

# Community Action Plan- Survey Report

United Way of Ellis County

Meleny Jacome-Banuelos, Olivia Albrecht

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## Executive Summary

A survey was conducted asking residents of Hispanic and Latino ethnic backgrounds within Ellis County questions regarding their experience within the community. **A total of 58 people were surveyed** by filling out a questionnaire with sixteen questions. The following graphs show a breakdown of how questions were answered. Questions included demographics regarding age and gender identification. Additional qualitative research was gathered based on the questions categorized by their experience within Ellis County and specifically in the Hays, Kansas community. These categories include their experience with local businesses, community events, inclusion, and additional information such as news mediums.

The intended purpose of these surveys was to better understand how the Hispanic and Latino population felt about inclusion in a population that is predominately Caucasian. It was also done to determine what kind of representation the population would like to see in the community to make them feel more welcomed and heard. United Way specifically was able to identify where this population was and what was necessary to help them find the necessary resources that their partner agencies can provide.

From the result of the survey, United Way of Ellis County was able to determine that there are language and information distribution barriers in the Hays community. These barriers make it difficult for the Hispanic/Latino community to get involved and to fully utilize the services, products, and resources Hays has to offer. Language barriers can be torn down by bringing certified translators into the community so they can help business go through a translation process. At the end, businesses will be able to hand out their information in both English and Spanish. Also, businesses will gain more business while the Hispanic/Latino community gains accessibility to products and services. Information distribution barriers must also be torn down. This can be done by targeting the Hispanic/Latino community through the news mediums they use. The research shows that the best way to reach this community is through social media mediums. Facebook, Instagram, and Twitter are the most used social media platforms within the Hispanic/Latino community in Hays.

## Research Methods

The sampling methods used for the research were **Cluster, Snowball, and Purposive Sampling**.

**Cluster Sampling-** Cluster Sampling is when researchers divide a population into groups that serve as the clusters. The researcher then randomly selects individuals in these clusters to make the sample. Cluster sampling is a form of probability sampling.

**Snowball Sampling-** This form of sampling takes place when subjects or participants are hard to locate. Therefore, the researcher will start with a few subjects/participants. Afterwards, those participants will be asked to recruit other participants, and then those participants will be asked to recruit more participants. It should be noted that participants do not have to give out names or information. This form of sampling is a non-probability sampling technique.

**Purposive Sampling-** Purposive Sampling means subjects are selected because of some characteristic.

\*Surveys were medium used to collect information from the Hays Hispanic/Latino community.

United Way of Ellis County collected information from the Hays Hispanic/Latino community. The surveyor was unaware of where this community could be found. Therefore, a Community Leader was reached to show the surveyor Hispanic/Latino dominated neighborhoods. Hays has about six of these neighborhoods. The Surveyor chose to hand out surveys at the three largest neighborhoods. Leading the surveyor and volunteers to visit every home at these three locations. After talking about the United Way of Ellis County Community Action Program, many individuals directed the surveyor to other Hispanic individuals to survey.

## RESULTS

Below the viewer will be able to see the results of the survey. It is evident that females were/are more likely to fill out the survey. The surveyor noticed that males were reluctant to be participants. Furthermore, the surveyor was able to come to conclusion that many Hispanics/Latinos in the Hays community would benefit if businesses translated their information into Spanish. In addition, they would be more likely to shop locally if businesses made the effort to get their information translated to Spanish.

Moving forward, the next set of questions were community based. The results show that Hispanics/Latinos feel welcome to participate in community events. In fact, many Hispanics/Latinos would like to participate. However, the results show that most of them are unaware of the events in the Hays community. It is interesting that 70.69% of the participants said they feel comfortable participating in community events, and 87.93% would like to participate. However, once bilingual events were mentioned 89.70% expressed interest. The interest increased at the possibility of a cultural event. Most participants responded positively to the possibility of a cultural event and said they would attend. Additionally, there were instances when the surveyor was asked if school events counted as community events. Participants said those were the events they attended because of their children.

