Utilizing a Needs Assessment Process at the United Way of Broome County

Jennifer Strange
Binghamton University–SUNY

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Introduction & Aim
This project intends to:
- Explore the Working Bridges™ and other employee assistance programs
- Provide needs assessment process guidelines for the United Way of Broome County

The United Way of Broome County
Mission: “To drive change that will have positive impact on the critical needs of our community by strategically leveraging the collective resources of community partners” (“Our Mission”, 2016).

Education
Income
Health

Working Bridges™
Mission: “Uses the workplace as a platform for services designed to help workers minimize work disruptions, decrease absenteeism, improve financial stability, and ultimately increase retention and advancement.” (Giuffrida, 2015).

Employer Work Groups
Resource Coordinators
Income Advance Loans
Financial Education, Health, & Wellness
Workshops
On-Site Tax Preparation

Employee Assistance Programs
Traditional EAPs offer free, confidential, and short-term support for employees suffering from:
- Mental health diagnoses
- General health & wellness
- Alcohol or substance abuse
- Family stress & Grief
- Legal or financial problems
(An Employer's Guide to Employee Assistance Programs, 2008; Employee Assistance Programs, 2015)

Financially-oriented EAPs provide on-going education for employees specifically related to:
- Creating household budgets
- Retirement & estate planning
- Improving credit scores
- Paying for higher education
- Long-term financial success

Needs Assessment Process
1. Determine organizational capacity to undertake project
2. Set budget & identify funding sources
3. Establish diverse committee
4. Formulate education, outreach, and marketing plan
5. Set timeline for process
6. Develop or adapt needs assessment tools
7. Identify participants
8. Perform needs assessment
9. Analyze results & determine best approach

Recommendations
Before the United Way of Broome County considers implementing any workplace-based employee assistance program, it will first have to:
- Determine the need for such a program in this community.
- Consider a variety of programs and provide services that are not offered through other providers.

Works Cited


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