

The “Loyola Is Listening” Project

Results from Conversations Held
January – March 2010



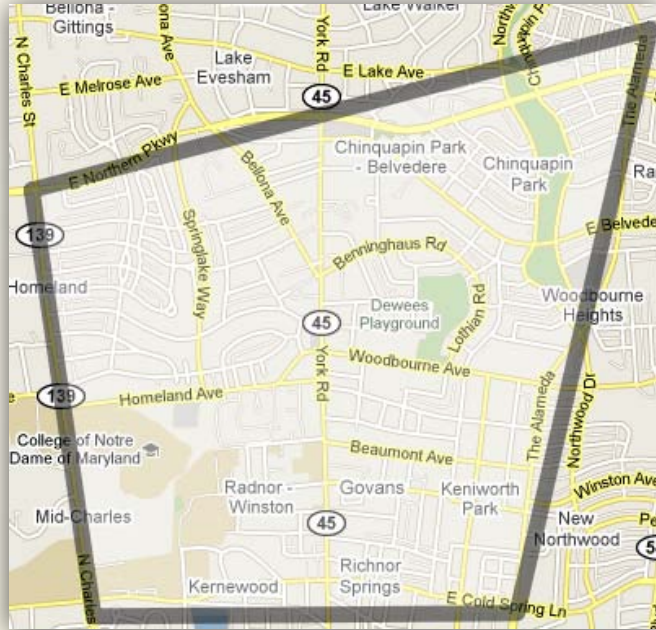
Loyola is Listening

- A first step in the York Road community engagement initiative of Loyola University's strategic plan (see: <http://www.loyola.edu/strategicplan/initiatives/index.html#Community>)
- A survey method using trained interviewers to ask a series of set questions, listen without judgment, and record community members answers.



Geography of Listening Area

- Charles Street to the west
- The Alameda to the east
- Northern Parkway to the north
- Cold Spring Lane to the south



Review of Process

- Survey tool developed with the American Friends Service Committee
- 27 “Listeners” trained over 4 sessions
- Listening sessions held January – March 2010
 - 3 public events (St. Mary’s, Govans Presbyterian, American Friends Committee)
 - Additional “on-site” opportunities (CARES Pantry, Epiphany House, Micah House, Govanstowne Business Association, Pleasant Hope Baptist Bible Study, City Councilman Bill Henry’s Office)



Analysis of Data

- Quantitative
 - Frequency counts in SPSS
- Qualitative
 - Relies on the words and language of participants
 - Open coding
 - Axial coding
 - “In vivo” coding
 - Conceptual maps



Who did we listen to?

DESCRIPTION OF SAMPLE



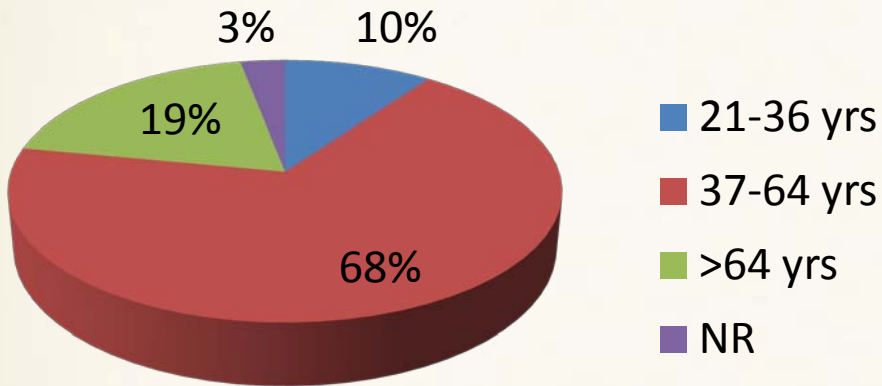
Sample

- N = 89
 - Mostly residents
 - 4 business owners
 - A few community leaders (not all were residents but all had substantial knowledge of the community)

