Evaluation Plan

““The purpose of instructional/training evaluation is to provide continuous feedback to improve training.” (Bunson, 2012) Evaluation is an important process in any learning environment. Evaluation allows us to improve our training module and tailor the training to meet your unique training needs. Evaluation is an ongoing process and we will evaluate this training module during the Design, Implementation and Evaluation phases of the ADDIE model.

We will look at four main areas throughout the training in order to evaluate the effectiveness of training. Addressing these areas will ensure that learners understand the need the learning, understand the content of the learning, and feel accomplished and satisfied with the delivery of the instruction and whether or not the training had the desired results. The learner and instructor will work separately and together to complete the evaluation process.

Additionally we will evaluate on one more area that will gauge the return on investment (ROI) for the business. This evaluation will take place post training and will allow your business to determine the benefit of the training to your business.

Training Evaluation Methodology		
Steps	**Process & Input**	**Outcome**
1 - Evaluation Planning	Stakeholders of the evaluation data develop the evaluation questions.	Evaluation plan
2 - Define the evaluation design	Determine the appropriate level of evaluation and the population, sampling methods, and the method of data collection.	Evaluation design
3 - Create the tools	Develop and validate the tools for evaluation.	Data collection tools
4 - Collect evaluation data	Conduct interviews, distribute questionnaires, or collect other data.	Raw and summary data
5 - Data analysis	Analyze the data using statistical software or other methods and interpret the results.	Summary descriptive and statistical data

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6 - Report the results	Write draft and final reports to present the findings and make recommendations.	Evaluation report

(Bunson, 2012)

Evaluation Process

Evaluation Steps Outline

Outline of the steps taken before, during, or after Implementation to evaluate module:

Before Implementation

1) Development of Pre-test Questionnaire, Formative, and Summative Evaluations to be included in the Facilitator's Guide.
2) Development of Confirmative Evaluation
3) Formative Evaluation conducted:
   a) by class Instructor during Design, Implementation, and Evaluation phases
   b) by peer group during Evaluation phase

During Implementation

1) Pre-test Questionnaire will be distributed to the learners
   a) Pre-test Questionnaire will be completed by the learners
   b) Pre-test Questionnaire will be collected from Before Implementation Learners
2) Formative Objective test will follow each module section to self-test learning comprehension.

After Implementation

1) Formative evaluation will be distributed to the learners
   a) Learners and instructor will complete the Formative evaluation
   b) Formative Evaluation will be collected from learners and instructor
2) Summative Evaluation will be distributed to the learners after the course has been completed and the Business Facebook page has been created
   a) Learners will complete the Summative Evaluation
   b) Summative Evaluation will be collected from the learners
3) Confirmative Evaluation
   a) Evaluation will be sent to instructors and learners via a questionnaire for completion and return or conducted via interview
4) ROI Survey\Evaluation
   a) Survey\Evaluation will be sent to learners one year post-training and will be coordinated with learner.

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Pre-Test – Self Evaluation (completed by the learner)

This portion of the assessment will relate to the learner's knowledge prior to beginning the training. The diverse audience for this module in relation to the technology prerequisite for the course necessitates a Pre-test. The pre-test questionnaire will allow the learner to see how confident they feel about their skills and prior knowledge before completing the objectives of our training module. The pre-test questions will be created based on the learning objectives of the training.

Learning Objectives:

- Create a Facebook business page.
- Create a post on their Facebook business page.
- Understand Copyright and Fair Use law
- Boost a post on their Facebook business page.
- Create an ad on their Facebook business page.
- Create a local awareness ad on their Facebook business page.

Pre-test questionnaire for the learner:

In the table below, please read each question prior to your start of today's training. Please place a check mark in the box that you feel best describes your knowledge level prior to beginning the training.

5 – Extremely Confident 4 – Somewhat Confident 3 – Neutral 2 – Somewhat Unsure 1 – Very unsure

Questions	5	4	3	2	1
Do you know how to log onto the Facebook website?					
Do you know how to create a Business page on the Facebook website?					
Do you understand Copyright and Fair Use laws, and how they affect you?					
Do you know how to boost your post on the Business page?					
Do you know how to create an ad on the Facebook business page?					
Do you know the demographics of your market for your business?					
Do you understand how to create local awareness of your business by using your Facebook page?					

