

## Appendix B: Strategic Tracking and Reporting Tool and Item Justification (Continued)

possible to input all of the required information in one session to be able to create a complete START Business Plan, you may need more than one session. You can work through the data input process at your own pace. You may need to take some time, for example, to consult with other staff, undertake resident surveys, obtain demographic information, obtain cost estimates, or clarify the center's goals. Once you receive this information, it is suggested that you input the data as soon as possible.

Estimates can be used for demographic information entered into START for Neighborhood Networks centers that are in the planning stage and not yet operational. As Neighborhood Networks centers evolve and center needs change the START Business Plan can be updated. At this time more accurate demographic information can be entered into START. Once the START Business Plan is completed it should be updated every three years.

This is your private working document. No other HUD Neighborhood Networks Center can read or edit this information. Your local HUD Field Office Neighborhood Networks Coordinator cannot view your information until you transmit the START Business Plan to the local HUD Field Office. You are advised, however, that HUD Neighborhood Networks staff in Washington, D.C. has the ability to view your data at any time.

The information that you will input relates to the section listed on the left side of this page. When all sections have been completed, you will be ready to convert the data into a START Business Plan. Go to the "Business Plan Reports" section and click the "Preview Business Plan Report" link. This will prepare a preview Business Plan report. If you are satisfied with the "Preview" click on "Create a Business Plan Report", a Business Plan will be created and you will be able to click on the "Submit Report to HUD" link. A data validity check will be performed and let you know if any required information is missing. When you are ready, you can print a copy of your business plan report and submit it to your HUD Neighborhood Networks Coordinator.

Public reporting burden for this collection of information is estimated to average 4.5 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to:  
HUD Reports Management Officer  
Department of Housing and Urban Development  
451 7th Street, SW  
L'Enfant Plaza Building, Room 8003  
Washington, DC 20410  
Do not return the completed form to this address.

**Homes & Communities** Center Profile  
U.S. Department of Housing and Urban Development

**Introduction to the START Tool**

- Starting the START Process ✓
- Budgeting and Fundraising ✓
- Planning for Center Operations ✓
- Organization and Management ✓
- Program Planning ✓
- Marketing and Outreach ✓
- Business Plan Reports
- Assessment and Evaluation

Send E-mail Message

Update Start Fiscal Year

Help on Navigation

Expand All Collapse All Refresh

START Home

NN at Work Home

Logout

Current User Information  
User Name Youqi Ma  
User Role START Administrator

Done

Start | Inbox - Micr... | http://nnr... | RFA: 00... | Index - For... | start1.bmp... | Local intranet

2:53 PM

See description above.

## Appendix B: Introduction

The screenshot shows a Microsoft Internet Explorer browser window displaying the START tool introduction page. The address bar shows the URL: <http://lnshhq05w.hud.gov/NN/start.nsf/bizplan?OpenForm&PageUniqueID=6DBECDDDEC8274D1985257005005CADFF&sessionid=LNSH-6LVRUJ90.241855497062714545&>. The page title is "Executive Estates Neighborhood Networks Community Center FY: 2005 - 2007".

The main content area is titled "Welcome to START!" and states: "This process can be completed in four phases:"

Phase 1: Before You Begin - Data Collection	Phase 2: Inputting Data into START
<p>The <a href="#">START Workbook</a> is available to help you collect data that you will need to complete the START tool. The data you collect in the START Workbook will help you make decisions about your center and build your business plan in START.</p> <p>This information includes:</p> <ul style="list-style-type: none"><li>&gt; Your mission statement</li><li>&gt; Benefits to stakeholders and the community</li><li>&gt; A community assessment</li><li>&gt; A resident assessment</li><li>&gt; Potential partners</li><li>&gt; Annual program outcomes</li><li>&gt; And much more ...</li></ul>	<p>Once data collection is complete, you will input the data into START. You will also be asked to answer additional questions that will help you make decisions about your center. The START sections include:</p> <ul style="list-style-type: none"><li>&gt; Program Planning</li><li>&gt; Marketing and Outreach</li><li>&gt; Organization and Management</li><li>&gt; Planning for Center Operations</li><li>&gt; Budgeting and Fundraising</li><li>&gt; Business Plan Reports</li><li>&gt; Assessment and Evaluation</li></ul> <p>In several sections, you will be asked to input <a href="#">Goals</a>, <a href="#">Activities</a>, and <a href="#">Outcomes</a> for that section.</p>
Phase 3: Create Your Business Plan	Phase 4: Ongoing Updates and Maintenance
<p>Once the data for your center is entered in START, you can generate a <a href="#">Business Plan</a> that can be submitted to HUD.</p>	<p>START's usefulness as a tool does not end once you submit your Business Plan. If used properly, it will help you track your center's changes and accomplishments over time. You should return to START frequently to update items such as:</p> <ul style="list-style-type: none"><li>&gt; Your funding and partnership information</li><li>&gt; Your progress toward your goals, activities, and outcomes</li><li>&gt; Changes in center staffing and their responsibilities</li></ul>

