

NEEDS ASSESSMENT

To: Sergey Rybas
From: Sarah Unger, David Pickering, Ozan Bilgin
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Subject: Client Project and Needs Assessment

What is T.O.U.C.H.?

Our client, T.O.U.C.H., is an inmate and post-release mentoring program for pre-release and formerly incarcerated individuals. The organization seeks to implement the concept of “Reach Out and Touch” in order to connect ex-offenders and their communities. The acronym stands for **TEACHING** necessary life skills, providing employment **OPPORTUNITY**, Exercising **UNITY** by, **CONNECTING** with prisoners notwithstanding the prison walls, with open and spirit filled **HEARTS**. The real world applications behind these principals lead T.O.U.C.H. to provide job training, employment, education, post-release housing, and substance abuse and prison mentoring. The end goal for the program is to control and lower Recidivism Rates; the percentage ex-offenders who are re-incarcerated.

What is our group doing for T.O.U.C.H.?

To assist T.O.U.C.H. with this work our group is making promotional materials to advertise the program. These materials will take the form of a flier, a small notecard sized handout with condensed information from the flier, and an informational pamphlet. The flier will be used as an attention getter and contain basic program information and contact information. This same information will be included on the small notecard. The 8-page half letter sized pamphlet will be used to advertise the newly instituted women’s program. In the style of the men’s program pamphlet information included will be the program’s curriculum, contact information, and benefits of becoming a part of the T.O.U.C.H. community.

How does this help T.O.U.C.H.?

These materials should benefit the T.O.U.C.H. Mentoring Program mainly through advertising. The flier is designed to get clients’ attention and provide some initial information about the program. The handout serves the same purpose as the flier but is smaller and clients can take it with them. The handout also has some potential for further distribution of

T.O.U.C.H. information. Family members, friends, colleagues, other social services; they all can continue spreading information via the handouts that advertise the T.O.U.C.H. women's program. The informational pamphlet provides another avenue to share T.O.U.C.H. information with potential clients, and their families and friends. This pamphlet will be a comprehensive look at what the women's program within T.O.U.C.H. has to offer to the clients.

Can we meet the needs of T.O.U.C.H.?

According to our contact with T.O.U.C.H., Caitlin Condon, the women's program is a recent addition to the organization's offered services. Our project does not assess the material, or human resource needs of the program. Instead we are helping with the marketing. A group member, Sarah Unger, spoke with Caitlin and asked for a wish-list of projects that our group could complete for the T.O.U.C.H. program. From Caitlin's list our group decided that we would create the three promotional materials previously discussed. By using the information on T.O.U.C.H.'s website our group can synthesize more compact and portable communication tools. These materials will be more accessible to people who have less access to computers and the internet. Our group should be able to accomplish these tasks because of our backgrounds. We all are proficient in the use of computers and internet navigation, the primary research tool for the project. Additionally, several group members bring familiarity with computer based design software. The primary constraint will be unfamiliarity with working in groups via the internet. This looks to be a useful project that may help to improve somebody's life, and the real world applications should help to alleviate some of the group work concern.