

Learning Management System (LMS) Needs Analysis Plan

Project Information	Entry
Organization Name	The Humane Society of York County https://humanesocietyofyorkcounty.org/welcome.html
Organization Type	Non-Profit Professional
Team Members	Daniel Charles, Sarah Gustafson, Mitch Harper, Gracia Quicano, Erica Yocum
Date	September 22, 2023

Section I

Stakeholders (list those who (will) use, manage, and purchase the LMS)
<p>Roles:</p> <ul style="list-style-type: none">- Board of Directors: Info - The board of directors will ultimately be the group that decides if the organization wants to adopt an LMS and which one will be chosen. The board of members of HSYC is formed by a Director, a Veterinarian, a Secretary, a General Member, and a Treasurer. Each one of them is committed to the mission to assist animals without a home and to educate their community.- Staff: Info - The manager will be the “instructor” of the course, and they will create content and monitor learners’ progress. The staff will be the group that provides most of the information to the instructional design team. The rest of the staff will use the LMS for new and/or additional training that may be required for staff throughout the year. The LMS can also be used as a means of communication for all members of the organization. Staff can use the LMS to ensure volunteers have completed all required training before being able to volunteer. HSYC current staff consists of a Rescue Manager, an Assistant Rescues Manager, two Senior Rescue Attendants, and seven Rescue Attendants. Most of them started as volunteers and transitioned to permanent employees.- New Employees: Info - New employees will need to complete training about everyday practices and procedures. Once new employees have completed initial training, they will join the staff in using the LMS for new/additional training. Different courses/training will be given based on the role of the staff members. New Employees will still use the LMS after their training as a means of communication with each other.- Volunteers: Info - Before volunteers can work at HSYC, they will need to complete a variety of training based on the volunteer position. Volunteers looking to work with the animals will need to learn about shelter procedures, cleanliness, animal behavior, first aid, etc. Volunteers who plan to work in the thrift store will need to complete training based on money/the register, donation intake, stocking shelves, and general procedures. Volunteers must be 18 years old, pay the \$25 administrative fee, join the closed HSYC Facebook group, wear an HSYC t-shirt and closed-toe shoes, comply with all safety protocols and volunteer rules at all times, and check the closed HSYC Facebook Volunteer page regularly. Additionally, there are a minimum of volunteer hours required to be a dog walker. This group will benefit from an LMS because their training will be all in one location and an LMS can ensure they are completing training specific to their volunteer areas. An LMS can ensure that training is completed in a logical order and that volunteers can’t move ahead without completing previous training. Additionally, they will benefit by having an official place to communicate announcements.

- **New Owners/Adopters:** [Info](#) - HSYC helped rehome 178 dogs and 504 cats in 2022, which is a lot of data for a small organization. An LMS would be helpful for the HSYC staff, and for the new owners/adopters as well. The staff could provide learning content for the new owners to ensure the owners and pets have a successful transition. An LMS could also provide a secure place to register the personal information of the owners and pets, like home visits and vaccines. It could also help create a community with other adopters where they can ask questions and share their experiences. At the same time, it could be the main place where HSYC can communicate with their community to inform important dates and information.
- **Foster Families:** [Info](#) - Foster homes are a type of volunteering that requires taking care of the shelter animals at home. Usually is required for animals with specific needs, like for example, puppies, adult dogs that need socializing, and senior pets that need medical care. This group would benefit from the LMS by having access to specific training depending on the specific pet they will foster. This would also help keep track of medications or feeding routines.

Section II

LMS Needs Analysis Survey (paste your survey link here)

Link to be sent to the organization: <https://forms.gle/oTJBeXy6md5SrcQN8>

Section III

LMS Needs Analysis Plan Narrative

The Humane Society of York County is the organization that was chosen to conduct a Learning Management System (LMS) Needs Analysis. Our goal is to understand the specific requirements and preferences for an LMS to be established.