Objective Tests for the learner (offered at the end of each section):

Objective Section Tests are given at the end of each section for the purposes of self-assessment of knowledge. The questions will be a combination of True/False, Matching and Multiple Choice.

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Sample Questions
How can Facebook help your business?
How many posts a day are recommended to engage customers?
Can you use any photo that you find online on your Facebook page?
How can I check how effectiveness of my Facebook postings?
How can you change the cover photo on your Facebook page?
How do you create an Advertisement on your Facebook page?

Formative Evaluation (completed by the instructor and learner)

The formative evaluation is a collaboration between instructor and learner. The instructor of the course works closely with the learner during the course, after the course, and during the post-course evaluation to ensure the learner has many "take-a-way's" throughout the training.

	Formative Evaluation Questions
1.	Given the objectives for the unit or course, is the level of learning acceptable? What weaknesses are apparent in the training?
2.	Are learners able to use the knowledge or perform the skills at an acceptable level?
3.	How much time did the instruction and learning require? Is it acceptable?
4.	Did the activities provided in the training seem appropriate and/ or manageable to the instructor and to the learners?
5.	Were the materials easy to use, locate, and save for later use?
6.	What revisions in the program are necessary for the success of the training?
7.	Is the instruction appropriate for the learner?

Both the instructor and the learner will answer these questions in order to facilitate feedback that will inform changes to the module.

Summative Evaluation (Completed by the learner)

After the learner completes the course and successfully creates their Business Facebook page, the learner will complete a Summative assessment that is similar to the

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pre-test. This time, the learner will answer the questions based on how they feel after the training. Attached to the summative assessment, post-training questionnaire will be open-ended questions that will allow the learner to have a voice in the training and this would allow the instructor valuable reflective feedback when creating and adapting the training for future use.

Learner Summative Evaluation Question	
1.	Did you feel the learning in today's training matched the instructional objectives given at the beginning of the course?
2.	Are you able to take the knowledge that you learned today and apply it for your business?
3.	How much time did this training module take you to complete? Did you feel this time was an appropriate amount of time?
4.	Did the activities and information presented in today's training seem important and necessary to you for your success in completing the training?
5.	What were of the strengths in today's training?
6.	What were of the weaknesses in today's training?
7.	Would you recommend this training to other business owners?

After course completion by the learner and the Facebook page is successfully created, the student should complete an assessment like the pre-test. This time, the learner will answer the questions based on how they feel after the training. It is the hope of the instructor that students will answer 5 and 4 on the questionnaire for all categories. In the table below, please read each question after completing the entire training module. Please place a check mark in the box that you feel best describes you after completing the training.

– Extremely Confident 4 – Somewhat Confident 3 – Neutral 2 – Somewhat Unsure 1 – Very unsure

Question	5	4	3	2	1
Do you know how to log onto the Facebook website?					
Do you know how to create a Business page on the Facebook website?					
Do you know how to boost your post on the Business page?					
Do you know how to create an ad on the Facebook business page?					
Do you know the demographics of your market for your business?					
Do you understand how to create local awareness of your business using your Facebook page?					

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Confirmative Evaluation (Completed by the learner)

The lasting effects that the training has on the learner is another consideration in the evaluation process and the success of the small business owner's Facebook business page. The idea of confirmative assessment is based on the thought that the evaluation of instruction extends past the summative phase. This portion of the assessment phase would not come for months after the implementation of the Facebook page by a business owner. A confirmative assessment uses questionnaires, interviews, and data collection to determine the strengths in the training.

Learner Confirmative Evaluation Questions	
1.	Did your Facebook business page prove to be successful for your business?
2.	Do the materials of our training still meet your needs? Have you noticed any change in the Facebook program since taking our training?
3.	If improvements are necessary to the training program, how best can we accommodate those changes effectively?
4.	In your opinion should the training module be updated?
5.	Do you think the training module be terminated?

All of these questions should be answered through the use of interviews or questionnaires completed by those who took the training. There should also be room for data collection to determine the positives and negatives of the business solely based on the creation of the Facebook page for the small business.

Return on Investment Evaluation

By surveying the business customers in an informal process to determine how they learned about the business, we can measure the success of the Facebook page. Additional information can be generated by issuing specific trackable coupons or advertisements that are only offered on Facebook. Coupled with the information gathered in the Confirmative evaluation results and cost of initial training module, return on investment can be determined.

