

Regis Whaley
Business Support Manager
Three Square Food Bank

CLIENT DATA TRACKING

Together, we can feed everyone



FEEDING
AMERICA
A member of

Overview

- Feeding America's Service Insights Initiative
- Summary – Three Square Agency Partner self-assessment data re: technology

Together, we can feed everyone



FEEDING AMERICA'S SERVICE INSIGHTS INITIATIVE

Together, we can feed everyone



Feeding America's Service Insights Initiative

What is it?

- Technology-based approach to give food banks better understanding of who their clients are and how best to serve them

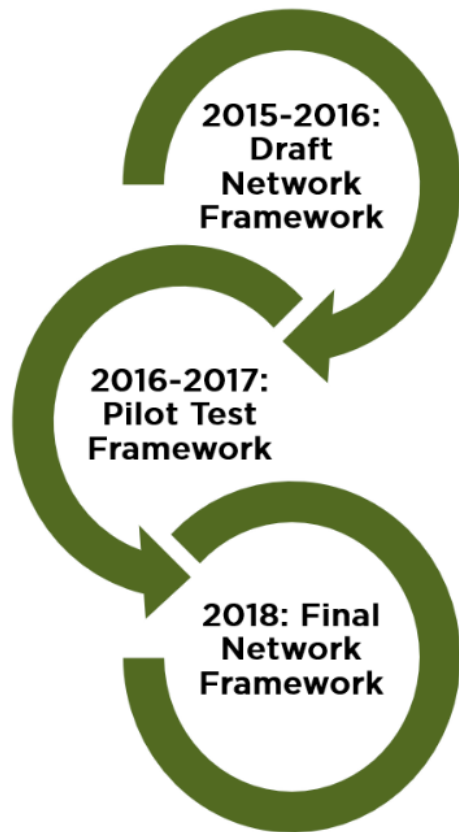
Why does it exist?

- “the truth shall set you free”
 - Feeding America wants to “feed the line” and “shorten the line,” but how do you “measure the line”?
 - Hunger in America studies were good but not good enough

Together, we can feed everyone



Feeding America's Service Insights Initiative

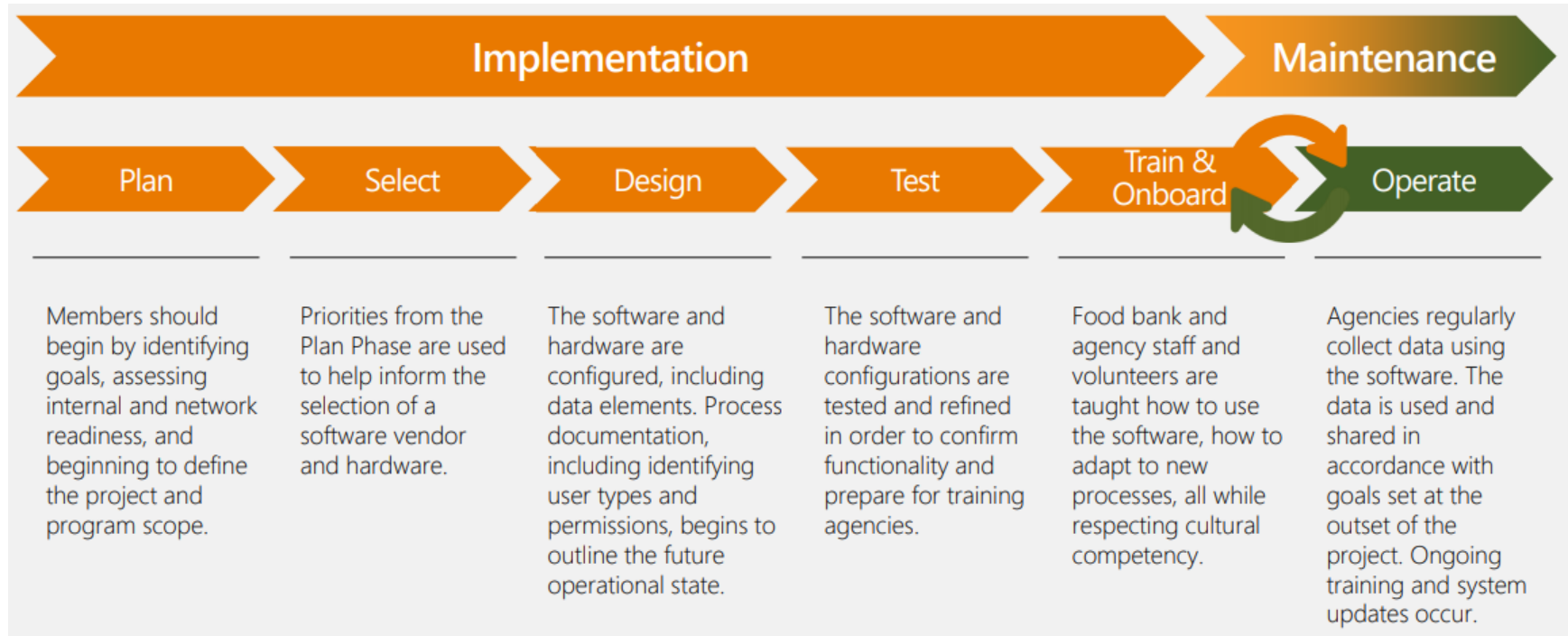


- History

- Pilot phase (2015 to 2018) led to development of framework for client-level data collection
- Current phase is implementing framework among “early majority”

