

2014

The Jones Center Assessment: Census, Visitors, and Non-Profit Partners



“All are welcome.”

- Bernice Jones, Founder



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Kevin M. Fitzpatrick, Ph.D.

Professor & Jones Chair in Community
Director, Community and Family Institute
Department of Sociology & Criminal Justice
University of Arkansas

Patricia Herzog, Ph.D.

Assistant Professor
Faculty Fellow, Community and Family Institute
Department of Sociology & Criminal Justice
University of Arkansas

Stephanie Collier, B.A.

Gail O'Connor, B.S.

Research Assistants, Community and Family Institute
Department of Sociology & Criminal Justice
University of Arkansas



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ARKANSAS

COMMUNITY & FAMILY INSTITUTE

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Department of Sociology and Criminal Justice
University of Arkansas
Old Main 211 Fayetteville, AR 72701



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Kevin M. Fitzpatrick, Patricia Herzog, Stephanie Collier & Gail O'Connor
Community and Family Institute
Department of Sociology and Criminal Justice
University of Arkansas

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Executive Summary:

Population Census; Client Survey; Non-Profit Survey

The following are highlights from three discrete projects comprising The Jones Center for Family Assessment, 2014. They are meant to highlight some important findings from each of the three components and not meant to be conclusive or comprehensive. When appropriate, we have tried to put these findings in context to what was found in the earlier assessment in 2006. More detail on these and other findings can be found in the body of the report.

- **Annual Attendance.** Over 700,000 people are estimated to attend The Jones Center for Families on an annual basis. Despite some very “light” attendance days during the week, we estimate the daily average attendance is nearly 2,000 people. *These counts are down considerably from the first assessment done in 2006 where we estimated nearly 1.4 million people were passing through the doors of The Jones Center for Families at an average of 4,754 per day.*
- **Attendance Fluctuations.** The lightest day of attendance was the beginning of the week (Monday and Tuesday). By the end of the week (weekend), attendance was up 4 to 5 times higher than the earlier part of the week. *Similar to 2006, these results show extremely light client traffic in the beginning of the week, increasing and peaking by the end of the weekend.*
- **Demographic Diversity of Attendees.** While the majority of attendees are Caucasian, 25 percent of those attending during the census week were Hispanic. This number has declined slightly (29%) from the earlier census in 2006; also noteworthy is the smaller percentage of Marshallese attending the Center; nearly 13 percent were counted in 2006 compared to 5 percent in 2014.
- **Survey Respondents.** A representative sample of nearly 200 Jones Center attendees

were randomly selected for face-to-face interviews. The composition of this sample mirrored the population counts from the earlier census; approximately 51 percent were males; 89 percent Caucasian; and the majority were adults between the ages of 22-50.

- **Attendees Usage.** The majority of attendees use The Jones Center as a recreation destination. Swimming, ice-skating, and the gymnasium are the major attractions and while recreation continues to be the big draw, other important elements noted in the 2006 survey seem to have dwindled in terms of participation. Drastic drop-offs have been noted recently in terms of the Center’s use by senior citizens and the Center’s utility as a computer resource/library.
- **Non-Profit Residents.** Eighty-nine percent of the organizations (n = 54) that currently reside in the Center for Non-Profits @ JTL Shops in Springdale and the Center for Non-Profits @ St. Mary’s in Rogers participated in the NGO survey. More than 70 percent of these organizations were primarily involved in direct services to a particular subpopulation; fifty-seven percent were focused on education and health.
- **Non-Profit Reach.** More than a 1.5 million residents living throughout Northwest Arkansas and beyond are being served by the organizations who participated in the survey. These organizations were directly involved in “boots on the ground” types of services working directly with individuals through their agency. More than 69 percent focus on assisting lower incomes and 71 percent focus on assisting youth. While often difficult to quantify impact, these organizations are clearly playing an important role in meeting the needs of children and families throughout the NWA region.

Chapter 3

Jones Trust and Their Non-Profit Partners

Introduction

The third part of the assessment was a survey of all the participating partners that currently reside at either the Center for Non-Profits @ JTL Shops in Springdale or the Center for Non-Profits @ St. Mary's in Rogers. The intent of this part of the assessment was to take a closer look at these partners—who they serve, how many they serve, along with a set of organizational characteristics that include: size, budget, revenue, expenditures, outputs, etc.