Distribution of the Survey: To make sure we receive maximum stakeholder participation and gather diverse perspectives, a multi-channel approach will be used to distribute the survey. We recognize that Facebook is the primary communication platform utilized by the organization. We will try to take advantage of this, but to cater to the different stakeholder preferences and remain accessible, the survey will be distributed through other channels. In addition, the data that you enter will remain private with us, so we encourage you to be honest in your responses.

We anticipate that there are a significant number of stakeholders that may prefer to communicate through email. With this, we decided to survey them via email. With this, we aim to encourage their active participation and ensure their valuable input is included. For example, the Board of Directors can receive the survey directly to each of their emails. Staff can receive the survey link via email or any internal communication platform, like a staff newsletter or announcement. Volunteers can be sent the survey link through email or have it distributed during volunteer meetings or training sessions. New Employees can have the survey link included in the onboarding process in the form of welcome emails or orientation materials. Families that adopt and foster the animals can also not only receive it through email, but access it through the organization's main website, and social media platforms, i.e. Facebook.

The Humane Society also has a heavy reliance on Facebook as the primary communication platform. A closed group will be established, for the purpose of the survey distribution. The group will provide a

dedicated space for the stakeholders to access the survey, engage in discussions, and share their opinions with others that are also in the group. This environment, we hope, will create collaboration and generate additional thoughts and ideas from other stakeholders. On-site, we will also distribute QR Codes to the survey. With this, our goal is to engage stakeholders that may visit by providing them convenient access to the survey using their smartphones or mobile devices. By making this available in a physical area, this becomes focused on the perspectives of visitors and other stakeholders who may not be connected in an online way. All surveys will have a final deadline to allow time for analysis.

Organizing and Prioritizing the Data Collected: The data collected through the Google Form Survey will be analyzed using Google Sheets. The survey responses will be exported from Google Forms into Google Sheets to analyze the data collected. The responses will be categorized based on stakeholder groups to identify common themes and patterns. All the questions are requested for each one of these groups, but we expect different responses from each one of them.

The qualitative responses will be analyzed by conducting a content analysis to identify recurring topics or concerns. There are some open-ended questions in the survey because the stakeholders might have different approaches to the features and benefits of an LMS, and it would be beneficial to know their different points of view.

The quantitative data, such as ratings or Likert scale responses, will be examined to identify areas of high importance or priority. The survey has different types of questions, like multiple choice, yes-or-no, and Likert scales. The analysis of the quantitative data will allow us to find statistical patterns in the data, which will help us understand the needs of the stakeholders in a deeper sense.

The key findings will be displayed in a summary report, including both qualitative and quantitative insights, using pie charts, histograms, and line graphs depending on the type of data collected. The results will be presented to the Board of Directors and Staff responsible for training in an easily read narrative text supported with descriptive graphics.

Additional Means: The first of the additional means would be to hold meetings with key stakeholders, such as board members, department heads, or volunteers in leadership positions to explore their specific needs and expectations. By facilitating a discussion with key stakeholders, we will gain insights into their specific needs and provide an opportunity for them to share their opinions and concerns. Feedback from the initial survey can be given to select stakeholders, such as the board of directors and management staff to provide additional information on the needs of all involved in the organization.

In addition to the initial survey, we can create follow-up surveys to gather additional feedback or clarification on needs and requirements that may need further exploration. These surveys will determine how satisfied stakeholders are with the features within the LMS and provide suggestions for improvement. The responses will be used to prioritize the functionalities that users will need to improve the user's experience. When stakeholders engage in feedback and feel a sense of ownership, it can lead to an increase in adoption and satisfaction. Additionally, follow-up surveys can provide insight from stakeholders about desired features and certain integration capabilities that should be considered to increase productivity and usability.

Alternatively, we can collect additional needs by engaging with stakeholders in-person/on-site and through social media platforms and forums relevant to our target audience. This would help gather real-time feedback from a wider range of stakeholders.

A combination of all the aforementioned methods is often more effective than relying on a single approach. By employing multiple techniques, we can gain a comprehensive understanding of stakeholder needs, preferences, and expectations, and ultimately be able to make recommendations and provide solutions.