



Needs Assessments and Program Evaluations

This area of expertise draws upon the primary data gathering and survey design skills and experience of Williams Demographics. Needs assessments often involve data collection tied to specific programs being sought with considerable attention to eligibility criteria. For example, Williams Demographics developed methods to survey a difficult population, farm workers in the southwest, with the result that millions of dollars of subsidized housing has been built to meet the housing demands of these people. In fact, the methodology has been copied nationwide. In another type of needs assessment, Williams Demographics developed a highly cost effective method for completely enumerating neighborhoods to document eligibility for grant applications for Community Development Block Grants and again, the methodology has been copied and block grants were obtained.

Program evaluations are slightly different but often also involve primary data collection. The purpose of evaluation research is ultimately to determine if a program is accomplishing what it is supposed to accomplish. The key to program evaluation is to determine program objectives, and then to develop quantifiable indicators of outcomes, preferably in an experimental, or at least quasi-experiment design.

If you are thinking about a project that requires obtaining quantified data related to documenting a need, or documenting outcomes, please give us a call to discuss possible strategies and how we might help.

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