



Guide to Online Assessments and Surveys

Guide to Online Assessments and Surveys

Overview

Of the various online learning tools and strategies, online assessments and surveys have the greatest impact and provide the greatest and fastest return on investment. Online assessments and surveys may be developed quite quickly and cheaply and are easy to modify and adapt to meet specific learner requirements. Knowledge Platform is pleased to present this best practice guide on how next-generation companies are using online assessments and surveys to reinforce their learning cultures and drive organizational excellence.

Assessment Framework

At a high level, assessments serve a two-fold purpose. First, assessments help **employees** to develop the skills and attitudes that will contribute to greater performance effectiveness. Second, assessments enable **organizations** to identify learning gaps and plan and implement effective new learning interventions. Set forth below is a simple framework for categorizing online assessments – employee, organization and both.

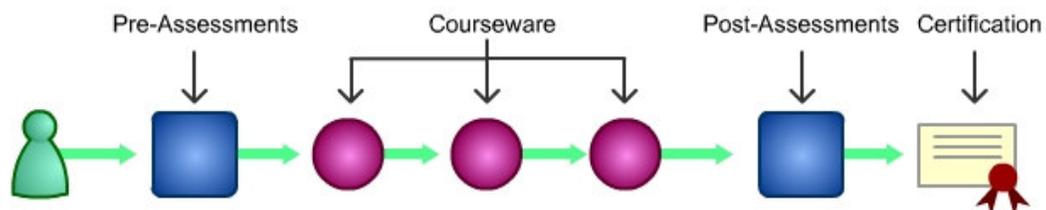


The next section in this guide provides a brief description of the type of assessment that may effectively be implemented under each category.

Category 1 – Employees: Reinforcement, Testing and Certification

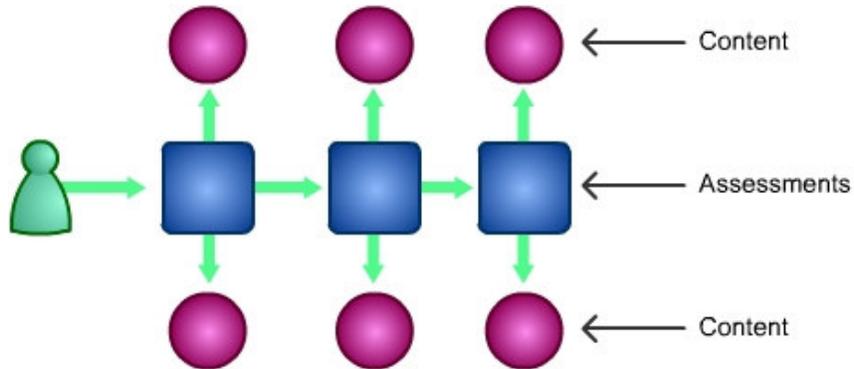
1) Pre-assessments and Post-assessments

Pre-assessments and post-assessments are used as part of e-learning courses and blended classroom / e-learning courses in order to reinforce the courseware and test each learner's level of comprehension and retention. Where appropriate, learners who achieve specified levels of scores are provided with certification.



2) Learning Drivers

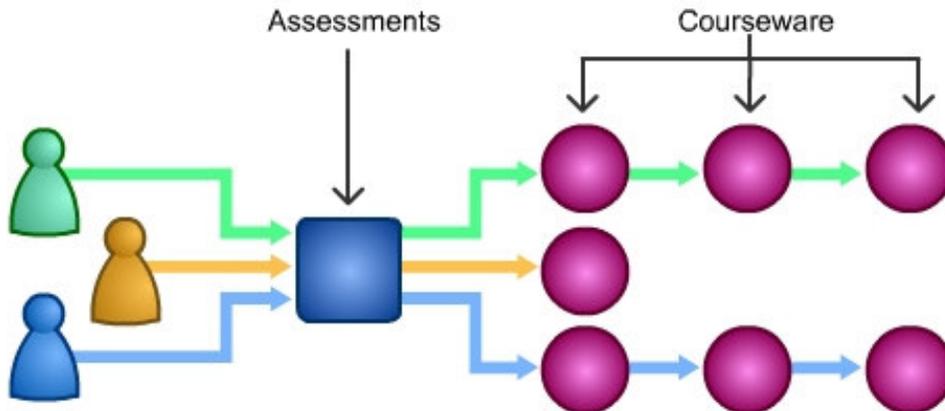
Learners are presented with questions and, in order to respond to each question, they are prompted to review relevant content (which could be a simple pdf file or web link). In this way, the interactive assessment drives the learning experience and ensures that learners study static content which they may not otherwise study.



