



A word cloud centered on the word "Assessment" in a large, dark blue font. Other prominent words include "outcomes" in red, "systematic" in black, "learning" in brown, and "student" in black. Smaller words include "programs", "curriculum", "map", "alignment", "rubrics", "measurable", "mission", "analysis", "goals", "actions", "information", "measurement", "improve", "development", "specific", "surveys", "behavioral", "objectives", "educational", "review", "undertaken", "purpose", "cognitive", "recommended", "affective", "collection", "degree", "program", "file", "development", "behavioral", "educational", "review", "undertaken", "purpose", "cognitive", "recommended", "affective", "collection". The background features vertical orange stripes and orange circles of various sizes on the left side.

results  
information  
measurement  
goals  
actions  
measurable  
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analysis  
program  
outcomes  
systematic  
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objectives  
educational  
student  
review  
improve  
recommended  
affective  
collection  
undertaken

## BY THE END OF THE SESSION...

Participants should be able to:

- 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 their communities of interest



# OVERVIEW

- Gaps are either opportunities or problems; they instigate action
- At beginning of any project there are gaps between the way things are and the way things ought to be. At this time the project exists conceptually; before it is planned and executed.
- Gaps guide on decisions; they define our goals
- Gaps also determine what results should be achieved by actions taken.
- These gaps are the NEEDS



## BACKGROUND

Needs assessment is a process driven by the question, “What do clients need and how can those needs be met?” (Patton, 1982).

A need is defined as a gap between “what currently is” and “what should be” (Altschuld & Watkins, 2014).



# BACKGROUND

- Our world faces unlimited needs, but limited resources. Needs assessments help to identify areas that will do the most good for the most people over time.
- Needs assessments are a democratic principle! Needs change over time, and a periodic assessment is necessary to understand changing needs and new situations that people face in daily life.



## DEFINITIONS

A community needs assessment is a systematic review of the existing programs in the community to determine if there are any gaps.

Allison Rossett- 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

Simply put...

▣ Needs assessment is a tool for making better decisions.



# NEEDS ASSESSMENT IN CONTEXT OF SOCIAL PROBLEMS

- Social problems affect a large number of people.
- They create hardships and suffering for those affected and present costs for society.
- Existence of social problems create need for social service organizations and programs to address the problem



# OBJECTIVE OF NEEDS ASSESSMENT

Community Needs Assessments seek to gather accurate information representative of the needs of a community.

Assessments are performed prior to taking action and are used to determine current situations and identify issues for action.

Needs assessments establish the essential foundation for vital planning





# WHEN TO CONDUCT NEEDS ASSESSMENT

- Your project or program is brand new.
- You want to learn more about what the community needs are related to a specific condition.
- You need to document needs for grant applications and other funding proposals
- You want to focus the evaluation of a given program on how well it meets the needs of its intended audience



# HOW TO CONDUCT NEEDS ASSESSMENT



<b>Evidence</b>	<b>Use evidence, including data, to determine focus areas and intervention strategies</b>
Analyze	Plan, execute, observe, reflect, and revise strategies
Implement	Execute planned strategies and observe outcomes
Monitor	Implementation data is used to determine next steps
Reflect	Determine whether to sustain or change strategic direction

