

2014

# The Jones Center Assessment: Census, Visitors, and Non-Profit Partners



“All are welcome.”

- Bernice Jones, Founder





# The Jones Center Assessment: Census, Visitors, and Non-Profit Partners

## **Kevin M. Fitzpatrick, Ph.D.**

Professor & Jones Chair in Community  
Director, Community and Family Institute  
Department of Sociology & Criminal Justice  
University of Arkansas

## **Patricia Herzog, Ph.D.**

Assistant Professor  
Faculty Fellow, Community and Family Institute  
Department of Sociology & Criminal Justice  
University of Arkansas

## **Stephanie Collier, B.A.**

## **Gail O'Connor, B.S.**

Research Assistants, Community and Family Institute  
Department of Sociology & Criminal Justice  
University of Arkansas



UNIVERSITY OF  
ARKANSAS

COMMUNITY & FAMILY INSTITUTE

Copyright ©2014 Community and Family Institute  
Department of Sociology and Criminal Justice  
University of Arkansas  
Old Main 211 Fayetteville, AR 72701



We would be delighted if you quote this report in your publications or make copies of any part of this report for yourself or for anyone else. However, we do ask that you give proper citation to the report.

Suggested citation:

The Jones Center Assessment:  
Census, Visitors, and Non-Profit Partners  
Kevin M. Fitzpatrick, Patricia Herzog, Stephanie Collier & Gail O'Connor  
Community and Family Institute  
Department of Sociology and Criminal Justice  
University of Arkansas

Printed in the United States of America  
Printed by: PMC Solutions  
University of Arkansas  
Fayetteville, AR

# The Community & Family Institute

## About the Institute

The Community and Family Institute is located in the University of Arkansas' Department of Sociology and Criminal Justice. The Institute was founded in 1997 based on the principle that community improvement, initiative, sustainability, and program success are closely tied to the assessment of needs, evaluation of community goals, and development of appropriate and pragmatic responses to problems. The Institute is dedicated to helping people build better communities by collecting meaningful data, facilitating information-based planning, and developing custom research strategies for exploring important social issues in the Northwest Arkansas region and beyond.

The Jones Center Assessment is a prime example of the importance of providing support for regional partners who are interested in better understanding the current needs of their organization. We hope this report provides insight into the changing non-profit environment in Northwest Arkansas, its partners, and the clients that it serves.

## Contact Information

Kevin M. Fitzpatrick Ph.D., Director  
Community and Family Institute  
Department of Sociology and Criminal Justice  
University of Arkansas  
Old Main 231  
Fayetteville, AR 72701

Email: [kfitzpa@uark.edu](mailto:kfitzpa@uark.edu)  
Telephone: 479-575-3777  
Fax: 479-575-7981  
Web Page: <http://sociology.uark.edu/3550.php>

# Funding

This report was made possible through the financial and in-kind donations from the following organizations:

Harvey and Bernice Jones Charitable Trust  
University of Arkansas:

J. William Fulbright College of Arts & Sciences  
Department of Sociology & Criminal Justice  
Community & Family Institute

# Acknowledgements

This project is made possible by the continued funding and support of the Jones Trust.

We would like to thank all the project participants for their cooperation and support of this study. Thanks to thank the Community and Family Institute research staff for their contributions throughout this study, as well as Christina Williams. In addition, the graduate student interviewers were a critical part of the team and we appreciate their willingness to help with this project.

Finally, we want to thank The Jones Center and the Jones Trust's non-profit partners. We appreciate their continued hard work in making a difference in the thousands of residents they serve throughout Northwest Arkansas.

Intentionally left blank



# Table of Contents

The Community and Family Institute .....	v
Funding.....	vi
Acknowledgements.....	vii
Table of Contents.....	ix
<b>Executive Summary.....</b>	<b>xi</b>
<b>Chapter 1: Counting and Describing The Jones Center for Families Population</b>	
Introduction .....	2
By the Numbers .....	3
Demographic Diversity.....	4
How Have Things Changed (2006 vs. 2014).....	6
<b>Chapter 2: Jones Center for Families Needs Assessment</b>	
Introduction .....	10
By the Numbers .....	11
Who Are They and What Are Their Needs? .....	12
Usage and Insights .....	15
How Have Things Changed (2006 vs. 2014).....	18
<b>Chapter 3: Jones Trust and Their Non-Profit Partners</b>	
Introduction .....	24
By the Numbers .....	25
Who Are The Partners?.....	26
Who Are They Serving?.....	27
Service to the Community.....	28
Partner Benefits .....	31
<b>Chapter 4: Observations and Recommendations</b>	
Introduction.....	34
Summary Observations.....	35
Moving Forward.....	37
<b>Appendices</b>	
Appendix A: IRB Permission.....	41

Intentionally left blank

## Executive Summary:

### Population Census; Client Survey; Non-Profit Survey

---

The following are highlights from three discrete projects comprising The Jones Center for Family Assessment, 2014. They are meant to highlight some important findings from each of the three components and not meant to be conclusive or comprehensive. When appropriate, we have tried to put these findings in context to what was found in the earlier assessment in 2006. More detail on these and other findings can be found in the body of the report.

- **Annual Attendance.** Over 700,000 people are estimated to attend The Jones Center for Families on an annual basis. Despite some very “light” attendance days during the week, we estimate the daily average attendance is nearly 2,000 people. *These counts are down considerably from the first assessment done in 2006 where we estimated nearly 1.4 million people were passing through the doors of The Jones Center for Families at an average of 4,754 per day.*
- **Attendance Fluctuations.** The lightest day of attendance was the beginning of the week (Monday and Tuesday). By the end of the week (weekend), attendance was up 4 to 5 times higher than the earlier part of the week. *Similar to 2006, these results show extremely light client traffic in the beginning of the week, increasing and peaking by the end of the weekend.*
- **Demographic Diversity of Attendees.** While the majority of attendees are Caucasian, 25 percent of those attending during the census week were Hispanic. This number has declined slightly (29%) from the earlier census in 2006; also noteworthy is the smaller percentage of Marshallese attending the Center; nearly 13 percent were counted in 2006 compared to 5 percent in 2014.
- **Survey Respondents.** A representative sample of nearly 200 Jones Center attendees

were randomly selected for face-to-face interviews. The composition of this sample mirrored the population counts from the earlier census; approximately 51 percent were males; 89 percent Caucasian; and the majority were adults between the ages of 22-50.

- **Attendees Usage.** The majority of attendees use The Jones Center as a recreation destination. Swimming, ice-skating, and the gymnasium are the major attractions and while recreation continues to be the big draw, other important elements noted in the 2006 survey seem to have dwindled in terms of participation. Drastic drop-offs have been noted recently in terms of the Center’s use by senior citizens and the Center’s utility as a computer resource/library.
- **Non-Profit Residents.** Eighty-nine percent of the organizations (n = 54) that currently reside in the Center for Non-Profits @ JTL Shops in Springdale and the Center for Non-Profits @ St. Mary’s in Rogers participated in the NGO survey. More than 70 percent of these organizations were primarily involved in direct services to a particular subpopulation; fifty-seven percent were focused on education and health.
- **Non-Profit Reach.** More than a 1.5 million residents living throughout Northwest Arkansas and beyond are being served by the organizations who participated in the survey. These organizations were directly involved in “boots on the ground” types of services working directly with individuals through their agency. More than 69 percent focus on assisting lower incomes and 71 percent focus on assisting youth. While often difficult to quantify impact, these organizations are clearly playing an important role in meeting the needs of children and families throughout the NWA region.

Intentionally left blank

# Chapter 1

## Counting and Describing The Jones Center for Families Population

## Introduction

---

The Jones Center for Families (JCF) located in Springdale, Arkansas continues to be one of the premier recreational facilities in the Northwest Arkansas region and the entire state of Arkansas. With hundreds of thousands of people visiting the Center every year, JCF serves a diverse population of children, adults and seniors by providing recreational, educational, and meeting facilities.


While the JCF maintains a core database of its members, program attendance, room usage, and other important information, they do not routinely perform any comprehensive census regarding users and their demographic composition. In 2006, the Community and Family Institute (CFI) designed and executed an annual estimate of users with a demographic overview of who those users were, as well as a comprehensive needs assessment based on a sample survey of the population estimate. The results of that census and a detailed description of the findings can be found in *"2006 The Jones Center Census and Needs Assessment," Kevin M. Fitzpatrick, Community and Family Institute, University of Arkansas.*

In an effort to replicate this earlier census and provide some descriptive comparisons between the 2006 and an updated 2014 study, we implemented an identical methodology for both the census and needs assessment in both time periods. In order to provide an accurate estimate of the attendance of the JCF, we performed a point-in-time sampling strategy at all five points of entry into the Center, over an entire week, with sampling in three-hour groups at different times throughout the seven day

period. By covering all entry points to the center (5 doors), the count took place during the week of February 17-23, 2014.

Generally we found that the early part of the week was very light in terms of general attendance. As the week went on, attendance increased dramatically and in one three-hour period on Saturday (719 persons) the number of persons was nearly five times the size as those counted on Tuesday (164). Granted it was a different time of the day and likely there were very different events taking place at the Center, but the data clearly show Mondays and Tuesdays are extremely light periods of activity just as they were in 2006. The Center appears to get its greatest usage on the weekends by mostly families and children.

According to The Jones Center usage statistics (2013), the pool, gym, and the ice rink are the biggest draws. In the case of the ice rink, nearly 80,000 visits were reported in 2013; the pool and the gym report numbers that are roughly half that amount of daily visits. The computer center is the next largest fixed use function in the Center, with an estimated 5,373 visits in 2013. Of course an important part of the the role The Jones Center plays is a location for functions central to the community that surround it. Over 200,000 persons attended the variety of events that are supported by The Jones Center. These events range from meeting and conferences to weddings, reunions, cultural events, and planned community outreach events.



**HARVEY AND BERNICE JONES  
CENTER FOR FAMILIES**

# By The Numbers

**711,020**

ANNUAL estimate  
of persons attending  
The Jones Center in  
2014

**59,252**

MONTHLY estimate  
of persons attending The  
Jones Center in 2014

**13,638**

WEEKLY estimate  
of persons attending The  
Jones Center in 2014

**1,948**

DAILY estimate of  
persons attending The  
Jones Center in 2014

## Demographic Diversity

While it was important to see how much diversity there was in persons attending The Jones Center during the census, assessing the demographic composition was also important to the overall sampling design that was used to determine who and how many would be included in the face-to-face interviews for the needs assessment component of the study. While youth (under the age of 18) were counted as part of the census, they were excluded from the sampling framework that was used to establish the face-to-face interviews for the survey in the assessment.

