

CAPTURING DIVERSITY: Addressing the Challenge of Designing Educational Needs Assessments for Diverse Populations

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Capturing Diversity



For this session we will be discussing:

- Some **Holistic Views** to Capture the ‘**Diversity**’ of **Diversity**
- Creating **Needs Assessments** Reflective of Diversity
- Marketing **Challenges** and **Opportunities** Involving Diversity

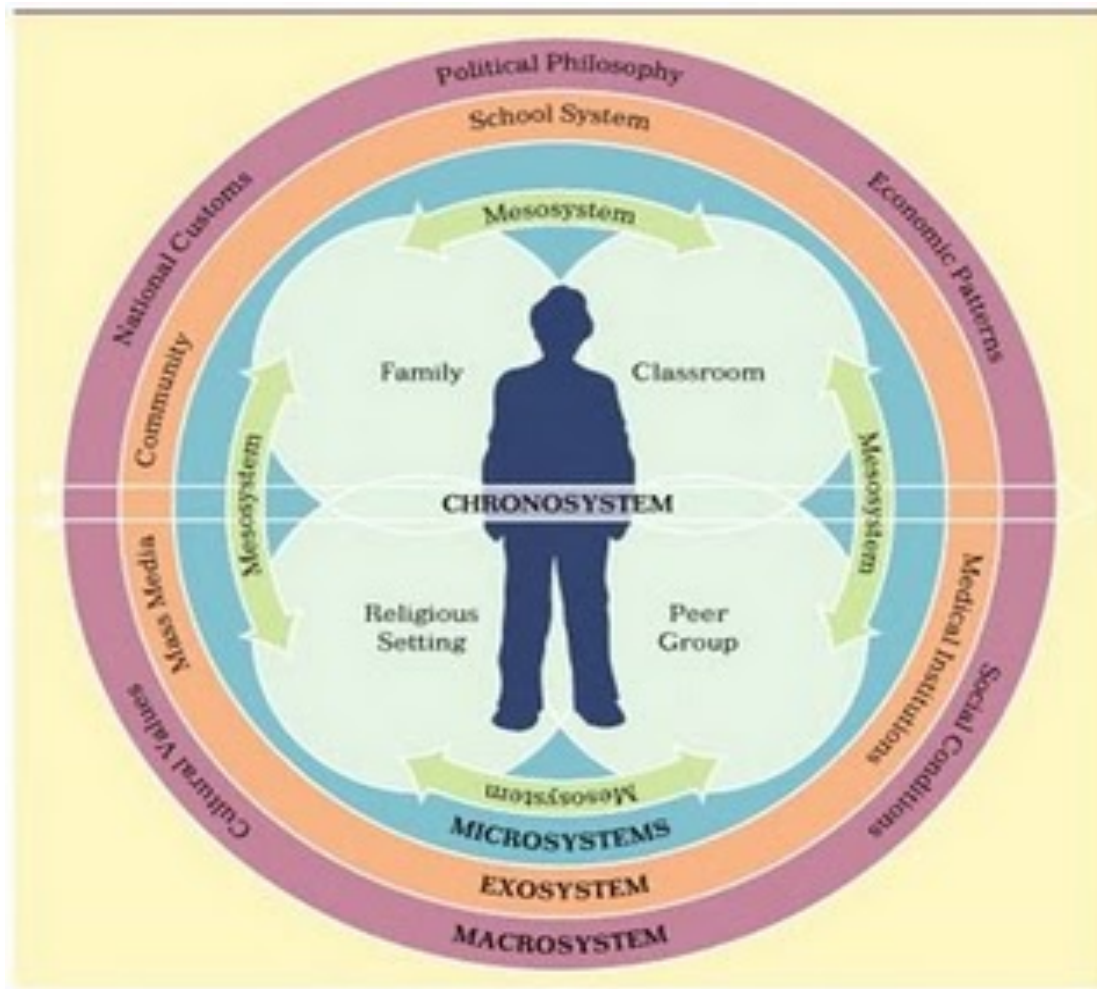


Group Exercise

- List one specific unmet need you have in regards to this session at this moment
- List one specific unmet need you have at this conference
- List one specific unmet work-related need you have
- List one specific unmet personal need you have

