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By the end of the session...

- Understand the definition of needs assessment and its importance in an organization
- Have a grasp of the needs assessment tools and techniques and how they are used across programs
- Appreciate the importance of needs assessment in organization growth development
- Apply the knowledge in developing a project that would address community needs in your community of interest

Organizational needs assessment

Background

- Organizations exist to address social problems and make life more bearable to communities.
- The range of problems might be from social, economic, environmental etc
- Organizations identify their purpose (mission statements) through efforts of addressing the social problems.
- To be more effective, there is need to identify a niche and a desired outcome; This process is the 'Needs Assessment'
- It can be conducted by newly forming organizations to identify areas of intervention; but also by existing organization who wish to improve their situations

Therefore;

- Needs assessment is an activity that gauges gaps and insufficiencies

Definitions

- Needs assessment is a process for determining an organization's and community needs
- A needs assessment is the “what” (what the organization needs) that precedes the gap analysis, which is the “how” (how to close the gap between where the organization is currently and where they want or need to be).
- It is a process that attempts to estimate deficiencies
- Needs assessment is an activity that gauges gaps and insufficiencies

Definitions

1. It is the systematic study of a problem or innovation, incorporating data and opinions from varied sources, in order to make effective decisions or recommendations about what should happen next- **Allison Rossett**
2. A systematic set of procedures that are used to determine needs, examine their nature and causes, and set priorities for future action
3. The process of identifying and determining how to bridge the gap between an organization's current and desired state

How- the process



The Process

Conduct needs assessment to gauge the extent and severity of the problem



Once magnitude of problem is known... identify type of intervention best suited to reduce or impact on the problem



Evaluate efforts to inform whether the intervention is making a difference



After some time the need of the population should be assessed again to determine impact

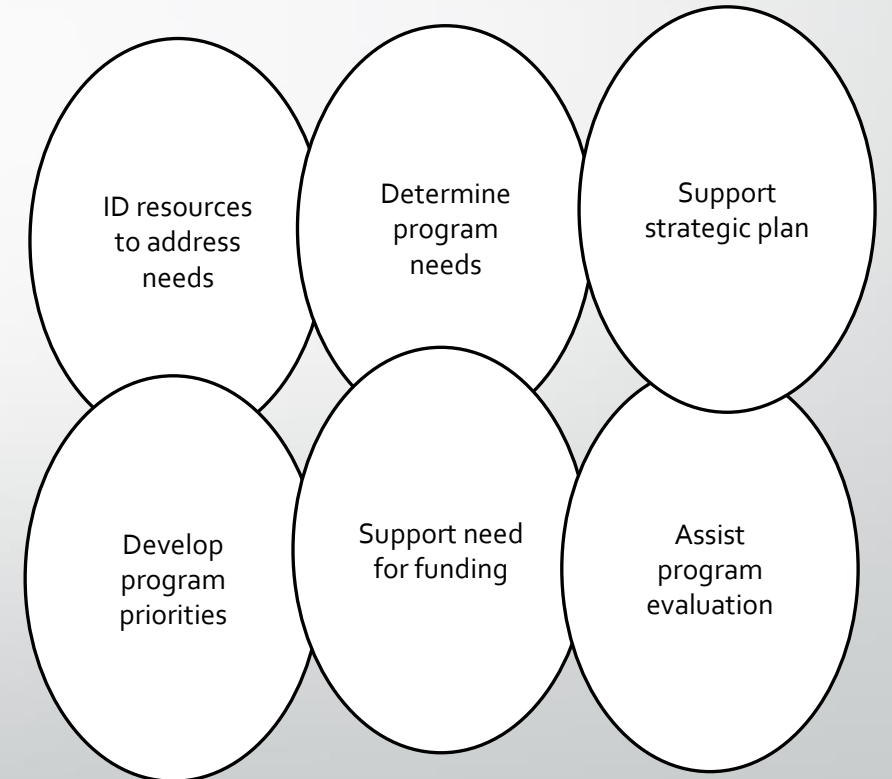
Importance of Needs Assessment

- Decision making
- Justification for decisions
- Scalability of programs
- Replicability of programs
- Interdisciplinary solutions to complex problems

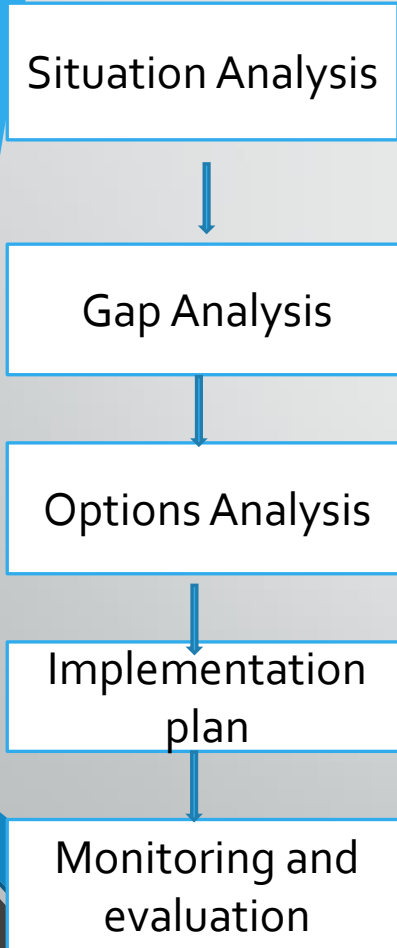
Why needs assessment?