Clearly, Caucasians made up the majority of persons attending The Jones Center for Families during the week of the census. As a point of clarification, census takers recorded all Hispanic persons as Caucasian and of course noted their ethnicity in a separate category; **26 percent** of persons attending The Jones Center for Families during the census week were Hispanic. In separate data collected by JCF (2013 JCF Usage Statistics), events specifically designed for Hispanics were well attended in 2013 and represented the largest percentage of attendees for events that were recorded specifically noting race or ethnicity.

*“The Jones Center brings us together as a community.”*



Figure 1.1  
Racial Composition of Center Attendees During the Census Week

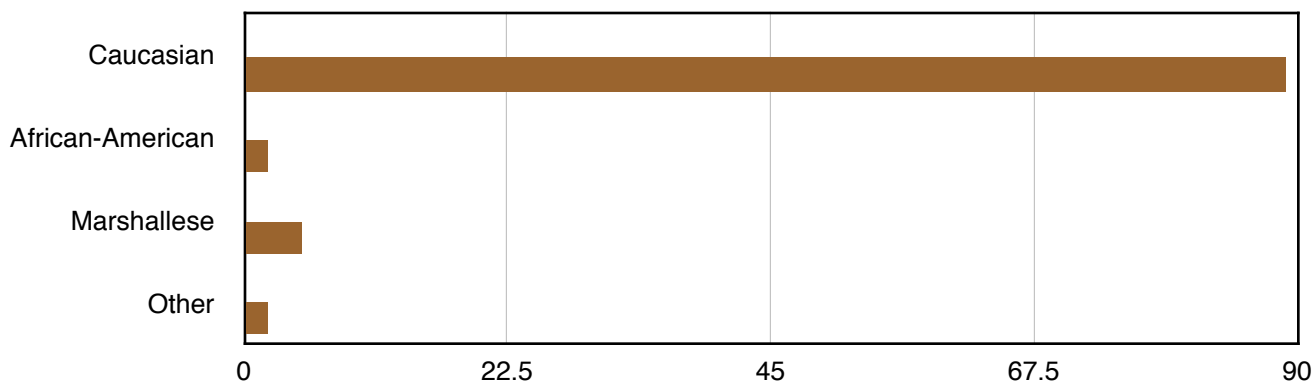
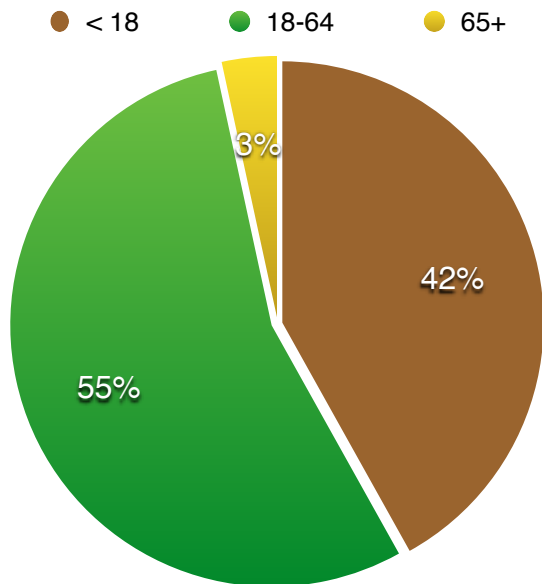




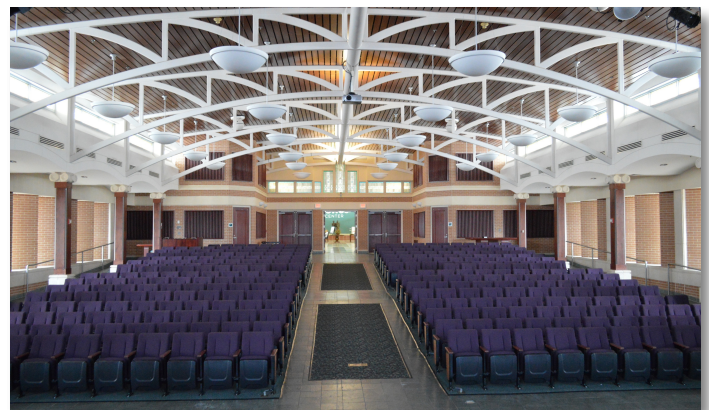
Figure 1.2  
Age Composition of Center Attendees  
During the Census Week



In addition, to race and ethnicity, census takers recorded gender and age of JCF attendees during the census week. The gender differences were negligible; fifty-three percent of attendees were male. The age composition of persons who attended the Center during the week of the census was made up of a majority of adults. Approximately 58 percent of the attendees were over the age of 18. While those judgements were difficult to make in some cases, we know this type of point-in-time, passive census only represents an estimate. Nevertheless, we believe the assessments to be reliable, particularly since no census taker reported any significant difference in attendees demographic differences from one location to another. As we will mention later in the report, we also see that except for a significant difference in the actual number of persons attending The Jones Center for Families during the census week, the composition of the 2014 census was similar to the one done in 2006.



*“It makes you feel happy when you come here. It’s clean, inviting, and up lifting.”*



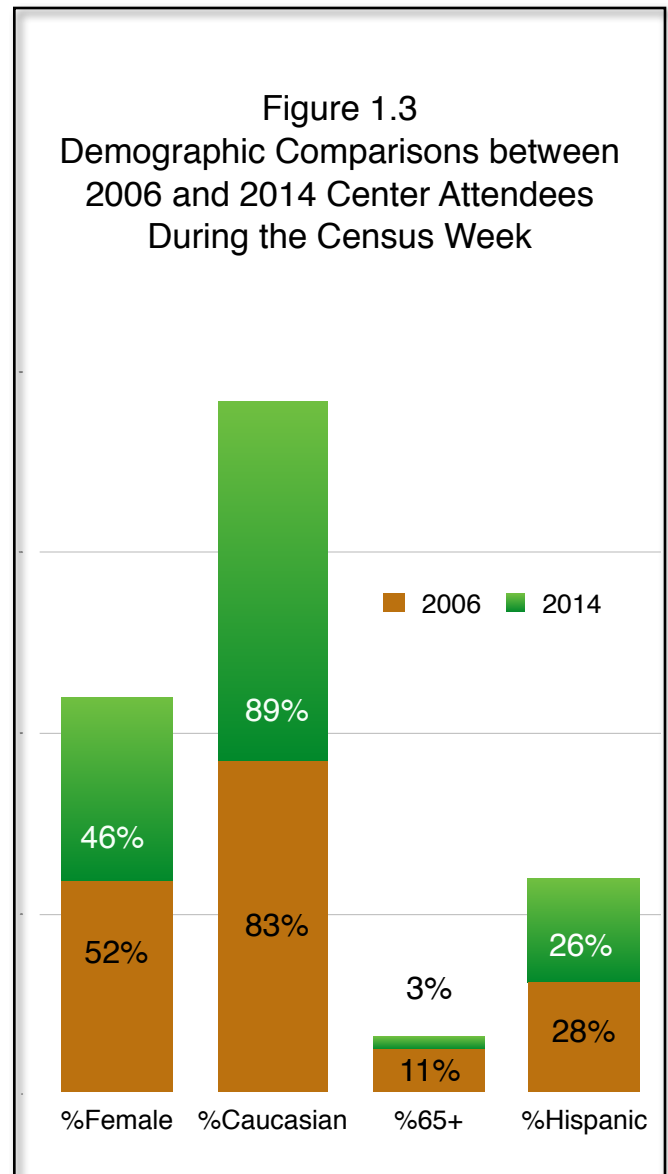
## How Have Things Changed? (2006 vs. 2014)

In addition to a significant change in the number of persons estimated that attended The Jones Center for Families in 2014 compared to the earlier census in 2006, compositionally those attendees have changed as well. While some of the changes are not dramatic, a couple of important shifts have taken place over the last few years that are worth noting.

The comparisons for the major demographic differences between the two census years are shown in Figure 1.3. The 2014 Census reported slightly fewer females attending The Jones Center for Families during the census week; except for age, the composition between the two census years appears to be very similar. It is interesting to note, however, that the percentage of persons over the age of 65 that were counted in 2014 was nearly 4 times **fewer** than those counted in 2006. While census takers still observed a devoted number of walkers at the Center during the census week, the volume was much lower. Although not reported in Figure 1.3, other data show that in addition to the shift in fewer persons over the age of 65, the percentage of Marshallese attending the Center in 2014 (5.2%) appears to have **dropped** by more than half of what was recorded in 2006 (12.3%).

*“They need more advertising outside of the local area. We did not know about The Jones Center for over a year after moving to the area.”*

*“We came a lot more before they started charging. Now it’s just for special occasions like birthday parties or school events.”*

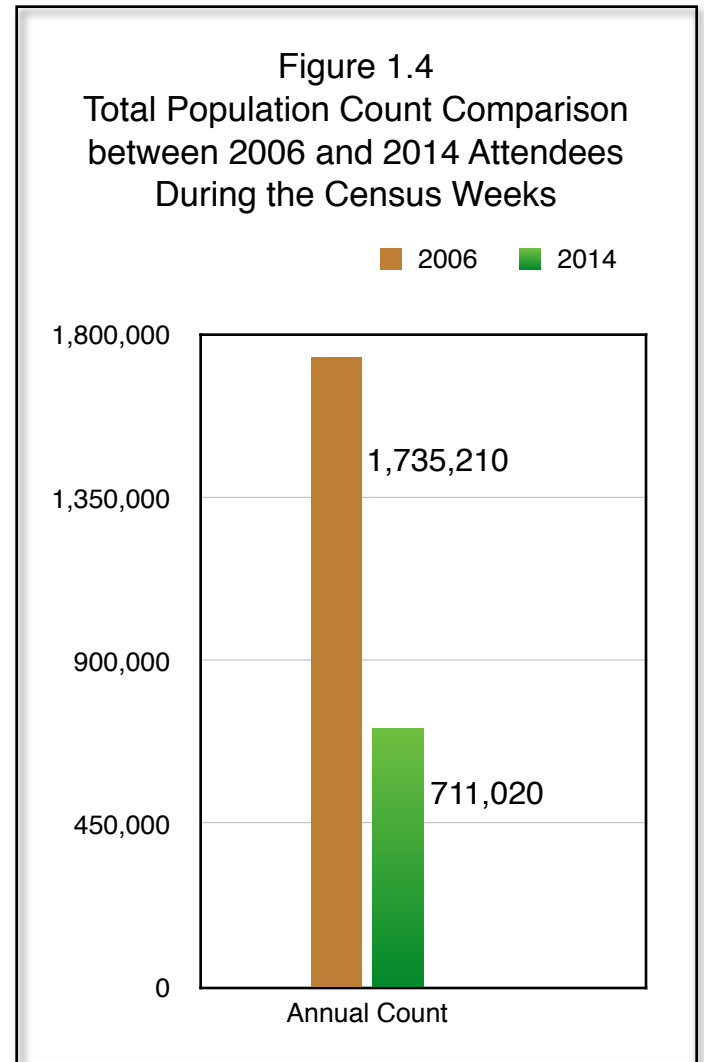


The most noteworthy difference in the 2014 census was the very significant shift in the total volume of persons coming into the Center on a daily basis in 2014 as compared to 2006. Using the same methodology that was employed in the 2006 census, we noted more than a 50 percent reduction in attendees (see Figure 1.4 with the annualized estimates based on daily and weekly attendance). This dramatic shift begs the question: why has there been a reduction by over 50 percent in attendance? One possibility is the introduction of a new business model that was introduced between the two census years. However, it is unclear if this alone accounts for the shift or if there are other organizational and community factors playing a role.