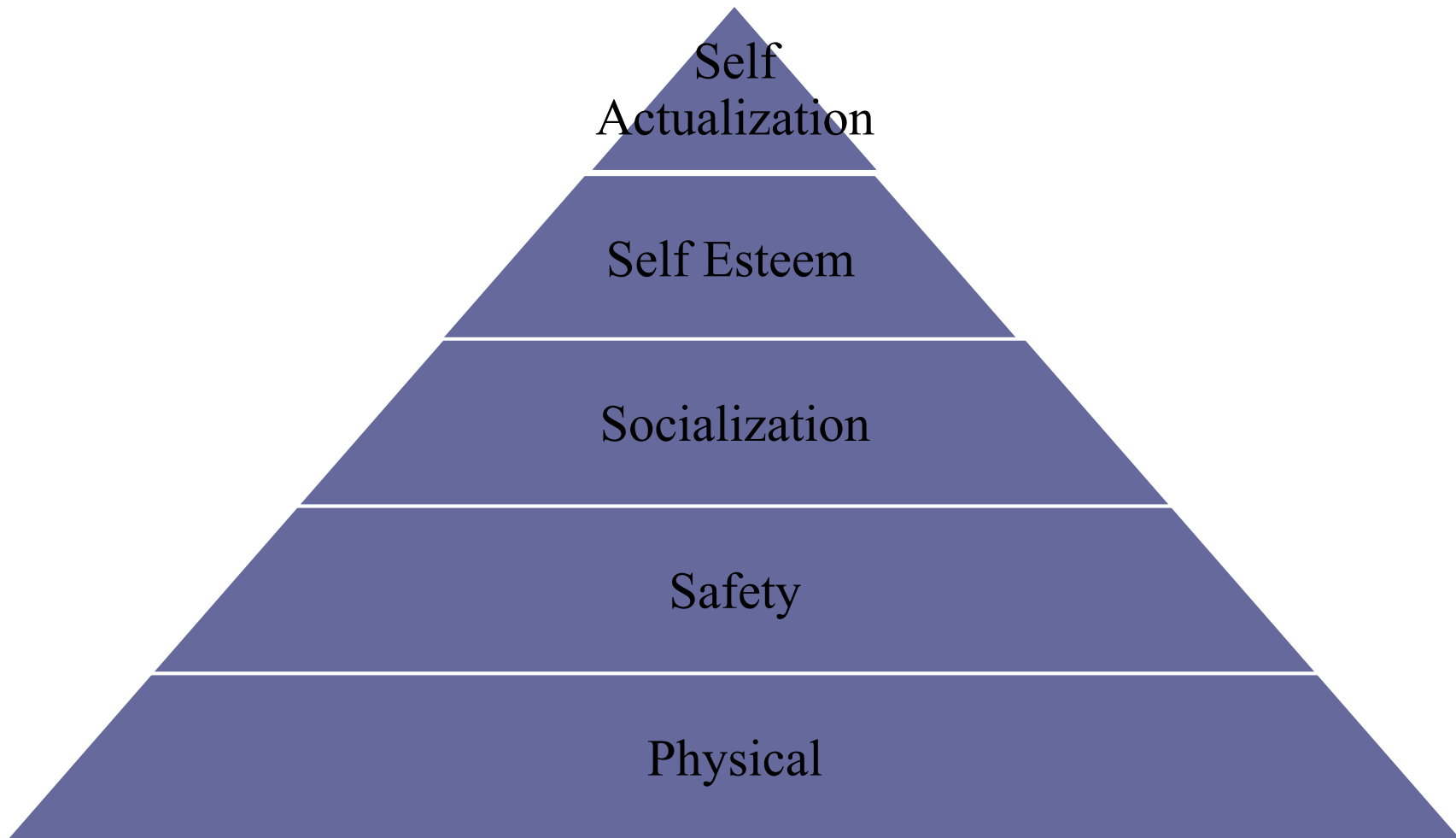
(something you would be willing to share)

Holistic View of Diversity Influences

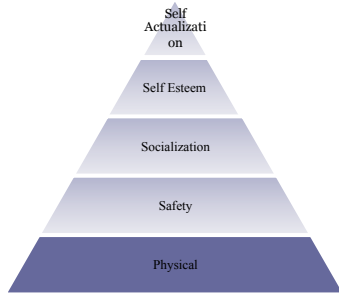


Bronfenbrenner, 1979

Holistic View of Diversity Influences



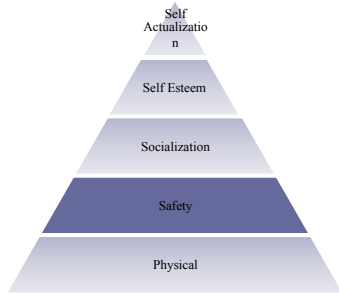
Maslow's Hierarchy of Needs, 1954



PHYSICAL DIVERSITY (Micro-system)

- Age
- Gender
- Ability
- Special Needs
- Geographic





SAFETY DIVERSITY (Micro-Exo systems)

- **Support Systems
(situational assistance)**
- **Available Assistance**
- **Fears-** physical,
psychological, perceived





SOCIALIZATION DIVERSITY (Macro-Exo systems)



5 W's of Socialization:

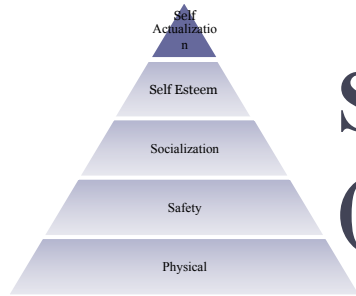
- Who
- What
- Where
- When
- Why
- And How



SELF ESTEEM DIVERSITY (Micro-Macro systems)

- Past Education
- Past Educational Experiences
- Technical Abilities
- Course Supports





SELF ACTUALIZATION DIVERSITY (Micro-system)

- I always wanted to finish my degree.....
- I always wanted to do something different....
- I wish I could.....



Defining Diversity

Now What?

- What does diversity look like in **your** educational institution?
- What criteria do you currently use to create needs assessments?

The Needs Assessment Process

- **Target population**
- **Characteristics**
- **Needs**
- **Methods of gathering information**





Reflecting Diversity When Creating Needs Assessments

- Course Evaluation Essential
- Instructor and Participant
- Info Sessions
- Questionnaires – be sensitive with questions

The Distance Education Participant

How do we
capture the
diversity and
needs of
someone we
can't see?



Marketing Opportunities /Challenges

Challenges:

- Keeping up with trends
- Meeting the needs of changing and expanding diversity
- Identifying the 'gaps'

Opportunities:

- International expansion
- Linking with Associations/Agencies
- Know what's happening

Thank You for your participation!

**Questions on
what was
covered?**

