

PST 5.1. Matrix to Focus and Plan Data Collection, Continued.

Sample Matrix

Training program: New Product Update Intended evaluation outcome: Judge the effectiveness of new product training program for sales representatives Evaluation question: Did customer satisfaction with the product knowledge of sales representatives increase by X percent after training? Type of data: Quantitative and qualitative data on customer perception of sales representative product knowledge before and after training Data collector: Mark Smith Date: December 2003–December 2004		
Where will we find the data?	How will we collect the data (techniques and tools)?	How will we store the data?
Customer satisfaction surveys (before and after training) - Marketing department - Information system Rationale	Extant data analysis - Matrix - Online database to record data - Evaluation project online folder - Scanner	Store responses so they may be sorted and analyzed by: - Product - Date (before and after training) - Instructional strategy - Rating scale responses Archive original surveys or tabulations in evaluation project online folder
Customers who interfaced with sales representatives before and after training - Random selection 10% of total population 1/ 1)	Focus groups - Script - Electronic whiteboard - Participant handout with instructions	Record responses on electronic whiteboard and store in evaluation project online folder Sort and tabulate responses by: - Product - Date (before and after training) - Instructional strategy Archive videotape of focus group in evaluation project online folder

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Intended evaluation outcome:		
Evaluation question:		
Type of data:		
Data collector:		
Date:		
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