PURDUE UNIVERSITY | Extension

WORKFORCE DEVELOPMENT QUESTION BANK

Post Questions for Short-term Outcomes
and
Follow-up Questions for Medium- and Long-term Outcomes

What can we learn from outcomes?

It is essential to examine reported outcomes from different evaluation perspectives:

- **Outcome Indicators** - The most obvious is "# of participants who learned about XYZ." This indicator shows the outcome of our program - participants learned something.
- **Program-specific topics** – Asking questions about specific topics helps us understand what participants learned, showing how effective our program was.
    - Looking at what topics have the highest rating by participants, we see new information or which topics were of most interest.
    - However, these responses can also be flipped as we focus on what was rated the lowest to see which topics were least understood or not of interest.
- Looking at the data from these perspectives may lead us to review our program/curriculum with these questions:
    - Are we presenting the topic in a way that facilitates learning?
    - Is this a topic that is important or of interest to our participants?
    - Is this a topic that most of our participants already know a great deal about? Might we need to remove it, revise it, or do something else?

By reviewing our collected evaluation data for outcomes and program effectiveness, we reduce the number of survey questions avoiding respondent survey fatigue and lower quality data.

Using this Guide

On the following pages are tables for evaluating Workforce Development (WFD) outcomes – short-, medium-, and long-term. Table columns show the logic model and Digital Measures outcome indicators, evaluation questions with response options, how to measure collected responses, and examples for writing those results in an impact statement. The WFD logic model is shown at the end of this document.

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Workforce Development Logic Model Outcomes and Corresponding Evaluation Questions and Responses

Workforce Development	

Outcome Indicators in Logic Model & DM	Evaluation Question and Responses	Responses to Report in DM	Examples of Using this Information for Writing Impact
SHORT-TERM – Increased Awareness and Education			

WFD1.1 Knowledge - # of participants who increase knowledge about future job or career opportunities	[POST] Indicate your level of knowledge of these future job or career opportunities: Before and After
	[insert opportunities discussed]
	  a. None
	  b. A little
	  c. Some
	  d. A lot
		Total # = # of participants indicating an increase from before to after (only count each participant once)	Some # participants increased their knowledge of job or career opportunities, including _____, _____, and _____.

WFD1.2 Knowledge - # of participants who learn about education, certification, training needed for their career interests	[POST] As a result of attending [program], did you learn about what education, certification, and/or training is needed for your career interest? (select all that apply)
	  a. Yes, I learned about education/degrees
	  b. Yes, I learned about certification/licenses
	  c. Yes, I learned about training
	  d. No, this was not covered
	  e. I already knew this
	  f. Does not apply to me
		Total # = # of participants indicating "Yes" (only count each participant once)	A total of # (%) participants learned about education, certification, and/or training needed for their career interests

WFD1.3 - Knowledge - # of participants who self-report learning information for their job/work/career	[POST] As a result of attending [program], did you learn information that relates to your job/work/career? (select all that apply)
	  a. Yes, about my current position
	  a. Yes, about a career I am interested in pursuing
	  b. No
	  c. Not sure
		Total # = # of participants indicating "Yes" (only count each participant once)	There were # (%) participants who self-reported learning information for their job/work/career.

WFD1.4 - Attitudes - # of participants who increase awareness about job/work/career resources, networks, or opportunities	[POST] As a result of attending [program], are you more aware of job/work/career resources, networks, or opportunities? a. Yes b. No c. Not sure	Total # = # of participants indicating "Yes"	Some # (%) participants increased their awareness about job/work/career resources, networks, or opportunities.
WFD1.5 - Attitudes - # of participants who increase confidence in their preparation for certification or licensure testing	[POST] As a result of attending [program], I feel more confident in my preparation for taking a certification or license test/exam. a. Strongly disagree b. Disagree c. Neither agree nor disagree d. Agree e. Strongly agree	Total # = # of participants indicating "Agree" or "Strongly agree"	A total of # (%) participants report an increased confidence in their preparation for certification or licensure testing.
WFD1.6 - Skills - # of participants who learned new skills for job/work/career	[POST] I learned new skills for my job, work, or career. a. Strongly disagree b. Disagree c. Neither agree nor disagree d. Agree e. Strongly agree	Total # = # of participants indicating "Agree" or "Strongly agree"	There were # (%) participants who learned new skills for job/work/career at [program].
WFD1.7 - Aspirations - # of participants who aspire/intend to seek additional job/work/career training or seek a career/field certification or license	[POST] After attending [program], I would like to further my current career or prepare for a future career by… (select all that apply) a. Attending additional job/work/career training(s) b. Obtaining a work/career related certification or license c. Other:_____ d. I don't know at this time e. I have no plans for any of these in the future	Total # = # of participants indicating "Attending additional job/work/career training(s)", "Obtaining a work/career related certification or license", or "Other" if response is training, certification, or license. (only count each participant once)	A total of # (%) of participants aspire/intend to seek additional job/work/career training or seek a career/field certification or license.