If you need help at any point in this process, please contact the Neighborhood Networks Technical Assistance Hotline at 1-888-312-2743

The sidebar on the left contains the following navigation links:

- Center Profile
- Introduction to the START Tool
  - [Introduction](#)
- Starting the START Process
- Budgeting and Fundraising
- Planning for Center Operations
- Organization and Management
- Program Planning
- Marketing and Outreach
- Business Plan Reports
- Assessment and Evaluation

Additional links in the sidebar include: Send E-mail Message, Update Start Fiscal Year, Help on Navigation, Expand All Collapse All Refresh, START Home, NN at Work Home, Logout, and Current User Information (User Name: Youqi Ma).

### Purpose/Usage:

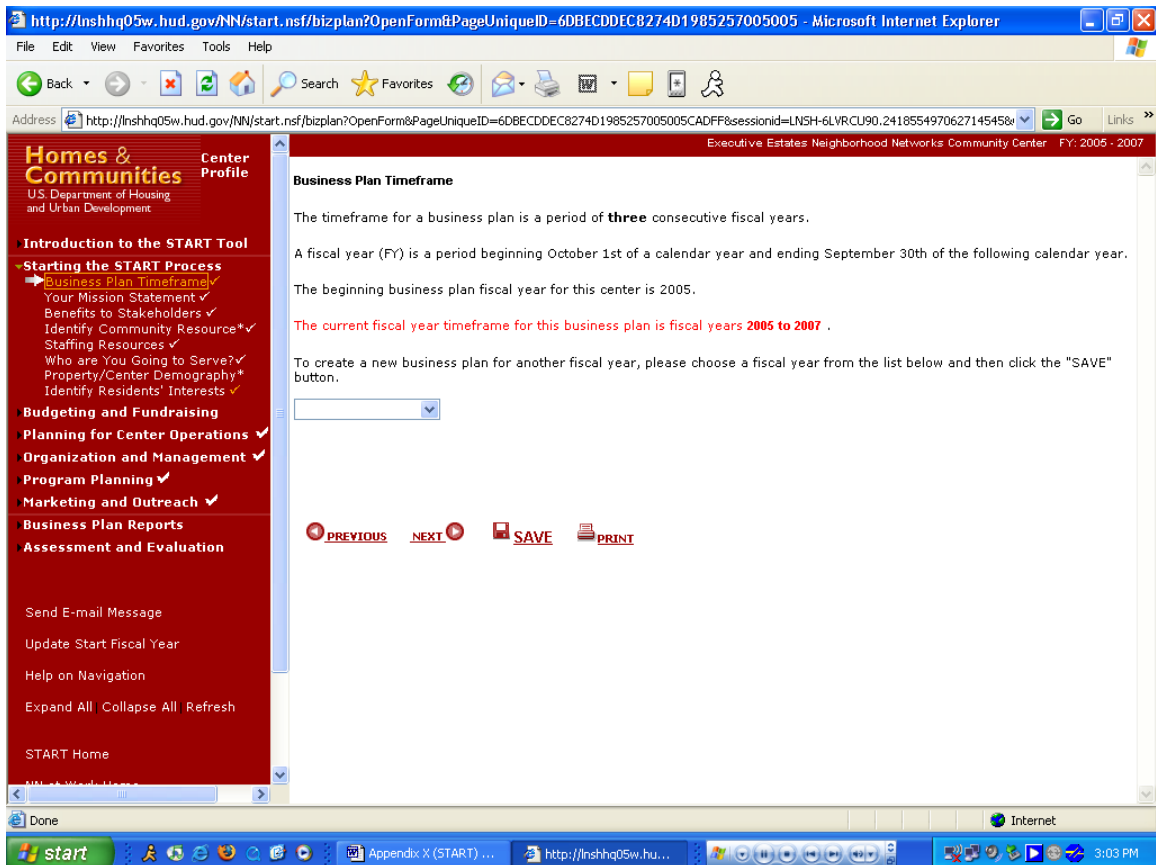
The purpose of this page is to suggest phases to be followed when creating a business plan in START.

