**Prioritizing Needs**

**Sources of Information**

1. County Data
2. County Leadership
3. Community & Stakeholders
4. Employees
5. Other (County Strategic Plans, Community Assessments, Land Use Plans, etc.)

**Prioritizing Needs**

Work with your county Extension staff and/or advisory council/committee to review county and needs assessment data. Look at multiple sources of data to prioritize the programs and services provided by Extension in your county. Identify the “stars” or the programs/services that are most needed in the community and that Extension can have the greatest impact.



Utilize the following criteria for prioritization:

* Magnitude: Are a large number or percent of the target population affected by the need/issue?
* Importance: Is this a need/issue that has a significant effect on the public’s well-being?
* Urgency: Is this a priority need/issue that needs to be addressed in the next 1-3 years?
* Integration: Does the community lack alternate organizations/programs to focus on the need/issue or on similar needs/issues?
* Community Readiness: Have members of the community identified this as an important need/issue?
* Potential Impact: Do you have reason to believe you can have measurable impact on this need/issue?
* Feasibility: Are there opportunities for action to address the need/issue?
* Resources: Are resources (funds, staff, expertise) either readily available or can likely be obtained to address the issue?

When reviewing your data keep in mind that multiple stakeholders may have different views of which needs should be emphasized. Consider why the viewpoints differ. Consider selecting needs that have relatively high priority multiple stakeholder groups, even though they may not be at the top for any one group. You may also consider making the final prioritization based on feasibility or impact rather than the highest stakeholder identified need.

**Steps**

1. Review county trend data and list significant trends on the County Trend Analysis Worksheet
2. Review needs assessment data, prioritize needs by listing identified needs and programs on the Prioritization of Needs Worksheets. Rate each need/program based on the criteria above using a 1 (low) – 3 (high) scale.
3. Transfer the needs/programs to the Needs Assessment Prioritization Matrix Worksheet to help identify your highest priority programs/services.

**County Trend Analysis**

|  |  |
| --- | --- |
| **Population** |  |
| **Economy** |  |
| **Environment** |  |
| **Agriculture** |  |
| **Health** |  |
| **Youth** |  |
| **Families, Individuals, & Consumers** |  |

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| **Agriculture & Natural Resources** | **NEED** | | | | | **IMPACT** | | |
| **1=Low**  **Strategy/Program**  **2=Medium**  **3=High** | **Magnitude** | **Importance** | **Urgency** | **Integration** | **Readiness** | **Impact** | **Feasibility** | **Resources** |
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| **4-H Youth Development** | **NEED** | | | | | **IMPACT** | | |
| **1=Low**  **Strategy/Program**  **2=Medium**  **3=High** | **Magnitude** | **Importance** | **Urgency** | **Integration** | **Readiness** | **Impact** | **Feasibility** | **Resources** |
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| **Health & Nutrition** | **NEED** | | | | | | **IMPACT** | | | |
| **1=Low**  **Strategy/Program**  **2=Medium**  **3=High** | **Magnitude** | **Importance** | **Urgency** | **Integration** | **Readiness** | **Impact** | | **Feasibility** | **Resources** |
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| **Community & Rural Development** | **NEED** | | | | | **IMPACT** | | |
| **1=Low**  **Strategy/Program**  **2=Medium**  **3=High** | **Magnitude** | **Importance** | **Urgency** | **Integration** | **Readiness** | **Impact** | **Feasibility** | **Resources** |
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| **Individuals, Families, & Consumers** | **NEED** | | | | | | **IMPACT** | | | |
| **1=Low**  **Strategy/Program**  **2=Medium**  **3=High** | **Magnitude** | **Importance** | **Urgency** | **Integration** | **Readiness** | **Impact** | | **Feasibility** | **Resources** |
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**NEED**

**Needs Assessment Prioritization Matrix**

**IMPACT**