

## Purposes of Performance Measurement

PURPOSE	DESCRIPTION	ADVANTAGES	DISADVANTAGES	EXAMPLES	GUIDELINES FOR DEVELOPMENT
<b>Participant reaction</b>	Measures student feelings about a program/course	Easy to administer Provides immediate feedback on instructors, facilities and program design	Subjective Provides no measurement of learning, transfer of skills, or benefit to the organization	Happiness Report Informal student/ instructor interview Group discussion	Design a form which can be easily tabulated Ask questions which provide information about what you need to know: instructor effectiveness, facility quality, relevance of program content. Allow for anonymity and opportunity to provide additional comments
<b>Participant learning</b>	Measures the amount of learning that has occurred in a program/course	Provides objective data on the effectiveness of the training	Requires skills in test construction Provides no measurement of training transfer or benefit to the organization	Written pre/post tests Skills laboratories Role plays Simulations Projects or Presentations Oral examinations	Design an instrument which will provide quantitative data Include pre and post level of skill knowledge in design Tie evaluation items directly to program learning objectives

This worksheet/job aid was adapted from *Mastering the Instructional Design Process*, (2<sup>nd</sup> Ed.) (1998), Rothwell, William J. & Kazanas, H. C., Josey-Bass/Pfeiffer, San Francisco.

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<b>On-the job performance change</b>	Measure the transfer of training	Data can be collected before student leaves the training program Provides objective data on impact of job situation	Requires task analysis skills to construct and is time consuming to administer Can be “politically” sensitive	Performance checklists Performance appraisals Critical incident analysis Self-appraisal	Base measurement on systematic task analysis of job Consider the use of a variety of persons to conduct the evaluation Inform participants of evaluation process
<b>Organizational impact</b>	Measure impact of training on the organization	Provides objective data for cost/benefit analysis and organizational support	Requires high level of evaluation design skills; requires collection of data over a period of time Requires knowledge of organization needs and goals	Employee suggestions Progress reporting system Quality-of-worklife surveys Customer complaints	Involve all necessary levels of organization Gain commitment to allow access to organizational records Use organization business plans and mission statement to identify organizational needs

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