

National Council on Aging – SNAP Enrollment Centers Performance Standards Capacity Building Tool

1.0 Personnel and Training						
	Standard	Exceeds	Meets	Not Met	N/A	Supporting Evidence
1.1	Dedicated staff receive comprehensive onboarding and regular refresher training to ensure they are fully qualified and up-to-date in assisting participants with SNAP enrollment and delivering high-quality support.					
1.2	Staff working in the SNAP program have written updated job descriptions that reflect their roles and responsibilities.					
1.3	Evidence of staff training is documented in the organization's records and available for examination.					
1.4	The organization has an up-to-date chart listing all SNAP-related staff with their responsibilities.					
1.5	A qualified full-time program-level staff member coordinates the SNAP program.					
1.6	Staff are trained in person-centered and culturally competent care to ensure inclusive, empathetic service.					
1.7	Staff are trained in digital outreach strategies, including the use of social media, online campaigns, and virtual engagement tools.					

2.0 Participant Outreach and Marketing						
	Standard	Exceeds	Meets	Not Met	N/A	Supporting Evidence
2.1	Organization uses diverse print, media, and promotional materials to raise program awareness and share contact information.					
2.2	Organization has strategies to conduct outreach to potential participants who have limited access to technology.					

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2.3	Organization has a community mapping process to identify key partners, define their roles, and align outreach strategies to best fit the community being served.					
2.4	Organization has documentation that demonstrates the existence and use of community partnerships (e.g., MOUs, flyers for events, etc.)					
2.5	Organization regularly engages with its identified community partners to help ensure broad ongoing outreach to the community being served.					

3.0 Participant Services

	Standard	Exceeds	Meets	Not Met	N/A	Supporting Evidence
3.1	Organization has documented proof of providing Supplemental Nutrition Assistance Program (SNAP) application assistance under grant.					
3.2	Organization uses case management software or other effective tools to screen, track, and assist individuals with applying for or renewing benefits.					
3.3	Staff provide clients with a checklist of required documents needed to apply for or renew benefits.					
3.4	Staff follow up to confirm applications are submitted, issues are resolved, and benefits are received.					
3.5	Organization has systems to maintain ongoing support for individuals over time.					

4.0 Program Evaluation and Continuous Quality Improvement

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	Standard	Exceeds	Meets	Not Met	N/A	Supporting Evidence
4.1	Organization tracks and measures outreach success to target populations and sets clear performance targets to assess whether efforts are meeting, exceeding, or falling short of expectations.					
4.2	Organization has systems in place to ensure timely, accurate reporting on outreach, applications, and enrollments.					
4.3	Organization has a system to regularly solicit feedback from people served and other stakeholders to inform program design and evaluation.					
4.4	Organization samples its case records regularly to assess data quality, accuracy, and completeness of information entered by staff.					
4.5	Organization conducts and documents regular reviews of outputs and outcomes, comparing results to evaluate and inform strategic adjustments.					
4.6	Organization uses data to identify areas for process and outcome improvement.					