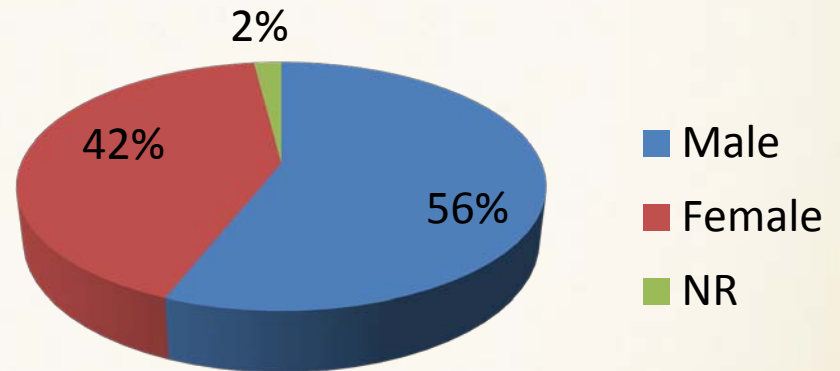


Demographics

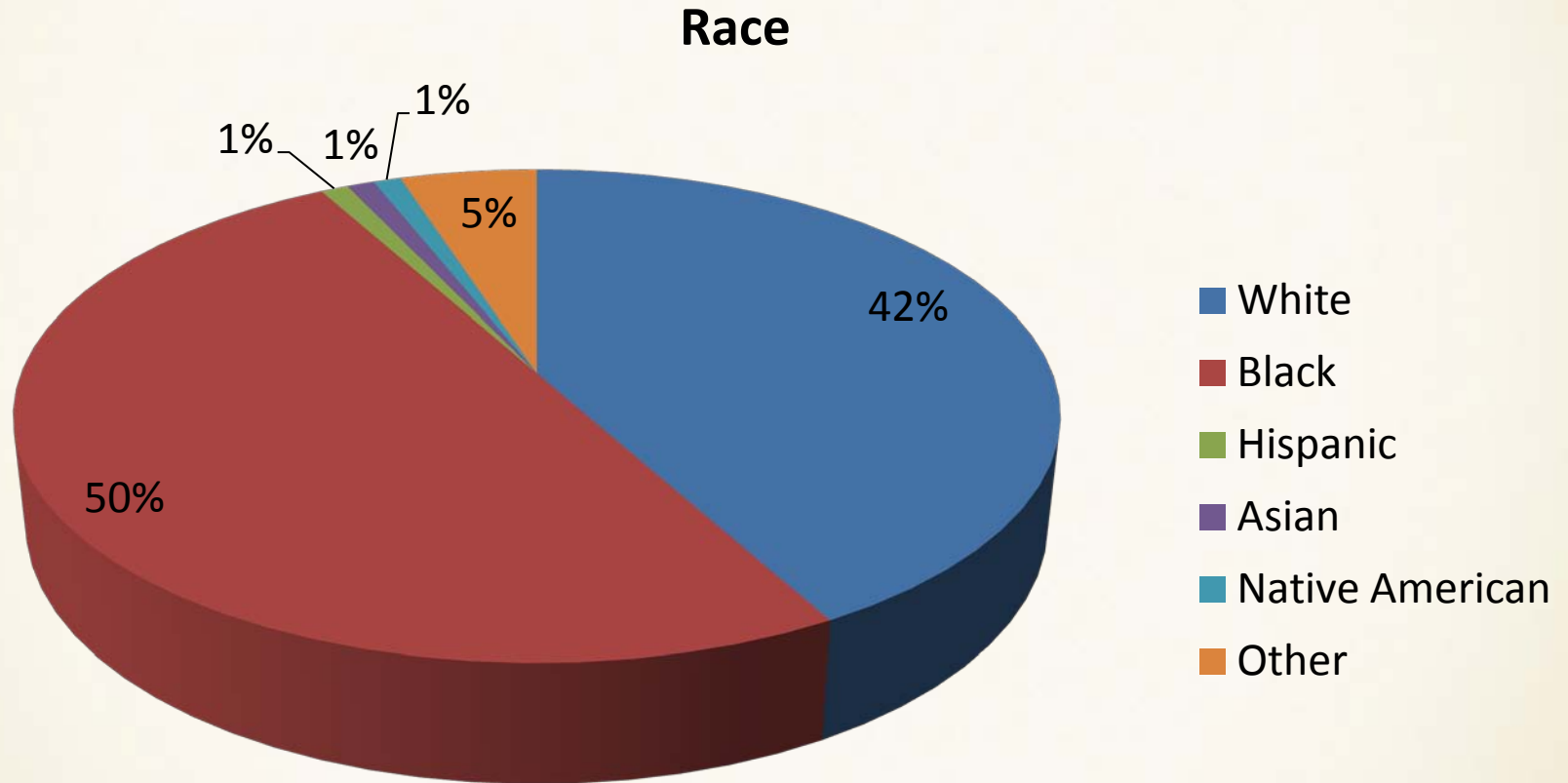
Age



Gender

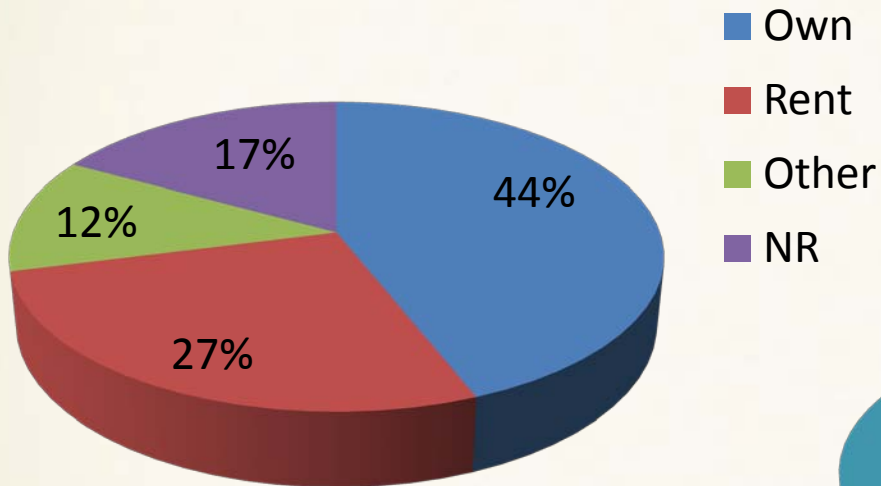


Race

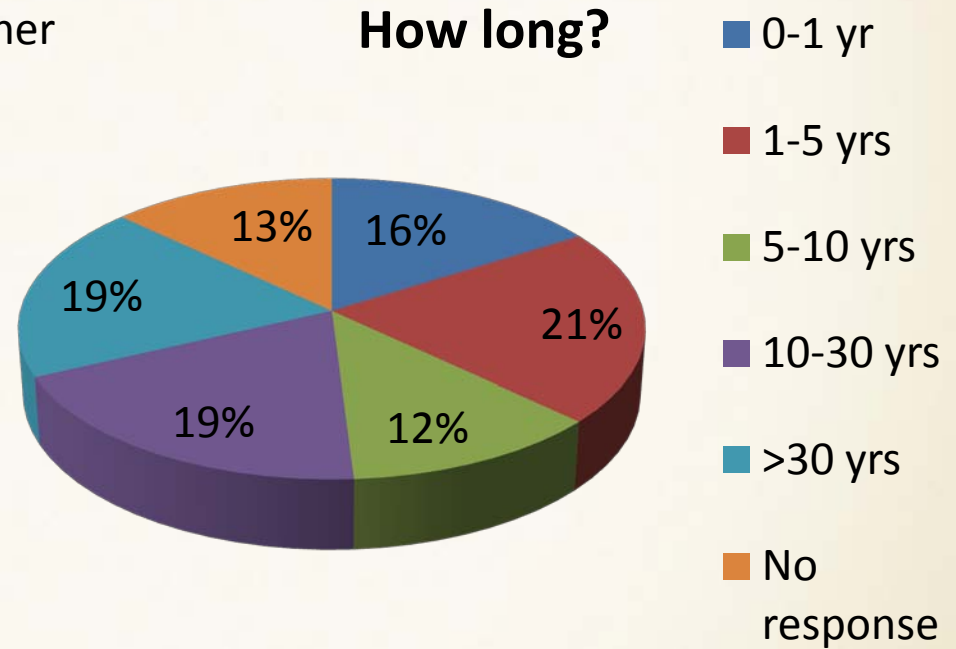


Residential Demographics

Residence

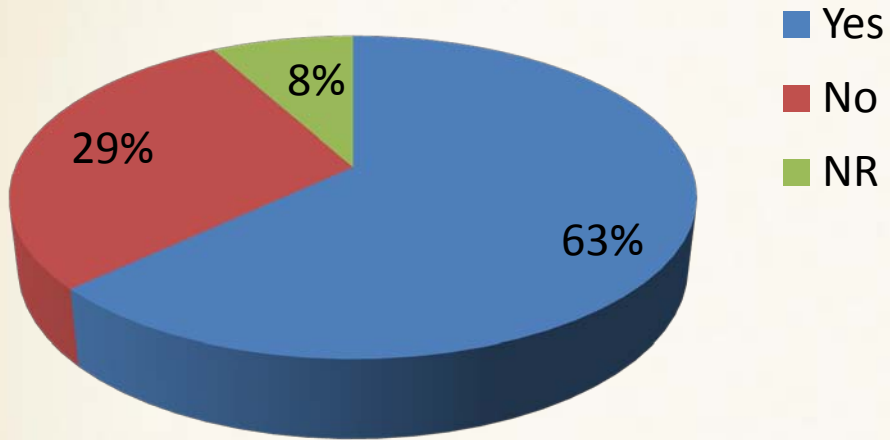


How long?

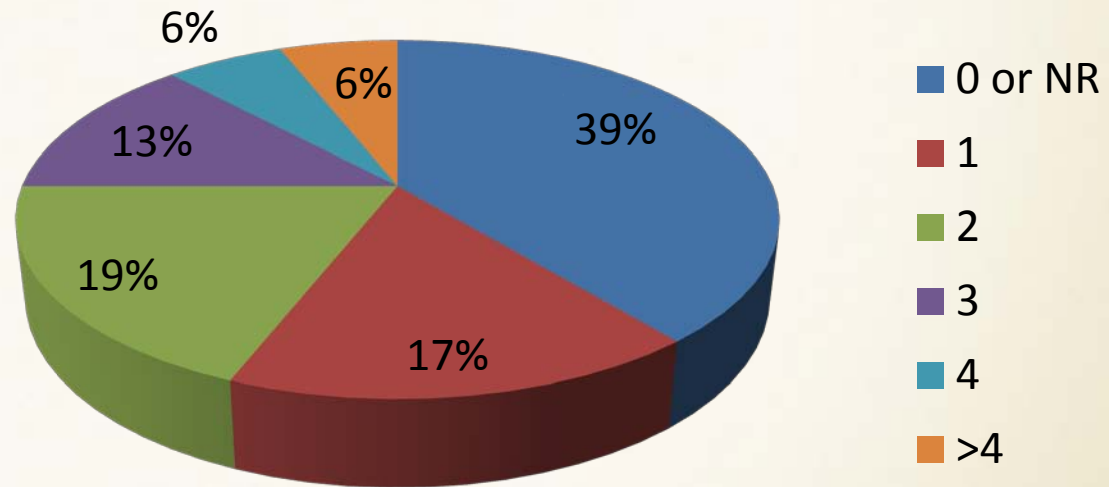


Children?

Have Children?

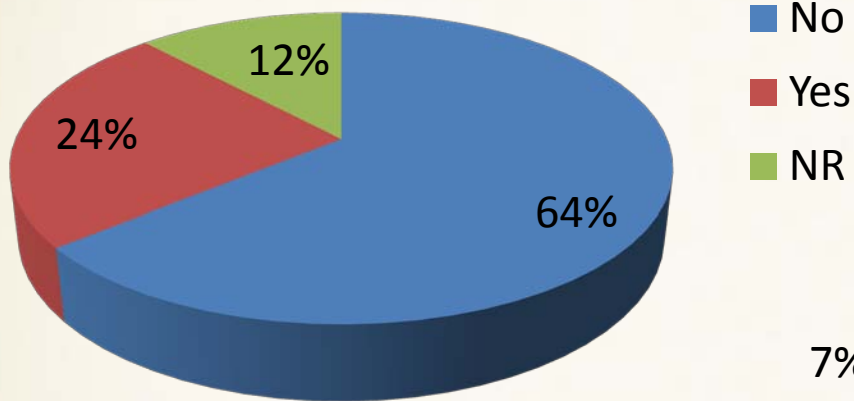


of Children

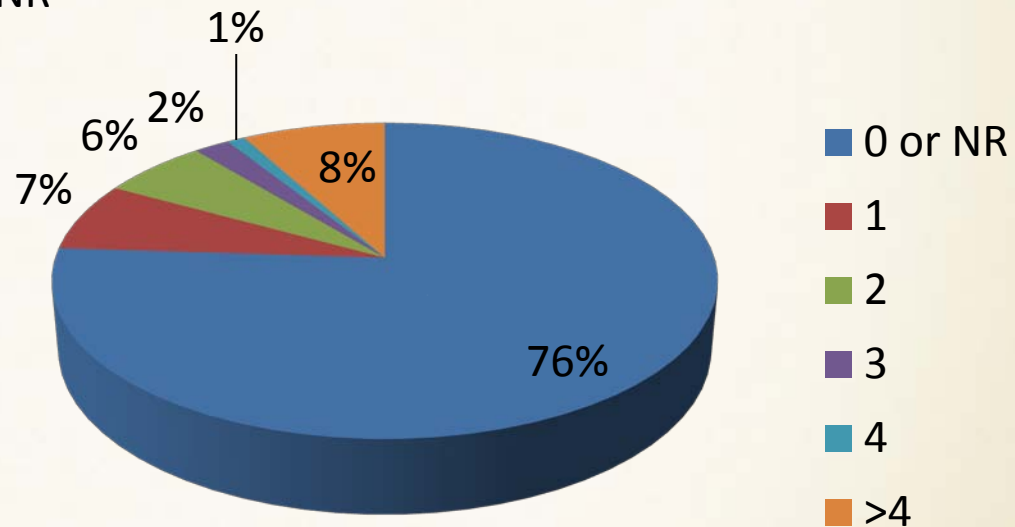


Grandchildren?

Have Grandchildren

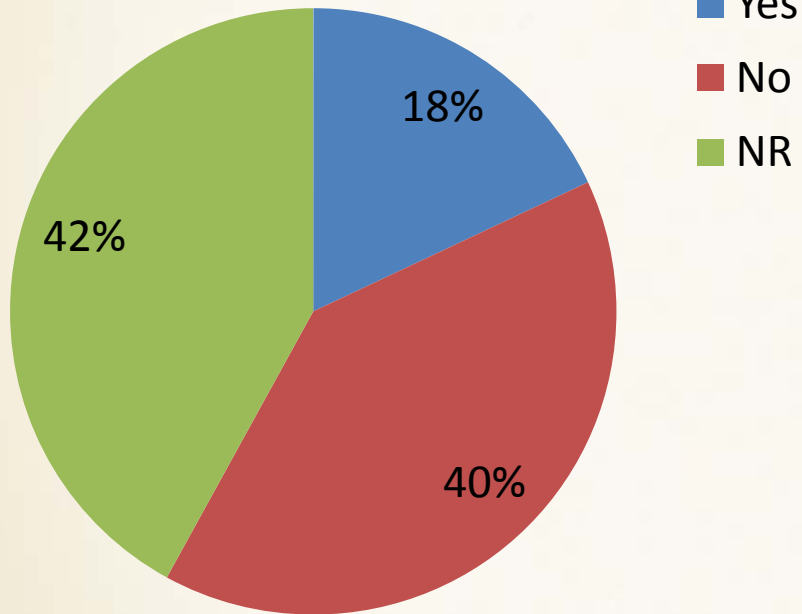


Grandchildren

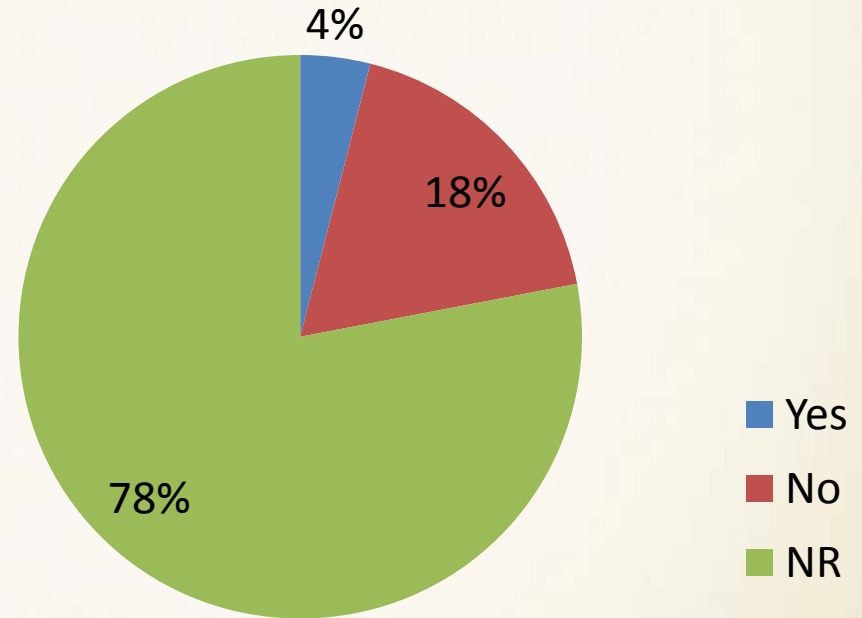


Children/Grandchildren Living With You?

Children Living With?