Category 2 – Employees and Organization: Training Needs Identification

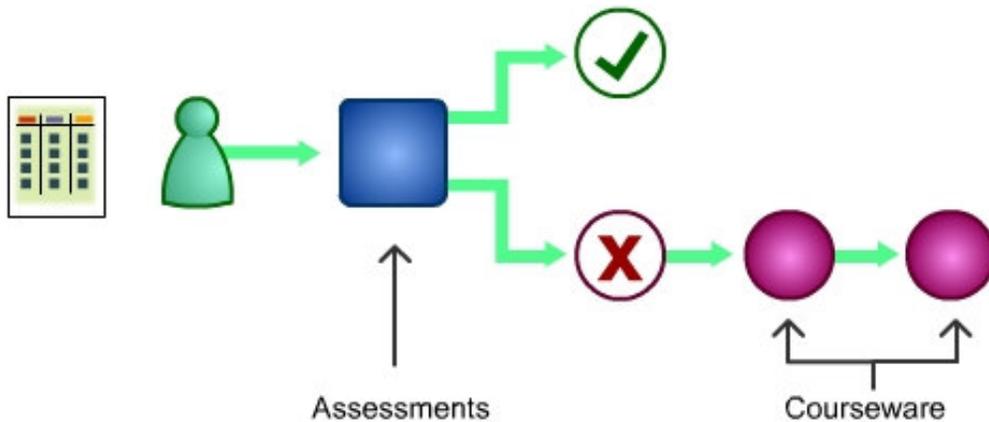
1) Learning Pathways Selection

Assessments and surveys are used to determine the level of knowledge of each individual learner and, based on each learner's performance and responses and organizational role, he or she is provided with e-learning courses and blended classroom / e-learning courses which meet his or her specific requirements.



2) Refresher Training

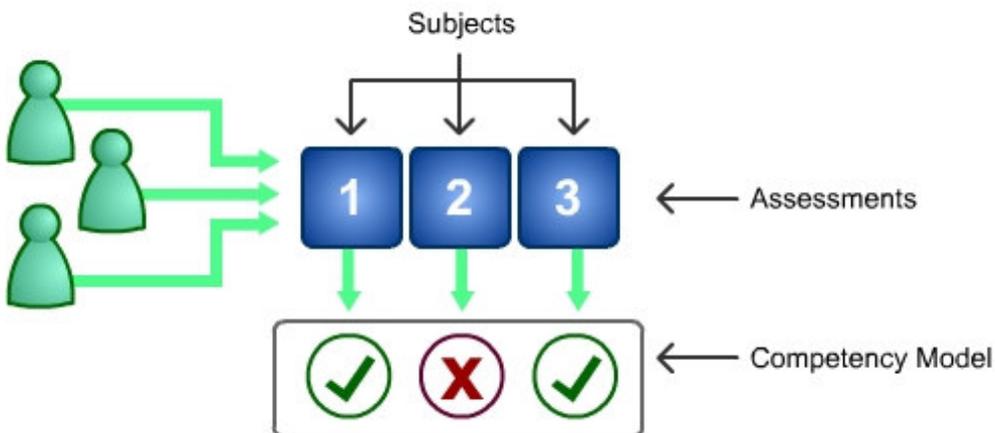
On a periodic basis, learners are assessed on subjects, which they may already have studied. In this way, the original learning may be reinforced, updated learning may be delivered and learning gaps may be identified. This strategy may also be used to fulfil mandatory training requirements.



Category 3 – Organization: Gap Analysis

1) Developing a Competency Model

Groups of learners are assessed and surveyed on particular subjects and a subject-by-subject score is generated and analyzed. In this way, organizational learning gaps are identified, which allows for training and awareness-building resources to be utilized to optimal effect. This approach is most effective when an organization (a) develops a competency model, (b) develops online assessments and surveys to test the competency model, (c) identifies learning gaps through testing and (d) deploys the appropriate training and awareness-building resources to address the gaps.



2) Training Surveys

Questionnaires can be used to capture learner/employee feedback on training and certification material. This feedback can then be analyzed to improve or expand existing training solutions.

Company Background

Knowledge Platform is a leading learning solutions provider, with offices in Singapore, Tokyo, Delhi and Islamabad and satellite offices in Sydney and Washington D.C. We have in-depth experience in (a) assisting clients to develop learning strategies and competency models, (b) developing training and e-learning programs and courseware, (c) delivering e-learning and related technology solutions and (d) providing managed learning services.

For additional information, visit www.knowledgeplatform.com
or contact Ngee Key at cnggee@knowledgeplatform.com
or Carsten Rosenkranz at crosenkranz@knowledgeplatform.com.