

Summative Evaluation Plan

IBM MarketBound Database Training
For Briefing Center Coordinators

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Methodology

Model / approach

Kirkpatrick's four levels of evaluation will be used to conduct the summative evaluation – Reaction, Learning, Transfer, and Results. The methods which will be used for each level are listed below:

1. **Reaction:** A survey will be administered immediately after the training to gauge the satisfaction of the learners. Getting the learners' reactions immediately after the training will help receive feedback which has high integrity and will be useful for improvement of the training program.
2. **Learning:** Pre- and post-tests will be administered in order to determine the amount of learning of the knowledge and skill which has occurred.
3. **Transfer:** Informal observation of the learners during their everyday activities with MarketBound will ensue by their managers, measuring whether the learners' behavior have changed as a result of the training.
4. **Results:** A survey with open- and closed-ended questions will be circulated to the learners and their managers approximately 60 days after completion of the training.

Approximately 60 days after completion of the training, a survey with open- and closed-ended questions will be circulated to the learners and their managers in order to determine the business results which were generated as a result of the self-instructional module.

Data Analysis Plan

The Likert rating scale (1 = Strongly Agree, 2 = Agree, 3 = Neutral, 4 = Disagree, and 5 = Strongly Disagree) will be used to measure the reaction sheets. The quantitative data will be analyzed using SPSS. The qualitative data gathered through the comments section of the reaction sheet will be interpreted by three evaluators to ensure triangulation.

The pre- and post-test scores will be analyzed to determine the difference between the scores. The data also will be probed to determine any relationship between performance and training.

Like the reaction sheets, the other checklist and survey will be analyzed quantitatively for the closed-ended questions and qualitatively for the open-ended questions. This plan allows examination of the instructional package to ensure reaction, learning, transfer, and results are being captured and met and that the training course has a solid return on investment.