A Conversation About the Crisis Assistance Ministry
Customer Persona Research Project

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with

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An Outsider’s Perspective

- Crisis Assistance Ministry is invaluable resource

- Agency mission and strategic vision
  “move clients to self-sufficiency”

- Uniquely qualified and positioned to undertake this role

- Charlotte-Mecklenburg Economic Opportunity Task Force

- Data, analytics, collaborations, funding

- Customer persona Research Study: Road Map to meeting critical “safety net” function and initiating new strategic direction
Mecklenburg County Latino Needs Assessment (2006)

Background:
- Charlotte and Mecklenburg County are the 4th fastest growing Hispanic immigration destination in the United States.
- Latino immigration was entirely new policy challenge.

Research Questions:
- Who is this new immigrant group?
- What do they need/want?
- What are the barriers or challenges? (community perspective)
- What are the barriers of challenges? (service provider perspective)
- How do we deploy or re-deploy service provisions to align with immigrant clients needs?
Charlotte’s Transformation from Old South to New South

Source: US Decennial Census of Population and Housing, 2014 American Community Survey 1-year estimates
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  - How do we deploy or re-deploy service provisions to align with immigrant clients needs?
Research Process

- Action Research

- Quantitative data: community members, service providers, peer communities
  - Census data
  - Phone survey data
  - Service provider client data
  - Geo-spatial data
  - Planning documents
  - Longitudinal analysis

- Qualitative data: community members, service providers, public leaders
  - Key informant interviews
  - Focus groups
  - Content analysis

- Triangulation Analysis

- Community participatory action
Research Products

- Recommendations to local public and private service providers to better serve Latino community needs
  - Strategic
  - Operational
  - Inter-agency
  - Long term

- Catalog of service providers (English and Spanish)

- Community meeting
  - Bilingual
  - Feedback informed final report

- Final report to community
Outcomes: “Did We Move the Needle”

- The Great Recession
- Latin American Coalition adopters and Carolinas Healthcare
- Other cities followed with needs assessments used the research model