

Program evaluation plan

Business, Human Resources



Evaluation Plan ABC Company Evaluation Plan Overview The ABC Company will implement an evidence-based evaluation process in the company to enhance the communication skills among supervisors (Fink, 2015). The company will evaluate progression through several public speaking and slide preparation workshops which will be held in a training room in the company during business hours. The company will provide the training room, projector, tables and chairs, white board, dry-erase markers and erasers which will be required. The ABC Company's HR Communication Specialist will conduct all sessions. The six public speaking workshops will focus on dynamism, interaction and audience engagement during presentations. The two slide presentation workshops will concentrate on the effectiveness and informative value of the visual aids used by the supervisors. From the workshops, it is expected that the supervisors will increase the quality of their oral presentation skills by 30th April, 2015.

The supervisors will also get three sessions of one-on-one coaching on how to give employees positive and negative feedback on their work performance. Later, the supervisors will also get a tutorial on how to provide accurate, complete, useful written performance feedback that is in compliance with company's policy and state law. The company will provide the required venue, table, and chairs. The ABC Company HR communication specialist will conduct all sessions. From the coaching sessions and the tutorial, it is expected that the supervisors will have increased the quality of their ability to provide performance feedback to employees by April 30, 2015.

Progress on the indicators will be measured by the number of sessions

delivered, the number of sessions each supervisor attended, the level of participation of each supervisor, length of sessions and the adherence to workshop delivery plan by the official in charge (Fink, 2015). Program process will be evaluated by examining whether the program was implemented with fidelity and adapted to the target population. It is expected that an acceptable degree of program fidelity will be maintained, and the program will be reviewed for appropriateness. Program outcomes will be evaluated by examining program's influence on the supervisors' communication skills.

Data Collection

Monthly communication skills assessments will be updated every month by the Communication Specialist. The attendance and participation rates will also be recorded and an implementation record developed by the Communication Specialist upon conclusion of every session. Surveys will be administered to the supervisors and their employees using the pre/post test design by the Communication Specialist upon commencement and conclusion of every session.

Data Management and Analysis

The record forms for the monthly communication skills assessments, attendance and participation rates, surveys and implementation records provided by the Communications Specialist will be used to maintain process evaluation data. Analysis of the communication skills will involve comparison of session objectives and level of satisfaction of the objective during the session to determine whether the supervisors convey messages appropriately. Analysis of the attendance and participation rates will involve

looking at the trend for each supervisor to determine if there is any level of improvement and interest. The surveys and implementation plans will be used to identify the areas to be prioritized in future, the success of the whole program (Fink, 2015). Analysis of the surveys will involve a comparison of communication style before and after the program and the effect on employees before and after the program.

Interpretation and Reporting

Results will be compiled by the Evaluation Workgroup with the assistance of the Communication Specialist into an evaluation report by April 30, 2015 and presented to the HR Manager.

References

Fink, A. (2015). *Evaluation Fundamentals: Insights into Program Effectiveness, Quality and Value* (3rd edition). Thousand Oaks, CA: Sage.