



Wexford-Missaukee Counties
Community Assets/Needs Assessment
Collaborative

2003 Community Care Profile

INTRODUCTION

*A Portrait of Wellbeing for
Wexford and Missaukee Counties*

Vision Statement

*"Our naturally beautiful community
will be safe, caring and friendly,
with ample resources and opportunities,
which will allow our residents
to achieve their full potential."*

INTRODUCTION

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Executive Summary

This report represents the completion of two years of work by many individuals. Projects of this magnitude are made possible with the dedication of a few tenacious leaders and many resourceful accomplices. In the greater Cadillac area, we are gifted with a collaborative spirit and generosity of heart.

We chose to conduct a broad assessment in a large geographic area (Wexford and Missaukee counties,) even though we knew it would add to the length and complexity of the project. From the very beginning there were those that said we had bit off more than we could chew. "Your assessment is too broad," they warned. "You should limit your scope." We didn't listen very well. What you will find here is, indeed, a broad and comprehensive assessment.

We also chose to use primary, as well as secondary research and qualitative, as well as quantitative data. We wanted the big picture represented by facts, figures, and people's perceptions. We wanted our research to be as good as it could be given the budgetary guidelines we faced. Early in the process we decided not to hire a consultant to run our assessment for us. We concluded that we knew more about our community than any one else and we would guide the process. But we also knew that we could benefit from the expertise of a data management group that could help us analyze and portray our research. Therefore, we contracted with Triad Consulting to help put this report together.

To get to where we are today, to present this first research report, the "Community Care Profile," we undertook many processes, conducted surveys, and performed plenty of research, as outlined below.

Areas of Focus. To provide input from experts, those close to the issues, we split our assessment up into seven areas of focus and developed task forces for each area. Task Forces met to look at data indicators and identify the top areas of concern in the following categories: Education, Children and Youth (later changed to Children and Families,) Senior Citizens, Economic Security, Health and Environment, Community, and Human Needs.

Household Survey. The Compass II Household Survey was distributed via the Cadillac News in July 2002 to every household in Wexford and Missaukee counties. Pre-survey publicity and post-survey follow-up, plus distribution of the survey in key public places (libraries, post offices, lobbies, laundry mats, etc.) helped assure a favorable response rate of 5%, with 847 completed surveys from ten zip codes. A special section was added to the survey for respondents that were 60 years or over to complete.

Key Informant Survey. The Compass II Key Informant Survey with minor modifications was distributed to nearly 1,000 persons with working or volunteer relationships in education, healthcare, business, human services, local government, the clergy and retired persons. A 23% response rate was achieved, with the majority of the respondents from the education sector.

Senior Issues Survey. This survey was conducted by the Senior Issues Coalition and was directed at service providers of senior services. The goal was to ascertain from those working directly with seniors what the greatest needs are.

Visioning Focus Groups. By asking four open ended questions regarding thoughts about their community, citizens responded (often eloquently) about why they enjoy living here, what would make it an even better place to live, what some of the traditions are of which they are proud, and what their vision is for the future of their community. All ages, incomes levels, and zip codes comprised the nearly 300 responses.

In addition to the above research methodologies, we also drew upon existing recent surveys that provided us with good information relative to our areas of focus. After additional extensive research by Triad Consulting, all this information was put together to create this report. We tried to organize it appropriately for you but understand that some information may be difficult to locate since it fits into more than one category.

We hope you find this report helpful. For us, it is a stepping off point. We have already developed priority action teams to address identified areas of concern. Our goal is to select community indicators that will be tracked over the next ten to fifteen years. By measuring indicators of well being, we can watch our community grow and improve in targeted areas.

This is by far the most complete assessment that has been conducted in our two counties for quite sometime, maybe forever. But the research, data and statistics are only as good as how they are interpreted and for what they are used. In reviewing some of this information, you may be startled at some indicators in which we are “off the charts,” much higher or lower than our comparative population. Or we are spinning out of control and trending upward, when we should be declining. These are the indicators that we may choose to watch as a community. For the most part, these are the indicators that have driven us to identify our priority areas in which we are developing plans of improvement.