MEDIUM-TERM – Changes in Behavior			

WFD2.1 # of participants who self-report adopting practice/behavior	[FOLLOW] As a result of attending [program], did you adopt a new practice or change /modify an existing practice in your work?
	  a. Yes, I adopted a new practice
	  b. Yes, I changed/modified an existing practice
	  c. No
	If Yes, what was that new or changed/modified practice?
		Total # = # of participants indicating "Yes" adopted new or changed/modified existing practice
		
		Sort responses to "what was that new or changed/modified practice" into common groups/themes.
			A total of # (%) WFD program participants adopted a new practice, and # (%) changed/modified an existing practice, for their work. Most common adopted practices were ____, ____, and ____.

WFD2.2 # of participants who earned new certifications or obtained licenses	[FOLLOW] Since attending [program], have you earned a certification or license?
	  a. Yes
	  b. Not yet, but I plan to
	  c. No
		Total # = # of participants indicating "Yes"	There were # (%) participants who earned certifications or licenses after attending [program].

WFD2.3 # of participants who achieved new employment or job	[FOLLOW] Since attending [program], have you started a new job or career?
	  a. Yes
	  b. No
		Total # = # of participants indicating "Yes"	Some # (%) participants achieved new employment or jobs since attending [program].

WFD2.4 # of participants who advanced their job/work/career responsibilities	[FOLLOW] Since attending [program], have you been given additional responsibilities or received a promotion?
	  a. Yes
	  b. No
		Total # = # of participants indicating "Yes"	Some # (%) participants reported advancing their job/work/career responsibilities since attending [program].

WFD2.5 # of participants who made new connections to job/work/career resources, networks, or opportunities	[FOLLOW] Since attending [program], have you made connections to job/work/career...
	Resources (e.g., job boards)
	  a. Yes
	  b. No, but I would like to
	  c. No
	Networks (e.g., LinkedIn, Facebook groups)
	  a. Yes
	  b. No, but I would like to
	  c. No
	Opportunities (e.g., local networking events, job fairs)
	  a. Yes
	  b. No, but I would like to
	  c. No
		Total # = # of participants indicating "Yes" (only count each participant once)	Participants reported making connections to job/work/career resources (#,%), networks (#,%), and opportunities (#,%) since attending [program].

| WFD2.6 # of participants who shared what they learned with peers and/or others in the workplace | [FOLLOW] Have you shared any of the information or resources from [program] with peers or colleagues at work?
  a. Yes
  b. No

If yes, what did you share? | Total # = # of participants indicating "Yes"

Sort responses to "what did you share" into common groups/themes. | There were # (%) participants who shared what they learned at [program] with peers and/or others in the workplace. They shared information about _____, _____, and _____. |

LONG-TERM – Impact on Community and System

WFD3.1 # of participants who self-report job/work/career benefits or results from adopted practice/behavior (increase wages/benefits, promotion, new job, increase in responsibility, etc.)	[FOLLOW] Did you experience a job/work/career benefit due to a behavior you adopted after attending [program]
	  a. Yes
	  b. No
	If yes, what behavior did you adopt?
	If yes, what benefit(s) did you receive? (increase wages/benefits, promotion, new job, increase in responsibility, etc.)
		Total # = # of participants indicating "Yes"
		
		Sort responses to "what behavior" and "what benefits" into common groups/themes.
			There were # (%) participants who reported job/work/career benefits or results from adopted practice/behavior after attending [program]. They adopted behaviors such as_____, _____, and _____. They reported benefits of _____, _____, and _____.

WFD3.2 # of participants who self-report job/work/career benefits from obtaining/maintaining certification or license (increase wages/benefits, promotion, new job, increase in responsibility, etc.)	[FOLLOW] Have you benefited (pay increase, more opportunities, etc.) from obtaining or maintaining professional certification or licensure?
	  a. Yes
	  b. No
	If yes, in what ways have you benefited?
		Total # = # of participants indicating "Yes"
		
		Sort responses to "in what ways" into common groups/themes.
			A total of # (%) participants reported they benefited from maintaining professional certification and/or licensure. They benefited in these ways: _____, _____, and _____.

WFD3.3 $ impact to wages/benefits due to adoption of practice/behavior	[FOLLOW] Have you experienced an increase in wages and/or benefits because of adopting a practice or behavior discussed at [program]?
	  a. Yes
	  b. No
	If yes, what was the approximate increase per year $_____
		Total # = # of participants indicating "Yes"
		
		Total $ = sum of increase per year
			Some # (%) participants experienced increased wages and/or benefits because of adopting a practice or behavior discussed at [program]. Participants realized a collective increase of $ per year due to the adoption of practices and behaviors presented at [program].