Directories for all partners housed within the two facilities were used as the primary strategy for inviting participation in an impact survey funded by the Jones Trust, in collaboration with the University of Arkansas. From these directories, 61 invitations were sent. Of these,

seven of the original contacts were found to be not applicable or no longer in residence and were dropped from the potential sample list. Thus, the total population for the survey was 54. Partners were invited to participate via multiple methods. Namely, they were invited by: five rounds of emails with a survey link, a total of 64 phone calls, in-person visits to 33 of the incomplete organizations, and a hard copy of the survey was mailed to nine remaining incomplete organizations. The results of these efforts was participation by 48 partners, refusal by five, and a remaining incomplete by one organization. The results that are outlined in Chapter 3 are the result of a *highly successful response rate of 89 percent* of partners participating.



By The Numbers

54

Total number of partners surveyed

1,517,650

Total number of clients (individuals/families) served by participating partners

44%

Percentage of partners providing youth or education services

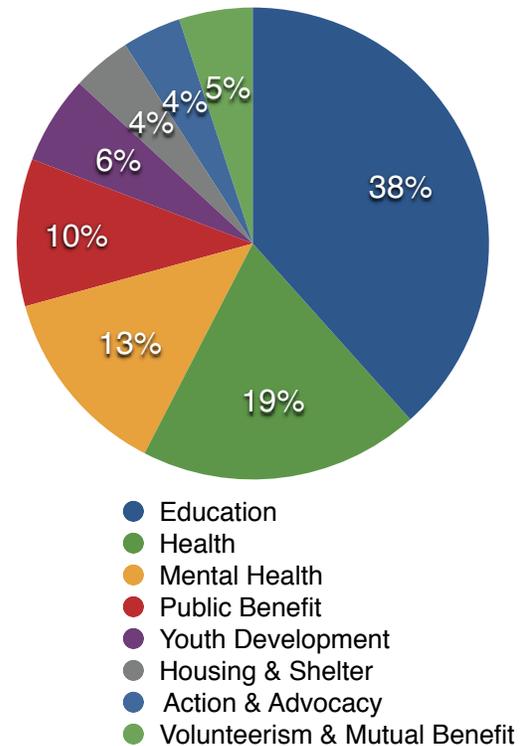
65%

Percentage of Non-White Clients served by participating partners

Who Are The Partners?

The partner organizations currently in residence at Center for Non-Profits (JTL) in Springdale and the Center for Non-Profits @ St. Mary's in Rogers are diverse in their mission, organizational structure, and strategies for reaching populations they serve. Nevertheless, their concentrated focus on the residents, issues, and policies impacting Northwest Arkansas makes them, and thus the two centers, a very significant force in shaping the social landscape of the region. With organizations like Arkansas Advocates for Children and Families, Arkansas Single Parent Scholarship, Camp War Eagle, Saving Grace, Benton County Health Department, and the Teen Action Support Center, these two nonprofit centers have created an important laboratory for outreach throughout the region, the state of Arkansas, and nationally. More than 60 percent of these partners have been in residence for five or more years, and 23 percent have spent over a decade in partnership. That stability along with the opportunity provided by the Jones Trust has made a difference in lives of millions of people over the last several decades and provides a solid bedrock for future partners.

Figure 3.1 Percent of Partners by Sector



The partners together offer an impressive set of services in an array of sector areas. In fact, the majority of them selected multiple sectors to characterize their work. Representing only the one they ranked most primary, Figure 3.1 shows the diverse portfolio of focus areas impacted through the Jones partners. Education is the primary sector of 38 percent of the organizations, including learning efforts directed at youth, seniors, and the general public. Health is the primary focus of 19 percent of the partners, and mental health that of 13 percent.

Who Are They Serving?

Results indicate organizations span eight sectors of impact.

- A total of 57 percent of organizations work in the education, mental health or youth sectors.
- Another 37 percent work in the health & advocacy, shelter or public benefit sector.
- The rest serve through social capital building capacities.