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Alignment to the Five Levels of Evaluation

"The Kirkpatrick model has served as the primary organizing design for training evaluations in for-profit organizations for over thirty years." (Bates, 2004) We will use the Kirkpatrick's Evaluation Model to inform our evaluation plan in order to ensure we have asked the question that will gain us the most value during the evaluation process:

- Did they like it?
- Did they learn it?
- Will they use it?
- Will it matter?

Evaluation Task Alignment

Task	Kirkpatrick's Level	Alignment
Pre-test questionnaire	2	Shows initial skill level of learner and ensures the module is meeting the needs of the learner base.
Objective Tests	2, 3	Evaluates ongoing learning. It can also gauge transfer of knowledge.
Formative Evaluation	3	Evaluates transfer of knowledge.
Summative Evaluation	1	Gathers information on reaction to training.
Confirmative Evaluation	4	Measures the success of the training module.
ROI Evaluation Survey	5	Used to compare level 4 data with the effect on the business using profit or other metrics.

Alignment of Unit Goals to the evaluation process

Formative evaluation provides an opportunity to gauge how well the instructional module meets the objectives by facilitating the learning process. We have selected an objective based study with formative evaluation tools. This process will inform any changes to the curriculum as soon as possible to save both time and money for our client. Formative tools such as pre-tests, post-tests, learner evaluations, ongoing observations, self-assessments, peer evaluations and training session evaluations will be implemented. These tools are used in conjunction with a subject matter expert's review of the module for maximum effectiveness.

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Alignment of Unit Goals to the Evaluation Process			
Learning Goals	**Formative Assessment**	**Assessment Tool**	**Goal Alignment**
The learner will be able to create a Facebook business page.	1. The learners will be able to discuss the benefits of using Facebook to inform, promote and educate.	Self-evaluation, ongoing observation, post-test, peer evaluation	Analyze Differentiate Organize Recall Recognize Identify
The learner will be able to design their Facebook page to reflect their business brand.	1. The learners will define the audience and goal of their Facebook page. 2. The learners will brand a newsletter by creating a logo, catch phrase, design and layout to appeal to a wide audience.	Assessment tool, self- evaluation, ongoing observation	Analyze Create Generate Plan Produce Design
The learner will be able to discuss Copyright and Fair Use Laws.	1. The learner will be able to select graphics and text that comply with Copyright and Fair Use Laws.	Self-Evaluation, observation, post-test	Analyze Evaluate Interpret
The learner will be able to create a post on their Facebook page.	1. The learners will display strategies to lure new customers to their Facebook page. 2. The learners will adhere to best practices when posting to their Facebook page.	Ongoing observation, peer evaluation, self-evaluation, post-test	Evaluate Check Critique Assess Create Interpret Summarize Explain
The learner will create and post an Advertisement to their Facebook page.	1. The learners will create a new eye catching Advertisement with graphics. 2. The learners will create an Advertisement appropriate for their customer base.	Ongoing observation, self-evaluation	Create Plan Produce Design

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The learner will display knowledge regarding Facebook analytics use.	1. The learner will review Facebook analytics for all postings to their Facebook page.	Self-evaluation, ongoing observation	Evaluate Check Critique Assess Interpret Summarize Explain

Evaluation Tools and Materials

"A direct relationship between instructional objectives and test items must exist. Thus, it is customary to derive test items directly from the objectives." (Morrison, 2013) The evaluation tools have been developed through aligning our unit goals to the evaluation tools. Kirkpatrick's Evaluation Model was applied to ensure that all levels were met within the evaluation process.

A Pre-test Questionnaire was developed to assess the learner's knowledge prior to beginning the training. A Formative evaluation was developed to assess for any changes that are necessary to the instructional module and to assess that the learner had many "take-a-way's" at the end of the training. A Summative evaluation was created to assess how the learner feels after the training, allow the learner a voice in the training, and allow the instructor valuable reflective feedback when creating and adapting the training for future use. A Confirmative evaluation was created to assess the lasting effects that the training had on the learner and the success of their Facebook business. A final ROI Survey\Evaluation will be coordinated with the customer one year after the training to determine the return on investment for the training module.

Summary of modifications:

During the creation of this document, I have edited all portions of the text to reflect my objectives. I have added additional instruments to the document. I have added the Alignment of Unit Goals to the Evaluation Process table, Evaluation Task Alignment table and the Training Evaluation Methodology table.

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