

Appendix III

Table 1
Objective Analysis Table for One-on-One Evaluation

Obj. #	1	1.1	1.2	1.3	2	3	4	4.1	4.2	5	6	6.1	# of Obj. Mast.	% Mast.
Stud. A	C	C	C	C	C	I	C	C	C	C	C	C	11/12	92%
Stud. B	C	C	C	C	C	C	C	C	C	C	C	C	12/12	100%
Stud. C	C	C	C	C	C	C	C	C	C	C	C	C	12/12	100%
Total For Group	3	3	3	3	3	2	3	3	3	3	3	3		
%	100	100	100	100	100	66	100	100	100	100	100	100		

The Objective Analysis Table for One-on-One Evaluation shows the objectives' corresponding assessment items and which ones each student got correct or incorrect. After completing the instructional module, Students B and C mastered each objective, while Student A mastered all but one. A correct response for the assessment item for each objective indicates mastery of that particular objective.

C = Correct answer
 I = Incorrect answer

Table 2
Objective Analysis Table for Small Group Evaluation

Obj. #	1	1.1	1.2	1.3	2	3	4	4.1	4.2	5	6	6.1	Term. Obj.	# of Obj. Mast.	% Mast.
Student 1	C	C	C	C	C	C	C	C	C	C	C	C	C	13/13	100%
Student 2	C	C	C	C	C	C	C	I	C	C	C	C	C	12/13	92%
Student 3	C	C	C	C	I	C	C	C	C	C	C	C	C	13/13	100%
Student 4	C	C	C	C	C	C	C	I	C	C	C	C	I	11/13	85%
Student 5	C	C	C	C	C	C	C	C	C	C	C	C	C	13/13	100%
Student 6	C	C	C	C	C	C	C	C	C	C	C	C	C	13/13	100%
Student 7	C	C	C	C	I	C	C	C	I	C	C	C	I	10/13	77%
Student 8	C	C	C	C	C	C	C	C	C	C	C	C	C	13/13	100%
Student 9	C	C	C	C	C	C	C	C	C	C	C	C	C	13/13	100%
Student 10	C	C	C	C	C	C	C	C	C	C	C	C	C	13/13	100%
Total For Group	10	10	10	10	8	10	10	8	9	10	10	10	8		
%	100	100	100	100	80	100	100	80	90	100	100	100	80		

C = Correct answer

I = Incorrect answer

Objectives mastered = assessment items for each objective have been answered correctly

Table 3
Results of Small Group Exit Survey

1. Did the instructional activities hold your interest and attention?
 - A. Yes
 - B. Yes!
 - C. Yes
 - D. Yes
 - E. Yes
 - F. Yes
 - G. Yes
 - H. Yes
 - I. Yes
 - J. Yes
2. Did you find the skills learned to be relevant for helping you be more effective in your job?
 - A. Yes
 - B. Yes for when I am back-up for Cathy
 - C. Not for my day-to-day activities, but it helps to know some tricks to MB
 - D. Somewhat
 - E. Yes
 - F. Yes
 - G. Yes
 - H. No
 - I. Yes
 - J. Yes
3. Are you confident that you can effectively use these skills in your job?
 - A. Yes
 - B. Yes
 - C. I don't really need to use these skills
 - D. Yes
 - E. Yes
 - F. Yes
 - G. Yes
 - H. If I find I need to use them, then yes
 - I. Yes
 - J. Yes
4. Were the instructional materials presented clearly?
 - A. Yes
 - B. Yes – good job!
 - C. Yes
 - D. Yes
 - E. Yes
 - F. Yes
 - G. Yes

- H. Yes
 - I. Yes
 - J. Yes
5. Would you recommend any specific changes in the instruction?
- A. No
 - B. Nope, you did great!
 - C. None
 - D. No
 - E. No
 - F. This was definitely needed.
 - G. None
 - H. No
 - I. No
 - J. No

Table 4
Activities and Experiences Log

Needs Assessment – 3 hours

For my needs assessment, I met with the creators of the MarketBound system over the phone and through several back-and-forth emails to find out what data they had already gathered. I did not personally survey the MarketBound administrators, but rather, I relied on information that had already been put together by my client. The data came from problem reports, questions posed to the creators by the admins, and observations by the admins' managers. If I had it to do over again, I would lobby harder for personally surveying the administrators directly. I think that not only would it be beneficial for the instruction, but it also would have been a valuable learning experience for me.

Learner Analysis / Context Analysis – 2 hours

I enjoyed the learner and context analyses because I did personally interview the administrators for these. Additionally, I interviewed some of the admins' managers, and I relied on past observations from when I have visited some of the other IBM Executive Briefing Centers.

Task Analysis – 6 hours

Call me masochistic, but I actually enjoyed the task analysis. It took me quite awhile to refine it and to really understand it, but I actually liked charting the different steps. This step in the ID process is what really started giving me a vision for what I wanted to do, so with this step I began to feel more comfortable since I could start to foresee a product.

Performance Objectives – 7 hours

The performance objectives quite possible could be my least favorite part of this cumulative exercise. I found the process very frustrating, and the ID process

became very daunting to me during the performance objectives task. During the performance objectives portion is when I came to the realization that I had too many terminal objectives and that my module was going to be too lengthy for the purposes of this assignment. So, it was during the performance objectives that I made the decision to omit two of my terminal objectives and to stick with only one of them.

Instructional Module – 16 hours

I thoroughly enjoyed developing my instructional module. I attended Dr. Murdoch's lesson on the Captivate software, which I decided to use for my module. It was fun learning as I went during development, and I found it to be mostly simple to use. Of course, I am not a master at Captivate, so there are a couple of glitches in my module that I could not figure out how to fix. Also, I found the choices for the test items to be rather limited. I made do as best I could, and I think my finished product turned out rather well for not having used the software before.

One-on-One Evaluation – 3 hours

The one-on-one evaluation was neat because I finally got to put the module in front of people besides just me. It was frustrating not being able to be face to face with any of the learners, but again, I had to make do. I very much enjoyed the positive reactions, although my subjects were tight-lipped with their comments and feedback.

Small Group Evaluation – 2 hours

Like with the one-on-one evaluation, it was frustrating to me not being able to be face to face with the learners. I actually had to divide my small group evaluation into two conference calls, and it was difficult to get 5 people on each side to have workable schedules. We finally did it, however, and again, it was satisfying to have my work put in front of other people and to get positive feedback.