



Ready by 21 Webinar Series: Program Landscape Mapping

August 2010

In August 2010, the Forum for Youth Investment hosted a webinar on the topic of “Program Landscape Mapping.” After an review of Big Picture Thinking by Ian Faigley, Senior Manager at the Forum for Youth Investment, the webinar explored the foundational concepts of why a community would want to gather information regarding the program landscape, and how the information can be used to help leaders make decisions and take action. The first speaker was Kiley Bednar, Program Manager at the Forum for Youth Investment, who introduced Program Landscape Mapping as one tool that helps communities understand what services, supports, and opportunities are available to children and youth. She reviewed the use of a Landscape Mapping survey and provided an overview of ideas for leading the process in a community.

The second presenter was Ayeola Fortune, Director of Education Partnerships for United Way Worldwide, who shared information regarding the United Way 211 system and how it can be a resource for communities taking part in Program Landscape Mapping.

Kiley Bednar also shared Landscape Mapping results examples from Nashville, TN and Grundy County, IL, highlighting how their data influenced action planning in their community. Additionally, Sandra Booth, Manager of Community Initiatives: Children, Youth, and Families at the United Way of Richmond and Petersburg, spoke about Richmond’s experience with Program Landscape Mapping and their plans for future endeavors in the process.

Q & A

In response to questions submitted during the webinar, please find the following answers:

- **How do we purchase the comprehensive community resource survey (survey monkey) ? What would be the costs for communities to do this county wide to engage our total community providers?**

Survey Monkey is an inexpensive resource that can be accessed via this link:

<http://www.surveymonkey.com/>

If you would like more information about assistance with Program Landscape Mapping in your community, please contact Kiley Bednar at Kiley@forumfyi.org

- **When programs move or are discontinued how is the landscape map updated?**

It depends on the community’s approach. If a community is doing a regularly-scheduled survey (1/year or so), then the information will be updated when the survey is distributed. However, there are communities that are working with a database that can be updated by providers and others who would be survey respondents. For more information on some of these options, please contact Kiley.

- **Do you have survey examples available to share from some of the communities?**

Yes, you can see an example of the survey at this link: <http://forumfyi.org/content/ready-21-webinar-program-landscape-mapping-thursday-august-26-300-pm-edt>

- **Are there examples of youth and families engaged to give qualitative feedback or comments to find out if the program is meeting the needs of youth?**

Many communities have engaged in seeking qualitative feedback from families and youth. This may take the form of a focus group or community meeting. Additionally, via this link, you can learn more about the

Youth Program Quality Inventory, It is a great example of how a community involved youth in a structured program quality assessment.

<http://www.youtube.com/watch?v=roeq94GwFiE>

Usually, program landscape mapping focuses more on surveying providers about the services, supports, and opportunities that are available in a community rather than seeking qualitative feedback from youth and families. However, one great way to involve youth in program landscape mapping is to ask them to lead a community mapping endeavor, where they go out into the community, connect and interview local providers, and provide the results through a map of the services and supports that they identified.