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| **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. |  |  |  |  |  |

The **SNAP Performance Standards Capacity Building Tool** serves as a self-assessment and improvement framework for community-based organizations (CBOs) engaged in SNAP outreach and enrollment.

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| **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. |  |  |  |  |  |
| 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.  |  |  |  |  |  |

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| **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. |  |  |  |  |  |

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| **4.0 Program Evaluation and Continuous Quality Improvement** |
|  | **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. |  |  |  |  |  |