



Wisconsin Integrated Education & Training (IET) Design Camp

Learning Session #2
Assessing Community Needs for IET

We were built for this moment

Learning Session Outcomes



Describe why conducting a community needs assessment is important to IET development



Identify the four steps of a needs assessment process



Identify five key areas of assessment to support the development of IET

The Importance of Understanding Community Needs

Importance of Conducting Research to Assess Community Needs

Understanding community needs strengthens IET program design by:

- Focusing resources on programs that are good for learners, businesses, and program partners
- Building programs that complement existing community and state resources and offerings
- Creating new or opening more career pathways to adult learners



Integrated Education and Training

Community Insights

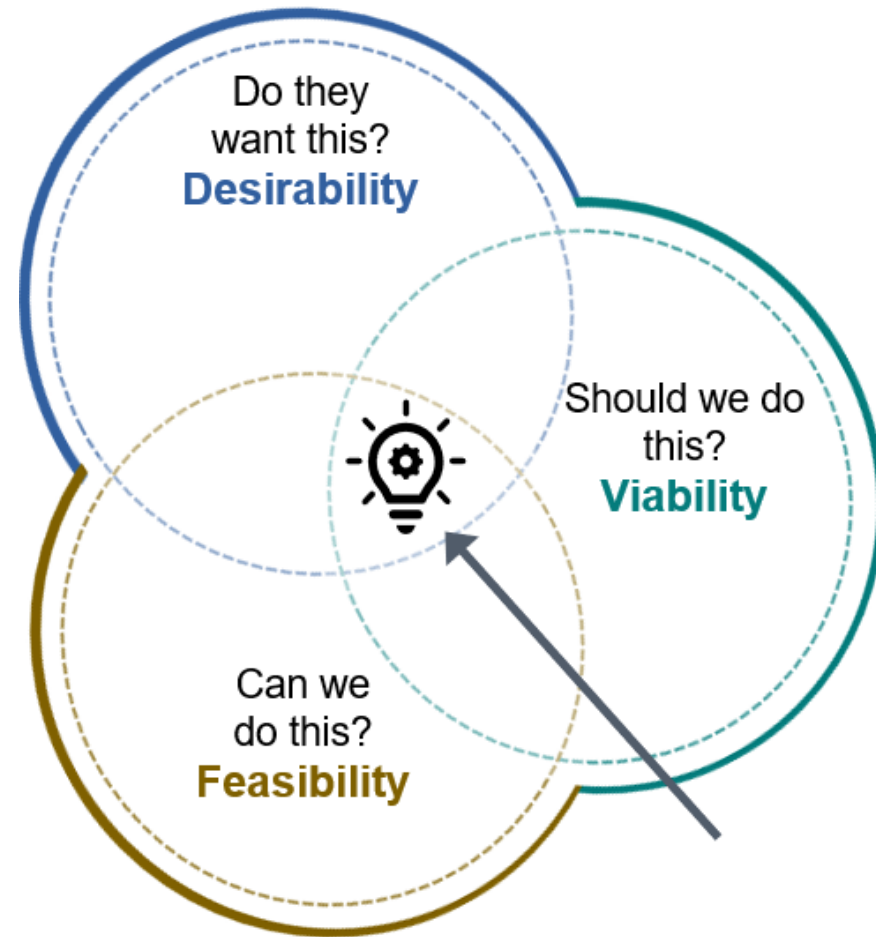
Assessing community needs provides vital insights into:

- Learner populations you might serve
- Learner needs you might address through the IET program design
- Funding opportunities or partner supports to strengthen IET programs
- Industries and occupations your IET might target



Developing Impactful IET Programs

By understanding our community's needs, we can develop quality, high-impact IET programs!



The most impactful
IET design

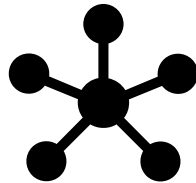
The Needs Assessment Process

What is a Needs Assessment?

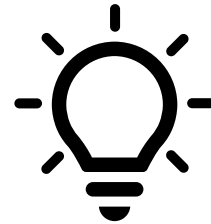
The process of collecting and analyzing information to inform the development of a quality, high-impact IET program that will address community needs.