# PHASES IN NEEDS ASSESSMENT

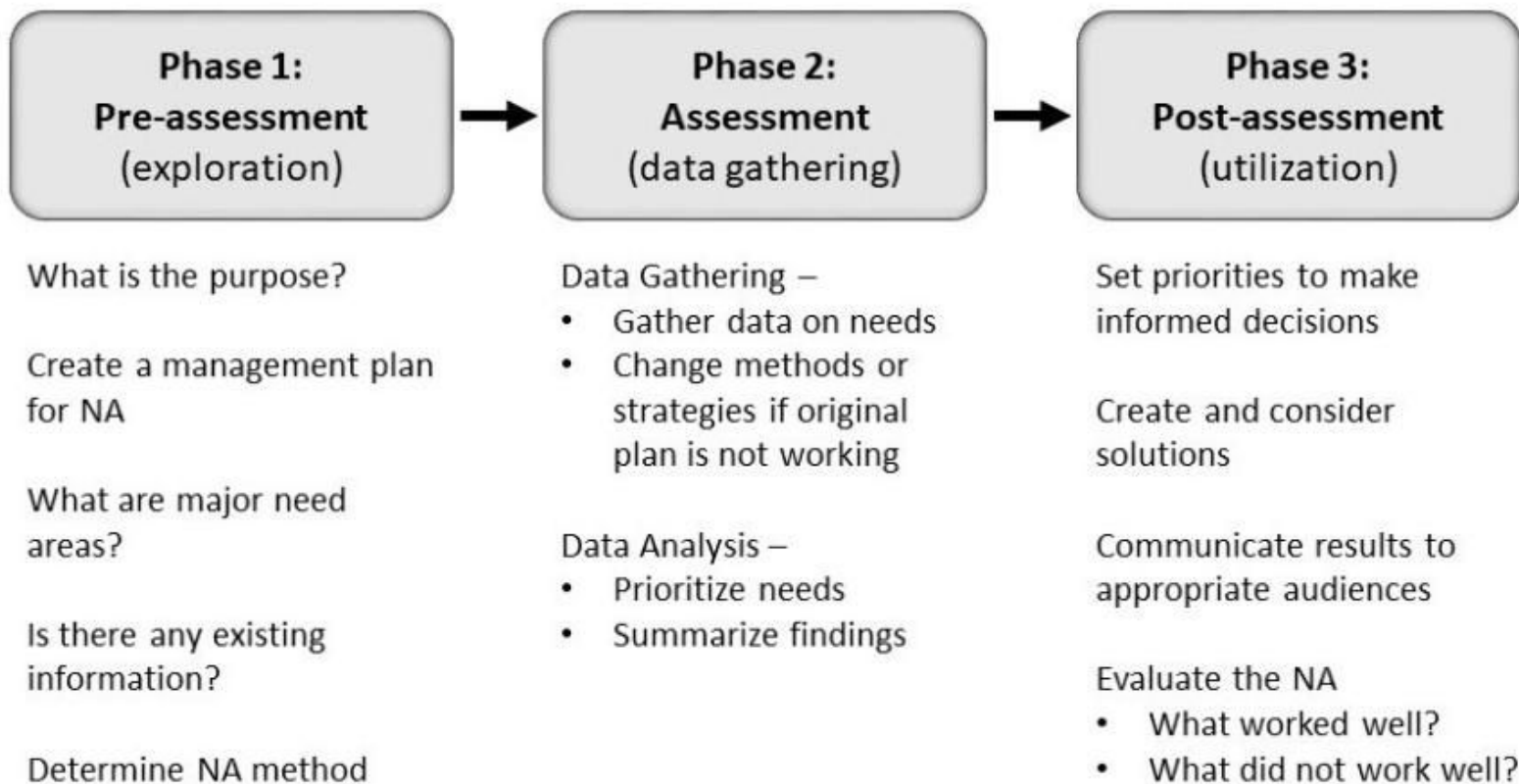
Needs Assessment has three distinct phases:

- Exploration
- Data gathering
- Utilization (McKillip, 1998).

These phases may also be referred to as Pre-assessment, Assessment and Post-assessment (Lepicki & Boggs, 2014).



# HOW TO CONDUCT BASIC NEEDS ASSESSMENT



# EXPLORE

- Identify internal and external partners
- Determine what data is required to identify needs
- Determine potential sources of data
- Make arrangements to collect information that is not readily available
- Pilot test information gathering tools
- Collect information using a variety of tools and techniques for varying perspectives
- Define needs on basis of performance gaps between current and desired results



# ANALYZE

- Establish an initial prioritization of needs on basis of size, scope
- Conduct needs analysis to better understand what is working and what is not
- Collect information on the causal factors leading to priority needs
- Synthesize the information you have collected



# DECIDE

- Establish criteria on decisions to be made (cost, time, impact)
- Identify solutions that in combination could achieve desired results
- Evaluate each potential performance improvement activity
- Prioritize the identified needs on basis of cost to meet the need versus cost of not meeting the need
- Summarize your recommendation in needs assessment report and disseminate the information.



# WHO SHOULD BE INVOLVED?

- Needs assessments are rarely successful when performed as an individual activity.
- Involve others inside and outside your organization to gain multiple perspectives; Needs assessments with a single perspective can be dangerous





# STEPS IN NEEDS ASSESSMENT

Situation Analysis

- An estimated 35% of young men and women between 18-34 years are currently either unemployed or underemployed

Gap Analysis

- Unemployed but educated youth; lack of capital for business; dismal participation in groups; and inadequate awareness on youth interventions

Options Analysis

- Training in the workplace, Youth employment services, Developing entrepreneurship, Apprenticeships, Career Education

