LEVEL	WHEN TO MEASURE	WHAT TO MEASURE	MEASURE USED / INSTRUMENT
1	During program (end of	Reactions	Questionnaire
	day)	Pace & sequence	Individual responses in class
	End of program	Relevance (content)	Follow-up interviews
		Instrument strategies	
		Participant Interaction	
		Facilitator's style	
		Level / quality of	
		discussion	
		Objectives met	
		Environment	
		Knowledge of facilitator	
		Registration process	
		Ease of use (e.g., e-	
		learning user interface)	
2	During the program	Is learning taking place?	Knowledge tests
	Pre and post (end)	And to what extent?	Performance tests, role play
		Teaching of content	case studies
		Knowledge of	Checklists
		participants	Product tests
3	After the program	On-the-job changes in	Performance records
	A few weeks to three	behavior	Performance contracts
	months		Action plans
			Interviews
	1.0		Observation with checklists
4	After the program	Impact on organization	Action plans
	Three months to one year		Interviews
			Questionnaires
			Focus groups
			Performance contract
5	After the program	Determine monetary	Control groups
	Three months to one year	value of impact	Trend line
			Participant's estimates
			Supervisor's estimates
			Management's estimates
			Use of experts
			Extant data
			External studies

Source: Adapted from Donald V. McCain, Ed.D., Performance Advantage Group, Brentwood, TN; 615.377.3050.