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County-Based Needs Assessments

Northeast Region All Program Conference
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Presented by:

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Agenda:

- What is community-based needs assessment
- Strategies/approaches (pros and cons)
- Examples of questions and instruments- hands on activity
- Introducing assets-based approach to needs assessment
- Resources and contacts for achieving




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What is a "Need"?



Altschuld, 2015, p. 25




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Why do a Needs Assessment?

- Gather all available information
- Understand problems
- Identify the GAP in Extension services available to local communities
- Identify future Extension programming to satisfy our clientele


Altschuld, 2015, p. 25



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Primary data collection techniques:


- Discussion group
- Focus group
- Nominal group technique
- Interview with key stakeholders
- Survey
- Observation
- Other



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Focus Group Interviews

Advantages	Disadvantages
<ul style="list-style-type: none"> • Generates a good number of ideas • Allows for clarification • Results are simply presented • Can be inexpensive • Sample size could increase if necessary 	<ul style="list-style-type: none"> • Researchers have less control • Moderator training • Can be difficult to organize / recruit participants • Possibility of domination by one participant



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Web-Based Survey

Advantages	Disadvantages
<ul style="list-style-type: none"> • Relatively inexpensive • Saves implementation time • Overcomes geographical boundaries • Easy to send reminders and follow up • Can provide more dynamic interaction with respondent 	<ul style="list-style-type: none"> • Not everyone is connected • Computer literacy • Screen configuration / browser setting differences • Email sampling challenges • Decision NOT to respond may be quicker • Junk mail

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Nominal Group Technique

Advantages	Disadvantages
<ul style="list-style-type: none"> • Generates good number of ideas in a short period of time • Minimizes pressure • Inputs from diverse groups • Prioritization of issues • Relatively inexpensive 	<ul style="list-style-type: none"> • Good preparation and trained facilitator • Participants might feel process is too rigid • Not for large groups • Overlap might occur

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Asset-Based Approach to Needs Assessment

Half Empty: Problems, Needs, Issues

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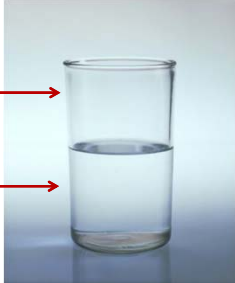
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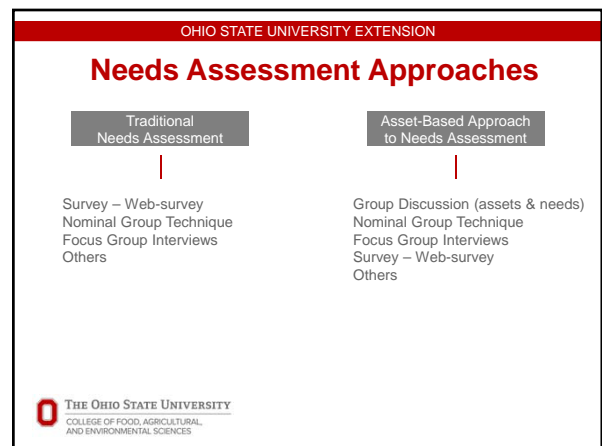
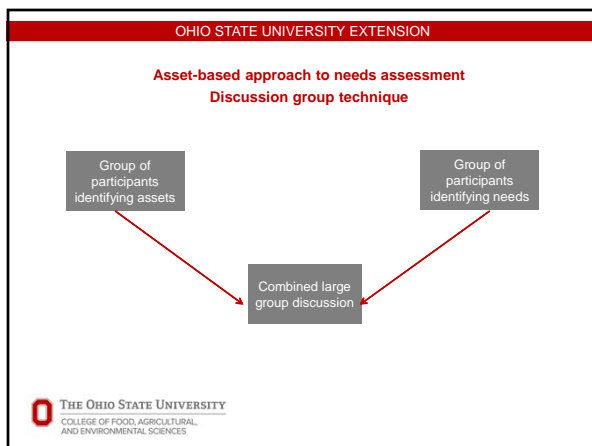
Asset-Based Approach to Needs Assessment

Half Full: Assets, Gifts, Resources

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Asset-based Needs Assessment

Advantages	Disadvantages
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Resources...

The PDE website!
pde.osu.edu

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