Implementation  
plan

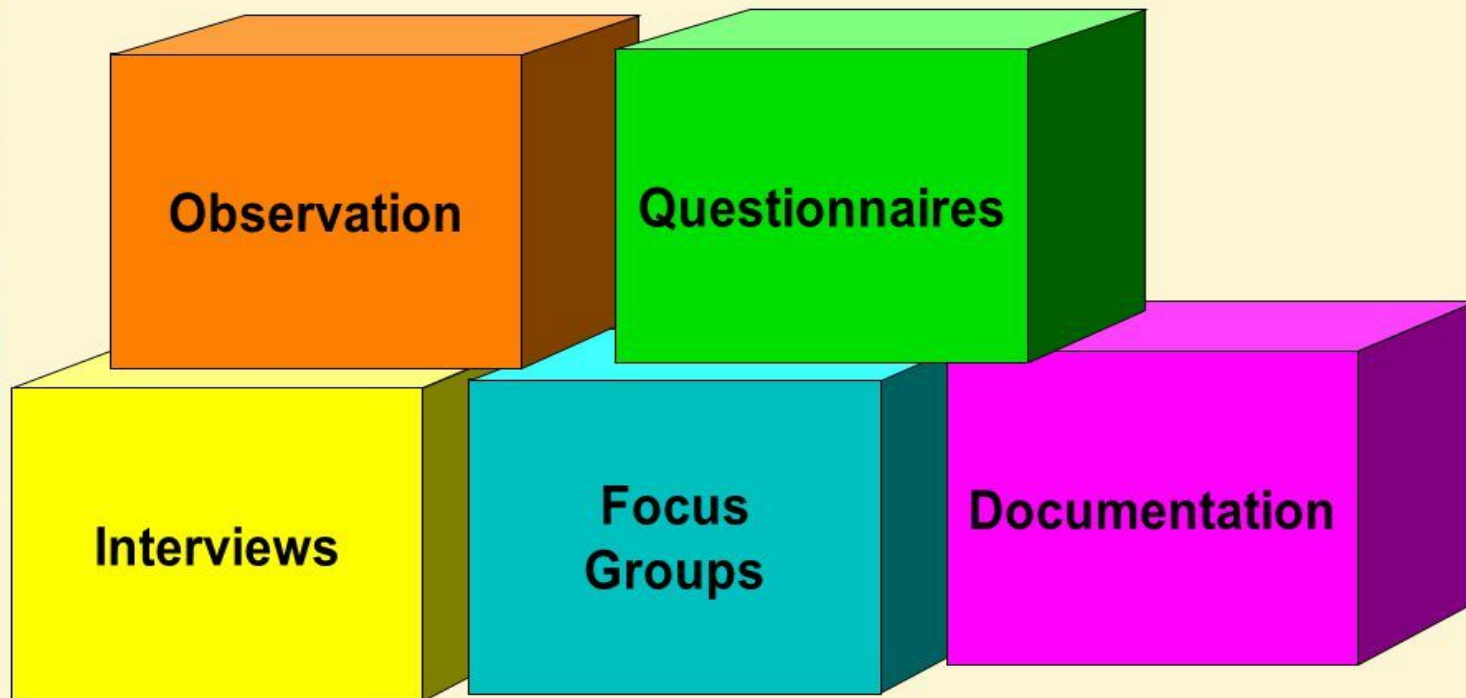
- Design and develop program after needs assessment youth employability programs, job placement, school career talks, entrepreneurship program etc

Monitoring and  
evaluation

- 5. Elaborate monitoring and evaluation plan
- 

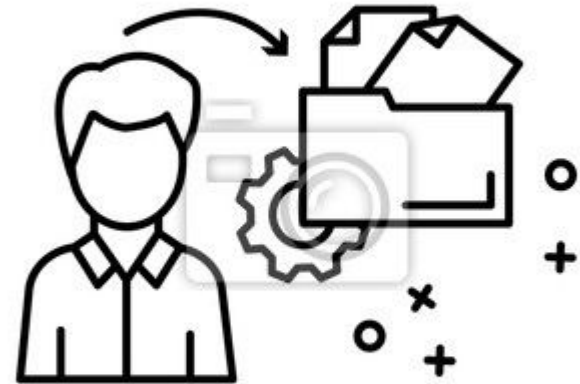
# TOOLS AND TECHNIQUES

## Needs Assessment Techniques



# DOCUMENT OR DATA REVIEW

Purpose is to review a variety of existing sources with intention of collecting independently verifiable information



# GUIDED EXPERT INTERVIEWS



Purpose is to gain informed perspective from valued experts



# FOCUS GROUP



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



# INTERVIEWS

To collect information from a single person through a format (structured, semi-structured or unstructured)



# SURVEYS

To collect information from a large number of people- in multiple locations- regarding perspectives for current and desired performance



# RESOURCES

Needs assessment process:

<https://www.youtube.com/watch?v=mEfMpuqvUJg>

Assignment:-

Bangladesh case study:

<https://www.youtube.com/watch?v=IyCMIjFQLGc>

- ❑ Who conducted the community needs assessment?
- ❑ What were the issues identified by the community?
- ❑ What tools and processes were followed in this assessment?





# REFERENCES

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# Go Conquer the World...

Thank you and Best of luck  
Albanous Gituru