Another important impact the Jones partners have is through the number of people and families they serve. We asked partners to provide us with their top three kinds of output indicators, and 96 percent identified a measurable output. Of those, 70 percent described at least one indicator that could be used to assess the number of people, clients, members, or families served through organizational activities, as well as quantifying a range of people served. Summing these together – *and keeping in mind the important caveat that it is possible some number of people and families could overlap, both within an organization across its indicators and across partners serving the same populations* – the result is an estimate that approximately 1,517,650 people or families were impacted by Jones partners in the past year.

Targeted Populations

Jones partners focus efforts on a wide range of targeted populations. In terms of income, 69 percent focus their efforts on assisting low-income people, and on average these partners estimate that 83 percent of those they serve are

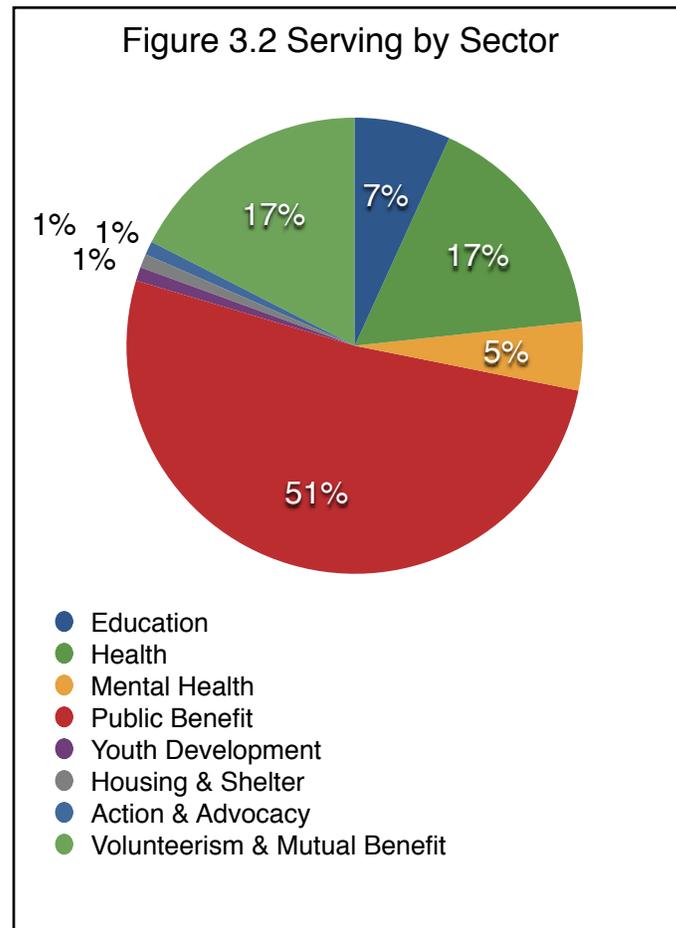
low-income. For youth as a target, 71 percent estimate their populations served youth, and on average these partners estimate that 52 percent of those that they serve directly are youth. Many partners also serve seniors (48 percent), and on average these partners estimate that 27 percent of those they serve directly are seniors.

Non-white racial and ethnic groups are another population served by Jones partners. However, many partners do not have a way of quantifying the race and ethnicity of the populations they serve, and 29 percent reported not knowing this information. Of those that did, the partners estimate, on average, that 63 percent of people or families they serve are non-white, representing an array of latino (20%), black (5%), Asian (4%), Marshallese (5%), and others (4%). In addition, some partners are heavily focused on targeting services to immigrant populations. While 66 percent of partners did not serve this group, or did not know if they did, immigrant-serving partners estimate, on average, that 39 percent of the people they serve are of immigrant status.

Taking important caveats into account, we estimate that around 1,517,650 people or families were potentially directly served by Jones partners last year.

In addition, a number of partners also provide indirect impacts that ripple across entire populations of the counties and states they serve.