*“I think the food court needs healthier food options.”*

*“I don’t like that we have to pay a fee for ice skating lessons.”*



Intentionally left blank

# Chapter 2

## Jones Center for Families Needs Assessment

## Introduction

---

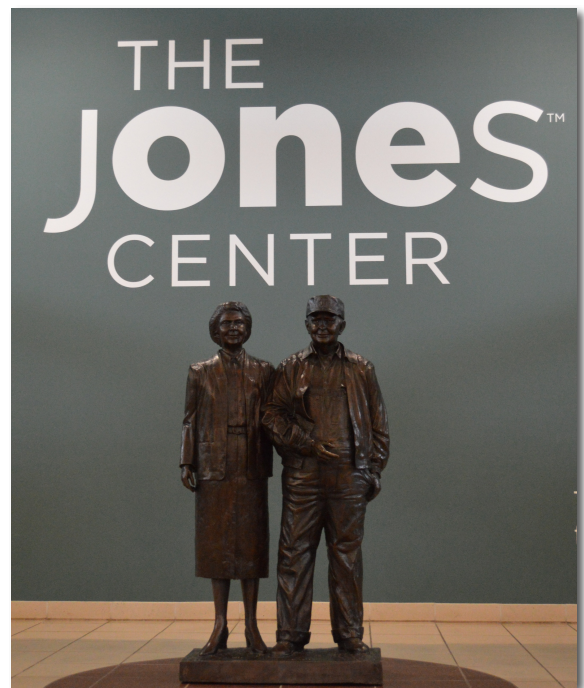
The Jones Center Needs Assessment was first created and executed in 2006 to provide descriptive information about persons visiting The Jones Center for Families and the purpose of their visit. A sample, derived from the population census, had visitors complete an in-depth survey about themselves, their family, and how often and why they use The Jones Center for Families. The survey took place over a one week time span with the survey administrators at the facility in teams of two to three people for a portion of a six hour block of time each day. In 2014, the methodology was replicated. Based on the population census, we collected 191 surveys (approximately 10% of the population) from Jones Center visitors with various demographic differences reflecting the population census results; gender, age category, race, and ethnicity were used to stratify the sample.

The assessment began with a set of demographic questions including the respondent's age, gender, race, and ethnicity. We asked "What city are you living in right now?" with Springdale, Fayetteville, Rogers, Lowell, Bentonville, and some other place as potential responses. The largest percentage of respondents (48.2%) said they lived in Springdale, the city in which The Jones Center for Families is located. The respondents were also asked how long they have lived in that city, how many adults and children currently live with them, their marital status and whether or not their children participate in the free and reduced lunch programs at their school.

In order to gain more insight on those who visit The Jones Center for Families, we asked visitors to provide their education levels and the working status along with questions concerning their use of the center. We inquired about their membership status, traveling distance to the center, how often they visit, and the purpose for their visit the day of the interview. A considerable number of respondents (45.5%)

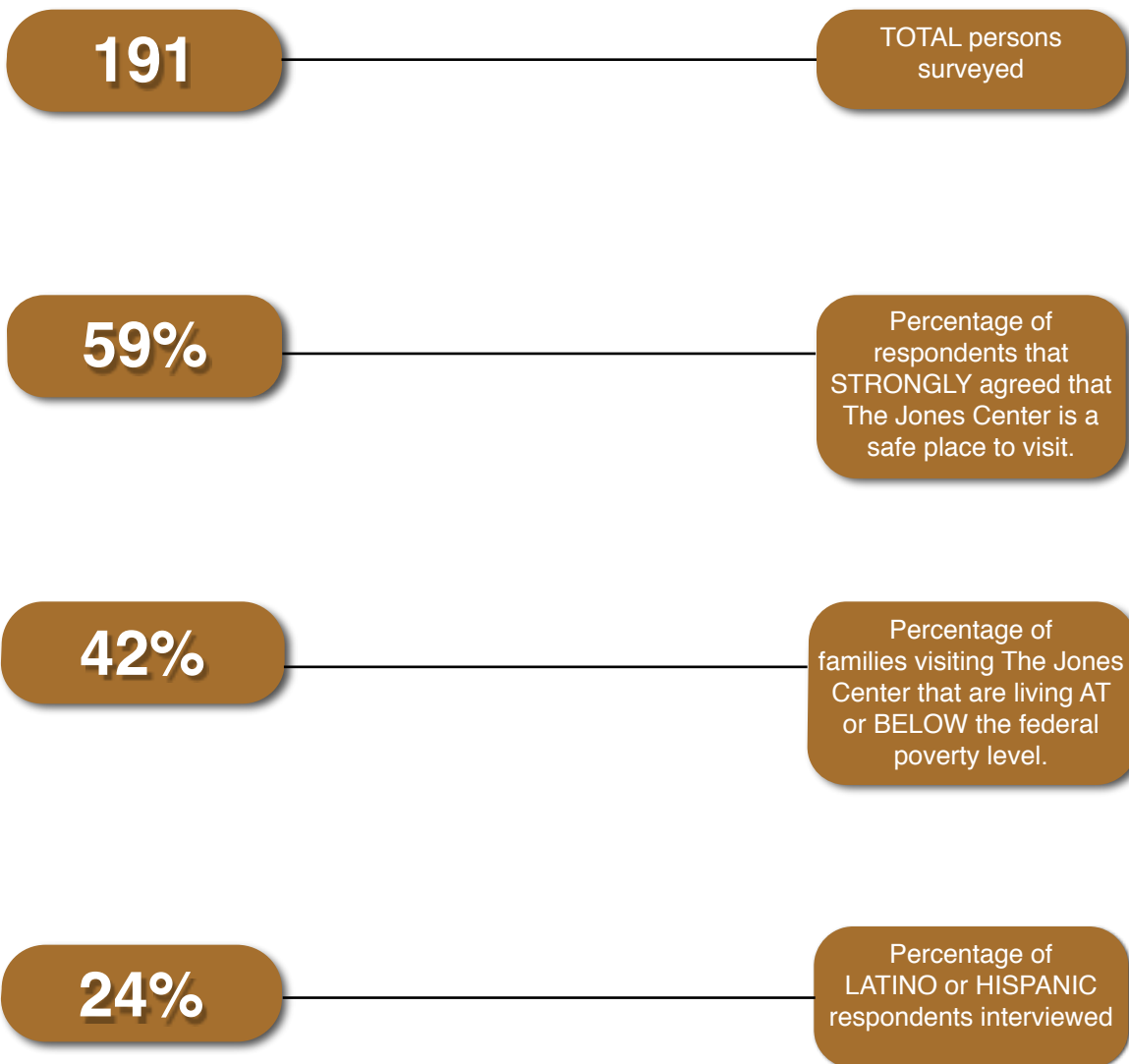
were at The Jones Center for Families for recreation (pool, gym, or ice rink).

With the intention to describe The Jones Center for Families staff's influence on the visitors and the impact the facility has on its visitors, we asked respondents to answer a series of questions on a scale of "Strongly Agree," "Agree," "Disagree," and "Strongly Disagree." The questions examined the staff and how knowledgeable, friendly, and courteous they are along with The Jones Center for Families safety, community outreach, and efforts to meet the needs of its visitors. An overwhelming (96%) percentage of respondents selected "Strongly Agree" or "Agree" for all of the scaled questions.



The last area of the assessment was designed to allow respondents to provide their subjective opinions about The Jones Center for Families. Three open-ended questions were asked to answer questions about how the center can serve the needs of the community, how it influences the respondent's quality of life, and how the center can improve the visitors experience while at the facility.

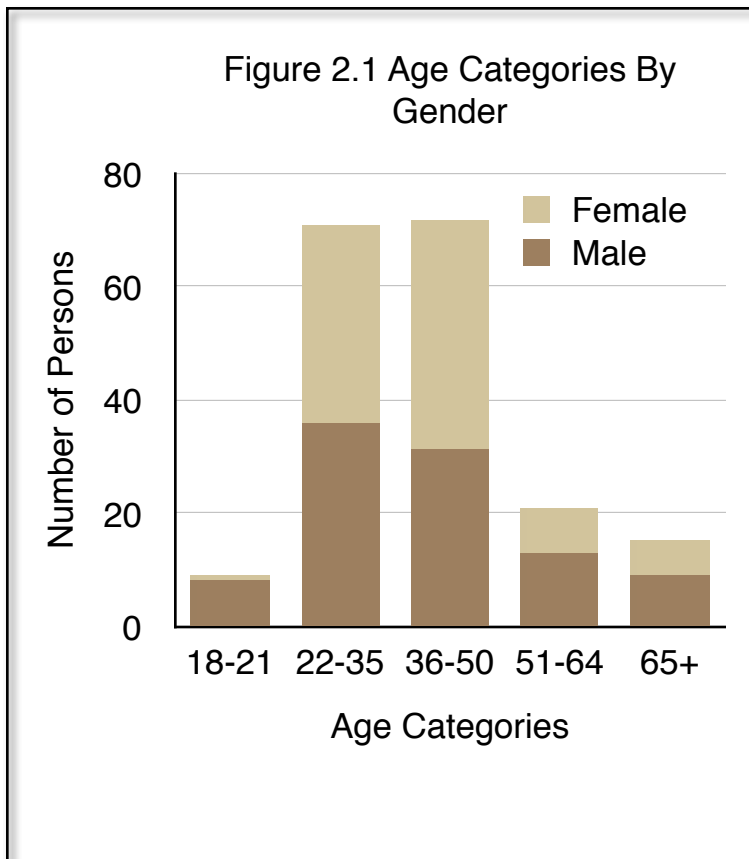
# By The Numbers



## Who are They and What are Their Needs?

The demographic composition of The Jones Center Needs Assessment is based on the census completed prior to the assessment. The goal of the assessment itself was to acquire a representative sample of 100 male participants and 91 female participants based on the demographics and age categories that were found in the census (keeping in mind that youth under the age of 18 were purposely not included in the sample). We came extremely close to the sample goals with 98 (51.3%) male respondents and 93 (48.7%) female respondents completing the assessment, totaling the expected participation rate of 191 individuals surveyed.