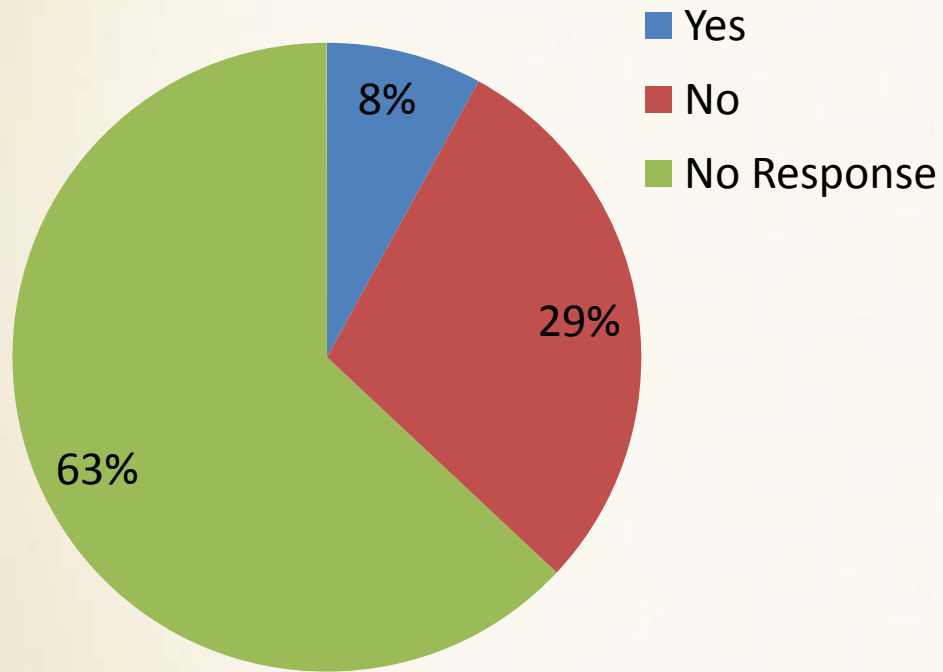


Grandchildren Living With?

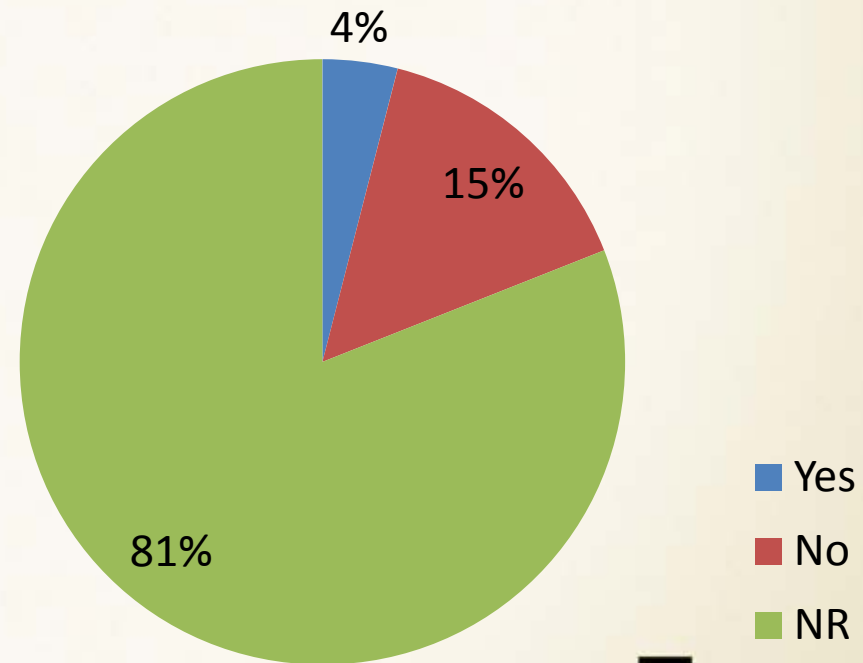


Children/Grandchildren in Neighborhood?

Children in Neighborhood?



Grandchildren in Neighborhood?



Limitations to Consider

- Very limited representation by parents/grandparents of young children who live in the neighborhood
- Very limited representation by parents/grandparents of young children enrolled in schools in the neighborhood
- Potential oversampling of “older” adults

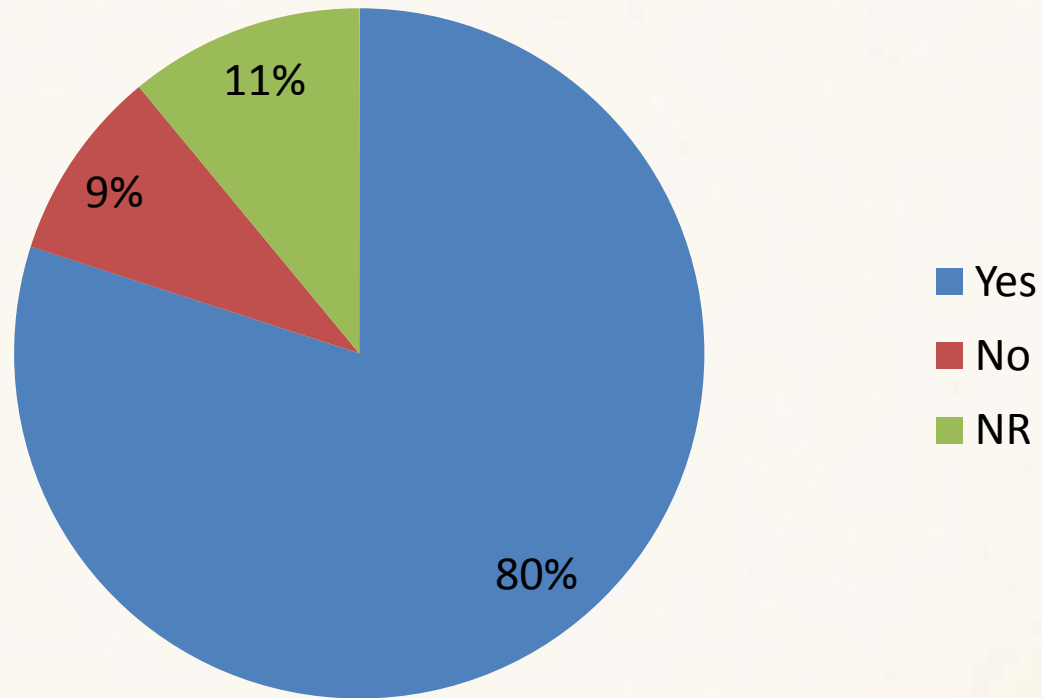


NEIGHBORHOOD ASSETS



Do you feel part of your neighborhood?

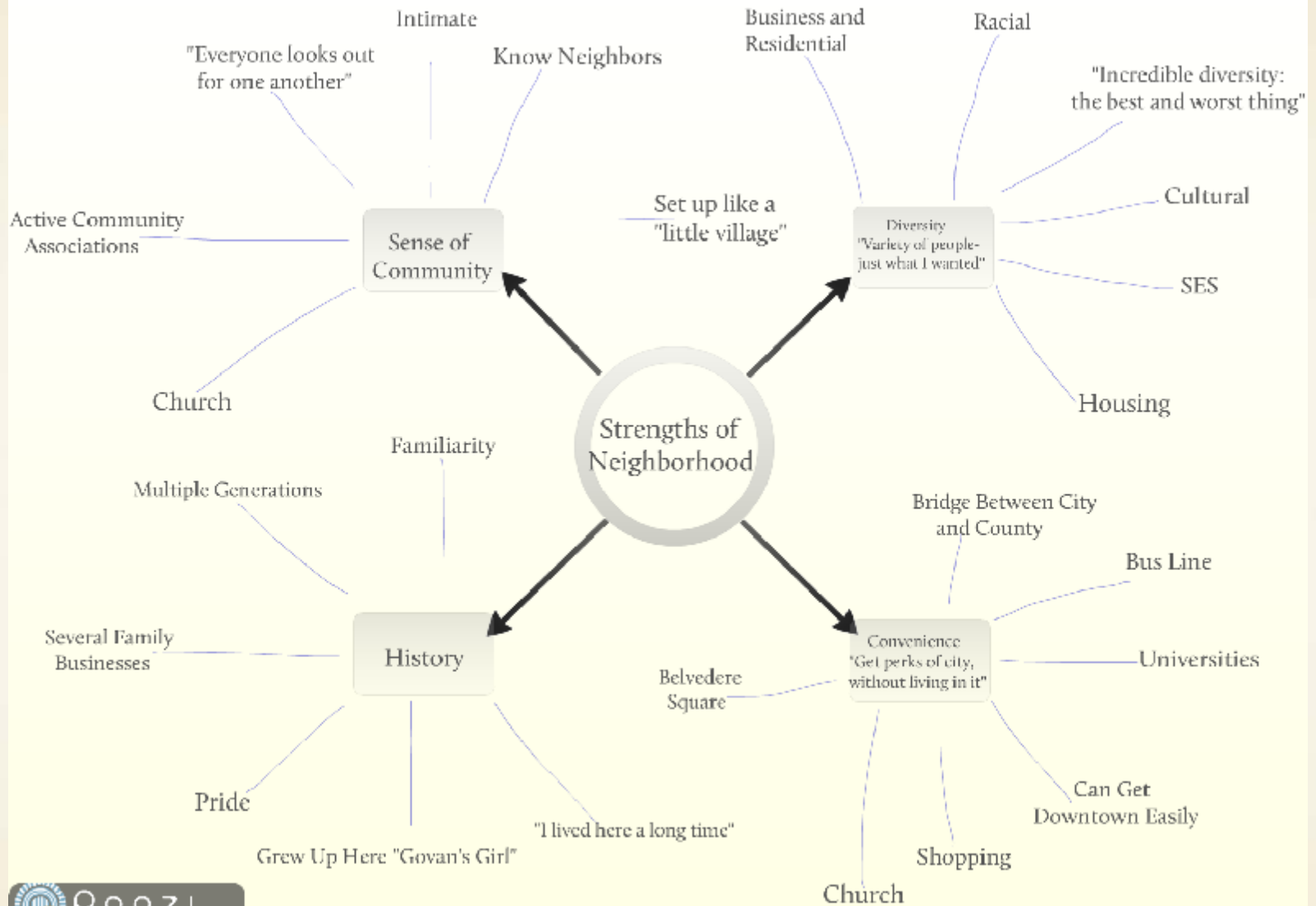
Feel Part?