Figure 3.2 represents the Jones partner sector portfolio by the percentage of people and families served (rather than proportions of organizations, as represented in Figure 3.1) and shows that that the largest swaths of impact happen through public benefit partners, impacting about 798,850 people and families. The social capital efforts of volunteerism and mutual benefit partners combined impact 276,175 in estimated numbers of people and families. Health partners impact about 261,525, and mental health about 69,200 people and families. While education partners represent the largest proportion of organizations, their in-depth efforts focus on a smaller proportion of people served, impacting approximately 99,450 people and families, with an additional 10,000 impacted through youth development efforts, 1,000 through housing and shelter efforts, and 1,450 through action and advocacy (to the extent that this last group can be quantified, since many of these indirect efforts are focused on impacting entire regions).



Service to the Community

Hours and Activities

Focusing in particular on the direct contact that some partners provide by working in-depth with people and families, we tallied the number of contact hours reported. Keeping in mind that partners were not asked to report this information, it is indicative that three organizations are so heavily involved that they reported actual hours spent as one of their three primary outputs. Thus, another form of impact, in addition to the breadth of people impacted, is the depth of time spent changing lives. Though only three partners reported these data, their combined efforts are nevertheless impressive. Presuming the contact hours are all distinct, non-overlapping hours of time, they estimate contributing a combined total of somewhere around 1,012,500 hours working intensively with individuals and families in NWA.

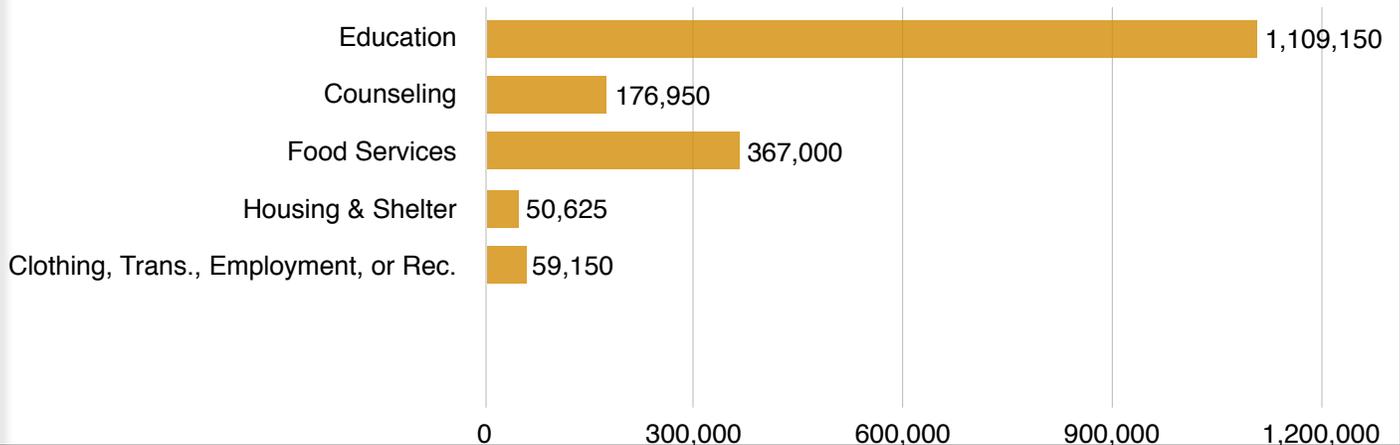




Partners were asked to categorize their primary activities, and the majority (56 percent) described themselves as mainly providing services. Social action and religious services were the main activity of 2 percent each. An additional 25 percent listed multiple combinations of these three activities, and another 15 percent did not indicate that any of these activities characterized their work (e.g. American Red Cross, Northwest Arkansas SCORE, Washington County Health Department, Lions Diabetes Awareness & Service Center, St. Francis House).

