Development of a conceptual model to evaluate effectiveness & impact of e-learning

John Clayton, Manager, Emerging Technologies Centre
Sarah-Jane Saravani, Manager, Library

The evaluation of the effectiveness and impact of e-learning should focus on

1. the individual’s competency and accomplishment
2. the organisation’s strategic alignment and business impact

- **Satisfaction**: Test if the employees have acquired the knowledge, skills and attitudes the training addressed
- **Accomplishment**: Determine how the employees reacted to the training provided
- **Application**: Analyse, over time, how employees on-the-job behaviour changed as result of the training provided
- **Impact**: Measure how the implementation of the training provided impacted on business results
- **ROI**: Identify how the investment in training benefited the organisation and make recommendations for future training activities

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