

Welcome to ASTD's Measuring and Evaluating Learning Certificate Program

Course Objectives

By the end of this course, participants should be able to

- Identify client expectations
- Identify the need for increased measurement, evaluation, and ROI
- Identify and describe the primary models of evaluation
- Develop a detailed evaluation plan
- Select appropriate evaluation designs
- Identify and describe the types of tests
- Describe at least six ways to collect data
- Identify and analyze intangible measures
- Conduct basic data analysis, including ROI
- Communicate data to a variety of stakeholders
- Build support for evaluation within their organizations.
- Build a credible business case for increased evaluation in the organization
- Develop detailed evaluation plans for specific programs
- Update internal policy/practice on evaluation
- Select appropriate data collection methods to measure a variety of soft and hard data
- Manage data collection and data integration
- Analyze and interpret data using skills taught in the workshop
- Present evaluation data in a compelling and convincing way.
- Improve the effectiveness and efficiency of learning and development programs
- Expand the implementation of successful programs
- Redesign or discontinue ineffective programs
- Build productive relationships with clients and executives
- Make better decisions about learning and development funding and implementation
- Enhance the influence of, and respect for, the learning and development function and its contribution to the organization.

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¹ Dixon, Nancy M. (1990). *Evaluation: A Tool for Improving HRD Quality*. Alexandria, VA: ASTD.

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