Next, there were a set of questions related to Inclusion in the Hays community. The majority of participants said that the Hays community does include minority groups such as Hispanics/Latinos. Most also feel like they do belong within the Hays Community. The interesting thing is that answers are almost even. For example, when asked, "Are there times when you feel like you do not belong in the Hays Community?" 51.72% said no and 46.55% said yes. The surveyor noticed that the participants who said "no" were more likely to have children. The participants who said "yes" were more likely to be single or a couple with no children. This was not always the case, but it was a common trend.

It was found that participants would like there to be a Hispanic/Latino Hays committee. Additionally, many participants want there to be in-person English classes. The surveyor had many conversations with the participants related to English classes. The information relayed to the surveyor was that evening times would work best. Many participants work late or have children to attend to. Therefore, the participants would like there to be an English night class. Furthermore, some participants were concerned parents. Their children are struggling to pick up the English language, and they would like to enroll them in English classes for the additional help.

Participants are more likely to get their news from social media outlooks such as Facebook, Instagram, and Twitter.

## Demographics

Chart 1 Gender Identification

|        |    |
|--------|----|
| Female | 37 |
| Male   | 19 |
| n/a    | 2  |

Chart 2 Age

|       |    |
|-------|----|
| 18-28 | 6  |
| 29-39 | 20 |
| 40-50 | 18 |
| 51-61 | 12 |
| 62+   | 1  |
| n/a   | 1  |

## Within Businesses

Chart 3

Would you like there to be more Hays businesses that translate their signs over to Spanish?

|            |               |
|------------|---------------|
| <b>Yes</b> | <b>96.55%</b> |
| No         | 1.72%         |
| n/a        | 1.72%         |

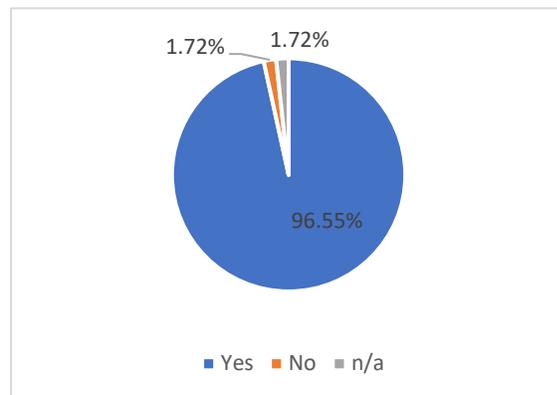
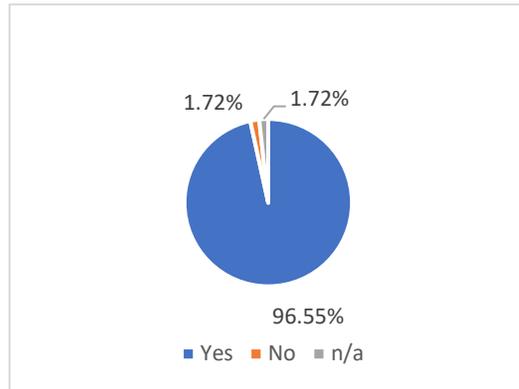


Chart 4

Would you shop more in Hays if businesses made an effort to translate signs to Spanish?

|            |        |
|------------|--------|
| <b>Yes</b> | 96.55% |
| No         | 1.72%  |
| n/a        | 1.72%  |



### Community Events

Chart 5

Do you feel welcome to participate in the events created for the Hays community?

|            |        |
|------------|--------|
| <b>Yes</b> | 70.69% |
| No         | 24.17% |
| n/a        | 5.17%  |

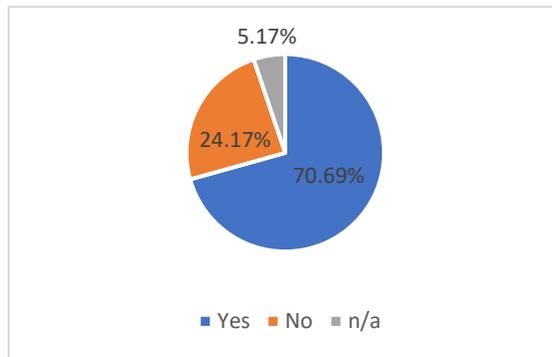


Chart 6

Are you aware of the events created for the Hays Community?