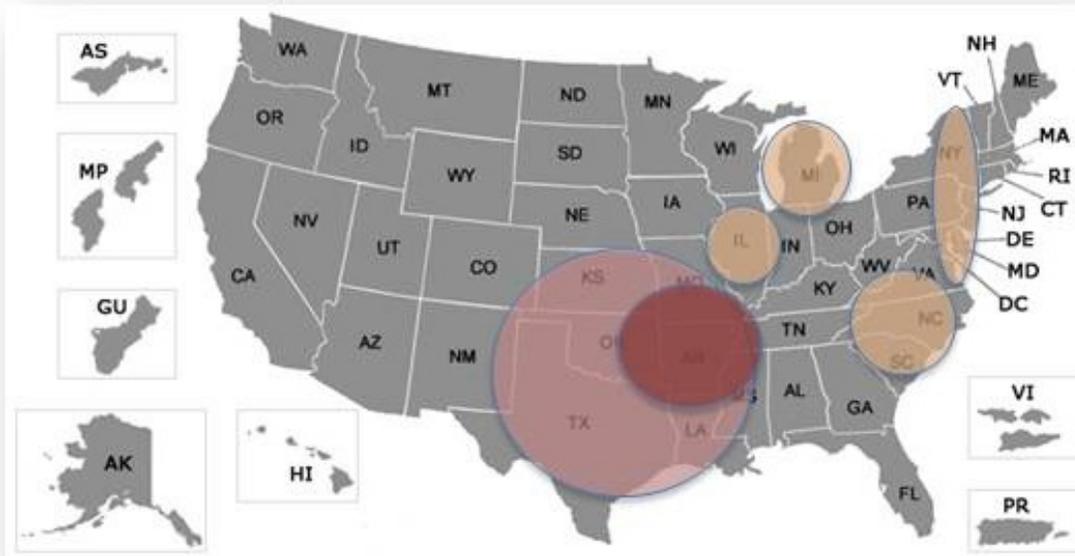
Of the 39 organizations that described themselves as mainly providing services, 64 percent listed their primary type of service as educational; 33 percent counseling; 31 percent food services; 18 percent clothing, transportation, employment, or recreational services; and 15 percent housing and shelter. Figure 3.3 displays the approximate numbers of individuals and families engaged by each service.

Figure 3.3 Approximate Number of Clients Served Per Sector



Geographic Coverage & Collaboration

In terms of regional impact, about three-quarters of the participating partners serve the local Northwest Arkansas area (i.e. Washington, Benton, Madison, and Carroll Counties). Another quarter impact other parts of Arkansas, and about one-in-ten said they served other states. A total of 14 other states were served by the Jones partners, in order by frequency: MO, OK, KS, TX, TN, LA, IL, MI, MS, NY, NJ, VA, NC, SC.



Another primary impact that the Jones facilities have is their incubator for collaborations with other local community partners. *At least one collaboration activity occurred with a local partner for 85 percent of the Jones partners.* A combined total of 135 collaboration activities occur for these partners, with more than half saying they are collaborating with three or more organizations. The most common collaboration activity was to advocate on behalf of clients, with 60 percent engaged in this synergy. Carrying out programs and services was a collaboration activity for 50 percent of the partners, and obtaining funding and programs for 46 percent.



Partner Benefits

Partner Security

The Jones partners significantly benefit from the facilities provided, for a number of reasons: 69 percent use the space because of the low cost of rent, 54 percent for the convenience of the location, 52 percent for the ability to better serve clientele, 50 percent for the onsite meeting space availability, 42 percent for the opportunities for collaboration, 42 percent for the proximity to other client services, but only 10 percent because it eliminates the need for a capital campaign. More than half the organizations selected three or more of these as reasons for why they use the space.

