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**
- 3%: 21-36 yrs
- 10%: 37-64 yrs
- 19%: <64 yrs
- 68%: NR

**Gender**
- 56%: Male
- 42%: Female
- 2%: NR
Residential Demographics

Residence
- Own: 44%
- Rent: 27%
- Other: 12%
- NR: 17%

How long?
- 0-1 yr: 16%
- 1-5 yrs: 21%
- 5-10 yrs: 12%
- 10-30 yrs: 19%
- >30 yrs: 19%
- No response: 13%
Children?

Have Children?

- Yes: 63%
- No: 29%
- NR: 8%

# of Children

- 0 or NR: 39%
- 1: 17%
- 2: 19%
- 3: 13%
- 4: 6%
- >4: 6%
Grandchildren?

Have Grandchildren

- No: 64%
- Yes: 24%
- NR: 12%

# Grandchildren

- 0 or NR: 76%
- 1: 7%
- 2: 6%
- 3: 7%
- 4: 6%
- >4: 2%

Grandchildren?
Children/Grandchildren Living With You?

Children Living With?
- Yes: 18%
- No: 40%
- NR: 42%

Grandchildren Living With?
- Yes: 4%
- No: 18%
- NR: 78%
Children/Grandchildren in Neighborhood?

- Children in Neighborhood:
  - Yes: 63%
  - No: 29%
  - No Response: 8%

- Grandchildren in Neighborhood:
  - Yes: 81%
  - No: 15%
  - NR: 4%
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?

- Yes: 80%
- No: 9%
- NR: 11%
Neighborhood Assets

- Qualitative Themes
  - Diversity
  - Sense of Community
  - History
  - Convenience
Where do people in your neighborhood gather?
Where do people get information?

- Word of Mouth
- Internet
- Associations/Meetings
- Newsletters
- Church
- Flyers/Posters
- Newspapers/Magazines
- Micah House
- Political Leadership
- Media
- Senator’s Theatre
- Mail
- Library
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?

Educational Needs Met?

- NR: 91%
- Yes: 3%
- No: 6%
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

- Yes: 44%
- No: 31%
- No Response: 25%
Where do you go for your healthcare needs?

- Hospitals: 40
- Clinics: 15
- Outside Community Locations: 15
- Local Dr. Offices: 15
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: 80%
- No: 13%
- NR: 7%

Computer Literacy Programs
- Yes: 76%
- No: 17%
- NR: 7%
Interest in Specific Programs

Reducing Violence Programs
- Yes: 75%
- No: 14%
- NR: 11%

Music /Arts Programs
- Yes: 73%
- No: 18%
- NR: 9%
Interest in Specific Programs

After School Programs

- Yes: 73%
- No: 20%
- NR: 7%
Interest in Specific Programs

Personal Finances Program

- Yes: 66%
- No: 28%
- NR: 6%

Healthy Parent Programs

- Yes: 63%
- No: 27%
- NR: 10%
Interest in Specific Programs

Library Programs
- Yes: 63%
- No: 27%
- NR: 10%

Narcotics/Alcoholics Anonymous
- Yes: 61%
- No: 29%
- NR: 10%
Interest in Specific Programs

Daycare/Preschool Programs

- Yes: 61%
- No: 28%
- NR: 11%

Small Business Seminars

- Yes: 54%
- No: 27%
- NR: 19%
Ranking for Interest in Particular Projects

1. Farmers Market
2. New Grocery Store
3. Community Garden
Interest in Particular Projects

Farmers Market

- Yes: 66%
- No: 19%
- NR: 15%

- Yes: NR
- No: Yes
- NR: No
Interest in Particular Projects

New Grocery Store

- **Yes**: 60%
- **No**: 29%
- **NR**: 11%

Legend:
- Yes
- No
- NR
Interest in Particular Projects

Community Garden

- Yes: 47%
- No: 32%
- NR: 21%
Are you willing to work with Loyola and others on these issues?

Willing to work with others?

- Yes: 77%
- No: 6%
- NR: 17%
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
LOYOLA IS LISTENING

www.loyola.edu/listening