1. Affordable Housing
2. Healthy lifestyles
3. Children and Families

As with any large community collaborative project, there are moments of rejoicing and moments of sheer wonder. There were several times during this long process that we wondered what we had gotten ourselves into and how we would get ourselves out to the other side. This report represents a step towards that other side – a step into the light. It is a significant step forward for our community as we work together to make an even better place to live and raise our families.

CANA Executive Committee

Shari Spoelman
Multi-Purpose Collaborative Body of Missaukee and Wexford Counties

Robert J Van Dellen
Cadillac Area Community Foundation and Baker College of Cadillac

Diane Dykstra
United Way of Wexford County

Community Asset / Needs Assessment History and Overview

The Wexford-Missaukee County Community Asset/Needs Assessment Collaborative (CANA) is a community partnership effort to provide a comprehensive and enduring assessment of the needs and assets in our community. Its purpose is to identify gaps in services, identify community assets, and develop an action plan to fill those needs.

In June 2001, Wexford County United Way invited area organizations to collaborate on a community-wide needs assessment. An organizational meeting was held June 25, 2001 and the CANA Collaborative was formed. Three community organizations partnered to lead the process: the Wexford-Missaukee Multi-Purpose Collaborative Body, the Wexford County United Way, and the Cadillac Area Community Foundation. All three organizations were in need of an assessment tool to identify yearly goals and funding priorities. These three organizations and their representatives continue to serve the CANA Community Partnership by providing administration, direction and determination to see the process move forward and realize results.

The following operational structure was developed.

Executive Committee: Consisting of the three key initiators of the process, this group periodically convenes to plan for next steps, develop agendas, develop communications, and help assure the process is moving forward appropriately.

Steering Committee: Made up of broad-based representation from as many constituents as possible within the communities of the two counties. This committee meets regularly to receive progress reports from the Task Forces and/or Priority Action Teams, govern and oversee the entire process, and set directions and next steps.

Planning Committee: Made up of representatives from the Steering Committee, this small group was charged with the responsibility of making planning recommendations to the Steering Committee in terms of operations, budgets, task forces, next steps, and directions. It is the operational arm of the Steering Committee.

Task Forces: Seven task forces were formed to concentrate on the following areas of focus: Education, Health & Environment, Human Needs, Children & Youth, Senior Citizens, Community, and Economic Opportunities.

Priority Action Teams: These work groups are meeting to inventory assets and resources, and to develop targeted action plans.

The CANA Steering Committee chose to purchase and use the *Compass II Guide to Community Building* developed by United Way of America. Compass II's Community Assessment Process Model was, and continues to be, the reference guide and tool for the project. However, there were incidents when adjustments were made to enhance the process and make it more appropriate for our community.

The data-gathering phase of the Compass Process included gathering information from a variety of sources.

- Indicator data was obtained from government, business, education, human services, and other organizations at the local, state, and national level.
- A Household Opinion Survey
- Key Informant Surveys
- Other Community Surveys and Focus Groups

Volunteers spent hundreds of hours electronically entering survey responses. TRIAD Consulting was contracted to research more indicator data, tabulate survey responses and analyze the data. A part time process coordinator was hired to assist with the day-to-day functions. The following report includes all of the indicator data, demographic data on respondents to both surveys, and some additional data from the household survey.

