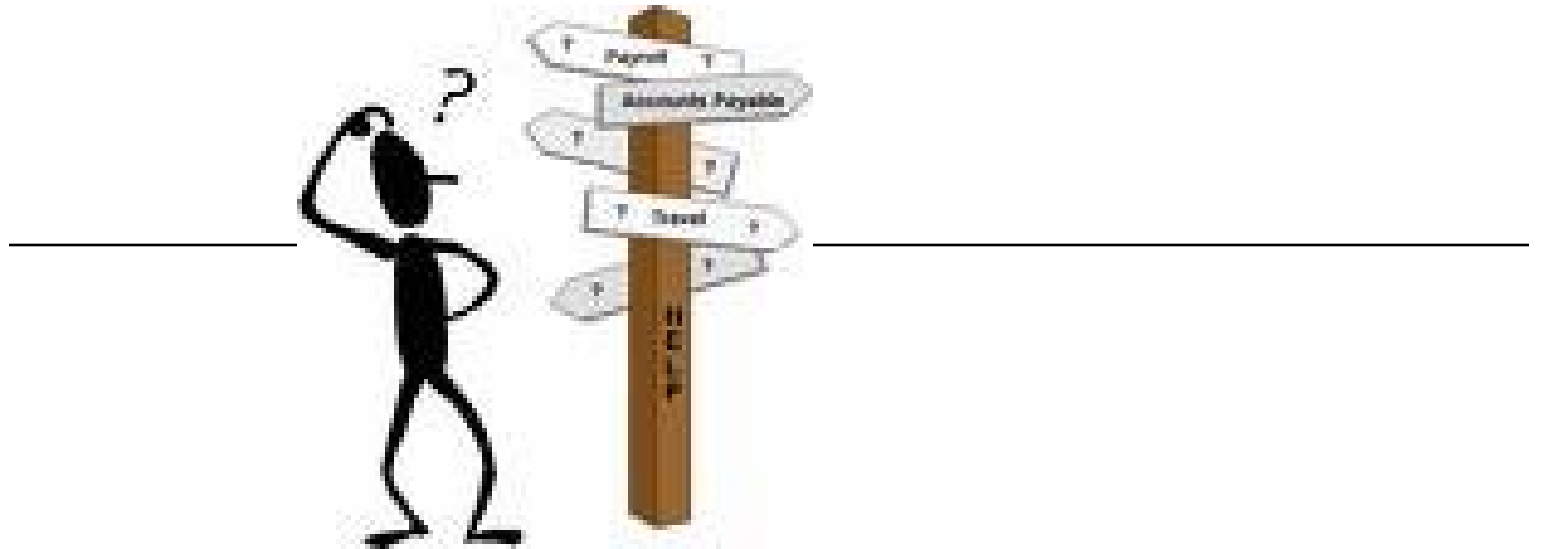# Module 2: Needs Analysis

"If you don't know where you want to get to…it doesn't matter which way you go!"

— Lewis Carroll, Through the Looking Glass

Objectives of this Module

At the end of this session, participants will be able to:

_____

3. *outline the importance of conducting a needs analysis*

4. *differentiate between the different types of needs analysis*

5. *explain the steps involved in conducting a needs analysis*

6. *use selected techniques to conduct a needs analysis for an institution planning to develop ODL materials.*

What is a Needs Analysis?

A needs analysis is like planning a bike tour:

…you gather information about routes; determine support services along the way, analyze road and weather conditions, select a destination, create a timeline, check on budget, gather your gear, then get on and ride.

What is a Needs Analysis?

○ the process of comparing a desired goal state with existing conditions

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○ *a technique for understanding a performance problem before trying to solve it.*

Rosett [1982]

○ *process of collecting information about a proposed project to develop ODL materials before defining its goals and designing it.*

Types of Needs Analysis

- Content Analysis

- User Analysis

- Work Analysis

- Content Analysis

- Training Suitability Analysis

- Cost benefit Analysis

Types of Needs Analysis

- **Context Analysis**
  - analysis of an institution's needs or reasons the training is desired

  - questions to be answered includes:

    - who decided that training should be conducted?
    - why a training program is being recommended?
    - what is the history of the institution in relation to the intended type of training?

Types of Needs Analysis

○ **User Analysis**

- *Deals with potential participants and instructors involved in the process*

○ Questions to be answered are:

- *who will receive the training?*
- *their level of existing knowledge on the subject matter?*
- *what is their learning style?*
- *who will conduct the training*?

Types of Needs Analysis

- **Content Analysis**
  - *Deals level of knowledge or information that may be required*

- Questions to be answered are:
  - *Level of content to be included?*
  - *What is the current situation?*
  - *What is the desired information?*

Types of Needs Analysis

○ **Training Suitability Analysis**
- *Whether training is the desired solution*

○ Questions to be answered are:
- *Best solution to the problem*
- *If training, how much and by whom*

Types of Needs Analysis

○ **Cost Benefit Analysis**
- *Financial analysis of the investment on training*

Questions to be answered are:
- *Output in relation to input*

Activity

In groups of 5, your task is to design a course of on-line training for a group of 30 teachers in both urban and rural primary schools in your country. Select the type of needs analysis you would conduct and justify your choice.

- select one person who will make a 3 mins. Presentation.
- you have 7 mins to work on this task.

Steps in Performing a Needs Analysis

Conclusions and Recommendations

Presentation of Data

Analysis and Interpretation of Data

Outline Logistics/Methodology for conducting the Needs Analysis

Identify priorities and Importance

Perform a "Gap Analysis"

Steps in Performing a Needs Analysis

- the training needs of your community/country/region

- the demand for this kind of learning facility

- the readiness of your institution to offer ODL

  - material

  - facilities and equipment

  - staff

Perform a "Gap Analysis"

Steps in Performing a Needs Analysis

- prepare a list of needs for training and development

- examine the list in view of their importance to the institutional goals, realities and constraints.

- determine if the project is worth addressing in view of:
- cost effectiveness
- legal mandates
- executive pressure etc

Identify priorities and Importance

Steps in Performing a Needs Analysis

At this stage, you will need to:

• identify the Population: persons/organizations/institutions to be involved in the analysis

• identify the sample population - it will be difficult to get every possible person/institution or organization involved in a survey

• You will therefore have to employ a method of sampling [random, cluster]

Methodology for conducting Needs Analysis

Methods of data gathering

observations

• survey

• questionnaires

• interviews

• checklists

• tests

• rating scales

Steps in Performing a Needs Analysis

- the act of transforming data with the aim of extracting useful information and facilitating conclusions.

- Depending on the type of data and the question, this might include application of
- statistical methods,
- curve fitting, selecting or discarding certain subsets based on specific criteria,
- other techniques

Analysis and Interpretation of Data

Steps in Performing a Needs Analysis

- Putting data in a form so that anyone can understand it

- **Common Methods**:
- charts

- tables

- graphs etc.

Presentation of Data

- Data has been analyzed and presented in appropriate form

- Assessor must now prepare a report to include:
- conclusions drawn
- recommendations

Conclusions and Recommendations

Steps in Performing a Needs Analysis

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Summary Activity