ASSESSMENTS:

PROGRAM NICHE
&
CLIENT NEEDS

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GOAL:

Increase our understanding of assessment strategies and define next steps for moving assessments forward.

Objectives

- Increase understanding of market analysis purpose and strategies
- Increase understanding of audience educational needs assessment purpose and strategies
- Increase understanding of existing assessments for our programs
- Create and prioritize a list of needed assessments for our programs
- Have a clear understanding of next steps, roles, and responsibilities for future work on assessments

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Agenda

| Time	Item
2 – 2:10	Review goal, objectives, agenda, roles and responsibilities for the meeting
2:10 – 2:30	Presentation on market analysis purpose and strategies (Grey)
2:30 – 2:45	Presentation on existing market analysis information (Kenton and/or Amanda)
2:45 – 3:00	Presentation on audience needs assessment purpose and strategies (Grey)
3:00 – 3:15	Presentation on existing audience needs assessment (Kenton and/or Amanda)
3:15 – 3:30	Brainstorm list of needed assessments
3:30 – 3:40	Prioritize list
3:40 – 4:00	Discussion of priorities, re-prioritize as necessary
4:00 – 4:15	Opportunities and constraints analysis for prioritized assessments
4:15 – 4:40	Brainstorm and discuss next steps moving forward
4:40 – 4:50	List timelines, roles, and responsibilities for next steps
4:50 – 5:00	Evaluate meeting, closing

Definitions

What are the "Programs" We are Considering?
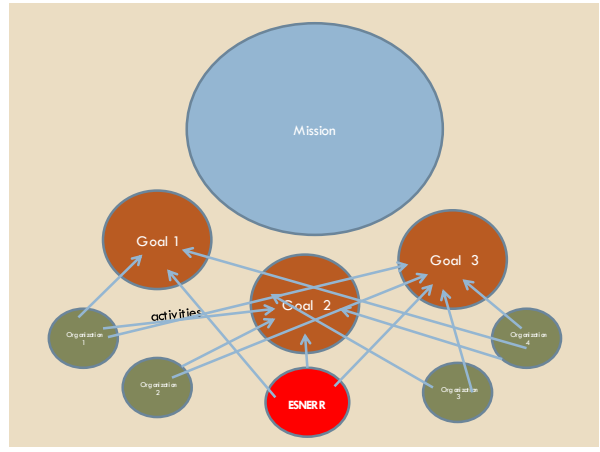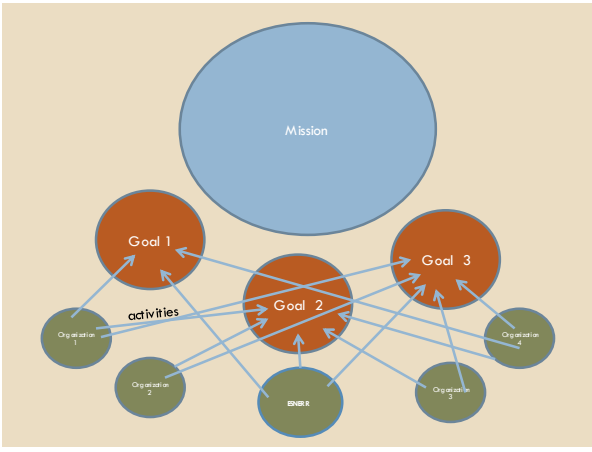

What Other Organizations Might Share our "Niche?"

Who are our "Clients?"

What are Our Clients' "Needs" (expectations, desires, wants...)
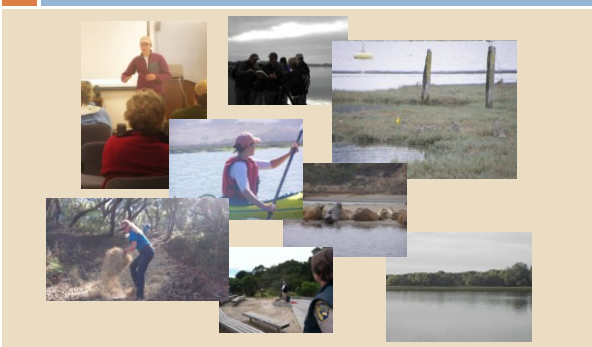
Niche Assessment
a.k.a. "Market Analysis"

☐ What is our mission?

☐ What are our goals?

☐ What makes us **special?**
   ☐ Attract funding
   ☐ Increase community recognition
   ☐ Attract and maintain volunteers
   ☐ Compliment (don't compete with) others' programs

Market Analysis Purpose:

To define the niche of an organization, program, or effort. For volunteer and education programs, this includes defining appropriate:

- Audiences (underserved or key)
- Foci (subject areas, activities)

Market Analysis Steps

- Define Objectives
  - Clients
  - Outcomes
  - Activities
- Research
  - Other organizations/programs
    - Contact information
- Survey
- Analysis
- Create report
- Strategize next steps
  - Assess priority client needs

Client Needs Assessment
a.k.a. *"Audience Needs Assessment"*

- Who are our target clients/audiences?

- What can we offer them?

- What do they want?
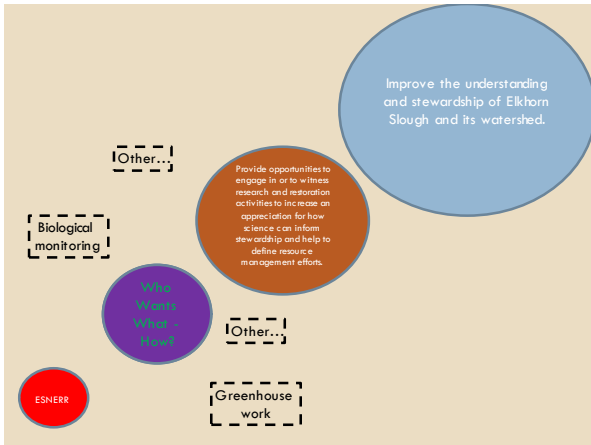
Needs Assessment Purpose

To identify audience desires to most effectively engage those audiences by meeting their needs, including:

- Priority interests
- Schedule preferences – frequency, days, times, months
- Geographical preferences – travel distances

Needs Assessment Steps

- ☐ Define Objectives
  - ◻ Clients
  - ◻ Outcomes- which programs will benefit?
- ☐ Research
  - ◻ What we might offer
- ☐ Survey
- ☐ Analysis
- ☐ Create report
- ☐ Strategize next steps
  - ◻ Evaluate results

Needs Assessment Survey Questions

- ☐ Who are you?
- ☐ Why do you visit?
- ☐ When do you visit?
- ☐ Where do you go?
- ☐ What activities do you prefer?
- ☐ What new would you like to do?