IDENTIFY
the information
you need



GATHER
the information



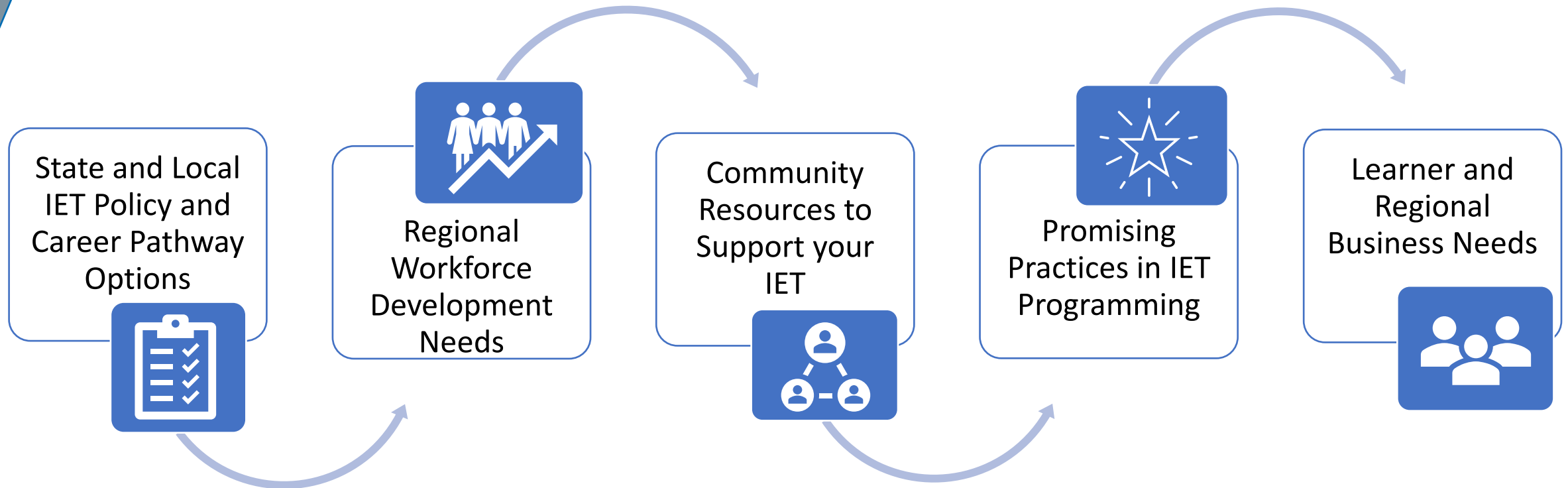
IDENTIFY
key themes and
insights



APPLY
what you
learned

Five Key Areas of a Community Needs Assessment

Five Key Areas of Assessment



State IET Policy and Career Pathways

Some key policy questions to answer:

1. How will we ensure IET alignment with Wisconsin IET policy?
2. How can we leverage state or local area funding for IET?

Some key career pathways questions to answer:

1. What career pathway efforts and/or other adult education training programs are under way in our community?
2. How will we ensure an IET program is part of a career pathway?

Regional Workforce Development Needs

Some key questions to answer:

1. What are the important and growing industry sectors/occupations in our region and who are the significant employers in these sectors/occupations?
2. Which businesses are having trouble hiring and retaining workers with the right skills, and what specific challenges are they facing? What skills and credentials do these businesses value?
3. What gaps exist in what we currently offer compared with regional workforce development needs?

Community Resources to Support IET



Some key questions to answer:

1. What services are available in our community to support learner success?
2. Who provides them, and what relationships might we need to build to help our learners access them?
3. What are the requirements and procedures for accessing them?

Promising Practices in IET Programming

Some key questions to answer:

1. What are some key features of successful IET programs in the state or across the nation? Can we adopt these features within our IET?
2. What are some lessons IET providers have learned that we can factor into our IET work?

Learner and Business Needs

Some key learner questions to answer:

1. What are the career interests of our current and future learners?
2. What academic and nonacademic supports should be available to support our IET learners?

Some key business questions to answer:

1. How do local employers recruit and hire for the occupations we might target with an IET program?
2. What challenges do people in that occupation have that make it difficult for them to succeed on the job?

Summary

- Understanding community needs is key to developing quality, high-impact programs
- Planning and conducting a community needs assessment provides insight into creating an IET that is desirable, feasible, and viable
- Consider the outlined five areas when conducting a community needs assessment

**The road to success is not
always linear**

