

2019

Community Needs Assessment Update



Employee Retention **-2%**

Despite improved pay and schedule flexibility, employee retention decreased slightly from 82% at the end of 2017 to 80% at the end of 2018. The national average for all businesses is about 80%. The unemployment rate in the community is very low, and likely contributes to turnover.

The majority of the turnover occurs in the Head Start program. The Head Start Education Assistant one-year retention rate is 57% for 2018. The agency rate with Head Start factored out is just 10%. We will continue to focus on reducing employee turnover. Strategies will include the following:



Employee Survey

Staff suggestions for job satisfaction will be solicited



Pay Increases

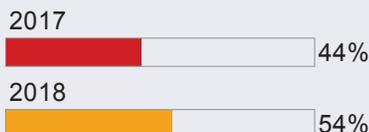
Increase pay for highest turnover positions if possible



Flexible Scheduling

Expand flexible scheduling where possible

Percentage of Staff Making \$15/Hr Livable Wage



This Community Needs Assessment update identifies the emerging trends and resources that have occurred since the comprehensive assessment completed last year.



January 2019

Decreased Shelter Space

Scott County has an eviction rate 2x the state average. Many families are affected. Shelter spaces decreased with the closing of the Salvation Army Shelter. Salvation Army now provides homeless services coordination.

Improved Food Security



In response to the need for increased access to food, the Agency created a 24/7 Food Pantry Service in 2018.

Service Accessibility Improvements

In the 2017 Comprehensive Needs Assessment, our customers asked us to be more flexible in our service delivery, to better meet their needs. We listened.



Mornings

We open at 7:30 in our Davenport Office (30 minutes earlier than last year).



Flexibility

We set appointments on any day, and at any time needed by the customer, including weekends.



Online

A record number of Head Start apps were taken online in 2018. We are working hard to make online applications easier.



Texting

We now have the ability to text customers in most programs. We will expand the use of texting in 2019.



We will look for new ways to communicate with our customers in 2019, including daily text messages to Head Start parents about classroom activities, customer appointment reminders, and more.

Volunteerism



2017 2018

Volunteer Hours

The total number of volunteers decreased slightly last year, while the number of volunteer hours increased. To meet the required Head Start non-federal match requirements the agency will need significantly more volunteers.



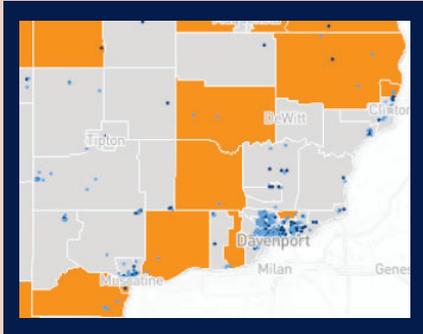
2017 2018

Volunteers



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Child Care Deserts



According to the Center for American Progress, rural areas in Scott, Muscatine, and Clinton Counties face child care deserts, where the child care capacity is insufficient to meet the need.

The orange areas on the map above indicate child care deserts.

Visit this link for an interactive map: <https://childcaredeserts.org/2017version/index.html?state=IA>.

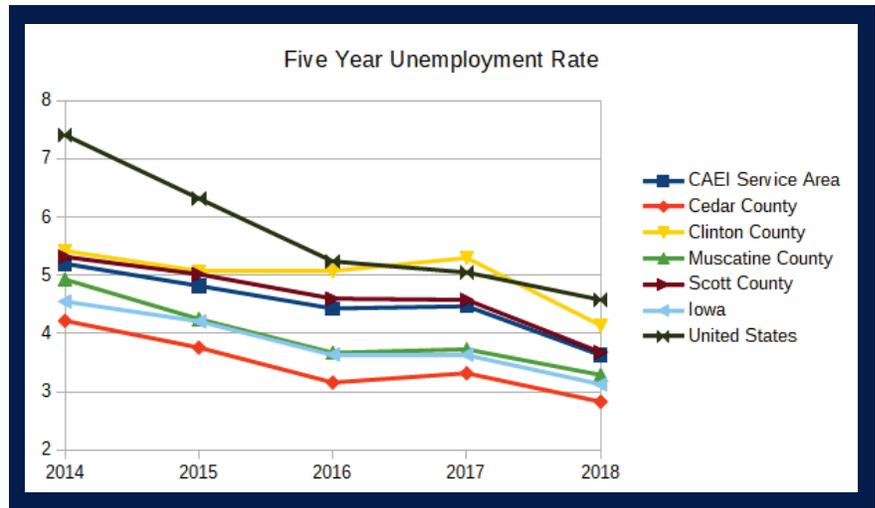
The Iowa Women's Foundation estimated in 2018 that Iowa is 359,000 slots short of the amount needed in the state. The need is especially acute for high quality infant and toddler care. The Agency's Child Care Resource & Referral Program is working to increase child care capacity.



Lead-Based Paint

A recent study by the Scott County Health Department and Augustana College found 5,000 area homes are at-risk of high lead levels. Community Action of Eastern Iowa is a charter member of a new non-profit organization developed to address this problem. Lead-based paint has severe adverse effects on early childhood development.

Low Unemployment Rates



The five year unemployment rate shows a decline in all counties, with the sharpest decline coming in the past year. All counties in the service area now have a rate lower than the national average.

Underemployment remains a concern in the service area, however. In 2018, 33.5% of the adult, working-age applicants for the Low Income Home Energy Assistance Program (LIHEAP) were employed at least part-time (18.4% were working full-time). 63% of Head Start/Early Head Start children had at least one parent employed during the year.

More people are working, but still earning a wage low enough to qualify for agency services. The agency must continue to expand service provision to times and days that support working families.

Continued High Need for Infant/Toddler Care



State-funded pre-k services remain at a high level, and meets the needs of preschool children (in conjunction with Head Start), but the service area continues to experience a high unmet need for infant and toddler care. The comprehensive community needs assessment completed last year demonstrated that the current Early Head Start capacity is sufficient to provide services to just one out of every twenty children that are potentially eligible. The program currently has a waitlist of 288 children. The waitlist would be significantly higher if we marketed services more aggressively. We do not market more extensively because we cannot fully meet all needs currently.

Staff Diversity

Report Area	White Total	Black Total	American Indian Total	Asian Total	Native Hawaiian Total	Mixed Race Total	Hispanic of Any Race
Service Area Population	90%	5%	0.3%	2%	0%	2.4%	6%
Agency Employees	83%	12%	0%	0%	0%	2%	3%
Head Start Children	46%	36%	0.2%	1%	0%	17%	17%
CSBG/LIHEAP/WX Customers	66%	24%	0.4%	1%	0%	9%	12%

Sources: Service Area-Census, Head Start Children and CSBG Customers-Agency databases, Agency Employees-Personnel records.

Agency staff diversity generally compares well to the population in the service area. Staff is not as diverse as the population served.