Activity Interests of Underserved Populations in Rosemount

Adam, Amanda, Ben, Gina, Rachel
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
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.
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