A majority of our sample self-identified themselves as Caucasian (89%), with African Americans representing 2.6 percent of the sample. Native American, Pacific Islander, and the Other category made up the remaining 8.4 percent of race categories; Forty-five (24%) respondents identified themselves as Hispanic.

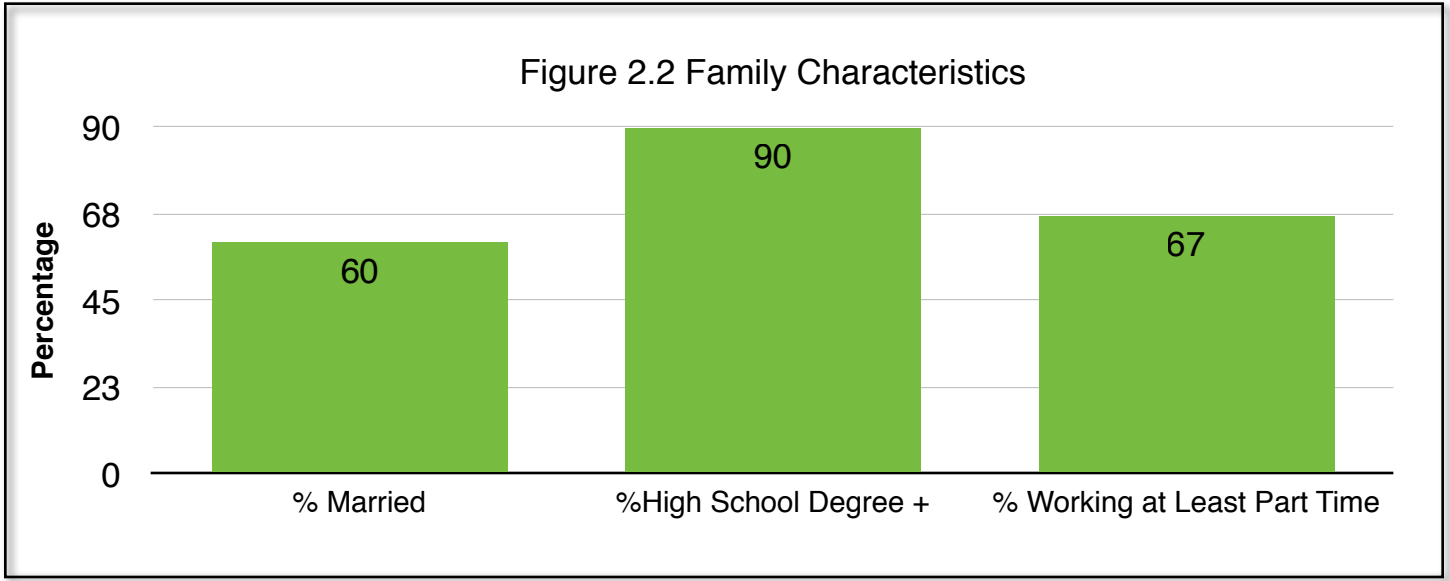


*“The Jones Center has definitely improved my quality of life...it’s made me healthier!”*

*“I’m so thankful that I have a place to walk in the mornings.”*



## Family Structure



### *Marriage and Children*

Sixty-three percent of respondents reported having children under 18 who lived with them. Of those who reported living with children, twenty-seven percent said their children participated in a free or reduced lunch program at their school.

The majority of respondents reported being married. Nearly 60 percent of respondents were married, while only 14 percent said they were divorced, separated or widowed; twenty-six percent reported being single or never married. The numbers above indicate that married families with children made up the majority of guests interviewed at The Jones Center.

*“I’m a stay-at-home mom and I love that The Jones Center is a place where we can have picnics and play dates.”*

*“It’s a life-changer for us! I’m here five days a week and it helps my kids achieve their goals, too!”*



## Education

Forty percent of respondents reported having at least a high school diploma or GED, and only 10 percent said they had less than a high school education. Nearly twenty percent of respondents said they had some college education, but not a college degree; forty percent of respondents had a college degree (8% with an Associates degree, 19% with a Bachelor's degree, and 12% with a graduate or professional degree).

The guests of The Jones Center appear to be well educated. This could be in part because of the large presence of NWACC. This institution may draw those seeking higher education to The Jones Center, while also drawing in educators and teachers. Our survey did not specifically target NWACC students.



*“The Jones Center has a great atmosphere- it makes me think that the world is not all bad!”*

## Working Status:

Sixty-seven percent of respondents reported being employed either full time or part time. Only 8 respondents reported being laid off or unemployed; eight percent of respondents were retired, 10 percent were homemakers, and seven percent classified themselves as students.

The presence of homemakers was visible during the day hours when mothers were taking their small children for play dates on the outside play ground or figure skating lessons at the ice rink. The Jones Center appears to be a low-cost option for homemakers seeking daytime entertainment. Likewise, the presence of some retired guests are also visible during the day. The Jones Center is often used as an indoor walking track where retired guests walk during all hours of the day, particularly in the early morning.

# Usage and Insights

## Purpose of Visit

Nearly half of respondents who were surveyed reported using The Jones Center for recreation purposes, including the pool, gym, and ice rink. The next highest usage category was for meetings, at 12 percent. Of the 191 respondents, only 1 person reported using The Jones Center for its computer facilities, and likewise, only 1 person reported using The Jones Center for any senior-related activities.

Thirty five percent of respondents reported using The Jones Center for purposes not listed in the survey responses. Figure 2.3 details the specific usage that fell under the “Other” category. The highest “Other” usage was for Camp War Eagle after school program with 23 percent (n=66) reporting that was their primary reason for being at The Jones Center.

*“The Jones Center is a great place for social activities, training classes, and fun things for our children to do!”*



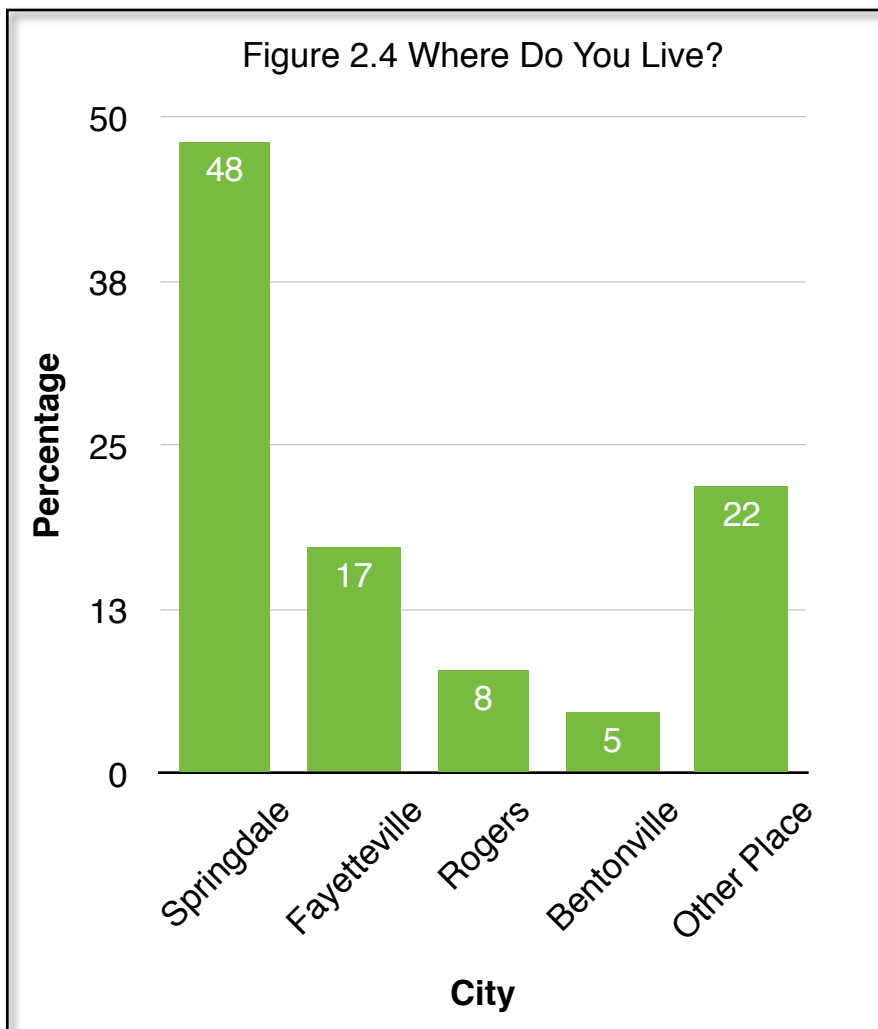
Figure 2.3 Breakdown of “Other” Category (n=66)



*“There are so many things to do here- always something going on. We’ve visited various things, we bring friends from out of town here to show them all the amenities.”*

## How Often and How Far?

The largest percentage of persons interviewed said they were from Springdale; thirty-eight percent of respondents live in Springdale and within 5 miles of The Jones Center. Twenty-two percent of respondents who lived within 5 miles of The Jones Center reported visiting The Jones Center either everyday, 4-6 times a week, or 2-3 times a week. This is compared to 17 percent of respondents who live somewhere between 6 and 20 miles from The Jones Center and 6 percent of respondents who live over 20 miles from The Jones Center. The majority of respondents who reported living more than 20 miles from The Jones Center, said they only visit a few times a year; six percent of respondents who were interviewed reported that it was their first time visiting The Jones Center.



