



Instructor/Trainer Effectiveness

In the training and development industry, there are four kinds of training evaluation:

- Level 1 – Reactions: Evaluate the course and the instructor.
- Level 2 – Learning: Assess knowledge and performance.
- Level 3 – Transfer: Determine if skills from the training get incorporated on-the-job.
- Level 4 – Results: Measure increase in productivity and return on investment.

To determine if training has been effective, an organization needs systems in place to measure each level. Otherwise, it's impossible to know whether or not the training produced the desired outcomes. The Instructor/Trainer Effectiveness application using 20/20 Insight is an excellent way to obtain Level 1 data.

The key question for Level 1 is: *Did the participants feel the program was effective?* This information is obtained by surveying participants at the end of the course. They may be asked to complete structured questionnaires and to record comments. This kind of evaluative data helps the instructor make improvements to the design and delivery of the program. 20/20 Insight GOLD makes it easy to gather this type of feedback from participants.

HOW TO SET UP 20/20 INSIGHT GOLD

You can set up end-of-course evaluations to be completed by participants in class or shortly after they return to work. It's often a good idea to give them some time to digest the material and interactions. Also, many people are eager to leave at the end of the class and may rush through their feedback. With web assessments, you can send an email *after* the course, with a link to the questionnaire; this approach gives participants more time to provide thoughtful answers.

Subject. The subject can be the course or the instructor.

Respondent relationship types. You can set up a single relationship type called "Participant" or "Student."

Surveys. The Survey Library contains a survey called "Instructor," which can be used for evaluating the person conducting the program. You can create additional items that ask about the facilities, equipment and course materials.

Open-ended questions. Including one or two open-ended questions gives participants an opportunity to give feedback about any aspect of the course not covered in the individual items.

- What additional comments would you like to make?
- What suggestions do you have for improving the course?

Scales. The "Agreement" scale works best with the items contained in the Instructor survey. If you use a different set of items, "Satisfaction" may be a good choice when you want to determine how satisfied participants were with the instructor as well as the course.