

United Way

of the Greater Capital Region

United
Way



United Way of the
Greater Capital Region



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The education for a lifetime

- **COMD 210:** Community Based Research
- **Collaboration With:** Siena College Research



Agenda

- 1. Methodology**
- 2. Statewide Analysis**
- 3. United Way Specific data**
- 4. Conclusion**



Methodology



1



2



3



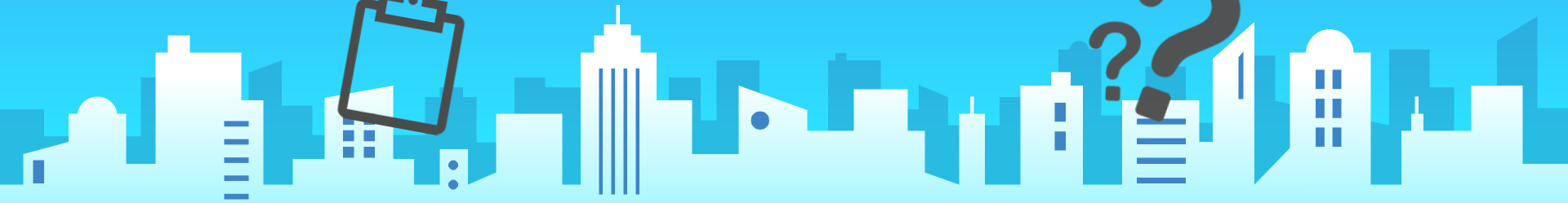
4

Observational
Research

Interviews

Survey
Development

Analysis &
Presentation



Observational Research & Interviews

8

Interviews



15 hours in
observations
and
interviews



Survey

4

Quadrants

Scale

Not at all Descriptive
Not very Descriptive
Somewhat Descriptive
Completely Descriptive



35

indicators



Engagement

Are we truly a 'we'? Are our people involved in the organization's culture?

Are we maximizing their contribution, satisfaction and growth?



Efficiency

Highly functioning by coordinating shared meaningful values

Does our organization work?

Are we all we can be?

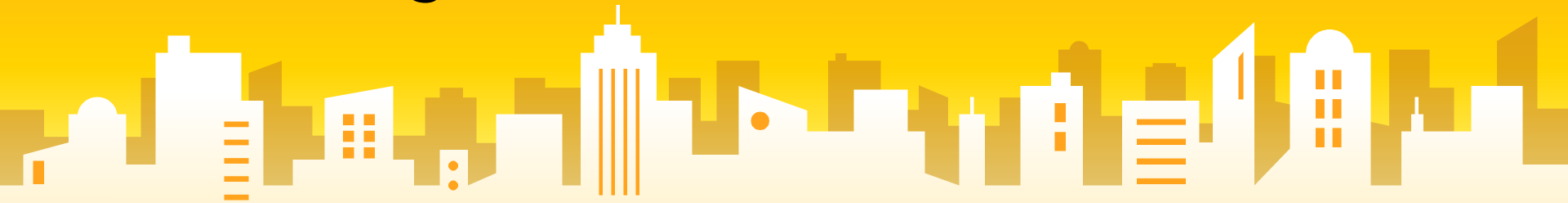


Purpose

Do we have a clear and openly communicated direction for the organization?

Defining and communicating your mission by:

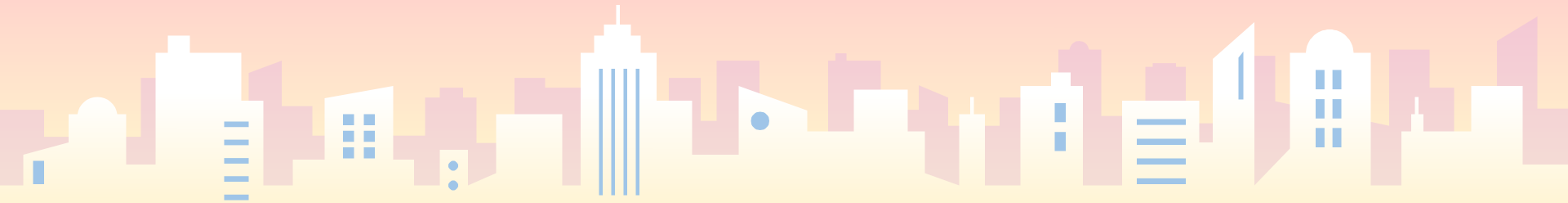
- **Strategic planning**
- **Having a vision**



Responsiveness

Are we listening to the client needs?