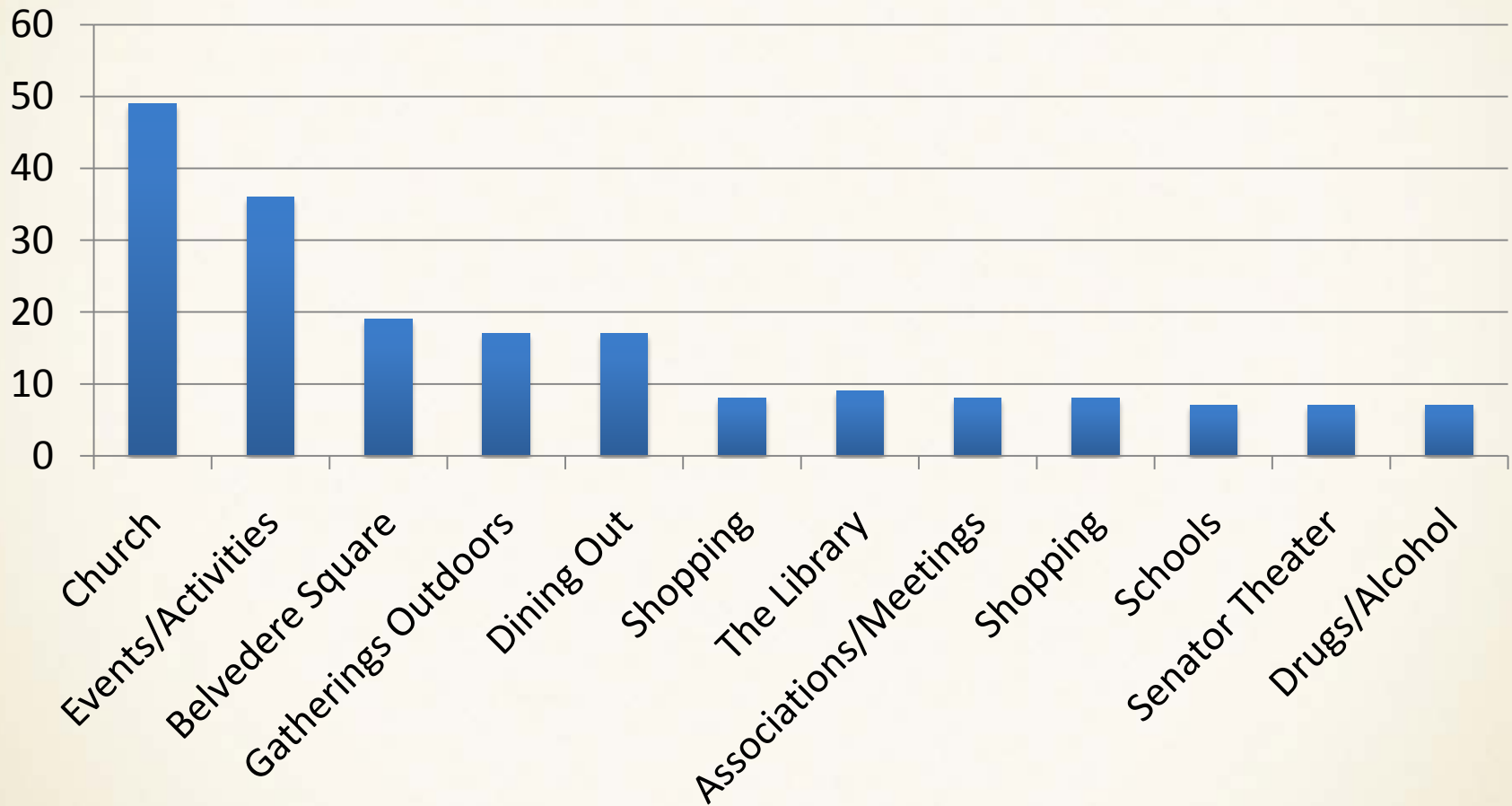
Neighborhood Assets

- Qualitative Themes
 - Diversity
 - Sense of Community
 - History
 - Convenience

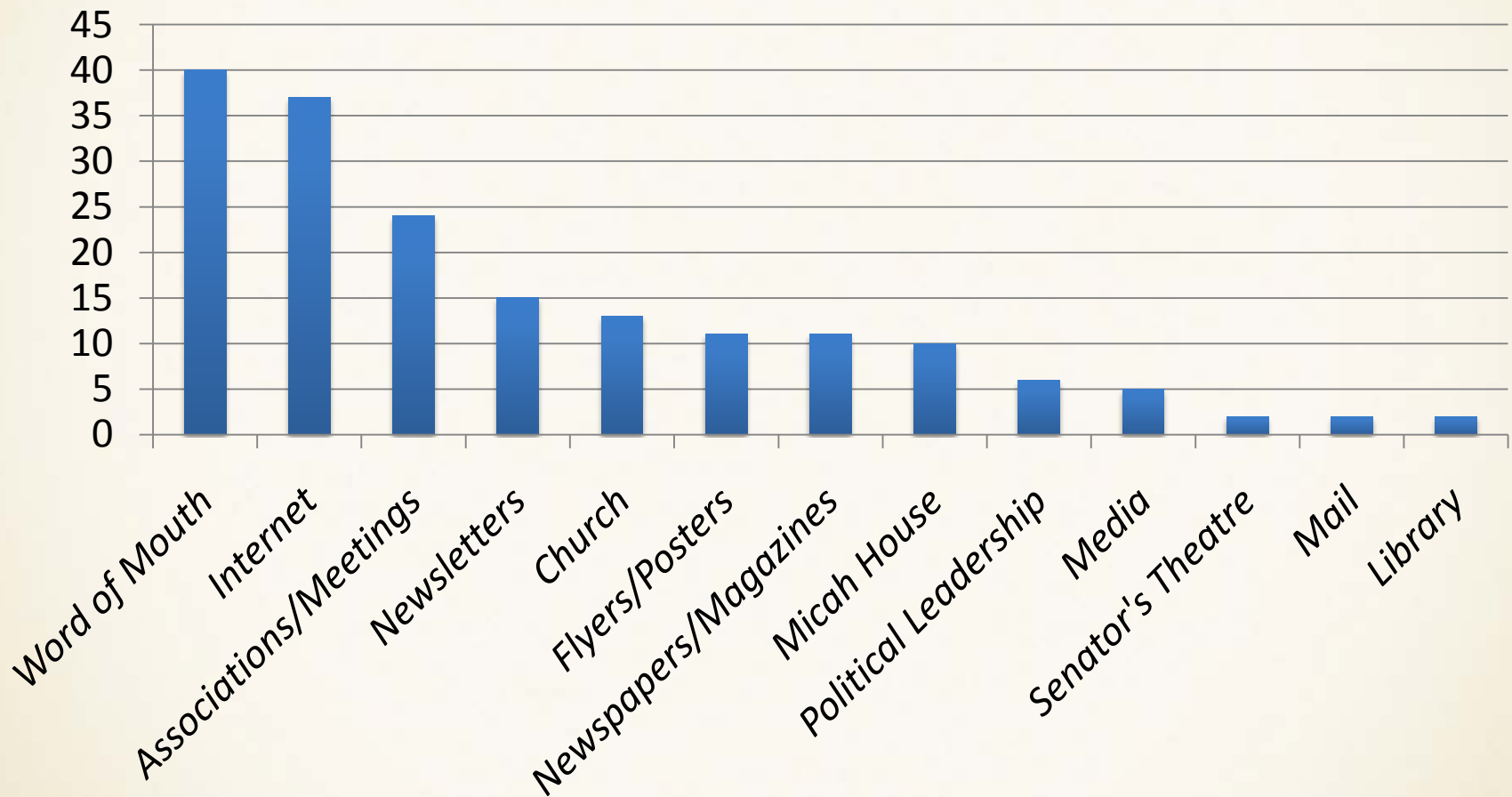




Where do people in your neighborhood gather?



Where do people get information?



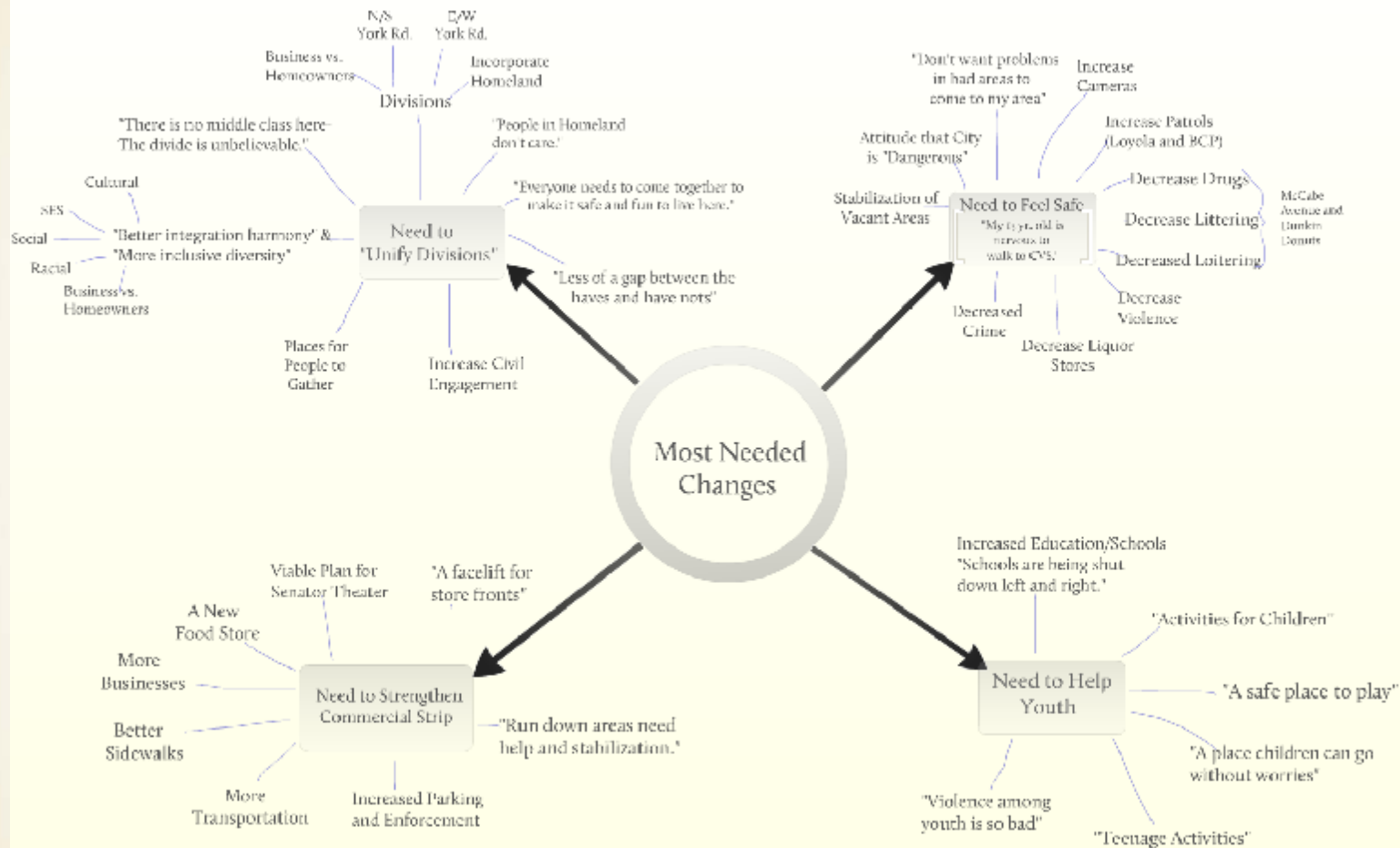
CHANGES NEEDED IN THE NEIGHBORHOOD



Changes Needed

- Qualitative themes
 - Need to “unify divisions”
 - Need to feel safe
 - Need to strengthen commercial strip
 - Need to help youth