|            |        |
|------------|--------|
| <b>Yes</b> | 10.34% |
| <b>No</b>  | 84.48% |
| Sometimes  | 1.72%  |
| n/a        | 3.45%  |

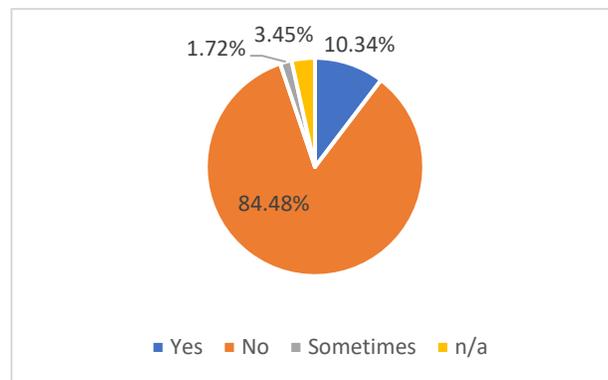


Chart 7

Would you like to participate in the events held by the Hays Community?

|            |        |
|------------|--------|
| <b>Yes</b> | 87.93% |
| No         | 8.62%  |
| n/a        | 3.45%  |

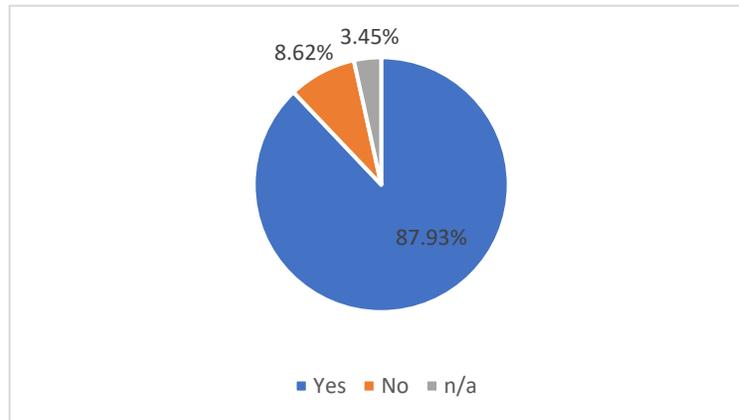


Chart 8

Would you be more likely to participate in the community if Hays held bilingual events?

|            |        |
|------------|--------|
| <b>Yes</b> | 89.70% |
| No         | 6.90%  |
| n/a        | 3.45%  |

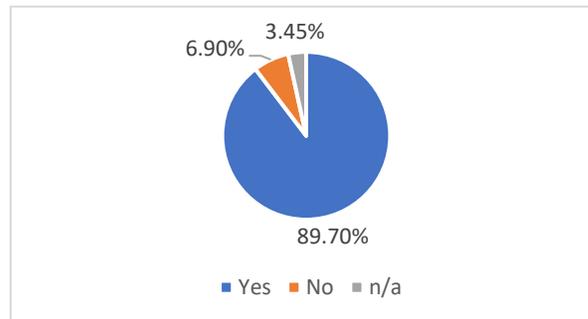


Chart 9

Would you be interested in a yearly cultural festival where the whole community can get together to celebrate different cultures?

|            |        |
|------------|--------|
| <b>Yes</b> | 98.23% |
| n/a        | 1.72%  |

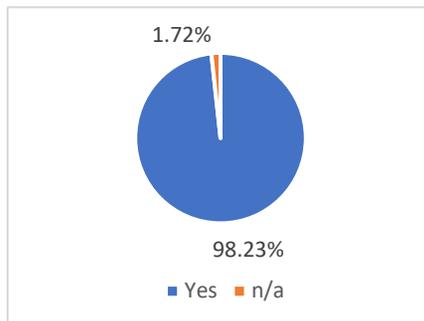
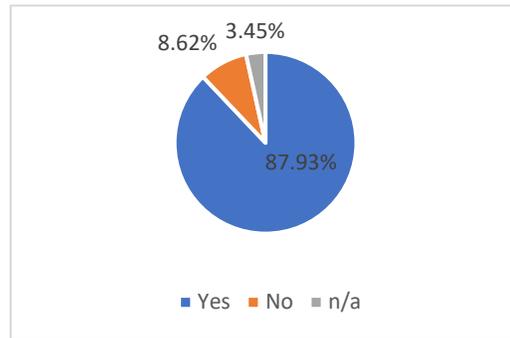