This report is also available on the world wide web at unitedwaywexford.org



Caring for Our Community Participants

A Comprehensive Community Assets/Needs Assessment Collaborative

Goal: Assess the needs of the community (Wexford and Missaukee Counties) and develop a plan of action

Funding Partners:

Baker College of Cadillac
 Behavioral Health & Wellness Network
 Cadillac Area Community Foundation
 Cadillac Area Public Schools
 Cadillac Area OASIS/Family Resource Center
 Catholic Human Services
 City of Cadillac
 District Health Dept. No. 10
 Lake City Area Schools
 McBain Public School

Mercy Hospital - Cadillac
 Missaukee United Fund
 North Central Community Mental Health
 Northwest Michigan Human Services Agency
 Rotary Club of Cadillac
 Wexford County United Way
 Wexford Mercy Physician Hospital Organization
 Wexford-Missaukee Family Independence Agency
 Wexford-Missaukee Intermediate School District
 Wexford-Missaukee Child Protection Council

Planning Committee: (* denotes Executive Committee members)

Sharon Boczkaja	Precia Emmons	Bob VanDellen*
Linda Cronk	Bob Long	Ellen Wiltzer
Bob Doering	Shari Spoelman*	Dan Winkel
Diane Dykstra*	Vic Sztengel	

Task Forces & Chairs:

Children & Youth.....	Cindy Arneson, Rhonda Weathers
Community.....	Dean Sandell, Deb Thompson
Economic & Financial Wellbeing	Megan Olds
Education	John Bretschneider, Dan Winkel
Health & Environment	Sharon Boczkaja, Vic Sztengel
Human Needs.....	Cathy Best, Anne Bianchi
Senior Citizens	Bob Doering

Participating Organizations:

Baker College of Cadillac
 Behavioral Health & Wellness Network
 Big Brothers Big Sisters of Northwest Michigan
 Cadillac Area Community Foundation
 Cadillac Area Public Schools
 Cadillac Area Visitor's Bureau
 Cadillac Jaycees
 Cadillac OASIS/Family Resource Center
 Cadillac-Wexford Public Library
 Cadillac-Wexford Transit Authority
 Catholic Human Services
 Cadillac Chamber of Commerce
 City of Cadillac
 District Health Dept. No. 10
 DNR Recreation
 Head Start
 Hope Network North
 Lake City Area Schools
 CANA Report

Love, INC.
 Manton Senior Center
 McBain Public School
 Mercy Hospital
 Michigan Works
 Missaukee Community Foundation
 Missaukee County
 Missaukee County MSU Extension
 Missaukee Family Court
 Missaukee United Fund
 Munson Healthcare
 North Central Community Mental Health
 Northwest Michigan Council of Govts.
 Northwest Michigan Human Services
 Salvation Army
 Shepherd's Table
 Staircase Youth Services
 USDA Rural Development
 Wexford County
 Wexford County Council on Aging
 Wexford County MSU Extension

Wexford County Sheriff Department
 Wexford County United Way
 Wexford Mercy Physician Hospital Organization
 Wexford-Missaukee Family Independence Agency
 Wexford-Missaukee Intermediate School District