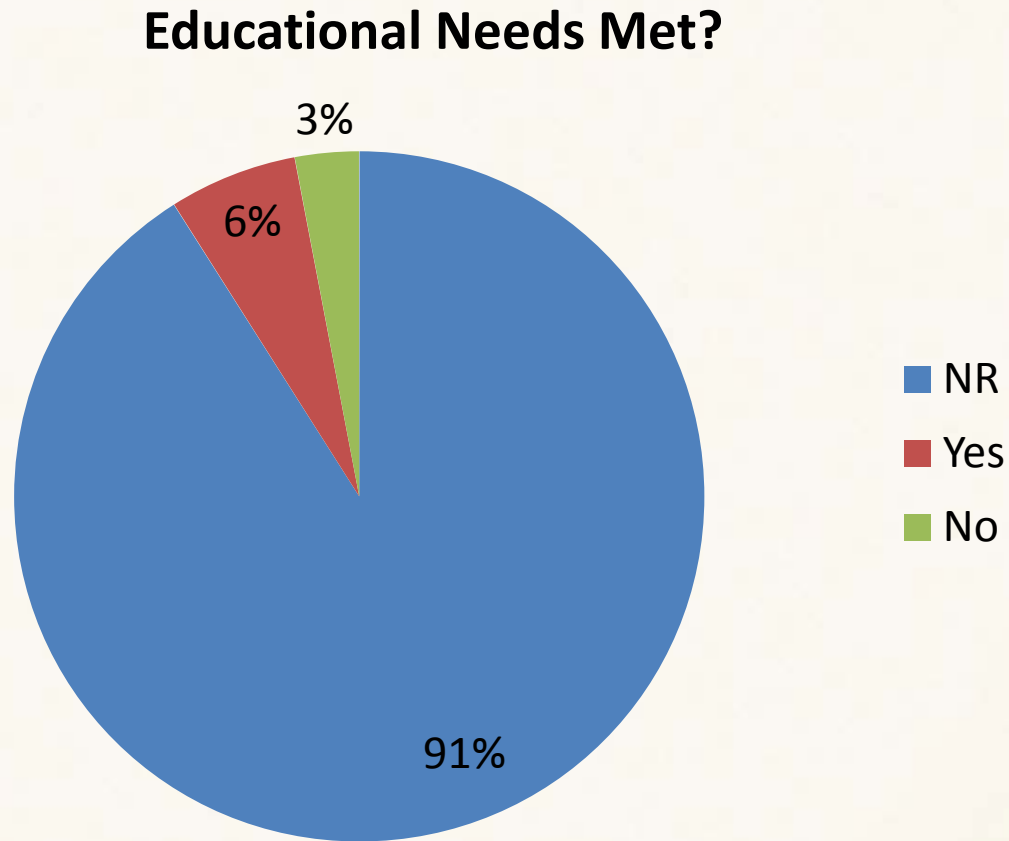


Children's Needs

- Gathered more specific information via an additional question
- Also a frequent theme in the questions regarding perceived neighborhood issues or changes needed
- Major difference in answers gathered from “west side” vs. “east side”



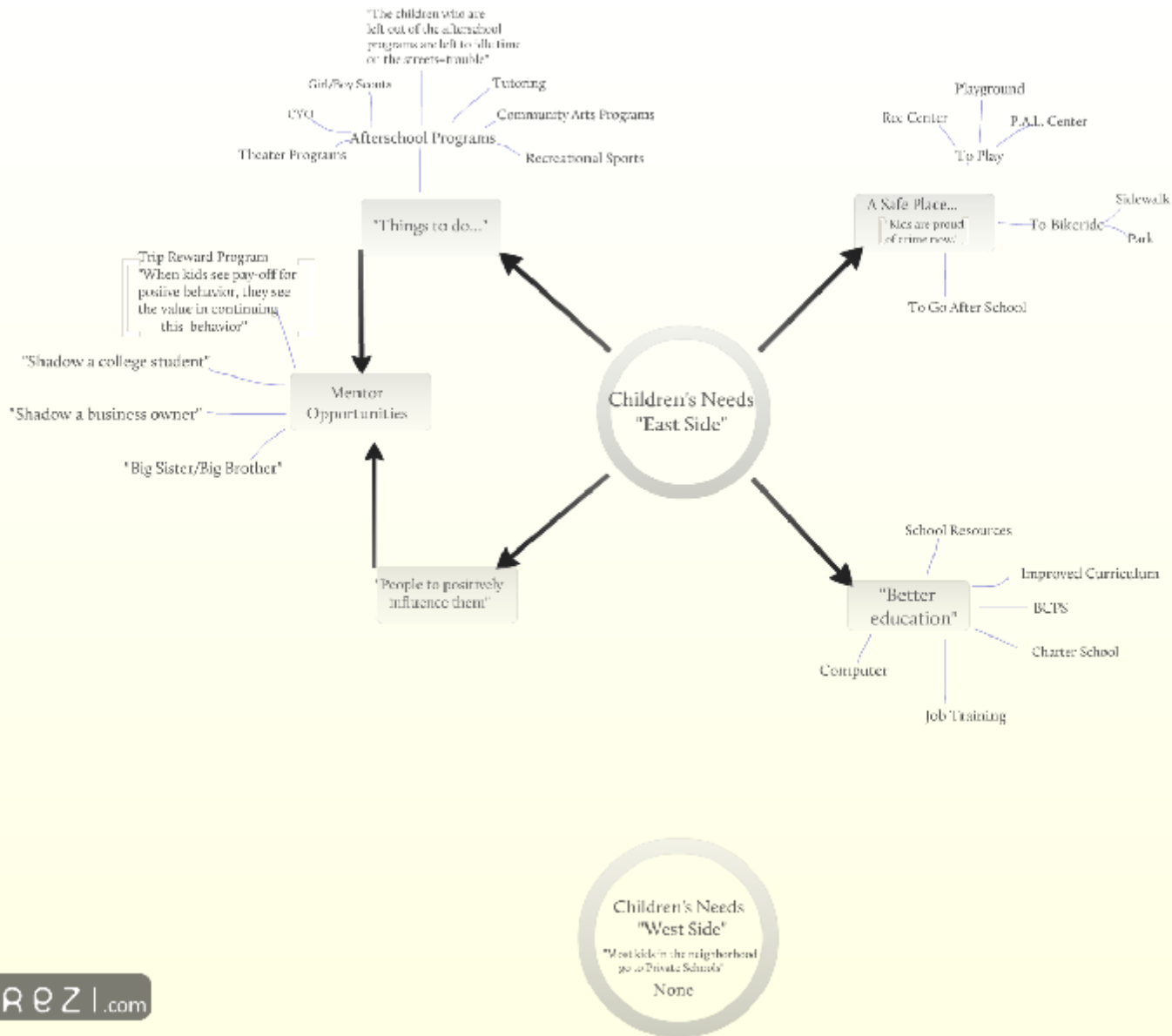
Are children's educational needs met?



Children's Needs

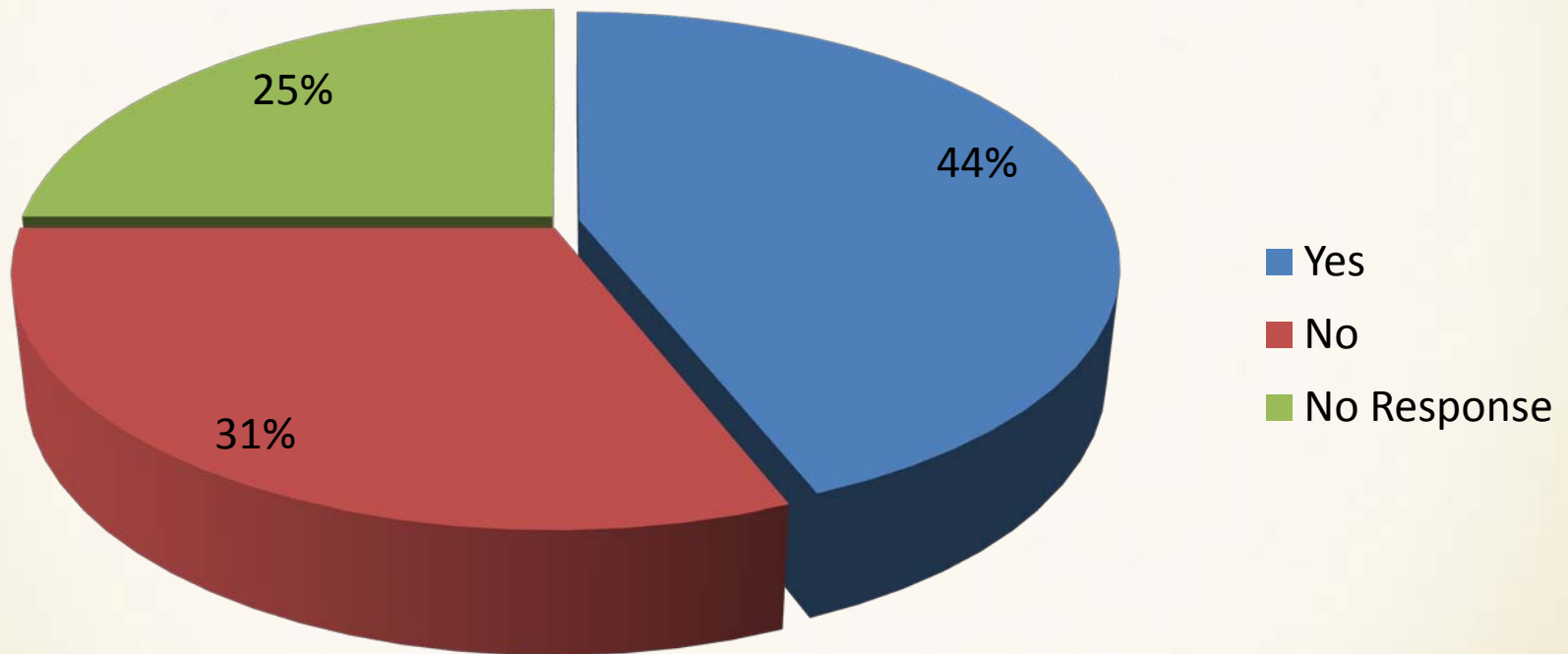
- Qualitative themes
 - Things to do
 - People to positively influence them
 - Mentor opportunities
 - A safe place
 - Better education