Chart 10

Would you participate or attend the yearly cultural festival?

|            |        |
|------------|--------|
| <b>Yes</b> | 87.93% |
| <b>No</b>  | 8.62%  |
| <b>n/a</b> | 3.45%  |



## Inclusion

Chart 11

Do you think the Hays community fails to include minority groups like Hispanics?

|            |        |
|------------|--------|
| <b>Yes</b> | 41.38% |
| <b>No</b>  | 51.72% |
| <b>n/a</b> | 6.90%  |

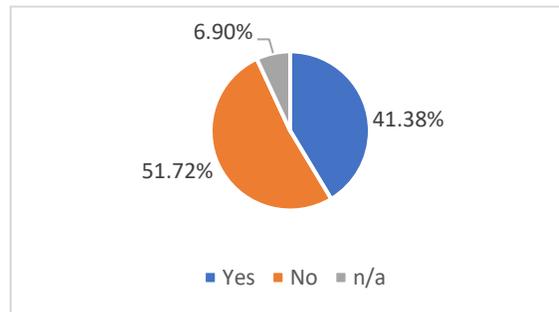


Chart 12

Are there times when you feel like you do not belong in the Hays Community?

|            |        |
|------------|--------|
| <b>Yes</b> | 46.55% |
| <b>No</b>  | 51.72% |
| <b>n/a</b> | 1.72%  |

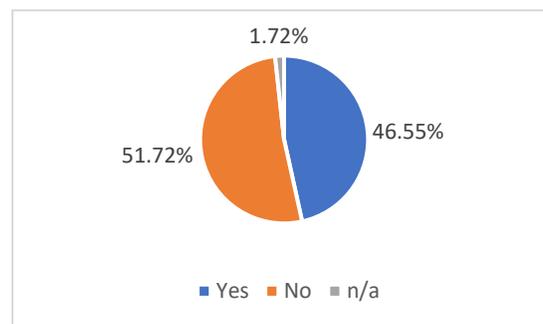
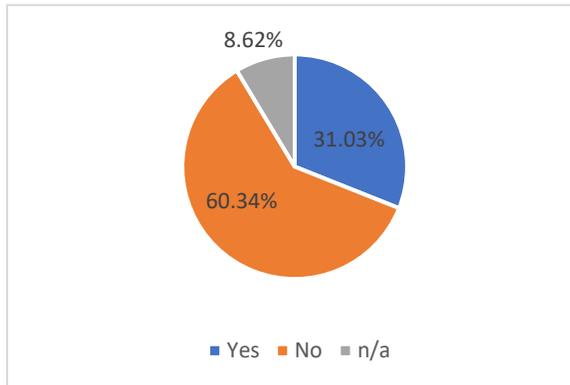


Chart 13

Have you thought about leaving Hays because of lack of inclusivity?

|     |        |
|-----|--------|
| Yes | 31.03% |
| No  | 60.34% |
| n/a | 8.62%  |



### Additional Information

Chart 14

Would you like there to be a Hays Hispanic Committee? The Hispanic committee would discuss the needs and opportunities for the Hispanic population and present them to other Hays organizations.

|     |        |
|-----|--------|
| Yes | 94.83% |
| No  | 3.45%  |
| n/a | 1.72%  |

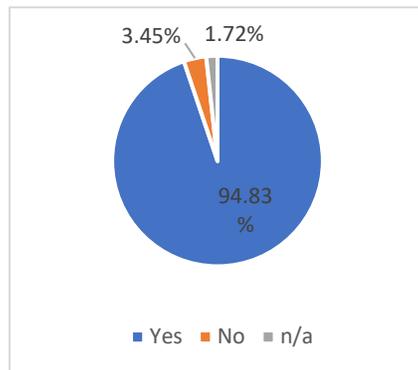


Chart 15

Would you be interested in English classes if classes were offered within the community?