Together, we can feed everyone

Feeding America's Service Insights Initiative



Network Framework

Together, we can feed everyone



Feeding America's Service Insights Initiative

- Key considerations
 - Costs
 - Software, hardware, staff
 - Costs to both food bank and Agency Partner
 - Data security
 - Client privacy
 - Adoption

Together, we can feed everyone



Feeding America's Service Insights Initiative

- Helpful tools
 - Technology Buyer's Guide
 - Food programs supported
 - Costs (installation, licensing, customization, maintenance)
 - Licensing structure
 - Support and training (availability and cost)

Together, we can feed everyone



Feeding America's Service Insights Initiative

- Helpful tools
 - Network Data Glossary
 - Core data elements (personal information, demographics, household members)
 - Optional data elements (income, health status, dietary preferences, enrollment in SNAP, ...)

Together, we can feed everyone



Feeding America's Service Insights Initiative

- Helpful tools
 - Data Sharing Agreement
 - Intended use of data
 - Confidentiality of data
 - Security

Together, we can feed everyone



Feeding America's Service Insights Initiative

- Helpful tools
 - Client Privacy Agreement
 - Intended use of data
 - Confidentiality of data
 - Security
 - Client rights

Together, we can feed everyone



AGENCY PARTNER TECHNOLOGY SELF-ASSESSMENT

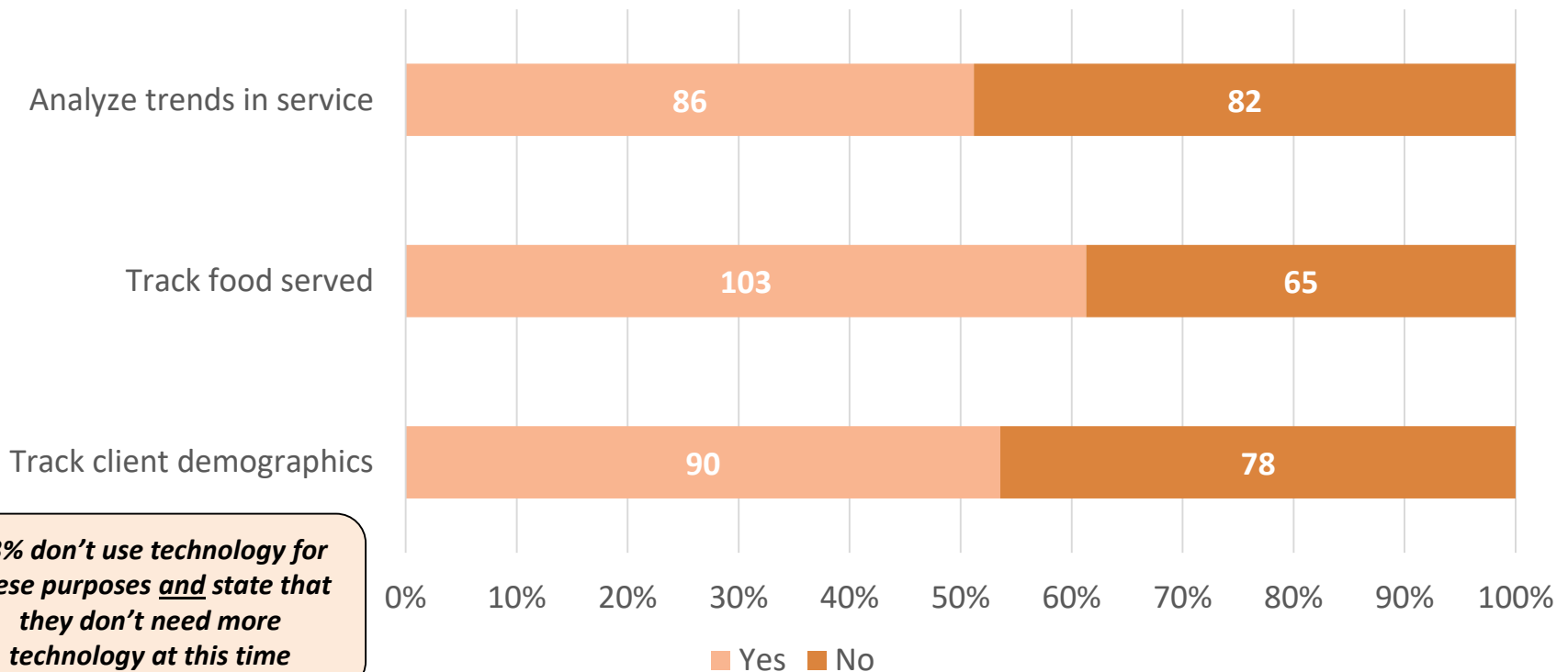
Together, we can feed everyone



A member of
FEEDING AMERICA

Agency Partner Technology Self-assessment

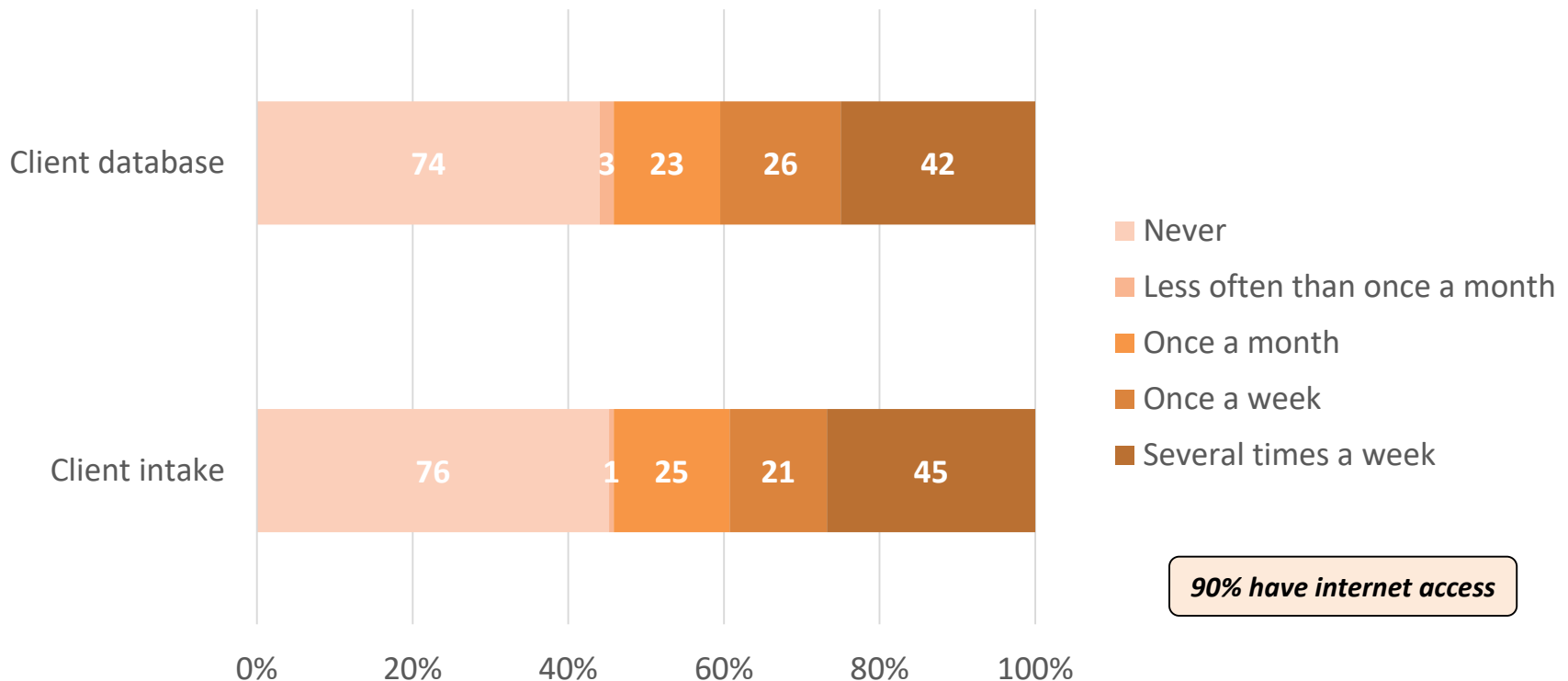
Agency Partners Using Technology to... (n=168)



Together, we can feed everyone

Agency Partner Technology Self-assessment

Agency Partners Using the Internet for... (n=168)



Together, we can feed everyone

Agency Partner Technology Self-assessment

- Takeaways
 - There is a significant opportunity to enhance the use of technology to “measure the line” through our Agency Partners.
 - Getting our Agency Partners to buy into using technology for any aspect of their hunger relief work is critical for getting Agency Partners to engage in client data tracking.

Together, we can feed everyone

