



# 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.



## Needs Assessment Survey



1) In 2015, how do you expect employment to change at your company?

- ☐ Increase greatly
- ☐ Increase
- ☐ Stay the same
- ☐ Decrease
- ☐ Decrease greatly

2) How much difficulty does your business experience filling particular positions?

- ☐ No difficulty
- ☐ Some difficulty
- ☐ Moderate difficulty
- ☐ Great difficulty
- ☐ Cannot find any suitable candidates

3) List the job titles of the most important and difficult to fill positions:

3) Which of the following skills present the greatest challenge for newly hired workers? (May select more than one)

- ☐ Reading/Writing
- ☐ Math/Logical Reasoning
- ☐ Computer/Technical Skills
- ☐ Communication/Interpersonal Skills
- ☐ Leadership/Professional Skills
- ☐ Other \_\_\_\_\_

Co-brand with respected industry associations or educational partners to increase response rate

Request specific job titles to gain added insight for sales follow-up

List broad categories to focus follow-up discussions on relevant content areas

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
- ☐ Exclusive partnership with academic institution
- ☐ No training

Include "No training" option to immediately gauge interest level of prospective client

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