- **Turn demands into action**
- **Adapting to client trends**
- **Focus on client needs**
- **Adjusting when necessary**



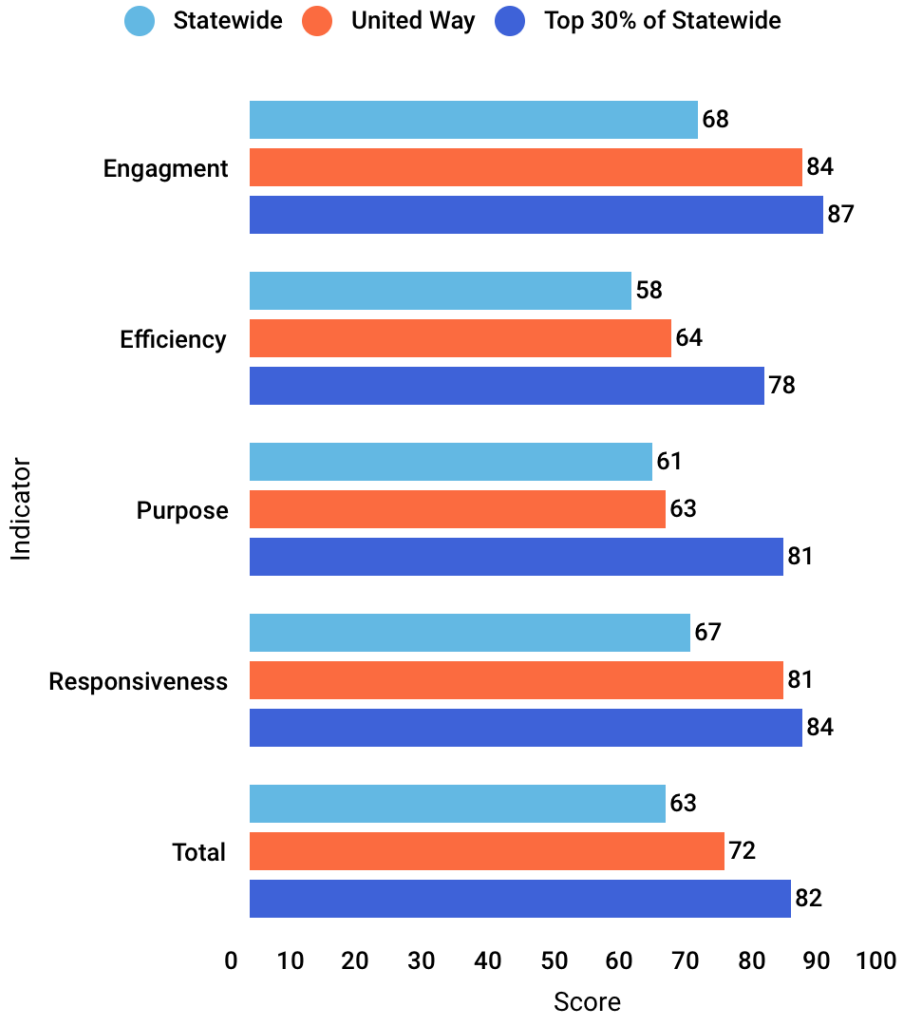
Statewide Analysis

Category	Overall (n=628)	Non-profits (n=114)	Private Businesses (n=332)	Public Organizations (n=163)
Engagement	68	69	68	67
Responsiveness	67	67	67	66
Purpose	61	63	60	62
Efficiency	58	57	59	57

United Way Analysis

Indicator	Score
Engagement	84
Efficiency	64
Purpose	63
Responsiveness	81

United Way Comparison



Engagement

“

“It is a family friendly environment...our employer has the awareness that you are a person”



Engagement



100%

● % Descriptive

“Overall, we have an organization where people love coming to work each day”



94%

● % Descriptive

“I have all the appropriate tools and training to do my job effectively”

“Our leaders appreciate the importance of work/life balance”

Efficiency

“

“The issue with the nonprofit world is that you have to **wear many hats** which requires you to develop many skills. **Work keeps piling up with not a lot of resources and that’s when it can become problematic**”



Efficiency: Things You Do Well



100%

● % Descriptive

“We constantly review our processes in an effort to always be getting better”

“When a problem or issue comes up, we are able to find a solution”



