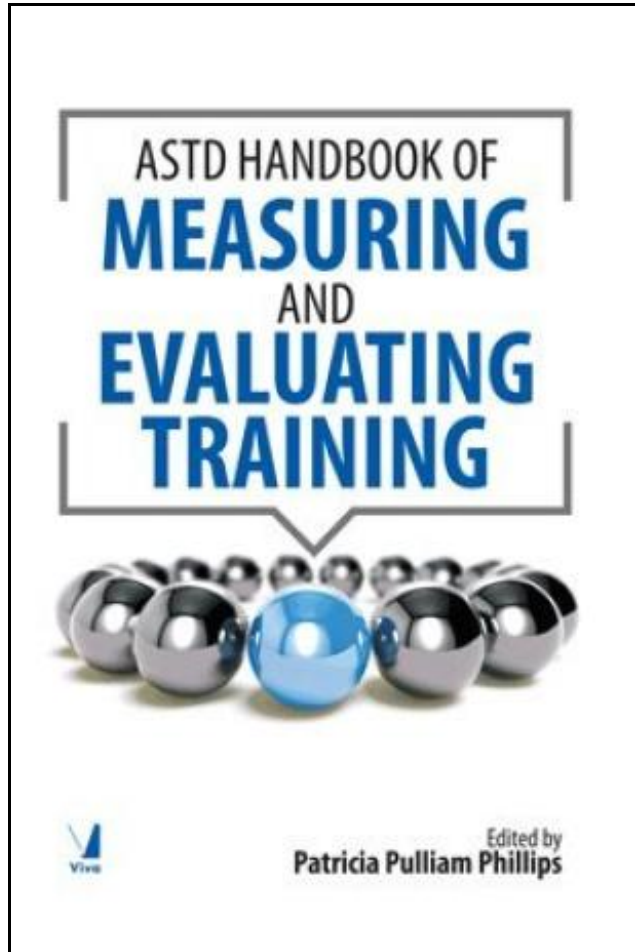


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Viva Books Private Limited, 2015. Softcover. Book Condition: New. Description: ASTD Handbook of Measuring and Evaluating Training includes more than 20 chapters written by preeminent practitioners in the learning evaluation field. This practical, how-to handbook covers best practices of learning evaluation and includes information about using technology and evaluating e-learning. Broad subject areas are evaluation planning, data collection, data analysis, and measurement and evaluation at work. Patti Phillips has focused on the implementation of ROI evaluation for the past seven years. She assisted in building an international evaluation consulting business, helped launch the ROI Network, and developed and managed international partnerships with organizations interested in implementing the ROI methodology. Prior to her involvement with ROI, she worked 13 years in the electric utility industry. As the manager of market research and planning and marketing administration, Phillips helped launched a number of initiatives, including Marketing University, a unique learning environment for new sales representatives. Phillips works with organizations to implement accountability processes including ROI. She has been involved in ROI impact studies in a variety of industries around the world, including private and public sector organizations. Along with implementing ROI evaluation, Phillips is the president of the ROI Institute, a research and education organization dedicated to advancing the understanding and practice of ROI evaluation. Contents: Foreword ? Introduction ? Acknowledgments Section I: Evaluation Planning Chapter 1 Identifying Stakeholder Needs - Lizette Zuniga Chapter 2 Developing Powerful Program Objectives - Heather M. Annulis and Cyndi H. Gaudet Chapter 3 Planning Your Evaluation Project - Donald J. Ford Section II: Data Collection Chapter 4 Using Surveys and Questionnaires - Caroline Hubble Chapter 5 Designing a Criterion-Referenced Test - Sharon A. Shrock and William C. Coscarelli Chapter 6 Conducting Interviews - Anne F. Marrelli Chapter 7 Conducting Focus Groups - Lisa Ann Edwards Chapter...



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