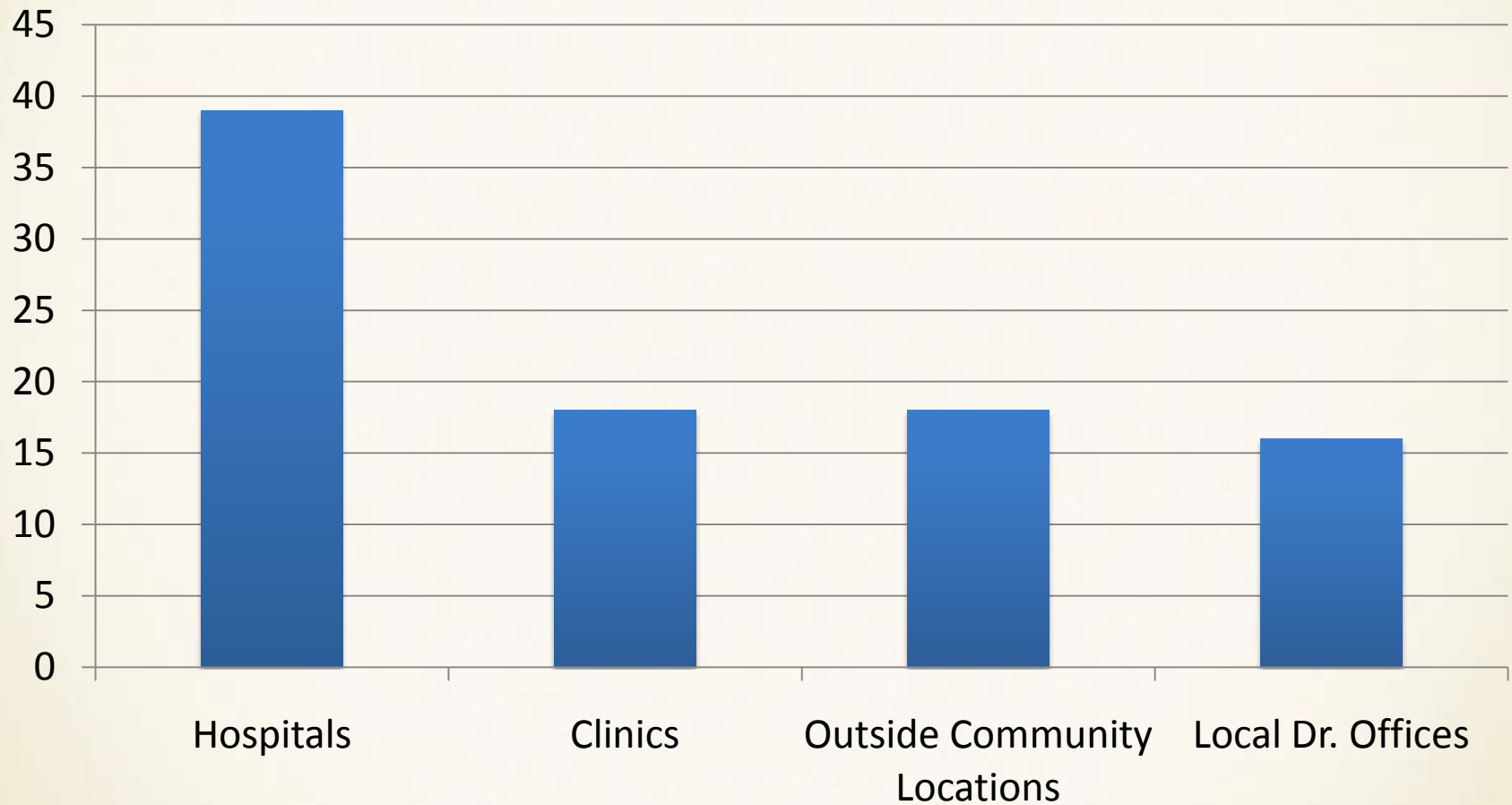


Is healthcare available in the neighborhood?

Healthcare Availability



Where do you go for your healthcare needs?



OPPORTUNITIES FOR PARTNERSHIP WITH LOYOLA



Experience with Loyola

- Qualitative Themes
 - Neighbors
 - Worked/attended Loyola
 - Community outreach
 - Students

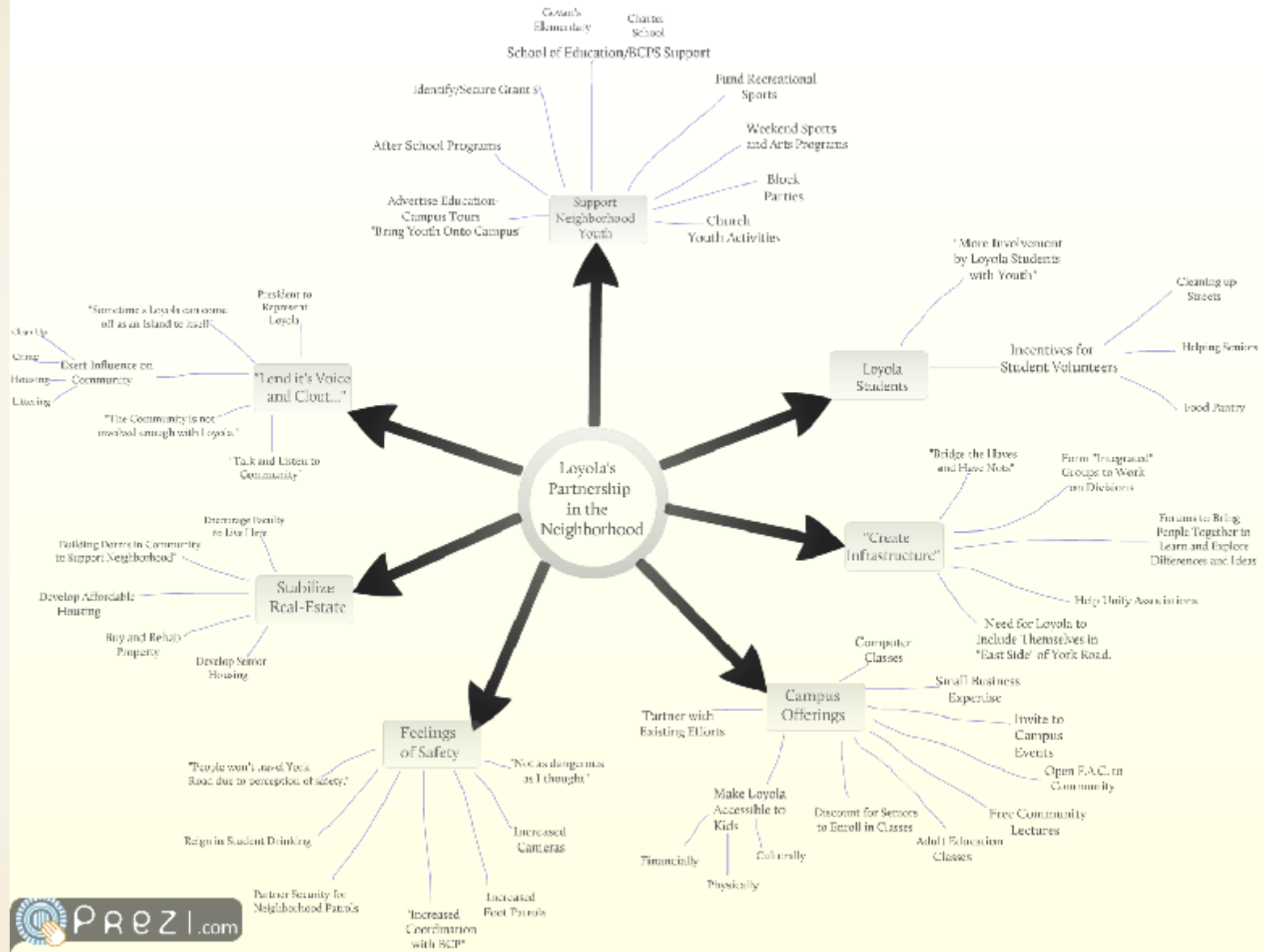




Partnership with Loyola

- Qualitative themes
 - Lend its voice and clout
 - Support neighborhood youth
 - Involve students in the neighborhood
 - Create infrastructure
 - Offer on-campus activities/access
 - Increase neighborhood safety
 - Stabilize real estate





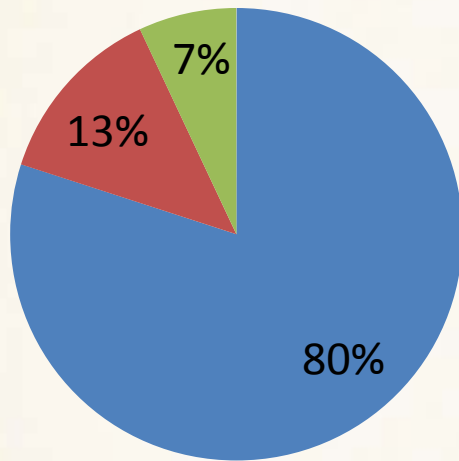
Ranking of Interest in Specific Programs

1. Sports/Recreational Programs
2. Computer Literacy Programs
3. Reducing Violence Programs
4. Music/Arts Program & After School Programs (tie)
5. Personal Finances Program
6. Healthy Parent Program & Library Programs (tie)
7. Narcotics/Alcoholics Anonymous
8. Day Care/Preschool Programs
9. Small Business Seminars



