

Formative Evaluation Plan

Introduction

The formative evaluation plan is essential to the success of any training program. In essence, formative evaluation serves to assess the effectiveness of a training program prior to the final. In other words, assessment occurs while it is being formed. The plan consists of three types of formative evaluation:

- An **expert review** involving a subject matter expert to ensure both the consistency and the reliability of the learning materials.
- An **editorial review** involving an editor to ensure the overall completeness of the content as well as it being free of spelling, grammatical, and any other mechanical errors.
- A **pilot test** involving a small group of participants (intended learners) to review the effectiveness of the material prior to it the learning program being finalized.

Expert Review

David Book, the founder of Buzztouch back in 2009, performed an expert review of the draft materials in October 2013. During the expert review, he examined:

- Accuracy of the content
- Transfer of learning – do the activities related to on-the-job tasks?
- Missing or extraneous information

For the expert review, the following template was used:

Expert Review

1. Use this checklist to review the accuracy and presence of technical information of the learning program.

	Learning Objectives	Accurate content	Activities	Final Evaluation
1	Given the Buzztouch control panel, create a new project while following the instructor's directives.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	Given the plugins available on the Buzztouch control panel, plan the properties of the iOS application while following the instructor's directives.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	Given the Buzztouch control panel, develop and prepare the iOS application within 5 minutes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	Given the Xcode application, run and implement the iOS application without any error messages.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. Is there content that is not needed? For example, a description with too many details, or an entire paragraph /section that is not needed.

Indicate: Learner's Guide, Instructor's Guide, PowerPoint Slide	#	Copy and paste the text to be removed here	If alternate text is required, please provide suggestion here

Editorial Review

Darren Wershler, an associate professor in the Department of English at Concordia University, performed an editorial review of the finished documents. He was approached because of his previous experience as a writer, designer, and editor of both print and new media mediums. Specifically, he ensured that the layout was consistent throughout the materials and that the content was free of spelling, grammatical, and any other mechanical errors.

For the editorial review, the following template was used:

Editorial Review

1. Please review the **learner's & instructor's package** by assessing each of the points listed below. Please annotate and make suggested corrections to the document using the "review" function found in Microsoft Word, which is located within the review pane. Additionally, please review the **PowerPoint visuals** separately, once again using the "review" function, which is located within the review pane.

Checklist	# of errors	Additional Comments
Grammar (including punctuations)		
Spelling		
Syntax		
Technical words (conform to the content; defined when needed)		
Font size (appropriate for the content/material)		
Readability		
Illustrations/images (clarity)		
Hyperlinks (functional)		
Run-ons (paragraph/sentence length)		
Slides and pages (the use of space, the number of words)		

Pilot Test

The pilot test took place in November 2013 with 5 participants, who were teachers working for the Sir Wifrid Laurier School Board. Specifically, the pilot test took place on Friday, November 22nd, during a board-wide pedagogical day. This allowed for the pilot test to take place in the actual classroom where the training program is intended to run at Rosemere High School.

The pilot test evaluation consisted of:

- A categorical appraisal completed by three parties – the executive director (sponsor), the instructor, and the learners.

Pilot Test

1. Using the following categorical appraisal, please identify the areas where you feel that the learning program is lacking and can be approved. If there is a major issue that must be addressed, assign that area an **A**. If there is a significant issue, but one that wouldn't otherwise halt the program, assign that area a **B**. If there are minor issues that may otherwise go unnoticeable, assign that area a **C**. Lastly, if there are no issues to report, assign that area a **N/A**.

