



Activity Interests of Underserved Populations in Rosemount

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Description of Evaluand

- Lacelle Cordes wanted to find out what programs to plan to satisfy population
- They have had trouble finding out interests for Rosemount
- Participants are not known

Purpose



To identify the activity interests of the underserved population (ethnic communities) in the Rosemount Parks District

Key Questions

1. What activities do they like to do?
2. Where do they like to do these activities?
3. When do they like to do these activities
(day/time/week)

Data Sources

- Shira Rabinowitz
- Lacelle Cordes
- Thanksgiving Drive
- Mr.Ramlol- rejected
- Moshin Shah- gave us a contact
- Shahid Yaqoob- wrong number
- Shahid Syed -wrong email
- Ms.Dodd- no response
- Ms.Brown- no response
- Mr. Ellis- no response

Data Collection Methods

Created survey

Personal outreach

Talking

Data Analysis Methods

- Categorize and code themes in data
 - i.e. focus groups, phone conversations, etc.

Results

Time of day: Best time was after school (crime reduced)

Where: Indoor facility for climate control

What: Soccer, Arts and Crafts, Basketball

Who: Latino and East African Communities

Ages: Both children and adults

Unknown activity interests: East Indian* and Mong*

*Shira (sole helpful contact) did not serve these populations

Our Experience

- Rough Start
- Rejection
- Wrong contact information
- Pointed in Shira's direction
- Big break
- Great results at food drive (?)

Lessons Learned

- Sometimes things don't work
- Contacts aren't always helpful
- Focus groups do not like to be bothered
- Not even officials can get the info
- Keep trying even when some contacts are not helpful- someone is willing to help

What Worked

- Consistent outreach
- Team brainstorm
- Group text
- Informal chat

What Didn't

- Waiting on one contact to return messages
- Schedules
- Time of year
- Survey (?)

Advice

- make time for group to get together
- assign group tasks
- choose project with receptive people

We liked

- Shira's ambition
- Communication between group members

We didn't like

- Wrong contacts
- No direction
- Bad communication with contact
- Willingness of main contact