*“This is a safe, family-oriented place. It’s a good location and it’s easy to find.”*

*“Springdale is lucky to have this place. We don’t have anything like this where I’m from.”*

## Guest Feedback

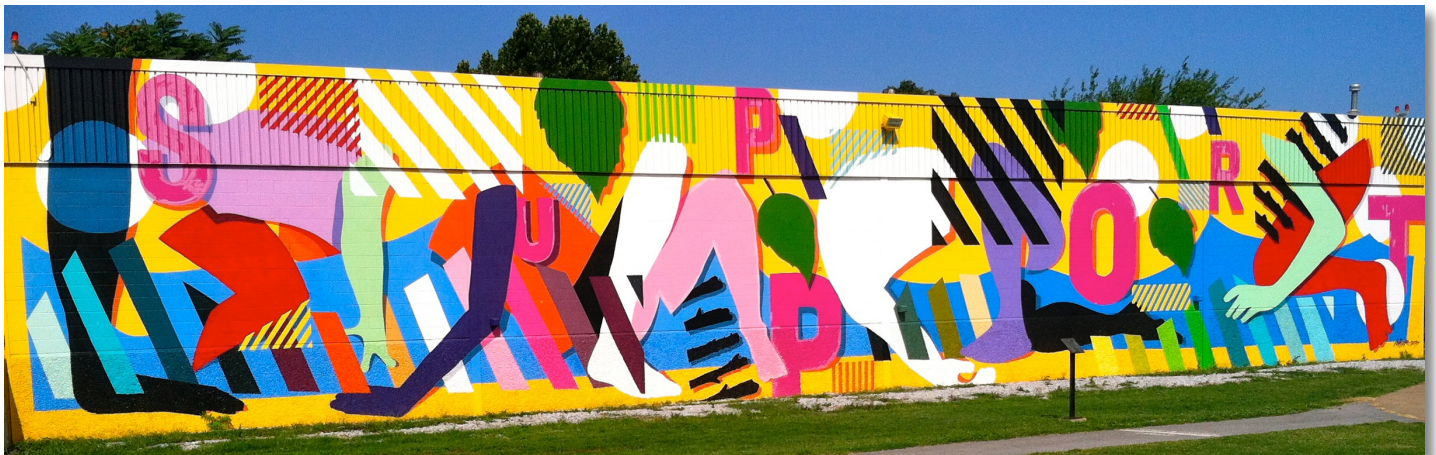
***Guest feedback indicates the most common suggestions from guests include:  
Do not charge at all or as much for recreation activities and/or memberships.***

***Better advertisement of activities, services, and special events.***

***More special events for: entire families; teens; senior citizens; children with special needs; people with physical disabilities.***

Overall, the majority of Jones Center guests were satisfied with The Jones Center and had generally positive attitudes toward The Jones Center and its services. Ninety-nine percent of guests surveyed said they thought The Jones Center staff was friendly and courteous, and only one person thought staff friendliness needed some real improvement. Ninety-seven percent of guests surveyed said The Jones Center offers programs and services that meet their needs, and only 6 people thought programs and services needed some improvement. Ninety-six percent of respondents said that they thought The Jones Center is doing all it can to serve the community, and only 7 people thought this area needed improvement. Finally, 98 percent of guests surveyed said they thought The Jones Center was a safe place to visit, and only 4 people thought safety needed some improvement.

***“I am very thankful for the gym, and I look forward to coming every other day. It’s a positive activity, and The Jones Center staff is always friendly. But I do think they could improve the gym by adding more weights.”***



# How Have Things Changed (2006 vs. 2014)

## Use of The Jones Center

### Areas of Decline

There are some significant differences in The Jones Center for Families usage between 2006 and 2014. There was a decline in use of computer facilities between 2006 and 2014. This might be related to the general changes in technology between 2006 and 2014—smart phones, tablets, and home computers are much more common now than they were in 2006.

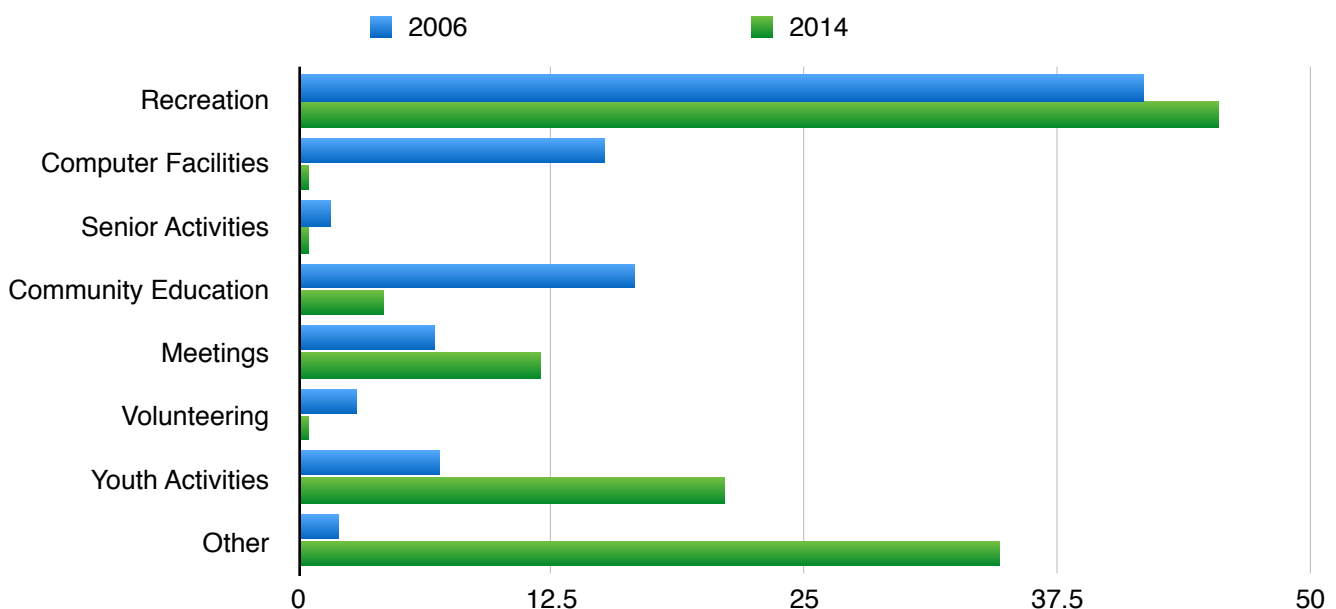
There was a decline in the number of visits among persons using The Jones Center for senior activities, community education, and youth activities. These declines echo the guest feedback which suggested that The Jones Center offer more activities for specific groups like seniors and youth, or possibly better advertise the existing activities.

There was also a slight decline in center use for recreation activities between 2006 and 2014, that change may be the result of charging for these activities in 2014.



*“I think the gym needs to open earlier.”*

Figure 2.5 Primary Use Comparison for 2006 and 2014



## Areas of Increased Usage

*“It feels good to know that hockey players and fans have a home at The Jones Center- it’s the only place to play hockey, and the only place to watch a hockey game that’s not on T.V.”*

There was increased use of The Jones Center for meetings between 2006 and 2014. There was also an increase in the use of The Jones Center for volunteering purposes. But the largest change between 2006 and 2014 was the increase in 2014 in the “other” category.

As noted before, the 2014 “other” category had 66 responses that included hosting or attending a birthday party, picking up a child from Camp War Eagle, attending a class through NWACC, using The Jones Center as a place to walk, using the tax preparation service that was being offered at the time of the census, and watching a hockey game. Two of these activities were not available to clients during the 2006 assessment. Clearly, the Camp War Eagle and NWACC opportunities are important to understanding the change in usage figures in 2014.



*“My kids love coming to the The Jones Center. Where else can you ice skate in Arkansas?”*

## Jones Center Members

*Jones Center members represent 14.7 percent of the total sample.*

The majority of members expressed positive attitudes toward The Jones Center. Ninety-six percent of members said they felt The Jones Center staff is friendly and courteous. A similar percentage of members said they felt The Jones Center is a safe place to visit. All the members said they felt The Jones Center is doing all it can to serve the community.

Jones Center members visited The Jones Center more often than non-members. Twenty-five percent of members said they visited The Jones Center every day, while only 3 percent of non-members said they visited The Jones Center every day. The majority of members said they visited The Jones Center 2-3 times a week. Fewer than 10 percent of members said they visited only a few times a year, compared with 25 percent of non-members who said they visited only a few times a year. The majority of Jones Center members use The Jones Center for recreation including the pool, gym, and ice rink.

The majority of Jones Center members also have children under 18. Using information on children's participation in a free or reduced lunch program at their school, we were able to determine that nearly all members interviewed with children live at or below the poverty line.

Seventy-one percent of Jones Center members interviewed were from Springdale and 68 percent of members live within in 5 miles of The Jones Center. Ninety-six percent of members said they used a car to travel to The Jones Center, and only one member reported walking or biking to The Jones Center.

Jones Center Members	N	Percent
No	163	85.3%
Yes	28	14.7%
Total	191	100%

*“I think my membership is too expensive.”*

*“I don’t understand the membership system- it seems expensive and you still have to pay for classes and ice skating.”*

Scholarship Support for Membership	N	Percent
No	20	71.4%
Yes	8	28.6%
Total	28	100%



*“Is there anything The Jones Center can do to improve your experience?”*

*“No...we love it here!”*

*“No...it’s always a great experience!”*



*“No...we have no complaints!”*

*“No...everything is great”*

*“No...they are doing a great job!”*

Intentionally left blank

## **Chapter 3**

# **Jones Trust and Their Non-Profit Partners**

## Introduction

---

The third part of the assessment was a survey of all the participating partners that currently reside at either the Center for Non-Profits @ JTL Shops in Springdale or the Center for Non-Profits @ St. Mary's in Rogers. The intent of this part of the assessment was to take a closer look at these partners—who they serve, how many they serve, along with a set of organizational characteristics that include: size, budget, revenue, expenditures, outputs, etc.

Directories for all partners housed within the two facilities were used as the primary strategy for inviting participation in an impact survey funded by the Jones Trust, in collaboration with the University of Arkansas. From these directories, 61 invitations were sent. Of these,

seven of the original contacts were found to be not applicable or no longer in residence and were dropped from the potential sample list. Thus, the total population for the survey was 54. Partners were invited to participate via multiple methods. Namely, they were invited by: five rounds of emails with a survey link, a total of 64 phone calls, in-person visits to 33 of the incomplete organizations, and a hard copy of the survey was mailed to nine remaining incomplete organizations. The results of these efforts was participation by 48 partners, refusal by five, and a remaining incomplete by one organization. The results that are outlined in Chapter 3 are the result of a *highly successful response rate of 89 percent* of partners participating.



# By The Numbers

54

Total number of partners surveyed

1,517,650

Total number of clients (individuals/families) served by participating partners

44%

Percentage of partners providing youth or education services

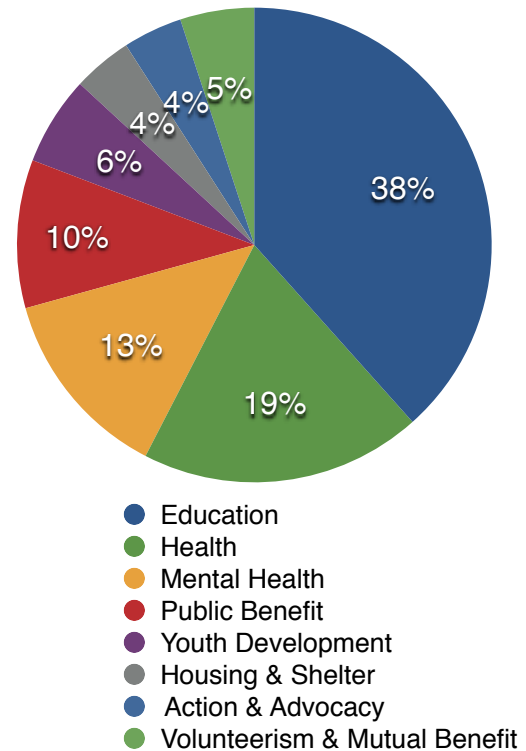
65%

Percentage of Non-White Clients served by participating partners

## Who Are The Partners?

The partner organizations currently in residence at Center for Non-Profits (JTL) in Springdale and the Center for Non-Profits @ St. Mary's in Rogers are diverse in their mission, organizational structure, and strategies for reaching populations they serve. Nevertheless, their concentrated focus on the residents, issues, and policies impacting Northwest Arkansas makes them, and thus the two centers, a very significant force in shaping the social landscape of the region. With organizations like Arkansas Advocates for Children and Families, Arkansas Single Parent Scholarship, Camp War Eagle, Saving Grace, Benton County Health Department, and the Teen Action Support Center, these two nonprofit centers have created an important laboratory for outreach throughout the region, the state of Arkansas, and nationally. More than 60 percent of these partners have been in residence for five or more years, and 23 percent have spent over a decade in partnership. That stability along with the opportunity provided by the Jones Trust has made a difference in lives of millions of people over the last several decades and provides a solid bedrock for future partners.