### Description/Function:

This page shall break the business plan process down into four distinct phases.

Links shall be provided to a .PDF of the START workbook, a general description of business plans, and information about "goals, activities, and outcomes".

## Appendix B: Business Plan Timeframe



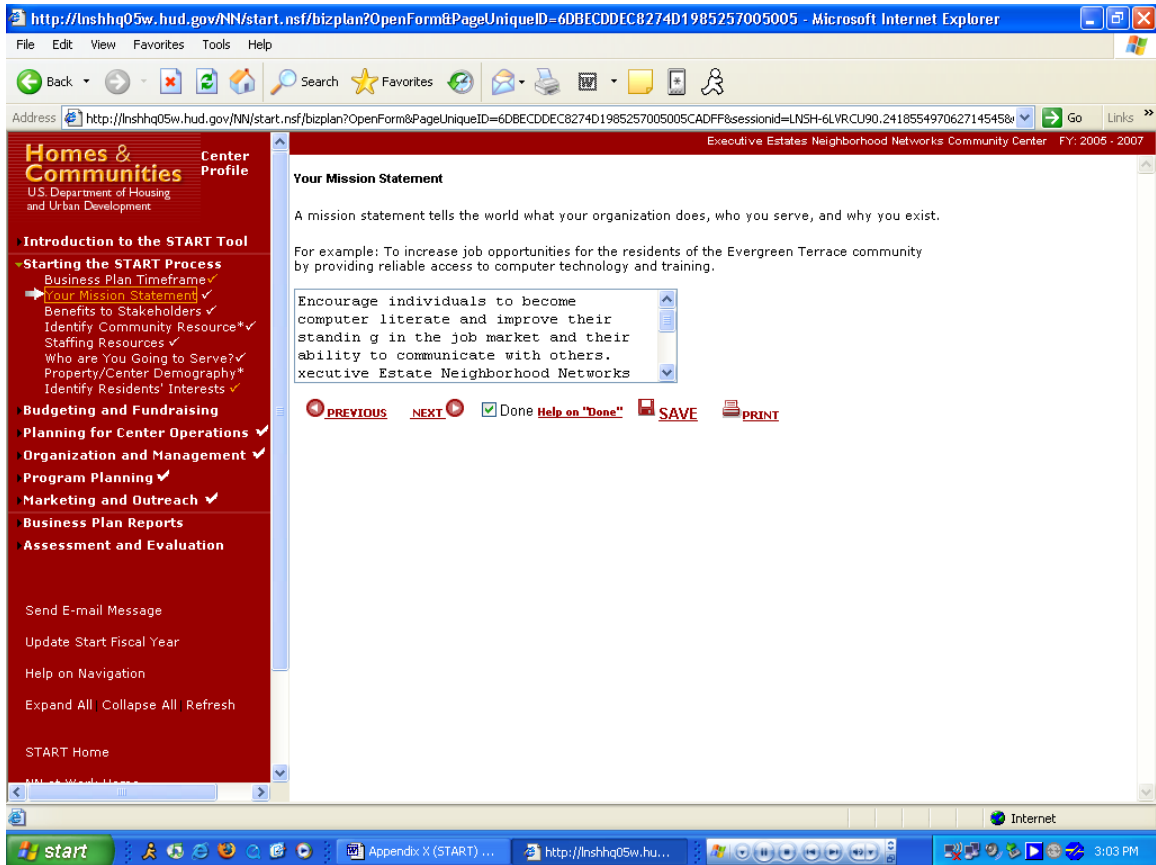
### Purpose/Usage:

The purpose of this page is to allow the user to pick the appropriate fiscal year for the business plan.

### Description/Function:

The user shall select the fiscal year from the drop-down list and click on "next" to advance to the next screen.

## Appendix B: Mission Statement



### Purpose/Usage:

The purpose of this screen is to allow the user to enter the mission statement for their center.

### Description/Function:

- The text box will allow for the center's mission statement to be entered into the business plan.
- The user shall click on the "SAVE" button to save\* entry.
- The user shall click on the "NEXT" button to move to the next screen.

\* Information typed into a text box will be lost after moving to a new screen, if "save" is not clicked. This holds true for all subsequent screens with text boxes.