|     |        |
|-----|--------|
| Yes | 91.38% |
| No  | 3.44%  |
| n/a | 5.17%  |

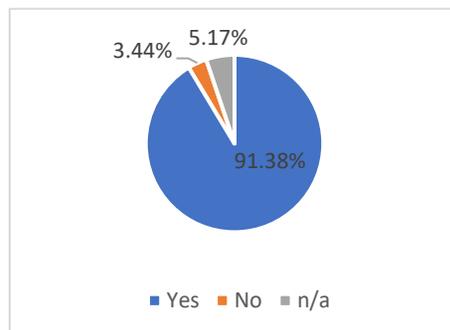
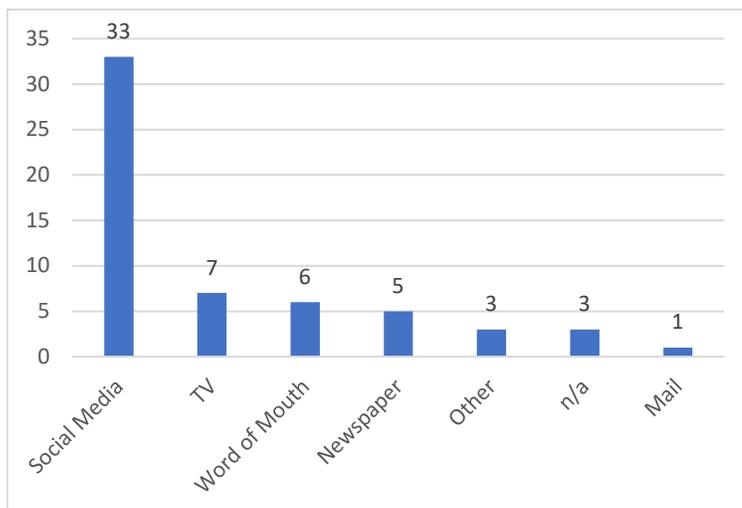


Chart 16

Through what medium do you receive news?

|               |    |        |
|---------------|----|--------|
| Social Media  | 33 | 56.90% |
| TV            | 7  | 12.07% |
| Word of Mouth | 6  | 10.34% |
| Newspaper     | 5  | 8.62%  |
| Other         | 3  | 5.17%  |
| n/a           | 3  | 5.17%  |
| Mail          | 1  | 1.72%  |



\*Information is broken down to the number of people out of the 58 surveyed in the first column and the number as a percent in the second column.

## Limitations of the Study

### 1. Small Sample Size

- a. There are about 1,200 Hispanics in Hays, KS. I got 58 responses to represent the population. I could have gotten more responses, but there were time limitations to this research. Also, I was unaware of where I could reach this population. There was a good amount of time spent talking to community leaders who showed me where I could reach this population. However, that took time away from reaching the population.

### 2. Survey Design

- a. I could have asked better questions regarding the needs of the Hispanic/Latino population along with the needs of United Way of Ellis County.
- b. Questions I could have asked:
  - i. Do you know who United Way of Ellis County is and what resources they provide?
  - ii. Do you know about the United Way of Ellis County Partner Agencies?
  - iii. Are you aware of the resources that available to you within the community?
  - iv. Etc.

## Conclusion

The research is a step in the right direction towards representing and including the Hispanic/Latino population in Hays. This research can be referred to as phase one and additional efforts can be done in the future. Even so, phase one includes awareness and action. This study proves that there are language and information distribution barriers within Hays. The good news is that language barriers can be torn down by businesses translating their information to Spanish. Providing English and Spanish options can bring in more customers and can be a way to include the Hispanic/Latino population. Also, Hays Community

events can be provided in both English and Spanish. The next step would be to find certified translators that can help business go through the translation process.

Community health is important. Diversity and Inclusion are important factors to the overall health of a community. Therefore, information distribution barriers must be torn down. The research shows that the participants get their news from social media. The participants who have children get their news about Hays events and resources through the school. Further, businesses should use this information to reach Hispanics/Latinos in Hays.

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