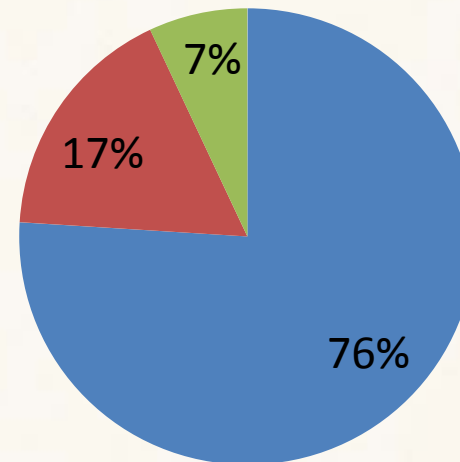
Interest in Specific Programs

Sports/Rec Programs



- Yes
- No
- NR

Computer Literacy Programs

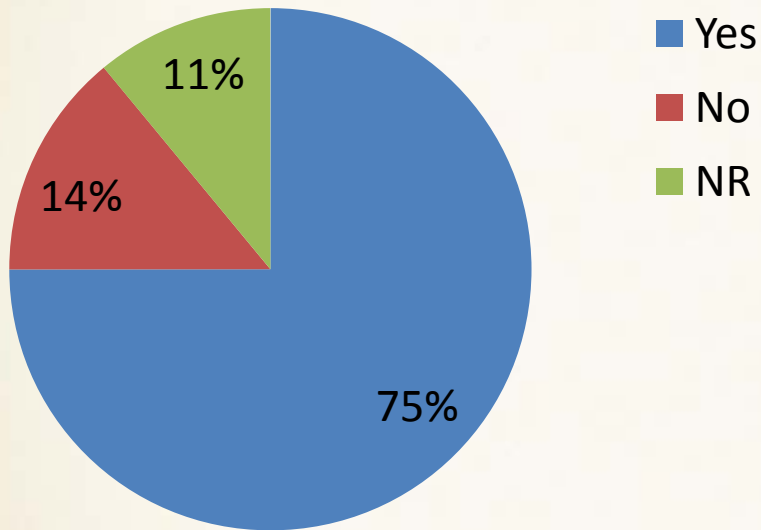


- Yes
- No
- NR

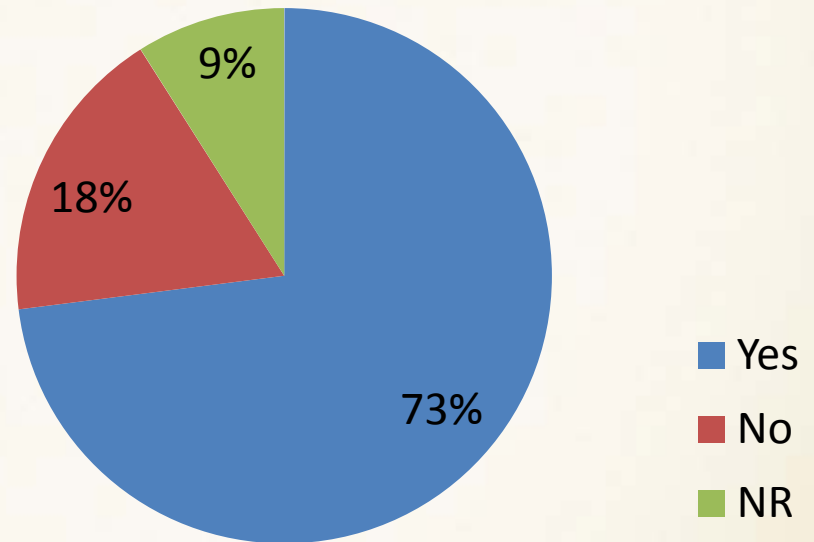


Interest in Specific Programs

Reducing Violence Programs

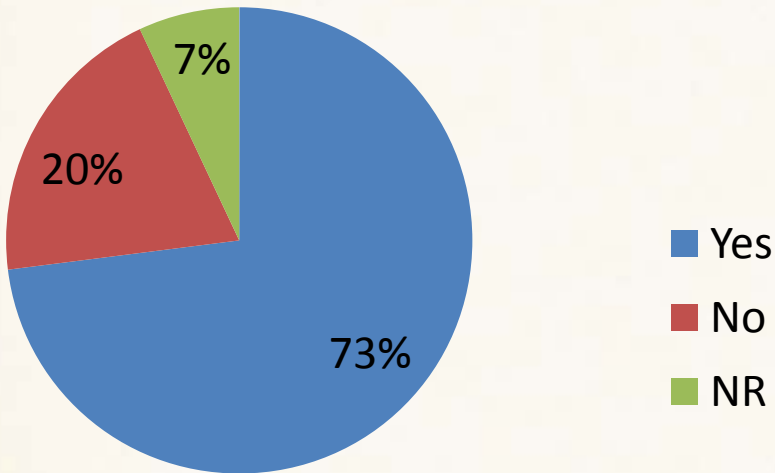


Music /Arts Programs



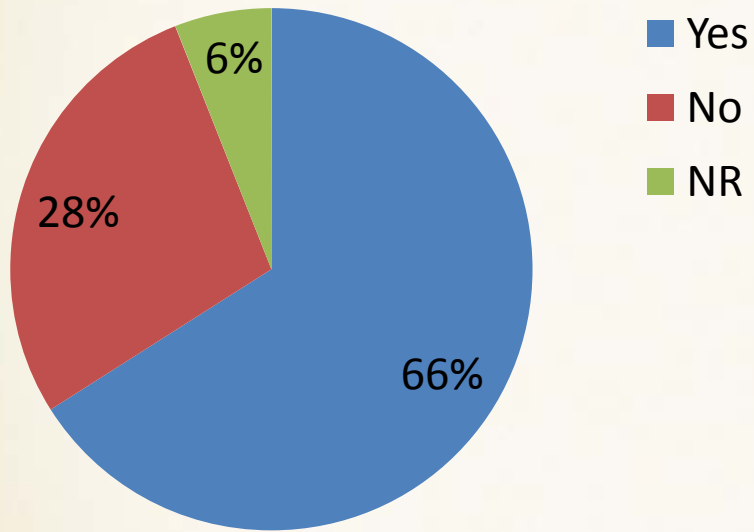
Interest in Specific Programs

After School Programs

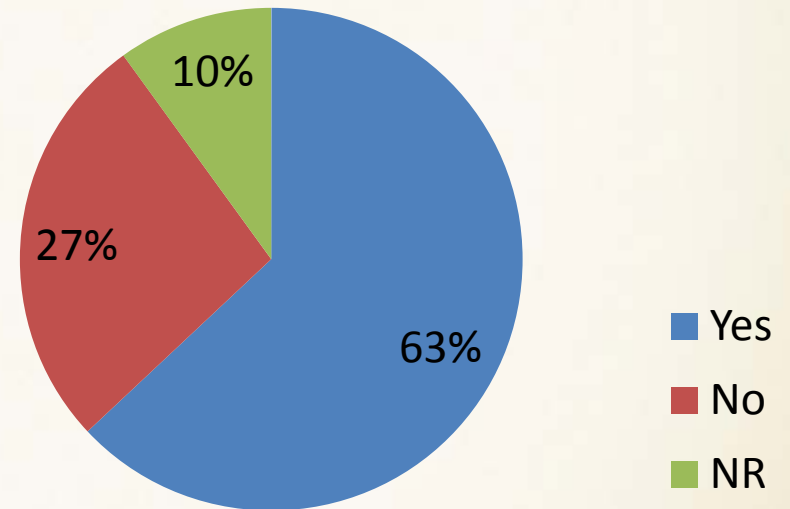


Interest in Specific Programs

Personal Finances Program

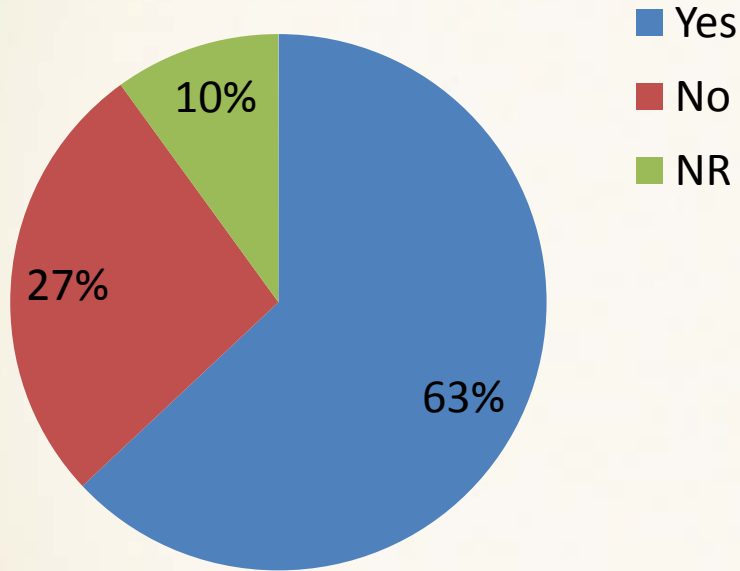


Healthy Parent Programs

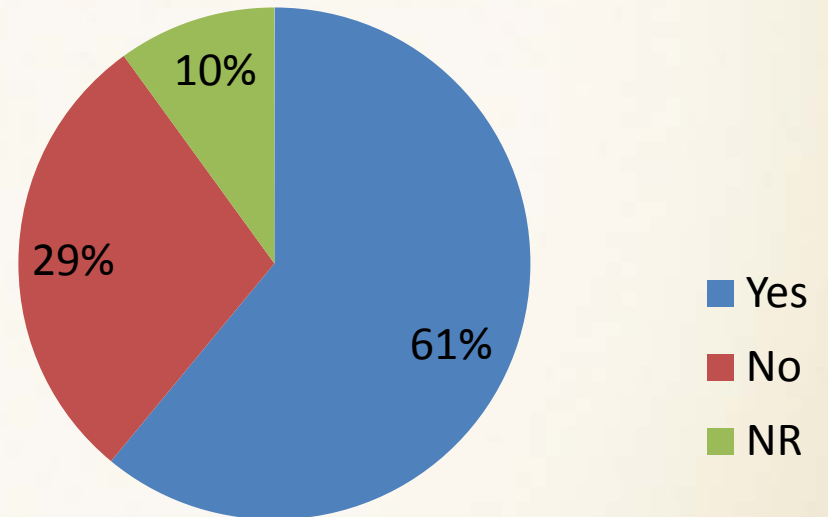


Interest in Specific Programs

Library Programs

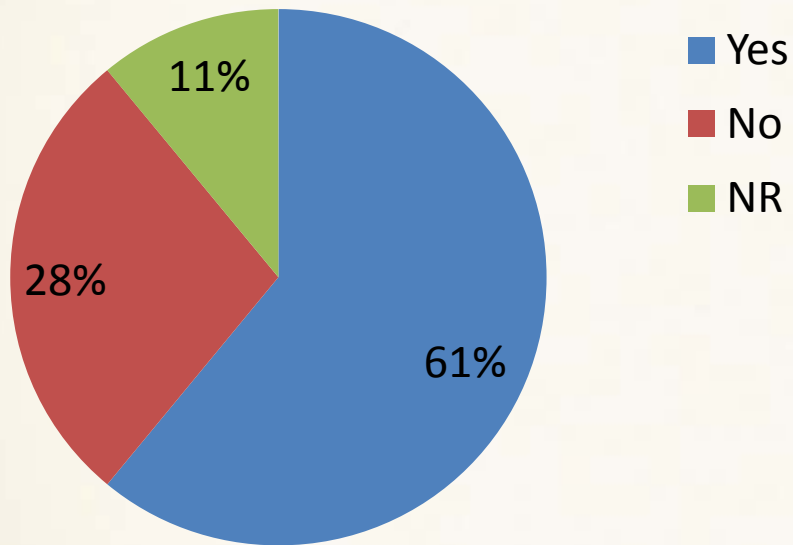


Narcotics/Alcoholics Anonymous

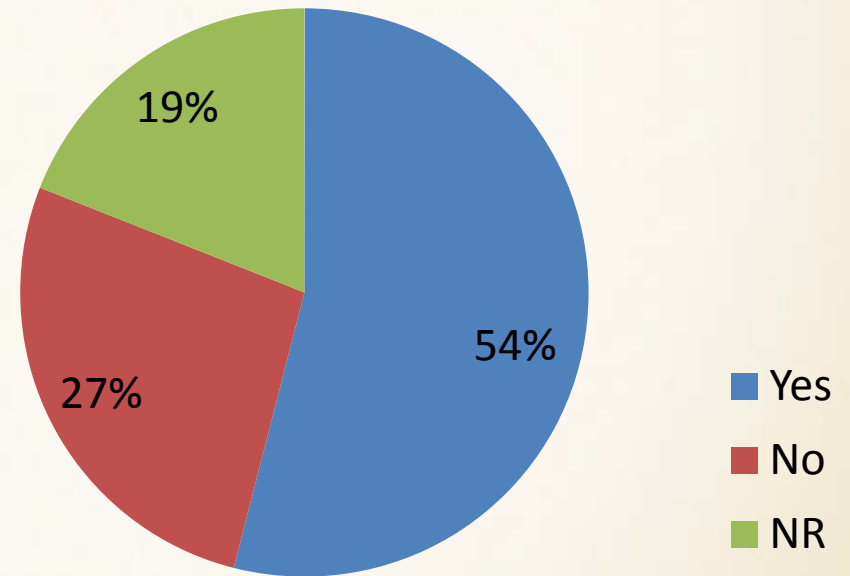


Interest in Specific Programs

Daycare/Preschool Programs