94%

● % Descriptive

“Generally speaking, our organization runs smoothly”

Efficiency: Things to Work On



44%

● % Descriptive

“That’s how things have always been done here”



68%

● % Descriptive

“My department does not have enough staff to complete our work”

Purpose

“

“I think a lot of times people aren't exactly sure of what United Way does”



Purpose: Things You Do Well



94%

● % Not Descriptive

“The goals we set as an organization are unrealistic”

“Things around here change all the time, it doesn't seem like anyone has a plan”



100%

● % Descriptive

“Our mission statement is a part of every decision we made around here”

Purpose: Things To Work On



31%

● % Descriptive

“It's hard to know how our daily responsibilities fit into a long-term plan”



25%

● % Descriptive

“I couldn't say what this organization's vision is”

Responsiveness

“

“we’re actually calling 2019 the year of trying something new ... we want to see what the community is interested in”



Responsiveness



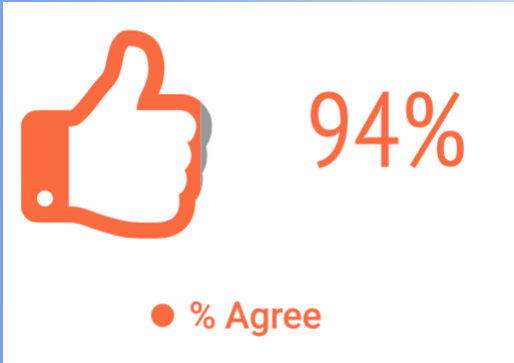
100%

● % Descriptive

“Everyone is encouraged to think about our clients as we do our jobs”

“The organization assesses what we do and do not do well and makes changes to meet the needs of our clients”

United Way Specific Data: Things You Do Well

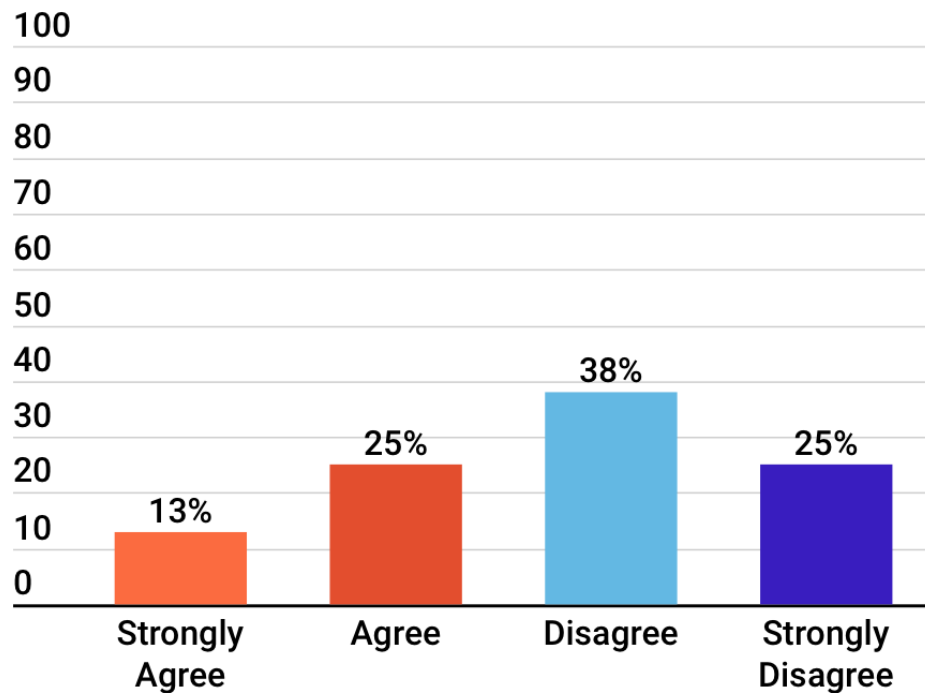


“The recent change in leadership has had a positive impact on morale”

“The UWGCR’s leadership promotes a positive, collaborative work environment”

United Way Specific Data: Things to Work on

“I often feel overwhelmed with my workload”



Conclusion

Things You Do Well

Engagement:

Employees love coming to work everyday

Responsiveness:

UW listens to the needs of the people you serve

Things To Work On

Efficiency:

Analyze workload to staff ratio

Purpose:

Looking ahead, are all staff informed and onboard with long term plans.

**Thank You
Questions?**



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