

Mixed Mode Data Collection

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Modes

- Mail
- Internet
- Social Media
- Phone
- Face to Face

Assumptions

- New Tools offer different data collection method
- All the assumptions of good needs assessment research design remain the same
- The analysis of the data is no different from data collected using other methods
- Skill sets are nearly the same for other methods of data collection

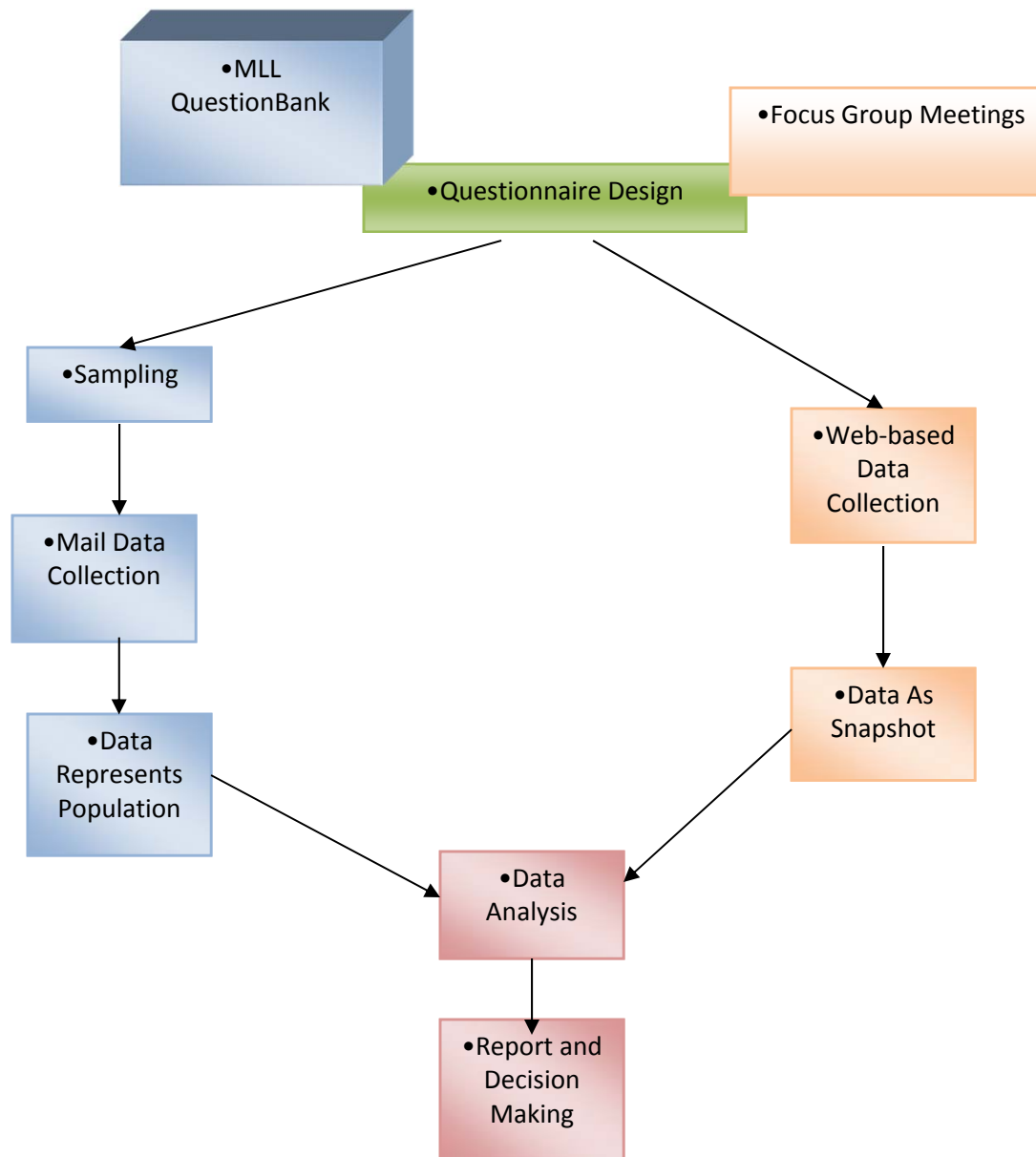
Defining a needs assessment

(Also Known As: community input, citizen data, customer satisfaction study, attitude and interest study)

A needs assessment is a scientifically reliable statistical study to gain an understanding of the community-wide recreation needs, attitudes, opinions and behaviors of the constituency served by a recreation service provider.

- **A needs assessment must not be confused with a master plan.**
- **A master plan can be developed after a needs assessment has been conducted.**
- **A needs assessment must be considered to be independent of a master plan.**

Throughout this presentation it will be stressed that a needs assessment must be considered to be an independent study from a master plan, although the needs assessment can certainly be used as a blueprint for developing a master plan.



Phases of the Needs Assessment

- Focus Groups
- Questionnaire Design
- Data collection
- Data Analysis
- Report, recommendations and data tool

How to Ask the Questions

Questionnaire Development

Focus Group Discussions

These meetings help to produce area specific information about the needs and concerns of the community



How to Ask the Questions

Questionnaire Development

Questionnaire Formatting

Considerable effort is spent in producing an instrument that is not only pleasing to the eye but easy to fill out as well

Cover Letter

The letter accompanying the questionnaire is carefully written to have the maximum impact

Specific Objectives

What to ask about?

Current activities

Future needs

Personal Opinions

Leisure behavior

Demographics

How to Ask the Questions

Sampling

Population Definition

The community to be surveyed is carefully defined in terms of residency requirements location, and other specific criteria

Sample Selection

A random sample is selected from the defined population. Random means that every member in the population has a chance of being selected

Data Collection

Mail data collection

Web-based data collection

Phone data collection

Face-to-face data collection

Social Media

Mail

Detailed Questionnaire

Random Sample

Known Response Rate

Physical Record of Responses

Quality Control

Web

Detailed Questionnaire

Convenience Sample

Unknown Response Rate

Rapid Data Collection Period

Open Ended Data

Phone

Short Questionnaire

Difficult to Sample

Low Response Rate

Long Data Collection Period

Comparison of data collection methods

	Mail	Web-based
Focus Groups	Yes	Yes
Questionnaire Design	Yes	Yes
Random Sampling	Yes	Questionable
Multiple reminders	Costly and complicated	Cheap and easy to do
Data Entry	Necessary	Automatic
Longitudinal	Expensive	Automatic
Time for data collection	3 to 4 weeks	1 week and repetition
Ongoing customer survey	Unsuitable	Suitable

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From the Preface...

Here are some fascinating words about or quotes regarding this book.....



Ananda Mitra

Collecting Citizen Input

COLLECTING CITIZEN INPUT

*A Key to Successful
Park and Recreation Needs Assessment*