Small Business Seminars



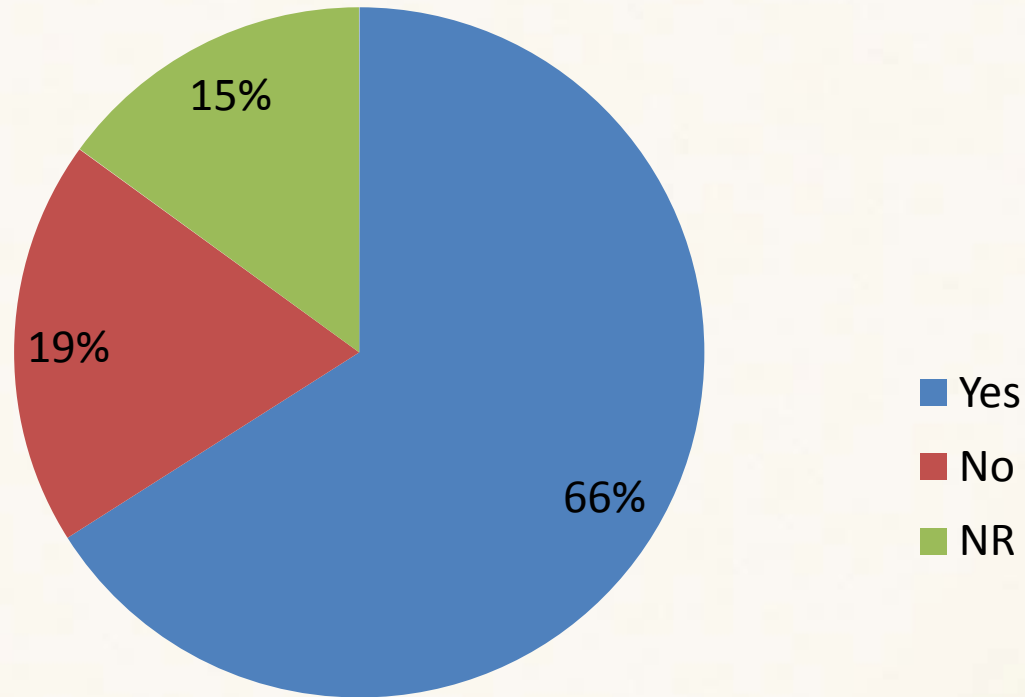
Ranking for Interest in Particular Projects

1. Farmers Market
2. New Grocery Store
3. Community Garden



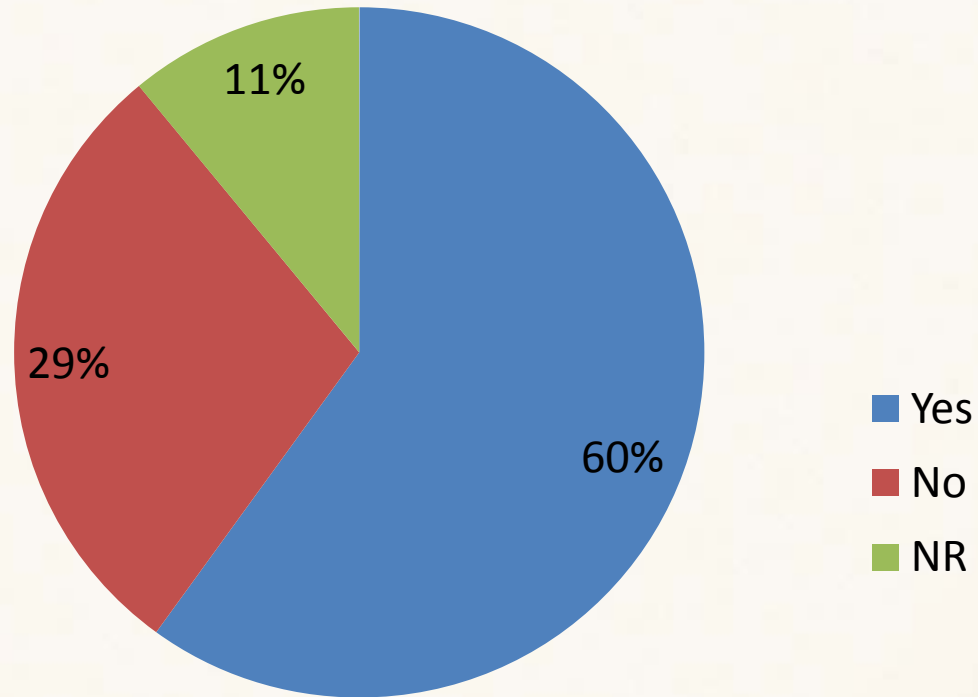
Interest in Particular Projects

Farmers Market



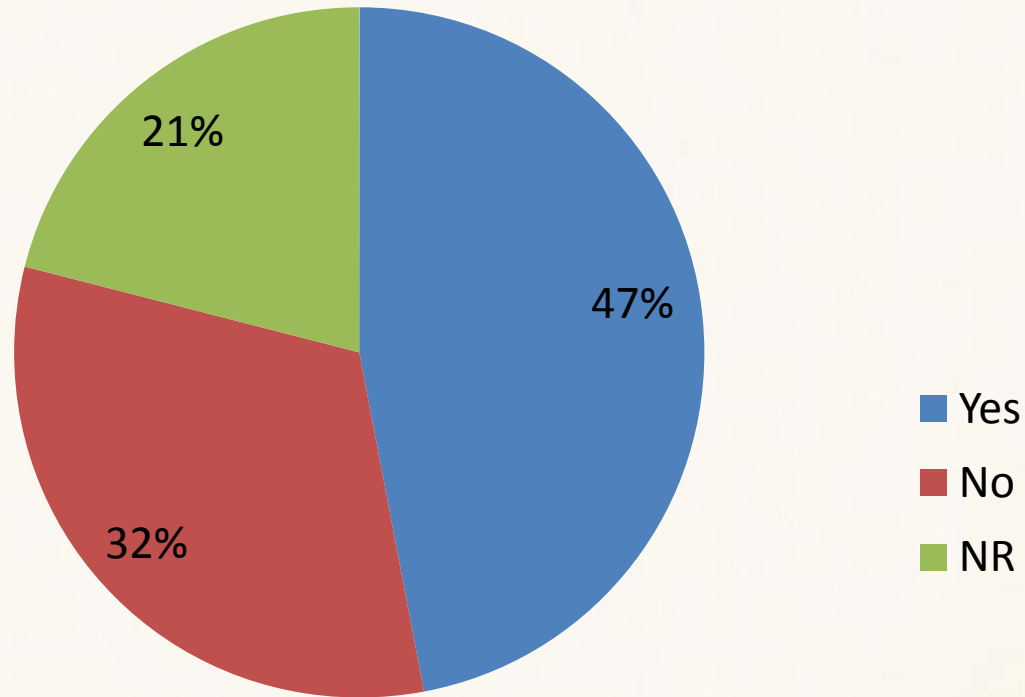
Interest in Particular Projects

New Grocery Store



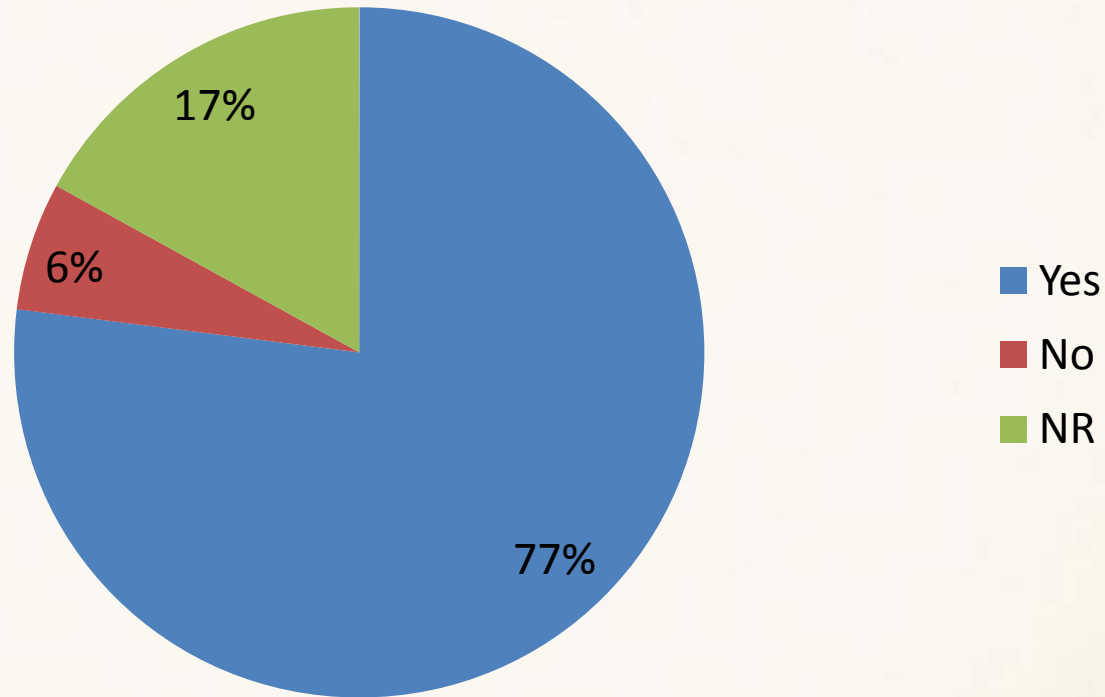
Interest in Particular Projects

Community Garden



Are you willing to work with Loyola and others on these issues?

Willing to work with others?



Closing thoughts...

- Lots of connections between qualitative themes, suggesting they are strong themes
 - Diversity (as a positive and a negative)
 - Youth
 - Safety
- There are a number of opportunities for Loyola to partner with the community and several members of the community are ready and willing to participate



www.loyola.edu/listening

LOYOLA IS LISTENING

