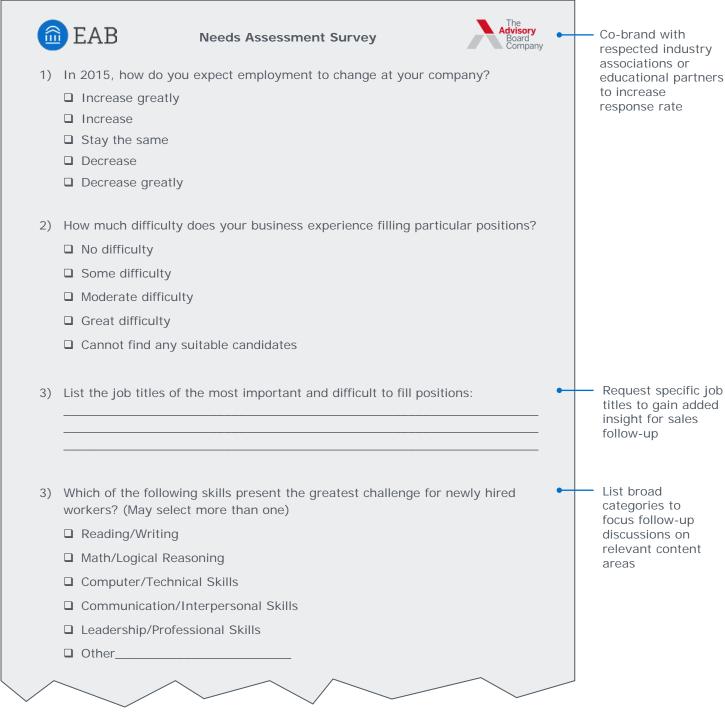
Needs Assessment Survey Template

Purpose of the Tool

A needs assessment survey helps college administrators diagnose an employer's training needs. Corporate training sales staff can use survey responses to customize their outreach to businesses. The template below includes six questions that elicit enough information to shape outreach, without requiring an unreasonable time commitment from respondents. These questions are adapted from a survey created by Monroe Community College. A well-informed human resources specialist should be able to answer these questions in 10–15 minutes.



Source: "Rochester Area Skill Needs Assessment and Business Climate Survey, May 2014," http://www.workforceforward.com/reports; EAB interviews and analysis.

Needs Assessment Survey Template (cont.)

 5) In what ways have you provided training in the last year? Private training firm Academic institution Internal professional development Tuition reimbursement No training 		Ask about current training partnerships to gain understanding of competitive landscape
 6) Which of the following constitutes the ideal training scenario for your workforce? (May select more than one) In-house, customized training On-site, expert consultation External, classroom-based education Excusive partnership with academic institution No training 		Include "No training" option to immediately gauge interest level of prospective client
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