

## Evaluation Tools

### Measuring the effectiveness of workplace education programs

**Level 4 Results: Impact Questionnaire to be Sent to Supervisor  
(a year after course completion)**

#### Two Step Process

1. Have the direct report estimate the impact of the course on financial benefit
2. Calculate the return on investment for the course

#### Step 1: Direct Report Estimate of Financial Benefit

Send survey to supervisor to get estimate of financial benefit

Name of Supervisor

State the objective of the course in terms of expected level 4 improvement

Has the supervisor noticed a change in balanced scorecard results since person has taken course (e.g. sales)

Yes

No

A) How has the course affected, for instance, sales volumes

B) What is the **additional** profit of each additional unit of sales?

C) What percentage of these **additional** sales would you ascribe to skills that were acquired in the course? (The estimate of the course contribution)

D) What confidence would you attach to your answer to the previous question (the confidence attached to the estimate

E) A conservative estimate of the additional annual profit ( (A\*B)\*2\*C\*D)

**Step 2: Calculate the return on investment for the course**

**Formula**

**Return on investment (ROI)= benefits-costs / costs**

**Based on Step 1**

**Provide a conservative estimate of the effect on net sales of the course based on the answers to the questionnaire**

Return on Course is Line E Above

**Calculate how much it cost you to deliver the course**

*Three costs to include here*

**Per course costs**

The fixed cost of developing the course

**Per class costs**

All the costs of delivering the course

**Per learner costs**

The direct and indirect cost of having the learners attend the course

**S:Per Course Costs (Cost of developing the course)**

Course development costs

**T: Per Class Costs (Costs to put on the course)**

(development, instructor, facilities)

**U: Per Learner Cost (Cost of employees attending course instead of working)**

**Q:** Forgone profit from learners = number of days\* number of learners\* profit per day per learner

R: Travel cost for those who travel to learning

*Subtotal of Per Learner Costs*

**V: Total costs (S+T+U)**

**Return on investment in first year**

Benefits

E

Less costs

V

Net Benefits

E-V

Divided by costs equals

/ V

Multiply by 100

x100

**Percentage return on workplace education investment =**

**x%**