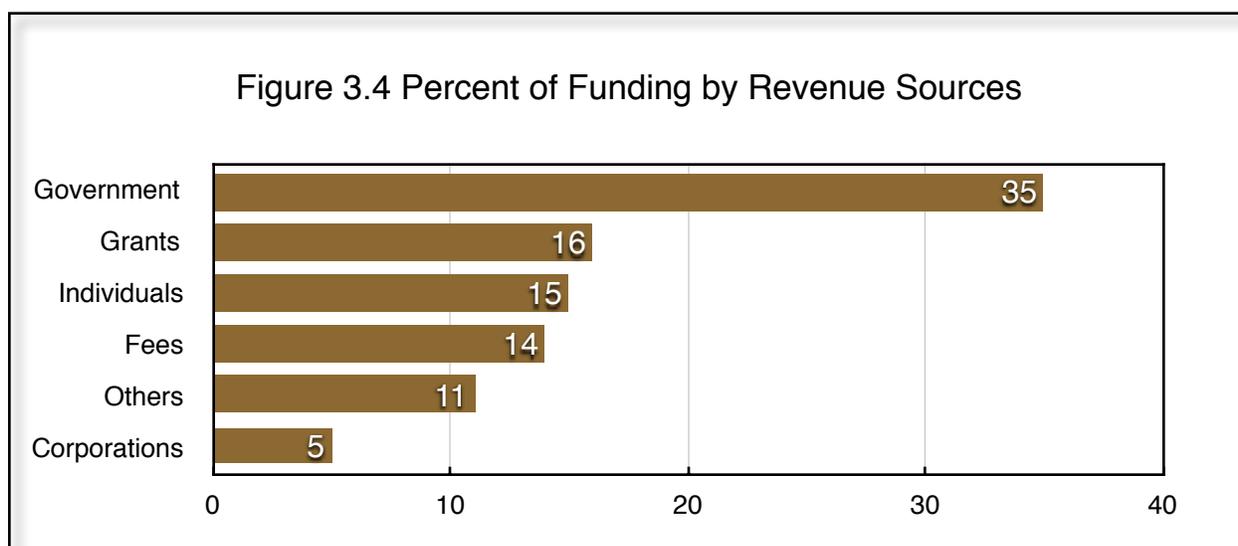
The impact that space has is invaluable, and – unlike the majority of nonprofit organizations around the country – more than half of the Jones partners report that their financial picture *improved* during the past year. Likewise, the majority of the partners report being satisfied with the services they offer. Though, a total of 19 services were listed as desired but not currently being provided.

Benefit to Cost

Budget indicators show the economic importance of the Jones Trust facility. In terms of costs and charges of partner indicators, half the Jones partners reported data on costs and charges per indicators, with only 13 percent charging anything to the individuals and families the partners serve. Combining the total amount spent per indicator with the total amount charged, and summing across all partners reporting such data, the *net loss is only \$211,049* for the vast array of services impacting over 1.5 million people.

Figure 3.4 represents the average revenue sources of Jones partners, indicating that on average they receive 35 percent of their budget from governmental sources, 16 percent from foundation grants, 5 percent from corporations, 15 percent from individuals, 14 percent from charged fees (see below), and 11 percent from miscellaneous other sources.

Jones partners are providing “bang for the buck,” in that their average budget is around \$3.5 million, but with less than half of these organizations operating on budgets of less than \$500,000. The average assets of partners is nearly \$1.3 million, yet more than half have less than \$50,000 in assets. The expense to budget ratio indicates general fiscal health, with the average equation more than \$1.3 million in the green. However, this is based on only 11 percent of partners in such an advantaged position. The vast majority (87 percent) break even, and a couple are in need of additional funds to break even.



Appendix A

IRB Approval



May 30, 2014

MEMORANDUM

TO: Patricia Herzog
Kevin Fitzpatrick

FROM: Ro Windwalker
IRB Coordinator

RE: New Protocol Approval

IRB Protocol #: 14-05-750

Protocol Title: *NWA-NGO Project*

Review Type: EXEMPT EXPEDITED FULL IRB

Approved Project Period: Start Date: 05/30/2014 Expiration Date: 05/29/2015

Your protocol has been approved by the IRB. Protocols are approved for a maximum period of one year. If you wish to continue the project past the approved project period (see above), you must submit a request, using the form *Continuing Review for IRB Approved Projects*, prior to the expiration date. This form is available from the IRB Coordinator or on the Research Compliance website (<http://vpred.uark.edu/210.php>). As a courtesy, you will be sent a reminder two months in advance of that date. However, failure to receive a reminder does not negate your obligation to make the request in sufficient time for review and approval. Federal regulations prohibit retroactive approval of continuation. Failure to receive approval to continue the project prior to the expiration date will result in Termination of the protocol approval. The IRB Coordinator can give you guidance on submission times.

This protocol has been approved for 133 participants. If you wish to make *any* modifications in the approved protocol, including enrolling more than this number, you must seek approval *prior to* implementing those changes. All modifications should be requested in writing (email is acceptable) and must provide sufficient detail to assess the impact of the change.

If you have questions or need any assistance from the IRB, please contact me at 210 Administration Building, 5-2208, or irb@uark.edu.