Figure 3.1 Percent of Partners by Sector



The partners together offer an impressive set of services in an array of sector areas. In fact, the majority of them selected multiple sectors to characterize their work. Representing only the one they ranked most primary, Figure 3.1 shows the diverse portfolio of focus areas impacted through the Jones partners. Education is the primary sector of 38 percent of the organizations, including learning efforts directed at youth, seniors, and the general public. Health is the primary focus of 19 percent of the partners, and mental health that of 13 percent.

## Who Are They Serving?

---

### ***Results indicate organizations span eight sectors of impact.***

- A total of 57 percent of organizations work in the education, mental health or youth sectors.
- Another 37 percent work in the health & advocacy, shelter or public benefit sector.
- The rest serve through social capital building capacities.

Another important impact the Jones partners have is through the number of people and families they serve. We asked partners to provide us with their top three kinds of output indicators, and 96 percent identified a measurable output. Of those, 70 percent described at least one indicator that could be used to assess the number of people, clients, members, or families served through organizational activities, as well as quantifying a range of people served. Summing these together – *and keeping in mind the important caveat that it is possible some number of people and families could overlap, both within an organization across its indicators and across partners serving the same populations* – the result is an estimate that approximately 1,517,650 people or families were impacted by Jones partners in the past year.

### **Targeted Populations**

Jones partners focus efforts on a wide range of targeted populations. In terms of income, 69 percent focus their efforts on assisting low-income people, and on average these partners estimate that 83 percent of those they serve are

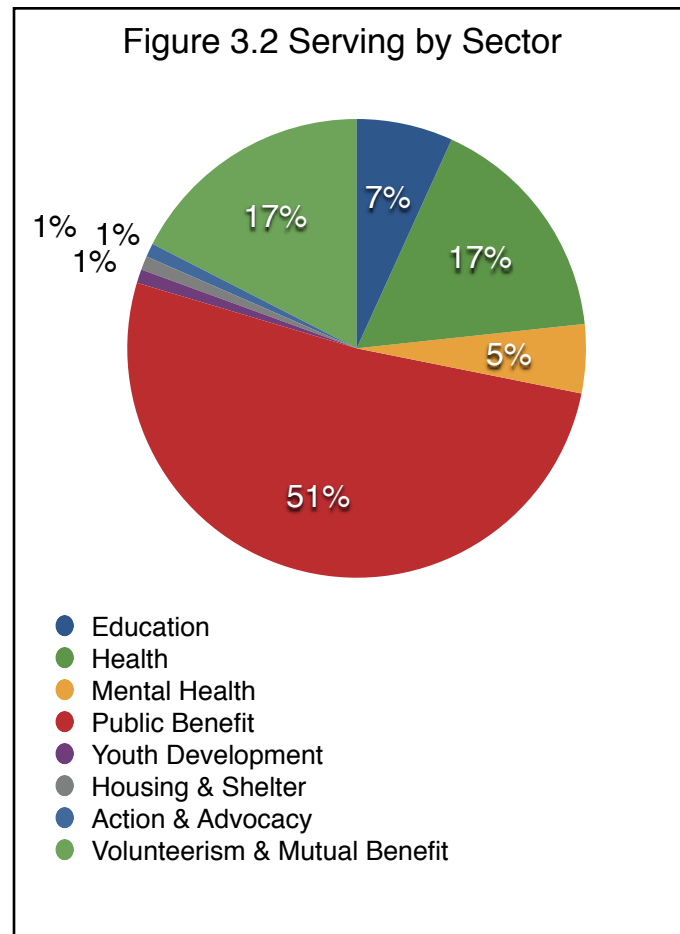
low-income. For youth as a target, 71 percent estimate their populations served youth, and on average these partners estimate that 52 percent of those that they serve directly are youth. Many partners also serve seniors (48 percent), and on average these partners estimate that 27 percent of those they serve directly are seniors.

Non-white racial and ethnic groups are another population served by Jones partners. However, many partners do not have a way of quantifying the race and ethnicity of the populations they serve, and 29 percent reported not knowing this information. Of those that did, the partners estimate, on average, that 63 percent of people or families they serve are non-white, representing an array of latino (20%), black (5%), Asian (4%), Marshallese (5%), and others (4%). In addition, some partners are heavily focused on targeting services to immigrant populations. While 66 percent of partners did not serve this group, or did not know if they did, immigrant-serving partners estimate, on average, that 39 percent of the people they serve are of immigrant status.

***Taking important caveats into account, we estimate that around 1,517,650 people or families were potentially directly served by Jones partners last year.***

***In addition, a number of partners also provide indirect impacts that ripple across entire populations of the counties and states they serve.***

Figure 3.2 represents the Jones partner sector portfolio by the percentage of people and families served (rather than proportions of organizations, as represented in Figure 3.1) and shows that that the largest swaths of impact happen through public benefit partners, impacting about 798,850 people and families. The social capital efforts of volunteerism and mutual benefit partners combined impact 276,175 in estimated numbers of people and families. Health partners impact about 261,525, and mental health about 69,200 people and families. While education partners represent the largest proportion of organizations, their in-depth efforts focus on a smaller proportion of people served, impacting approximately 99,450 people and families, with an additional 10,000 impacted through youth development efforts, 1,000 through housing and shelter efforts, and 1,450 through action and advocacy (to the extent that this last group can be quantified, since many of these indirect efforts are focused on impacting entire regions).



## Service to the Community

### Hours and Activities

Focusing in particular on the direct contact that some partners provide by working in-depth with people and families, we tallied the number of contact hours reported. Keeping in mind that partners were not asked to report this information, it is indicative that three organizations are so heavily involved that they reported actual hours spent as one of their three primary outputs. Thus, another form of impact, in addition to the breadth of people impacted, is the depth of time spent changing lives. Though only three partners reported these data, their combined efforts are nevertheless impressive. Presuming the contact hours are all distinct, non-overlapping hours of time, they estimate contributing a combined total of somewhere around 1,012,500 hours working intensively with individuals and families in NWA.



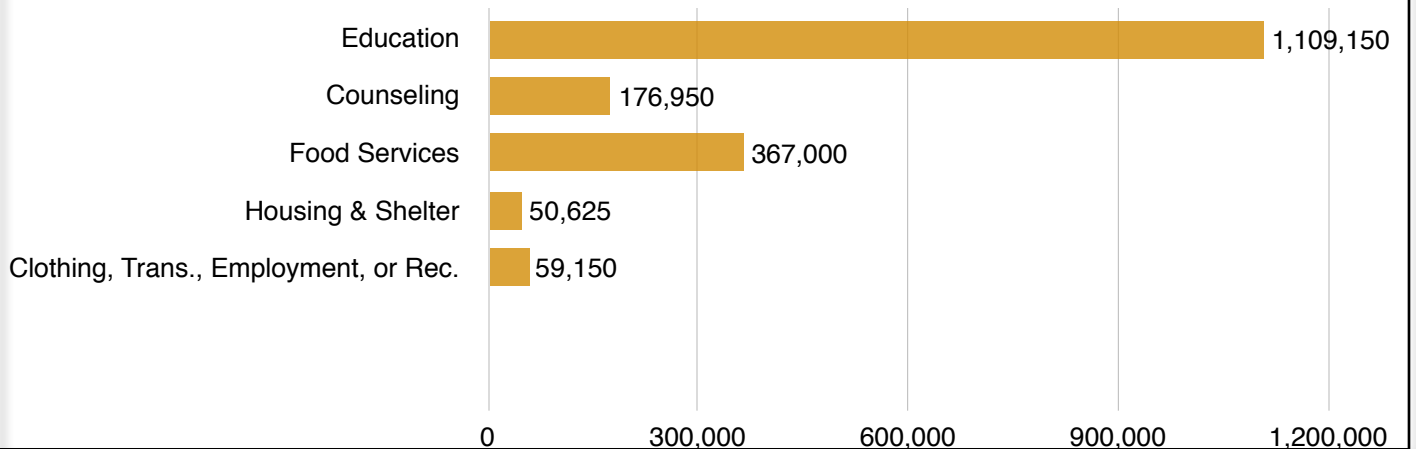




Partners were asked to categorize their primary activities, and the majority (56 percent) described themselves as mainly providing services. Social action and religious services were the main activity of 2 percent each. An additional 25 percent listed multiple combinations of these three activities, and another 15 percent did not indicate that any of these activities characterized their work (e.g. American Red Cross, Northwest Arkansas SCORE, Washington County Health Department, Lions Diabetes Awareness & Service Center, St. Francis House).

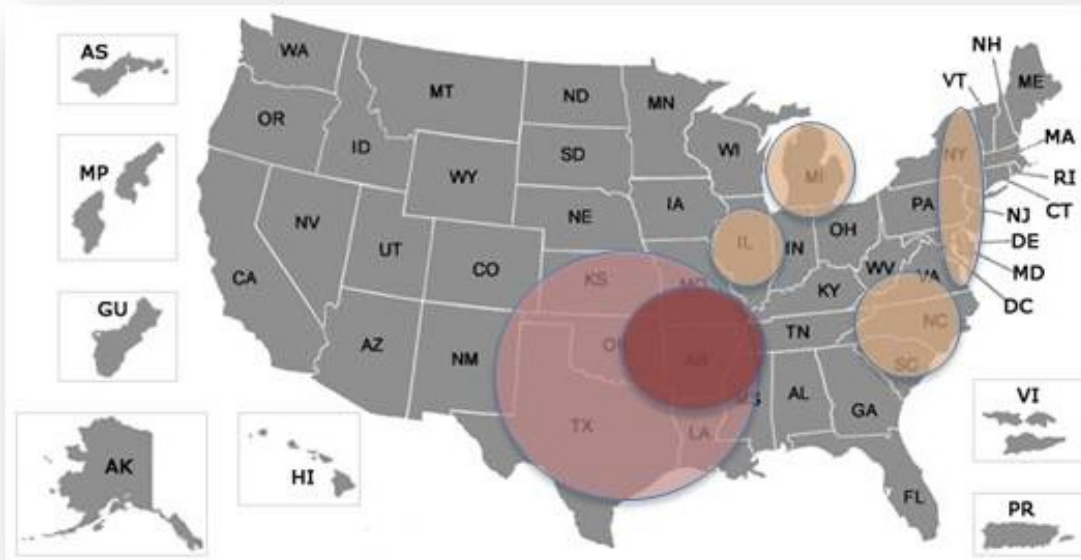
Of the 39 organizations that described themselves as mainly providing services, 64 percent listed their primary type of service as educational; 33 percent counseling; 31 percent food services; 18 percent clothing, transportation, employment, or recreational services; and 15 percent housing and shelter. Figure 3.3 displays the approximate numbers of individuals and families engaged by each service.

