td>
</tr>
<tr>
<td>Asian &amp; Native Hawaiian</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td><strong>Gender</strong></td>
<td>Female: 92%</td>
<td>Female: 88%</td>
</tr>
<tr>
<td></td>
<td>Male: 8%</td>
<td>Male: 10%</td>
</tr>
<tr>
<td></td>
<td>Prefer not to self-describe: 2%</td>
<td></td>
</tr>
<tr>
<td><strong>Household Size</strong></td>
<td>Only me: 2%</td>
<td>2 people: 4%</td>
</tr>
<tr>
<td></td>
<td>2 people: 3%</td>
<td>3-4 people: 30%</td>
</tr>
<tr>
<td></td>
<td>3-4 people: 30%</td>
<td>5+ people: 66%</td>
</tr>
<tr>
<td></td>
<td>5+ people: 65%</td>
<td></td>
</tr>
</tbody>
</table>
STAFF SATISFACTION AND CLIENT NEEDS
STAFF SATISFACTION AND CLIENT NEEDS

**Client Needs**
Family Empowerment clients are reporting their needs being met at the highest satisfaction since 2022. Close to 9 out of 10 clients (88%) said their needs were “extremely well” or “very well” met with 0% of clients reporting their needs not being met.

**Staff satisfaction**
For the second year in a row, clients report high satisfaction with "staff treating them with respect." Almost all clients agree that staff "usually" or "always" treat them with respect (96%), a 2 percentage point increase from 2022.
OUTCOMES

SERVICES RECEIVED
The clients responding to the survey are receiving the following services. Family Empowerment clients report high levels of food insecurity as half of all the clients reported “food boxes” as their most utilized service. AHCCCS and the afterschool program are the next most used services with APS assistance and food boxes making up the rest of responses.

The top used service in FE is Food Boxes with 1 out of 2 clients needing food

PREFERRED METHOD OF SERVICE DELIVERY/COMMUNICATION
Unlike in 2022, clients reported they prefer receiving services virtually rather than in person. Clients were asked, “How do you prefer to access CPLC services at this time?” Clients reported they preferred receiving communications via “phone” (47%) and “text” (38%) while almost 4 in 10 clients said they would still like “in-person” services (38%). Due to sample size, the results are indicative of Carl Hayden clients.

Above is a “Check all that apply” question resulting in percentages exceeding 100%

n= 188

Most Used Services
Community Center:
“Food Boxes” and “Afterschool program”
Central Park:
“AHCCCS” and “Food Boxes”
Family Assistance:
“Food Boxes” and “AHCCCS”

Clients receiving food boxes at the center and their homes received a flyer with a survey QR code and link  n= 188
BARRIERS AND COVID-19
OUTCOMES

CLIENT BARRIERS
For two years in a row, “operating hours” makes up the top barrier clients are experiencing when accessing CPLC services. “Transportation” (24) and “Fear of exposure to COVID” (14) make up the next tier of obstacles.

Clients were asked, “What barriers, if any, have kept you from accessing CPLC services? (check all that apply)”

COVID19 STRESS
Clients are still experiencing the effects of COVID with 23% reporting “quite a bit/very much” Overall, 9 in ten clients (88%) continue to report experiencing some sort of stress due to COVID. Although there has been a slight overall 3 percentage point decrease from 2022, the change is not significant.

Clients were asked, “How stressed are you due to the pandemic (COVID19)?”

Total Net COVID stress = 88% (2022: 91%)
OUTCOMES

BASIC NEEDS
Clients are reporting a need for basic necessities which can lead to stress and mental health issues. One out of 4 (25%) clients are having a “very hard” or “extremely hard” time paying for basic needs with 7 out of 10 clients experiencing some type of hardship. Twenty nine percent of clients have no issues paying for the basics, a significant increase from 2022.

Clients were asked, “In the last 12 months, how hard has it been for your household to pay for the basics, like food, housing, medical care, and heating?”

ABILITY TO PAY FOR OTHER BASIC NEEDS
Clients had a high satisfaction when asked if CPLC’s services increased their ability to pay for basic necessities. Sixty seven percent of clients “agree” or “strongly agree” that CPLC has helped them pay for basic needs. Clients who reported a high need for basic necessities, “agree” or “strongly agree” that CPLC is increasing their ability to afford basic needs.

Clients were asked, “To what extent do you agree with the following statement: Receiving CPLC services increased my ability to pay for other basic needs expenses.”

*: Significant at a 95% confidence level
**: Significant at a 90% confidence level

n= 188
APPENDIX

1) How likely is it that you would recommend Chicanos Por La Causa (CPLC) to a friend or family member?

2) What is CPLC good at?

3) What could CPLC do better?

4) Overall, how well has CPLC met your needs?
   - Not well at all
   - A little bit
   - Fairly well
   - Very well
   - Extremely well

5) How often do you staff at CPLC treat you with respect?
   - Never
   - Really
   - Sometimes
   - Usually
   - Always

6) In the last 12 months, what services have you received from CPLC? (Check all that apply)
   - AHCCCS/Substance abuse prevention
   - Afterschool program
   - APS assistance
   - Book boxes
   - Food boxes
   - Funeral benefits
   - GED/ESL
   - Mobile services (outreach flyers)
   - Rental assistance
APPENDIX

6) In the last 12 months, what services have you received from CPLC? (Check all that apply)
   o AHCCCS/Substance abuse prevention
   o Afterschool program
   o APS assistance
   o Book boxes
   o Food boxes
   o Funeral benefits
   o GED/ESL
   o Mobile services (outreach flyers)
   o Rental assistance
   o SNAP
   o Other (please specify) ___________________

7) How do you prefer to access CPLC services at the time? (check all that apply)
   o Videoconferencing (e.g. Zoom, google meet, facetime, etc.)
   o Phone
   o Email
   o Test
   o In-person
   o Other (please specify): ________________

8) What barriers, if any, have kept you from accessing CPLC services? (check all that apply)
   o Hours
   o Language
   o Location
   o Transportation
   o Fear of exposure to COVID19
   o Not interested in these services
   o Not in need of these services
   o Other (please specify): ________________

9) To what extent do you agree/disagree with the following statement: “Receiving CPLC services increased my ability to pay for other basic needs expenses”
   o Strongly disagree
   o Disagree
   o Neither agree or disagree
   o Agree
   o Strongly agree

10) In the last 12 months, how hard has it been for your household to pay for the basics, like food, housing, medical care and heating?
    o Not at all hard
    o A little hard
    o Fairly hard
    o Very hard
    o Extremely hard
APPENDIX

11) How stressed are you due to the pandemic?
   o Not at all
   o A little bit
   o Somewhat
   o Quite a bit
   o Very much

12) How many people live in your household (including you)?
   o Only me
   o 2 people
   o 3-4 people
   o 5 or more people

13) What is your age?
   o 18-24 years
   o 25-34 years
   o 35-44 years
   o 45-54 years
   o 55 and older

14) Gender: How do you identify?
   o Man
   o Non-binary
   o Woman
   o Prefer to self-describe

15) Race/Ethnicity: How do you identify? (check all that apply)
   o Asian or Asian American
   o Black or African American
   o Hispanic or Latino
   o Middle eastern or North African
   o Native American or Alaska Native
   o Native Hawaiian or other Pacific Islander
   o White
   o Another race or ethnicity, please describe below: ___________________________