Can be used for various purposes within the organization

- Resource mobilization
- Program expansion
- Monitoring and evaluation
- Planning
- Program improvement
- Community participation and involvement



How to conduct basic Needs Assessment



- 1. HIV infection rate is high in young people. Most at risk is 13-24 years early sexual debut; HIV infection during infancy; unprotected sex; fear of pregnancy supersedes fear of HIV
- 2. 90% know their HIV status; 90% clinically diagnosed on medication
- 3. continuous, consistent and directed communication strategies, HIV testing and screening in schools, Sex education curriculum implemented in schools, school clubs- HIV ambassadors
- 4. Design and develop program after needs assessment School clubs, informational gaming apps, teacher empowerment programs, guidance and counselling support etc
- 5. Elaborate monitoring and evaluation plan

Components of needs assessment

Initiation- Initiation starts out by identifying the “frame factors,” otherwise known as “limiting factors,” for the needs assessment project (scope), the organization being analyzed, and the project stakeholders.

Data Collection & Analysis- During this stage, we perform a PEST (political, economic, social, and technological) analysis and SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis, and collect data. We conduct interviews, observe, give surveys, and review existing documents. Using these diverse methods ensures triangulation—revealing trends and painting a more accurate picture of what is occurring.

Final Production- This include a summary of the findings, the migration strategy detailing which driving forces should be strengthened and which restraining forces should be limited, and a final report that includes recommendations.



Tools and Techniques

Document reviews

Guided expert reviews

Focused group discussions

Interviews

Surveys

Guided Expert Interviews

Purpose is to gain informed perspective from valued experts

Advantages

- Allow fresh set of eyes; new ideas and insights
- Increases credibility of the process
- Allow benchmarking against similar systems
- Can be done remotely hence saves time and resources

Disadvantages

- Challenge in criteria for choice of expert
- Subjectivity as prior experience affects outcome of the process
- Can be expensive / difficult to find expert



Focused Group Discussions

Purpose

To collect info from a small group (5-12pax) in a structured format. Facilitator presents participants with questions designed to yield insights into the results-current & desired

Merits

Multiple people involved at the same time

Members build on each others comments and reactions

Helps people come into consensus (need prioritization)

Interviews

Purpose is to collect information from a single person through a format

Structured interviews: The questions are predetermined in both topic and order.

Semi-structured interviews: A few questions are predetermined, but other questions aren't planned.

Unstructured interviews: None of the questions are predetermined

Merits

People may offer information they wouldn't in a group

Interviewer can observe non-verbal behaviour

Allows for follow through questions

SWOT ANALYSIS

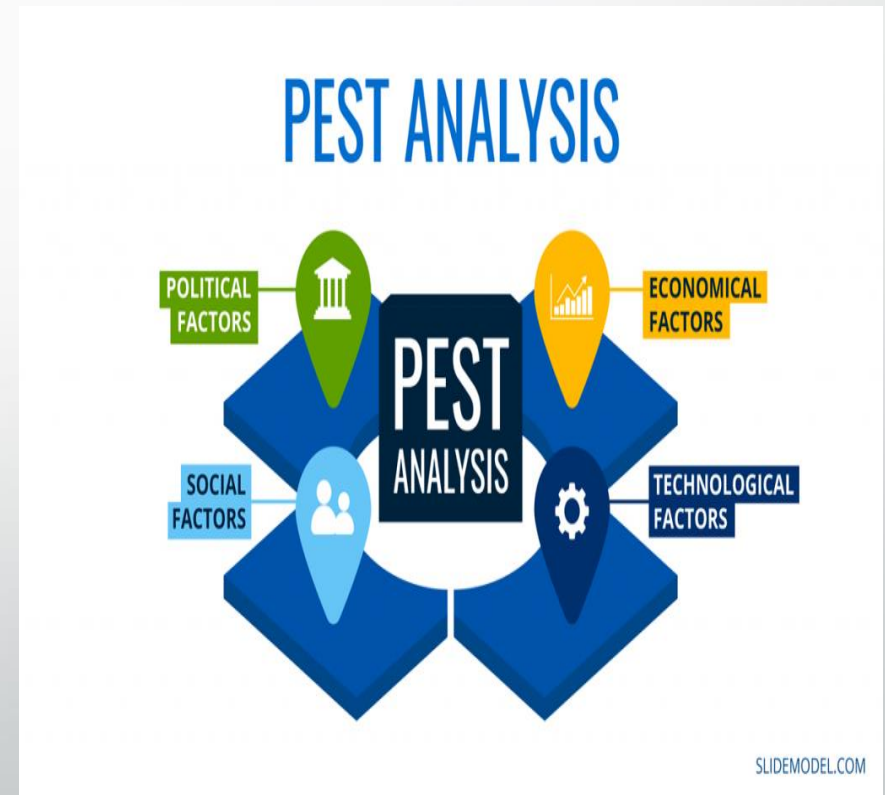
SWOT analysis attempts to identify the Strengths and Weakness, which are internal to the company, as well as the Opportunities and Threats, which are external to the company.



PEST Analysis

Studies the key external factors (Political, Economic, Technological and Social) that influence an organization.

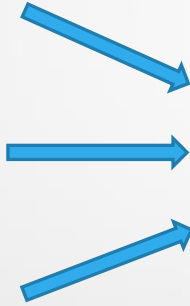
It can be used in a range of different scenarios, and can guide people, professionals and senior managers in strategic decision-making



Conclusion

Projected direction

1. Start own initiative CBO or Business?
2. Improve existing programs
3. Attract more funding



In whatever you do; you **MUST** do it right!

Needs Assessment is the solution...

Thank you!