## Appendix B: Benefits to Stakeholders

http://lnshhq05w.hud.gov/NN/start.nsf/bizplan?OpenForm&PageUniqueID=6DBECDDDEC8274D1985257005005 - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites Print Mail Stop

Address http://lnshhq05w.hud.gov/NN/start.nsf/bizplan?OpenForm&PageUniqueID=6DBECDDDEC8274D1985257005005CADFF&sessionid=LNSH-6LVRUJ90.2418554970627145458x Go Links

Executive Estates Neighborhood Networks Community Center FY: 2005 - 2007

### Benefits to Stakeholders

Stakeholders are the people and organizations that will be affected by your center. Residents have a stake in the success of your center because you provide services. The community might have a stake in your center because you improve the employability of your residents.

**What are the benefits to key stakeholders? (for example, owners, residents, community)** Projects work best when everyone benefits (Win-Win). It is helpful to think in terms of benefits for all players. Please indicate how your center will result in:

**Benefits to the owner/property manager/center staff**  
(for example, lower maintenance costs, less vandalism, lower vacancy rate)

Goodwill of the community and residents of the housing projects.

**Benefits to the residents**  
(for example, employability, access to information and services, fellowship, sense of community)

Residents will find their job opportunities improved and expanded with improved computer skills. They should experience an increase in self-esteem and self-confidence with the

**Benefits to the local community and employers**  
(for example, safer neighborhoods, positive environment, skilled employees, large market share access/potential customers)

With properly trained workers now gainfully employed there will be more people with a higher standard of living and improved salaries. It will have a positive effect on the economic

Done Internet

start Appendix X (START) ... http://lnshhq05w.hu... 3:04 PM

### Purpose/Usage:

- The purpose of this page is to allow the user to enter text that describes benefits the center will provide to various stakeholders.

### Description/Function:

- Separate text boxes will be available for users to enter a description of benefits provided to the following groups: Owners/Managers, Residents, Local Community/Employers & Other Stakeholders.
- The user shall click on the "SAVE" button to save entry.
- The user shall click on "NEXT" button to move to next screen.

## Appendix B: Benefits to Stakeholders (Continued)

The screenshot shows a Microsoft Internet Explorer browser window displaying a web page from the 'Homes & Communities' website. The browser's address bar shows the URL: <http://lnshhq05w.hud.gov/NN/start.nsf/bizplan?OpenForm&PageUniqueID=6DBECDD8274D1985257005005CADFF&sessionid=LNSH-6LVRUJ90.241855497062714545&>. The browser's menu bar includes File, Edit, View, Favorites, Tools, and Help. The address bar also shows 'Go' and 'Links' buttons.

The website header features the 'Homes & Communities' logo and the text 'Center Profile' and 'U.S. Department of Housing and Urban Development'. The page title is 'Executive Estates Neighborhood Networks Community Center FY: 2005 - 2007'.

The left sidebar contains a navigation menu with the following items:

- Center Profile
- Introduction to the START Tool
- Starting the START Process
  - Business Plan Timeframe ✓
  - Your Mission Statement ✓
  - Benefits to Stakeholders ✓
  - Identify Community Resource\* ✓
  - Staffing Resources ✓
  - Who are You Going to Serve? ✓
  - Property/Center Demography\* ✓
  - Identify Residents' Interests ✓
- Budgeting and Fundraising
- Planning for Center Operations ✓
- Organization and Management ✓
- Program Planning ✓
- Marketing and Outreach ✓
- Business Plan Reports
- Assessment and Evaluation

Below the menu are links for 'Send E-mail Message', 'Update Start Fiscal Year', 'Help on Navigation', 'Expand All Collapse All Refresh', and 'START Home'.

The main content area is titled 'Benefits to the residents' and includes the following text:

**Benefits to the residents**  
(for example, employability, access to information and services, fellowship, sense of community)

Residents will find their job opportunities improved and expanded with improved computer skills. They should experience an increase in self-esteem and self-confidence with the

**Benefits to the local community and employers**  
(for example, safer neighborhoods, positive environment, skilled employees, large market share access/potential customers)

With properly trained workers now gainfully employed there will be more people with a higher standard of living and improved salaries. It will have a positive effect on the economic

**Benefits to other key stakeholders**

Non-profit Agencies such as Access Alaska will be able to take advantage of the offered services for their handicapped clients. The Interior Alaska Aging Network helps sponsor

At the bottom of the page, there are navigation buttons: 'PREVIOUS', 'NEXT', 'Done', 'Help on "Done"', 'SAVE', and 'PRINT'.

