

Evaluation of Training

When we evaluate something, we attempt to determine its worth or value.

What is it we want to know?

Training Goals

A = Affective	(Beliefs and attitudes)
B = Behavior	(Do something: are people able to produce? Or change?)
C = Cognitive	(Understanding/ knowledge: demonstrated explanation)

Evaluation is the full process of feedback/ analysis/ report.

Evaluation process

- Design
- Create instruments
- Collect data
- Analyze the data
- Report the results

Most training contains all types of people whose reasons for being there are often different.

“Prisoners” (They made me come)

“Vacationers” (I’m curious and I’ll see if I like it)

“Committed Volunteers” (I’m here because I want to be here)

The Training Evaluation will reflect the experience and viewpoint of all three of these participants.

Kirkpatrick’s Four Levels of Evaluation

1. Reaction (I liked it/ I didn’t like it--smile-y face)
2. Learning (I learned something)
3. Behavior (I changed my behavior)
4. Results (I achieved better outcomes when I changed my behavior because of what what I have learned.)

Formative ~ Assessments in process/ able to make changes

Summative ~ At the end -- outside of the training process or a summary

Face Validity ~ User friendly, format is readable and clear ~ will format affect the results?

Validity ~ Measures what it says it will measure

Reliability ~ Will the results be similar across a range of participants and over time

When you have achievements, you need to celebrate them!

Use evaluation as a means of documenting achievement.