

... and justice for all

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CD-DIAL

Community Development
Data Information
and Analysis Laboratory

IOWA STATE UNIVERSITY
University Extension

CD-DIAL works with you

CD-DIAL consults with community groups, agencies, and organizations. We can help you assess assets and needs, evaluate programs, and use public opinion data for decision-making.

Working together, we will

- Identify problems
- Define survey methodology
- Collect data
- Analyze data
- Communicate findings through written reports and oral presentations
- Integrate findings into organizational planning processes

Data collection services include

- Mailed paper-and-pencil surveys
- Telephone interviews
- Public opinion surveys
- Focus groups

Studies are carried out using a collaborative, facilitated process.



Working collaboratively with a community advisory group, CD-DIAL assists you in identifying issues for study.

Community assessment

Community assessment is a systematic process to determine the service needs of a defined population. It describes the extent of need, identifies available services, and describes service gaps by population and geographic area. For example, CD-DIAL will

- Examine the needs of a specific group (such as employees, clients, managers)
- Present the results in a written statement detailing those needs (such as training needs or health services)

Then we will work with your agency or organization to determine the necessary steps to meet your needs. We'll use the assets that we identified and help you think through the additional services that you may want to develop.

community



Focus groups results were used to design a new, accessible bookmobile with a colorful exterior that catches the attention and interest of Ames residents.

Public opinion research

Decision-makers often need input from residents, constituents, customers, or employees. CD-DIAL works with a stakeholder team to identify the issue for exploration, define and carry out a methodology to collect the information needed, interpret the results, and report the results to the team and the community or organization.

Results may be used

- To involve or educate citizens on a particular issue
- To plan projects or take action
- To encourage citizen or employee acceptance of changes being implemented
- As baseline data for program evaluations and assessment of needs

Program evaluation

CD-DIAL offers capacity-building evaluation services to improve community economic and social conditions.

CD-DIAL will assess the effectiveness of your social program, community service, or other intervention by

- Involving stakeholders at all levels, including program participants in the evaluation design process
- Building capacity in stakeholders, increasing knowledge and skills in program planning and evaluation
- Collecting baseline data and ongoing outcomes (immediate, intermediate, long-term)
- Helping you identify, implement, and monitor program improvements

**The Community Development -
Data Information and Analysis Laboratory
(CD-DIAL)**

is a training and technical assistance unit within Sociology Extension at Iowa State University. Hours of operation are 8:00 a.m. to 5:00 p.m. weekdays. Staff members are available for evening meetings.

CD-DIAL works with communities, organizations, and state and local agencies to assist and build decision-making capacity in these groups as they evaluate and assess the need for services in local populations, members, or the constituents they serve.

CD-DIAL experience

- 25 years of surveying Iowa communities
- Skilled facilitation in problem identification and strategic planning
- 10 years of program evaluation experience
- Studies have been conducted in every Iowa county

Mission

To improve the quality of Iowa community life, CD-DIAL educates and provides technical assistance in program evaluation, research methodology, and data analysis to communities, agencies, and organizations.

For more information

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for examples of previously conducted studies, including both sample questionnaires and project reports.