The Windows taskbar at the bottom shows the 'start' button, several application icons, and the system clock displaying '3:05 PM'.

See description above.

## Appendix B: Identify Community Resources

The screenshot shows a web browser window with the URL <http://lnshhq05w.hud.gov/NN/start.nsf/bizplan?OpenForm&PageUniqueID=6DBECDDC8274D1985257005005CADFF&sessionid=LNSH-6LVRUJ90.2418554970627145458>. The page title is "Executive Estates Neighborhood Networks Community Center FY: 2005 - 2007".

The main content area is titled "Identify Community Resources \*". It contains the following text:

In this step you will identify neighborhood and community institutions that could be helpful in starting up and running a center. Then you should think about groups and institutions beyond your community that could be helpful in this process.

Think in terms of institutions and resources

**Institutions include:**

- Schools
- Colleges
- Libraries
- Local businesses and corporations
- Government agencies
- Religious institutions
- Community-based organizations
- Television stations
- Police
- Hospitals
- Public housing authorities
- Property owner/manager
- Nonprofits
- National Neighborhood Networks partners
- Other

**Resources include:**

- Experts
- Programs
- Space and facilities
- Equipment
- Potential jobs
- Funding
- Other

Below the lists is a section titled "Click to add an institution" followed by a table:

Name of Institution in Your Community	Type of Institution	Resource
<a href="#">Access Alaska</a>	Non-Profits	Programs and other services
<a href="#">Alaska Department of Labor</a>	Government Agencies	Jobs
<a href="#">Ben Lomond, Inc.</a>	Local Businesses and Corporations	Funding
<a href="#">Denalanaaqa</a>	Community Based Organizations	Programs and other services
<a href="#">Fairbanks North Star Borough School District</a>	Schools	Space and Facilities
<a href="#">Interior Community Aiqiq Network</a>	Non-Profits	Programs and other

### Purpose/Usage:

- The purpose of this screen is for the user to identify community resources that can assist with center operations.

### Description/Function:

- The user shall click on the "Click to Add an Institution" button and a pop-up window appears.
- Once all institutions who will be providing assistance have been entered, the user will click on "NEXT" to advance to the next screen.

## Appendix B: Identify Community Resources (Continued)

The screenshot shows a web browser window displaying the 'Identify Community Resources' page of the START tool. The browser's address bar shows the URL: <http://lnshhq05w.hud.gov/NN/start.nsf/bizplan?OpenForm&PageUniqueID=6DBECDDCEC8274D1985257005005CADFF&sessionid=LNSh-6LVRClJ90.2418554970627145458>. The page title is 'Executive Estates Neighborhood Networks Community Center FY: 2005 - 2007'.

The page content includes a navigation menu on the left, a list of resources in a table, and navigation buttons at the bottom.

**Homes & Communities**  
U.S. Department of Housing and Urban Development

**Center Profile**

- Public housing authorities
- Property owner/manager
- Nonprofits
- National Neighborhood Networks partners
- Other

**Introduction to the START Tool**

- Starting the START Process
  - Business Plan Timeframe ✓
  - Your Mission Statement ✓
  - Benefits to Stakeholders ✓
  - Identify Community Resource\* ✓
  - Staffing Resources ✓
  - Who are You Going to Serve? ✓
  - Property/Center Demography\* ✓
  - Identify Residents' Interests ✓
- Budgeting and Fundraising
- Planning for Center Operations ✓
- Organization and Management ✓
- Program Planning ✓
- Marketing and Outreach ✓
- Business Plan Reports
- Assessment and Evaluation

Send E-mail Message  
Update Start Fiscal Year  
Help on Navigation  
Expand All Collapse All Refresh

START Home

**Click to add an institution**

Name of Institution in Your Community	Type of Institution	Resource
<a href="#">Access Alaska</a>	Non-Profits	Programs and other services
<a href="#">Alaska Department of Labor</a>	Government Agencies	Jobs
<a href="#">Ben Lomond, Inc.</a>	Local Businesses and Corporations	Funding
<a href="#">Denakanaaga</a>	Community Based Organizations	Programs and other services
<a href="#">Fairbanks North Star Borough School District</a>	Schools	Space and Facilities
<a href="#">Interior Community Aging Network</a>	Non-Profits	Programs and other services
<a href="#">Kiwanis, Rotary, etc.</a>	Non-Profits	Equipment
<a href="#">Literacy Council of Alaska</a>	Non-Profits	Programs and other services
<a href="#">Neel Wein Library</a>	Libraries	Space and Facilities
<a href="#">North Star Council on Aging</a>	Non-Profits	Space and Facilities
<a href="#">Rasmuson Foundation</a>	Colleges	Equipment
<a href="#">Tanana Valley Fair</a>	Local Businesses and Corporations	Other
<a href="#">University of Alaska</a>	Colleges	Experts