Figure 3.3 Approximate Number of Clients Served Per Sector



## Geographic Coverage & Collaboration

In terms of regional impact, about three-quarters of the participating partners serve the local Northwest Arkansas area (i.e. Washington, Benton, Madison, and Carroll Counties). Another quarter impact other parts of Arkansas, and about one-in-ten said they served other states. A total of 14 other states were served by the Jones partners, in order by frequency: MO, OK, KS, TX, TN, LA, IL, MI, MS, NY, NJ, VA, NC, SC.



Another primary impact that the Jones facilities have is their incubator for collaborations with other local community partners. *At least one collaboration activity occurred with a local partner for 85 percent of the Jones partners.* A combined total of 135 collaboration activities occur for these partners, with more than half saying they are collaborating with three or more organizations. The most common collaboration activity was to advocate on behalf of clients, with 60 percent engaged in this synergy. Carrying out programs and services was a collaboration activity for 50 percent of the partners, and obtaining funding and programs for 46 percent.



# Partner Benefits

## Partner Security

The Jones partners significantly benefit from the facilities provided, for a number of reasons: 69 percent use the space because of the low cost of rent, 54 percent for the convenience of the location, 52 percent for the ability to better serve clientele, 50 percent for the onsite meeting space availability, 42 percent for the opportunities for collaboration, 42 percent for the proximity to other client services, but only 10 percent because it eliminates the need for a capital campaign. More than half the organizations selected three or more of these as reasons for why they use the space.

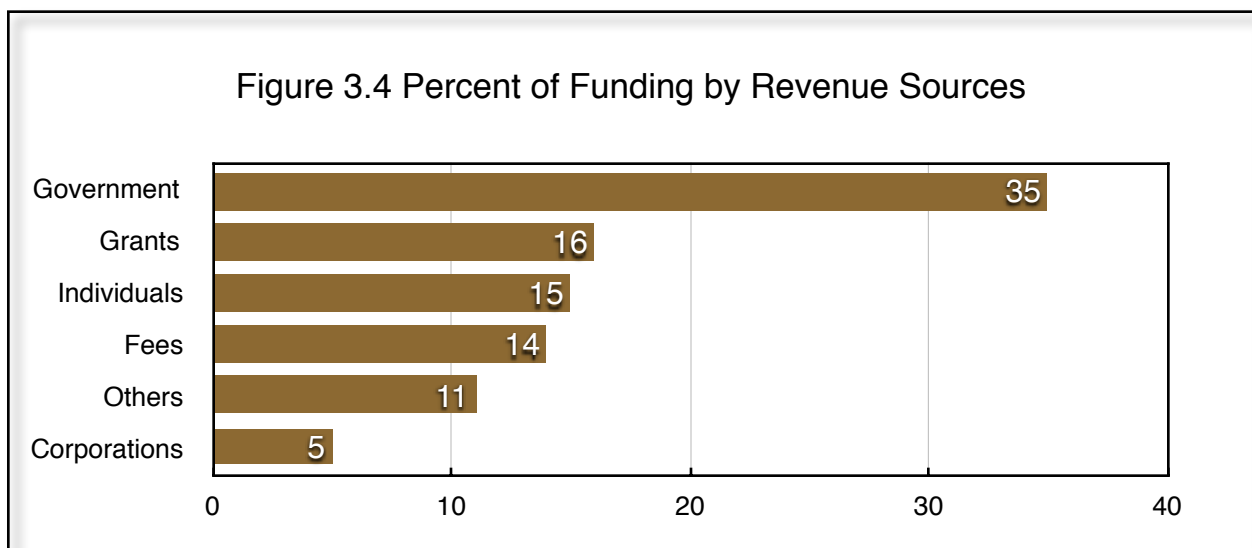
The impact that space has is invaluable, and – unlike the majority of nonprofit organizations around the country – more than half of the Jones partners report that their financial picture *improved* during the past year. Likewise, the majority of the partners report being satisfied with the services they offer. Though, a total of 19 services were listed as desired but not currently being provided.

## Benefit to Cost

Budget indicators show the economic importance of the Jones Trust facility. In terms of costs and charges of partner indicators, half the Jones partners reported data on costs and charges per indicators, with only 13 percent charging anything to the individuals and families the partners serve. Combining the total amount spent per indicator with the total amount charged, and summing across all partners reporting such data, the *net loss is only \$211,049* for the vast array of services impacting over 1.5 million people.

Figure 3.4 represents the average revenue sources of Jones partners, indicating that on average they receive 35 percent of their budget from governmental sources, 16 percent from foundation grants, 5 percent from corporations, 15 percent from individuals, 14 percent from charged fees (see below), and 11 percent from miscellaneous other sources.

Jones partners are providing “bang for the buck,” in that their average budget is around \$3.5 million, but with less than half of these organizations operating on budgets of less than \$500,000. The average assets of partners is nearly \$1.3 million, yet more than half have less than \$50,000 in assets. The expense to budget ratio indicates general fiscal health, with the average equation more than \$1.3 million in the green. However, this is based on only 11 percent of partners in such an advantaged position. The vast majority (87 percent) break even, and a couple are in need of additional funds to break even.



Intentionally left blank

# Chapter 4

## Observations and Recommendations

## Introduction

---

In an effort to assist The Jones Center for Families in better understanding not only the volume of clients, but also the types of clients and their needs at the Center, a comprehensive census and needs assessment survey were completed in the Spring 2014. In addition to examining the clients using the facilities, we also completed a survey of the NGO partners who reside at both the Non-profit centers in Springdale (JTL) and the Rogers (St. Mary's). This report has highlighted the findings from three separate, but related surveys.

It is worth noting that some of the observations and conclusions made in the current report are based on comparisons to an earlier report completed in 2006. This earlier study, did not include any assessment of the NGO population at the JTL which was the only facility operating during the 2006 assessment. Both a comprehensive census and a survey sample of

clients was completed in the 2006 report, similar to the work reported here.

One goal of this report has been to provide critical summary information on the use of The Jones Center for Families facilities. By estimating how many come through the doors each year, we provide some insight into the demand for services. By surveying the clients directly, we provide some insight into the specific needs of those using the services. And finally, by surveying the NGO's, we provide some insight into The Jones Center's reach—both to the clients living in and around Northwest Arkansas but in the country and around the world. Understanding how the property has been used and to what effect the Jones Trust properties have on the community, has been an integral part of developing this report.



## Summary Observations

---

There are a number of findings highlighted in the report that are worth repeating. In part, because it allows us to look at the findings in total, as well as the importance of examining these findings in the context of any recommendations that we make pertaining to the assessment and its part in helping strategize for the future of The Jones Center for Families.

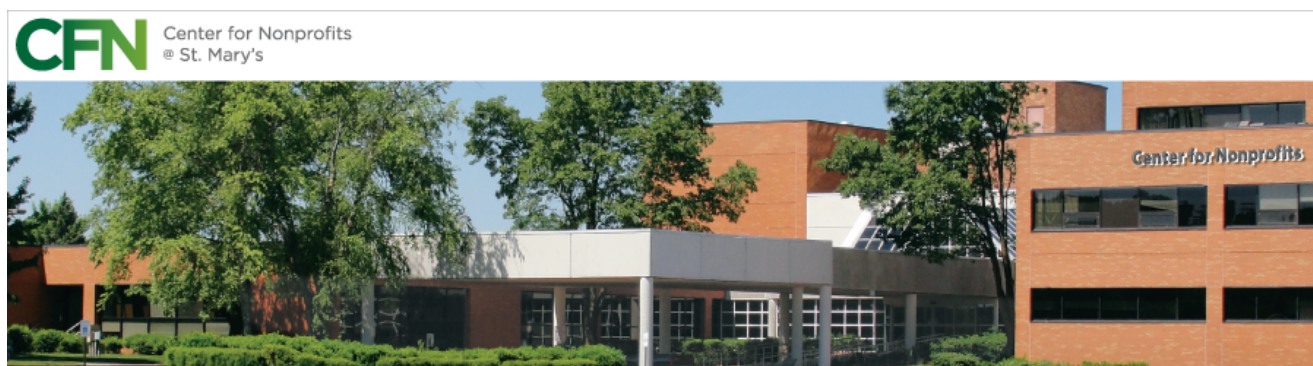
1. Certainly the first, and perhaps most important finding is that the Center for Families is playing an important role in the Northwest Arkansas community. Despite the fact that the total volume of persons engaging in activities at the Center is lower than it was at the time of the last assessment (2006), the Center continues to have an impact on the lives of millions of people who live in and around the Northwest Arkansas region.
2. While the volume of persons entering The Jones Center for Families is lower than it was before, to what extent that decline has to do with the ever-changing organizational environment of NGO's, regional economic environment, or the The Jones Center for Families' business model is unclear. In order to make that determination we would have to design a different study/assessment. Nevertheless, the one clear change that transpired since the last assessment was the shifting model from originally where all the services and Center access were free to a more competitive business model where services were fee-based.
3. The composition of persons attending the The Jones Center for Families is also changing. Whether a function of economics, convenience, or need, those persons taking advantage of what The Jones Center for Families has to offer appears different than what it was since the 2006 assessment. With a shifting demographic in the surrounding cities, the Center has experienced some changes that may be important to understanding its future role in serving the residents of Northwest Arkansas. In 2006, a modest percentage (13%) of persons entering the Center were senior citizens (over 65); that percentage dropped to 3.4 percent in 2014. Likewise, the percentage of Marshallese attending the Center shifted and was much lower in 2014 compared to 2006. Why exactly these shifts are taking place is not the role of this assessment to determine. However, it might be important to consider the possibility that certain sociodemographic subgroups that are currently underrepresented may be partly the result of the current business model in place at The Jones Center for Families.
4. Sixty-three percent of respondents completing the survey are living with children under the age of 18. Of those, more than one-third are on free and reduced lunch. As in the past, the Center is obviously serving NWA families. It should be noted, however, that a significant number of these families are operating on limited incomes that might be deterring their full participation.
5. Recreation continues to be the biggest draw of local residents to The Jones Center for Families. Of those persons interviewed, nearly 50 percent said they use the recreation facilities as their primary reason for visiting. The next most frequent use listed by respondents was the meeting rooms. Worth noting was that only one person that was interviewed said they used the computer facilities at the Center. That is dramatically different than in 2006 when 15 percent reported using the computer facilities. Clearly, there has been some important shifts in usage; Camp War Eagle has an important presence of which a rather large number of respondents reported being there to either pick up or drop off their child at the after school program.

