

NEEDS ASSESSMENT: THE WHY AND WHO?

WHY?

- A NEEDS ASSESSMENT IS A TOOL TO HELP YOUR PTA IN SETTING GOALS WHICH MEET THE NEEDS OF THAT GROUP.
- THE STRENGTH OF A PTA DEPENDS ON THE SUPPORT OF THE PEOPLE IT EXISTS TO SERVE.

WHO?

- PARENTS, TEACHERS, STUDENTS, ADMINISTRATORS, COMMUNITY.
- A NEEDS ASSESSMENT WILL HELP THE PEOPLE YOU SERVE FEEL APART OF THE DEVELOPMENT OF YOUR PTA.



Tied together

THE HOW:

FOUR WAYS TO CONDUCT A NEEDS ASSESSMENT

1

Interview

Person-to-person — Person-to-group — Telephone

Advantages: Immediate response

Disadvantages: Difficult to administer and tabulate
Takes a lot of time

2

Questionnaire (most frequently used)

Fill out at a school activity — Send home with child — Door-to-door

Advantages: Easy to administer and tabulate

Disadvantages: If they are sent home, you can expect only about 10% return.

You still need to reach the members of the community who did not attend the school activity.

3

Online Survey

Use online survey tools such as Constant Contact or Survey Monkey

Advantages: Easiest to administer and tabulate

Disadvantages: People usually need incentives to motivate them to take a survey. Offer to enter them in a prize drawing. For best results, make questions short and simple with boxes to click instead of text boxes that require typing in answers. This also leaves out parents that don't have access to the internet or those for which you don't have an email address.

4

Speaking Out

Best used in small groups — Divide larger groups into smaller groups

Advantages: Immediate response

More personable—people have a “buy-in”

Disadvantages: Difficult to tabulate “group”

Not all groups will be represented.

ONLINE NEEDS ASSESSMENT OPTIONS & TIPS

ANY FORMAT

- KEEP IT SHORT - NO MORE THAN 10 QUESTIONS
- IF YOU INVITE ANY PARENT IN YOUR SCHOOL – ASK IF THEY ARE A PTA MEMBER
- KEEP OPEN FOR 2 WEEKS AND INVITE PEOPLE TO IT OFTEN – OFFER A PRIZE DRAWING
- USE EMAIL, SOCIAL MEDIA AND MEMBERHUB TO INVITE

GOOGLE FORMS

- CAN INVITE YOUR EXECUTIVE BOARD AS COLLABORATORS TO VIEW RESULTS
- AUTO SPREADSHEET OF RESULTS AS WELL AS OVERALL AND INDIVIDUAL RESULTS
- CAN SEE RESULTS OF BOTH WHOLE AND INDIVIDUAL
- SOMETIMES CAN BE HARD FOR NON GOOGLE USERS AND ON PHONES
- AUTO EMAIL COLLECTION, 1 ANSWER PER PERSON, EDIT ANSWERS, SEE ANSWERS

SURVEY MONKEY

- WIDELY USED AND RESPECTED, EASY TO USE IN ALL BROWSERS AND EMAIL SYSTEMS INCLUDING ON PHONES AND TABLETS
- RESULTS ARE VERY EASY TO READ, BUT NOT DOWNLOADABLE ON THE FREE ACCOUNT AND SHARING IS LIMITED
- MORE FLEXIBLE WITH QUESTION OPTIONS AND LAYOUTS.

Email juliec@utahpta.org if you would like a copy of any of the Google Form needs assessments

QUESTIONS YOU COULD ASK...

**YOU SHOULD ALWAYS ASK A FEW QUESTIONS THAT TELL YOU WHO YOUR AUDIENCE IS
YOUR QUESTIONS SHOULD BE THE ANSWERS YOU WANT TO PLAN YOUR UPCOMING YEAR**

- TEACHERS AND STAFF PROGRAMS
- STUDENTS AND FAMILIES PROGRAMS AND EVENTS
- CONTINUE OR CHANGE FUNDRAISER
- WHAT FORM OF COMMUNICATION DO YOU LIKE BETTER
- ARE YOU WILLING TO VOLUNTEER OR HELP IN SOME WAY

THE RESULTS & BUILDING YOUR PLAN:

- MEET WITH YOUR BOARD AND REVIEW RESULTS.
- MAKE YOUR PLAN/SET YOUR GOALS AND PRIORITIES TOGETHER (INCLUDE PRINCIPAL)
- A THOUGHTFUL PLAN PROVIDES THE FOUNDATION FOR A SUCCESSFUL PTA YEAR.
- YOUR PLAN SHOULD BE ALIGNED WITH THE:
 - PTA MISSION
 - UNIQUE NEEDS OF YOUR SCHOOL AND/OR COMMUNITY
- AND SHOULD INCLUDE:
 - PROGRAMS
 - COMMUNICATIONS
 - ADVOCACY
 - MEMBERSHIP
 - FUNDRAISING

Goal Sheet is found at: <https://www.utahpta.org/needs-assessments>