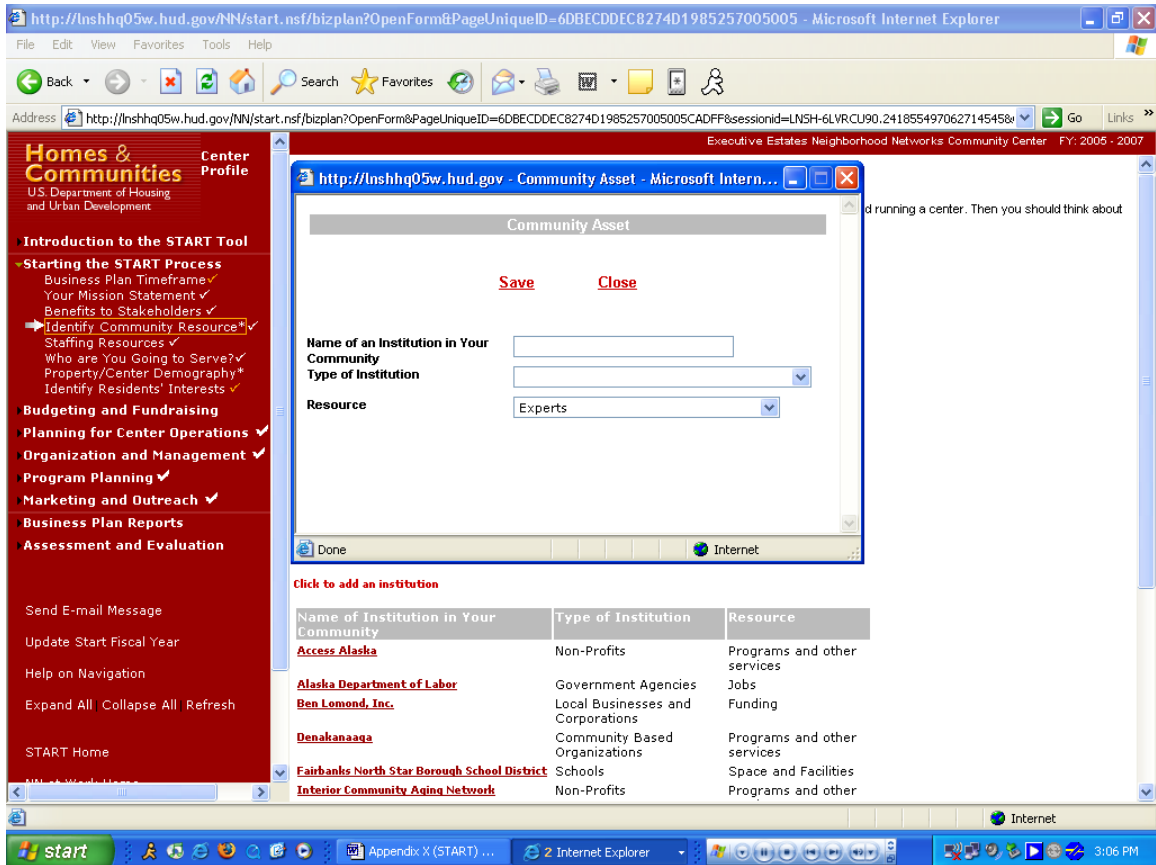
\* Required form or field

PREVIOUS NEXT Done Help on "Done" SAVE PRINT

See description above.



## Appendix B: Community Asset Pop-Up\*



### Purpose/Usage:

- The purpose of this screen is to allow the user to enter community institutions that may be able to assist with center operations.

### Description/Function:

- Users shall enter the name of the institution, then select the type of institution and the resource provided from drop-down lists.
- The user shall click on “Save” to save the data.
- The user shall click on “Close” to return to the Identify Community Resources page.

\* This functionality is consistent across all pop-ups, so it will only be described here.