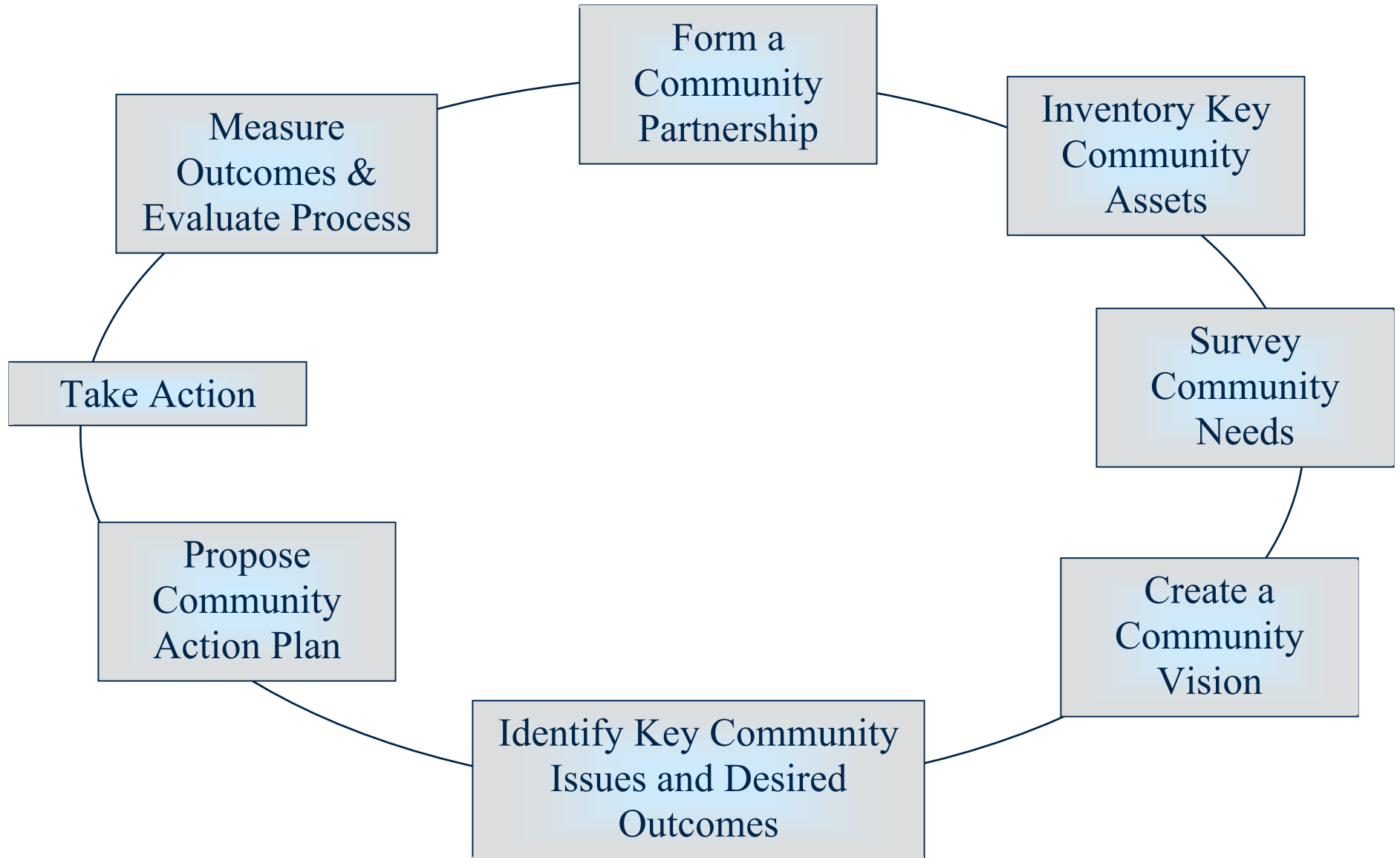
CANA Process Coordinator:

Rebekka Koehn

CANA Contact:

Diane Dykstra, (231) 775-3753

COMPASS II Process Model

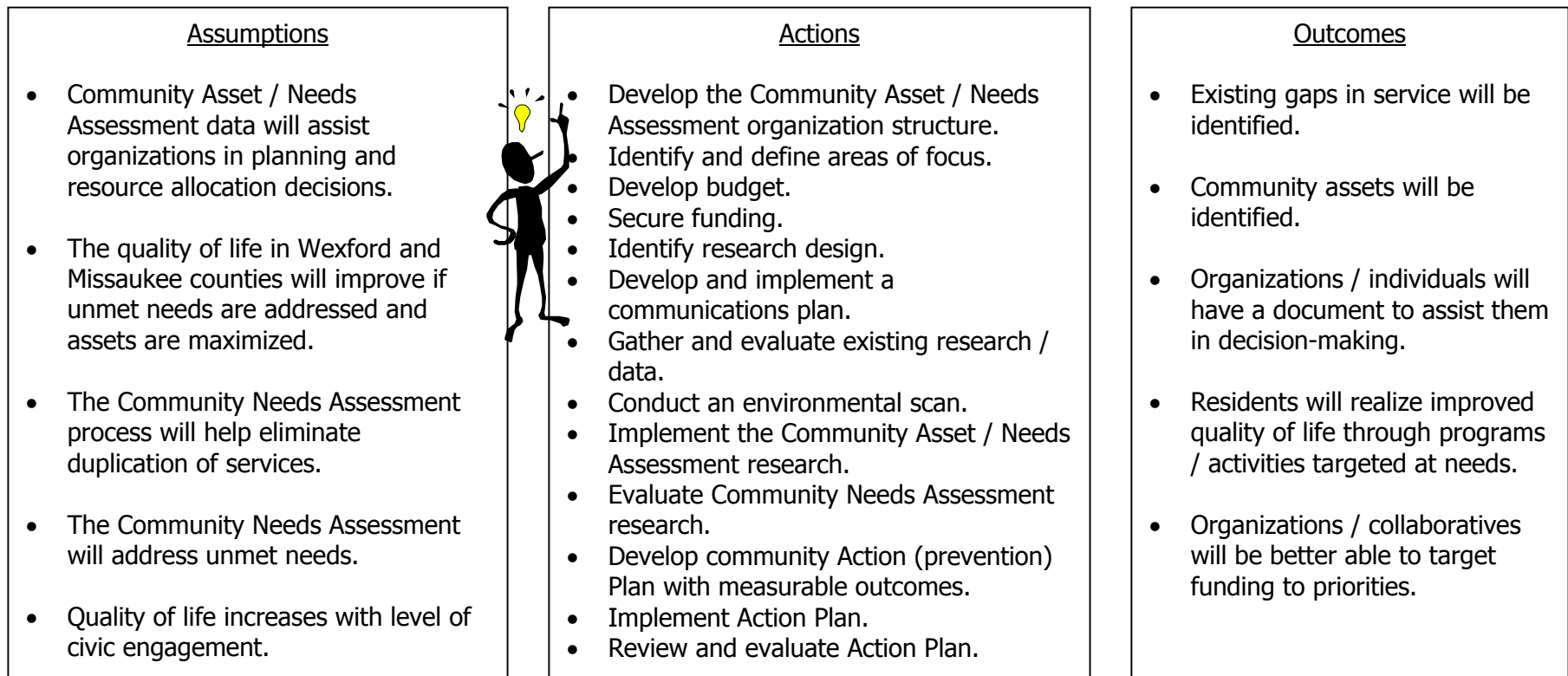


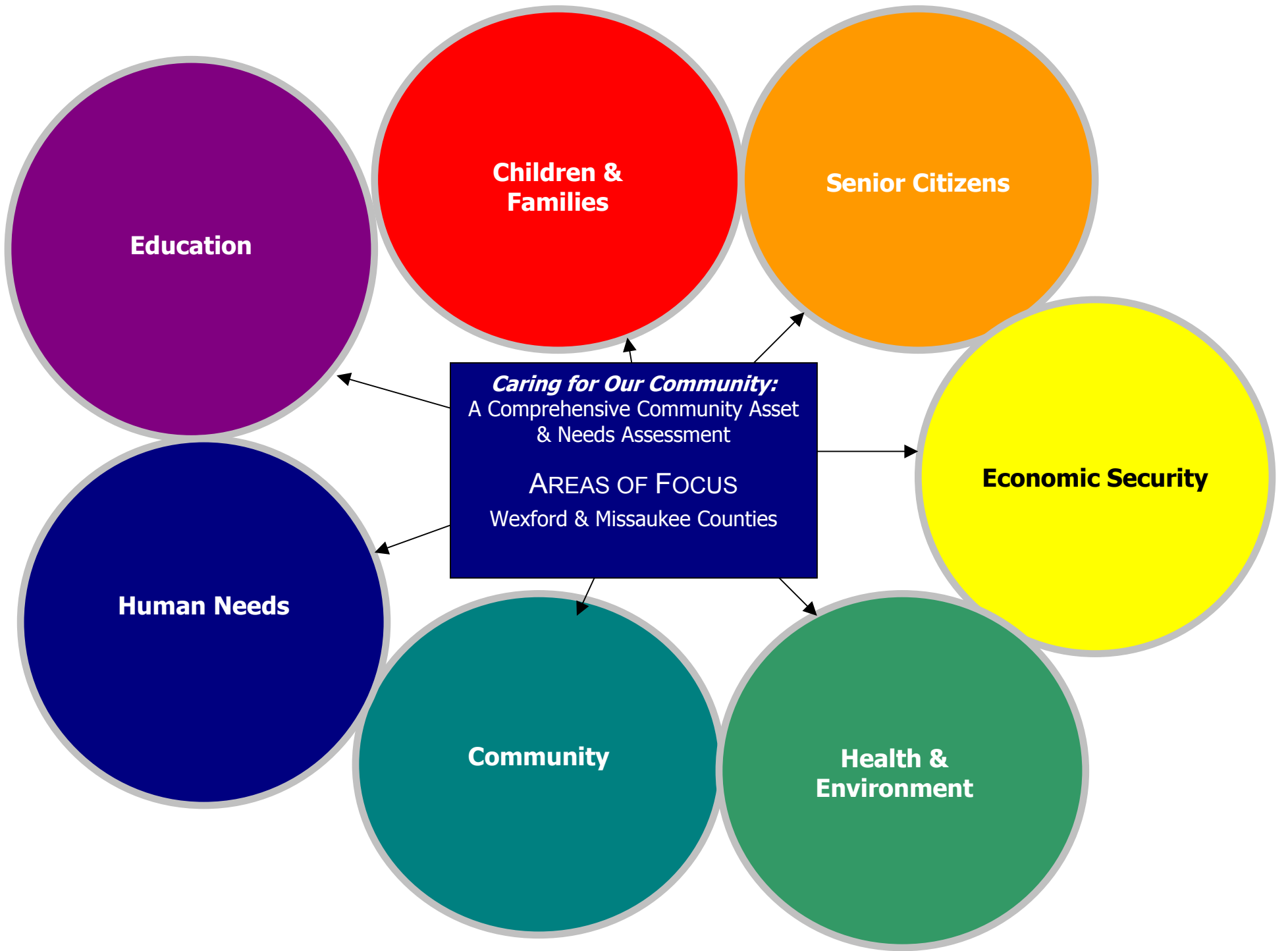
Caring for Our Community: A Comprehensive Community Asset / Needs Assessment Collaborative

Logic Model

Goal: Assess the needs & assets of the community (Wexford & Missaukee Counties) and develop a plan of action.

Values: It is important to assess the assets and needs of the community in order to develop an appropriate plan of action for improvement.
 A comprehensive and enduring assessment is ideal.
 Collaboration is essential for the planning & implementation process.
 Broad-based community representation is necessary.
 Partnerships with families and residents in the process are important.
 Duplication of services is undesirable and not a good use of limited resources.





About TRIAD Consulting

TRIAD Consulting was founded in 1994 in Flint, Michigan by business professionals with technology management expertise in education and health care. In the summer of 2002, TRIAD relocated to Michigan's Grand Traverse County, but maintain a national client base.

TRIAD's early work focused on meeting the training and data services needs in these two industries. Over the past nine years, TRIAD has refined its consulting practice to focus on technology services for organizations and organizational leaders who are managing change: modifying their business processes, improving technologies, altering organizational governance, or redesigning customer services and products.

For thousands of business users, TRIAD is the authority on the software they use every day. TRIAD partners are the authors of over two dozen computer books including *The Learning Guide to Computers*, *Mastering Microsoft Office XP*, *Mastering Microsoft Outlook 2002*, and *Mastering Microsoft Office System 2003* (3rd quarter 2003).

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