## Summary Observations (cont.)

---

In addition to the summary observations concerning the census and the survey of persons interviewed at The Jones Center for Families, the survey of the NGO's at both the Centers for Non-Profits in Springdale (JTL) and Rogers (St. Mary's) provided some important insights worth highlighting again in the report.

1. With 89 percent of partners participating in the assessment, a significant breadth and depth of service to Northwest Arkansas communities and its residents is apparent. These partners provide services that span eight sectors of focus and estimate direct contact with over 1.5 million residents in and around the region. This level of community impact is worth highlighting to underscore the role that this unique opportunity has on the current partners in residence and their operations.
2. The collaborative efforts of the participating partners at both the JTL site in Springdale and St. Mary's site in Rogers are impressive. While often difficult to quantify in terms of impact, the level of collaboration and social capital building is important to the future of these organizations and their level of social impact for the communities they serve. As noted earlier, a combined total of 135 collaboration activities occur for these partners, with more than half saying they are collaborating with three or more partners.
3. In an often uncertain, unstable fiscal environment that plagues many non-profits, the Jones partners reported a level of fiscal health that was promising for their future and the future impact they are capable of delivering to the region and its residents. The continuing support by the Jones Trust will likely insure both their fiscal stability and service ability to serve a population in need.



To support and encourage nonprofit organizations serving families and strengthening communities throughout Northwest Arkansas.



## Moving Forward

---

In conclusion, this report provides a snapshot summary of The Jones Center for Families, and the participating organizations that occupy space at the Centers for Non-Profits in Springdale (JTL) and Rogers (St. Mary's). The data gathered indicate an overwhelming positive impact that the Center is having on the local community and the Northwest Arkansas region as a whole. In addition, the non-profit centers that are supported by the Jones Trust, clearly are making a difference in terms of immediate, face-to-face services directly impacting clients. Likewise, other organizations that are more community information and public awareness focused, are also impacting not only the local community but the region and beyond.

Despite the positive impact that the Center and the local non-profits are having on the local and regional community, there are several recommendations that might be considered as the Jones Trust moves forward in their strategic planning for the next decade of service to Northwest Arkansas. These recommendations are based on extensive data collections and represent specific insights that can be gleaned from these data and their summaries. These recommendations are informed opinions of the senior authors of this report and are meant to only serve as points for further discussion.

### Recommendation #1

The point-in-time census revealed a significant decline in attendance since the last census was completed in 2006. While there may be a host of reasons for why that is the case, we do know that one significant shift between the time of the two studies was the implementation of a membership structure and a fee-for-use model. Introduced in 2008, these changes had to impact a community that prior to this change, expected to walk in to The Jones Center for Families at any time and not pay for any of the services that were being offered, albeit small fees for swimming and ice skating. While it is difficult to draw any solid conclusions about growth/decline based on the type of data that was collected, we do believe that this organizational shift has impacted The Jones Center and the specific populations that use it frequently. In particular, the census data indicates some decline in attendance among Hispanics, Marshallese, and Senior Citizens; it might be useful for the Center to engage in some conversation with representatives from all of these groups as a strategy for better understanding their current and future usage. It is important to note that the point-in-time strategy for this census can also be used periodically as a way of monitoring attendance, who is attending, and what they are participating in most of the time. The eight year lag between studies is probably too long; the Jones Trust could benefit from more frequent data collections that objectively helped inform the board and staff with regards to usage and by whom.

### Recommendation #2

In addition to the census, the face-to-face interviews revealed a number of concerns that were raised by persons attending the Center for a host of different reasons. It is important to keep in mind that the results of the survey were **overwhelmingly positive**. Most attendees expressed excitement and appreciation for the Center and all that it has to offer; these few comments nevertheless are important reminders of the need to stay in touch with and understand the population being served. In addition to considering a more frequent census of attendees, it might be important for the Center to periodically touch base with its clientele. How the Center chooses to maintain this connection with its clientele is likely to be related to how much time and energy needs to be devoted to this continuing assessment. Whether evaluating specific programs or the entire operation, some annual assessment

that engages the clients, service providers, and staff might be useful. These periodic assessments could take the form of focus groups, face-to-face interviews, or a short mail/internet survey. Regardless of the type of instrument or strategy being used, we believe The Jones Center for Families would benefit from some annual data collection/assessment of its activities, outreach, and service provision to its members and clients.

### Recommendation #3

As our work relates specifically to the role the Jones Trust plays in providing space to partners in both Springdale and Rogers, we believe that the Jones Trust should continue to house these partners throughout the foreseeable future. It is clear that the organizations benefit immensely from the support of the Jones-provided facilities, and with that they have tremendous impact on the residents of Northwest Arkansas, other areas of Arkansas, and even other states throughout the country.

### Recommendation #4

Another recommendation is that the Jones Trust develop and maintain a regular reporting mechanism. During the current research process, the Trust discovered that a few of the partners listed in the directory were no longer housed in the building, and some partners were never able to be reached for participation in the survey. To better maintain contact in the future, the Jones Trust might consider instituting a yearly agreement letter which confirms mutual agreement to continue the facility support for the coming year and requests in return some basic metrics. At a minimum, the primary sector, number of people or families served, hours in direct contact, and proportion of targeted populations impacted could be requested to track changes over time. Perhaps every five years budgetary data could also be requested to assess overall fiscal health of the partners.

### Recommendation #5

A final recommendation is that the Jones Trust consider the feasibility of expanding or opening another facility for non-profit partners. The overwhelming benefits and “bang for the buck” these partners provide, especially to local residents, undergirds not only the importance of continuing support but also seeking new ways of growing it. Of special interest would be a facility that could provide an “incubator” to small organizations that would thrive in shared walls. The housing of partners, who could benefit greatly from collaborations with each other, and with adequate shared meeting space available, would dramatically increase the breadth and depth of impact otherwise small and perhaps struggling nonprofits could have.

In conclusion, we have found The Jones Center for Families and the partner organizations supported by the Jones Trust in both locations (JTL & St. Mary’s Center for Nonprofits) to be healthy, stable, and continuing to play an important role in the overall health and well-being of the local communities, the region, and its residents. While the annual estimate for volume of visitors to The Jones Center is lower than previously estimated, the clients that are being served are pleased with the services available to them and the organization that serves them. Not only are these residents being impacted directly through the Center and what it provides, but also by the extraordinary efforts of the non-profit partners and all of what they provide.

# Appendix A

## IRB Approval

Intentionally left blank



May 30, 2014

MEMORANDUM

TO: Patricia Herzog  
Kevin Fitzpatrick

FROM: Ro Windwalker  
IRB Coordinator

RE: New Protocol Approval

IRB Protocol #: 14-05-750

Protocol Title: *NWA-NGO Project*

Review Type:  EXEMPT  EXPEDITED  FULL IRB

Approved Project Period: Start Date: 05/30/2014 Expiration Date: 05/29/2015

Your protocol has been approved by the IRB. Protocols are approved for a maximum period of one year. If you wish to continue the project past the approved project period (see above), you must submit a request, using the form *Continuing Review for IRB Approved Projects*, prior to the expiration date. This form is available from the IRB Coordinator or on the Research Compliance website (<http://vpred.uark.edu/210.php>). As a courtesy, you will be sent a reminder two months in advance of that date. However, failure to receive a reminder does not negate your obligation to make the request in sufficient time for review and approval. Federal regulations prohibit retroactive approval of continuation. Failure to receive approval to continue the project prior to the expiration date will result in Termination of the protocol approval. The IRB Coordinator can give you guidance on submission times.

**This protocol has been approved for 133 participants.** If you wish to make *any* modifications in the approved protocol, including enrolling more than this number, you must seek approval *prior to* implementing those changes. All modifications should be requested in writing (email is acceptable) and must provide sufficient detail to assess the impact of the change.

If you have questions or need any assistance from the IRB, please contact me at 210 Administration Building, 5-2208, or [irb@uark.edu](mailto:irb@uark.edu).

the 1990s, the number of people who have been employed in the public sector has increased in all countries.

There are a number of reasons for the increase in public sector employment. One reason is that the public sector has become a more important part of the economy. In many countries, the public sector now provides a significant portion of the total output. This has led to an increase in the number of people who are employed in the public sector.

Another reason for the increase in public sector employment is that the public sector has become a more attractive place to work. This is due to a number of factors, including the fact that the public sector is often seen as a more stable and secure place to work. Additionally, the public sector often offers better benefits and working conditions than the private sector.

There are also a number of other reasons for the increase in public sector employment. For example, the public sector has become a more important part of the economy in many countries. This has led to an increase in the number of people who are employed in the public sector. Additionally, the public sector often offers better benefits and working conditions than the private sector.

There are a number of reasons for the increase in public sector employment. One reason is that the public sector has become a more important part of the economy. In many countries, the public sector now provides a significant portion of the total output. This has led to an increase in the number of people who are employed in the public sector.

Another reason for the increase in public sector employment is that the public sector has become a more attractive place to work. This is due to a number of factors, including the fact that the public sector is often seen as a more stable and secure place to work. Additionally, the public sector often offers better benefits and working conditions than the private sector.

There are also a number of other reasons for the increase in public sector employment. For example, the public sector has become a more important part of the economy in many countries. This has led to an increase in the number of people who are employed in the public sector. Additionally, the public sector often offers better benefits and working conditions than the private sector.

There are a number of reasons for the increase in public sector employment. One reason is that the public sector has become a more important part of the economy. In many countries, the public sector now provides a significant portion of the total output. This has led to an increase in the number of people who are employed in the public sector.

Another reason for the increase in public sector employment is that the public sector has become a more attractive place to work. This is due to a number of factors, including the fact that the public sector is often seen as a more stable and secure place to work. Additionally, the public sector often offers better benefits and working conditions than the private sector.

There are also a number of other reasons for the increase in public sector employment. For example, the public sector has become a more important part of the economy in many countries. This has led to an increase in the number of people who are employed in the public sector. Additionally, the public sector often offers better benefits and working conditions than the private sector.