WFD3.4 # of participants who self-report job/work/career benefits from engaging with WFD resources, networks, or opportunities	[FOLLOW] Have you experienced an increase in job/work/career benefits due to actively participating in workforce development… Resources (e.g., job boards)
	  a. Yes
	  b. No
	Networks (e.g., LinkedIn, Facebook groups)
	  a. Yes
	  b. No
	Opportunities (e.g., local networking events, job fairs)
	  a. Yes
	  b. No
	If yes, in what ways have you benefited?
		Total # = # of participants indicating "Yes" " for each: "Resources", "Networks", and "Opportunities"
		
		Sort responses to "Resources", "Networks" and "Opportunities" into common groups/themes.
			Participants reported an increase in job/work/career benefits due to actively participating in workforce development resources (#,%), networks (#,%), and opportunities (#,%). They benefited in these ways: _____, _____, and _____.

WFD3.5 # of participants who attribute benefits/results realized to Purdue Extension	[FOLLOW] Purdue Extension's [program] played an important role in helping me achieve new benefits/results in my job, work, or career.
	  a. Strongly disagree
	  b. Disagree
	  c. Neither agree nor disagree
	  d. Agree
	  e. Strongly agree
		Total # = # of participants indicating "Agree" or "Strongly agree"	A total of # (%) participants attribute new benefits/results realized in their job, work, or career to the Purdue Extension [program].

Workforce Development Logic Model

Situation: The United States is undergoing long-term shifts in its labor force, as evidenced by a decline in working-age population (ages 15-64) since the 1970's. The decline is being driven by productive and experienced "Baby Boomer" generation retirements, adoption of technologies eliminating redundant jobs, limited workforce support systems, changing attitudes towards work and general mismatch of skills/knowledge for today's workforce needs. To maintain or grow Indiana's economy, the state needs a multi-faceted approach in providing opportunities for individuals to learn new knowledge and skills to succeed in the ever-changing economy. Additionally, communities and regions need to work collaboratively to provide these opportunities for their residents, thus strengthening the community's vitality.

INPUTS	OUTPUTS		OUTCOMES – IMPACT		
			Short-term	**Medium-term**	**Longer-term**
What we invest	What we do	Who is reached?	What do we think participants will know, feel, or be able to do after participating in project/program?	How do we think participants will behave or act differently after participating in project/program?	What kind of impact can result if participants behave or act differently after participating in project/program?
• Educators • Facilities • Partnerships with other WFD entities • Collaboration with local WFD organizations	• Learning Events – in person, live technology, or recorded/posted technology / online • Industry required continuing education (PARP, CCH, CCA, PGP) • Career readiness (Work Ready) • Employer required trainings (CEUs) • Preparation for Cert/Lic Exams (UAV Signature Program) • Certification/Licensure (ServSafe) • Consultations	• Youth • Job seekers • Employees • Supervisors/Managers • Professionals seeking Continuing Education Credits	WFD1.1 - Knowledge - # of participants who increase knowledge about future job or career opportunities WFD1.2 - Knowledge - # of participants who learn about education, certification, training needed for their career interests WFD1.3 - Knowledge - # of participants who self-report learning information for their job/work/career WFD1.4 - Attitudes - # of participants who increase awareness	WFD2.1 - # of participants who self-report adopting practice/behavior WFD2.2 - # of participants who earned new certifications or obtained licenses WFD2.3 - # of participants who achieved new employment or job WFD2.4 - # of participants who advanced their job/work/career responsibilities	WFD3.1 - # of participants who self-report job/work/career benefits or results from adopted practice/behavior (increase wages/benefits, promotion, new job, increase in responsibility) WFD3.2 - # of participants who self-report job/work/career benefits from obtaining/maintaining certification or license (increase wages/benefits, promotion, new job,

| | | | about job/work/career resources, networks, or opportunities

WFD1.5 - Attitudes - # of participants who increase confidence in their preparation for certification or licensure testing

WFD1.6 - Skills - # of participants who learned new skills for job/work/career

WFD1.7 - Aspirations - # of participants who aspire/intend to seek additional job/work/career training or seek a career/field certification or license | WFD2.5 - # of participants who made new connections to job/work/career resources, networks, or opportunities

WFD2.6 - # of participants who shared what they learned with peers and/or others in the workplace | increase in responsibility)

WFD3.3 - $ impact to wages/benefits due to adoption of practice/behavior

WFD3.4 - # of participants who self-report job/work/career benefits from engaging with WFD resources, networks, or opportunities

WFD3.5 - # of participants who attribute benefits/results realized to Purdue Extension |

Assumptions	External Factors
1. Extension continues focus on WFD efforts 2. Participants will turn to Extension for WFD information/training 3. Ongoing need for employee development	1. State, federal, other education entity WFD efforts in direct competition 2. Governmental or industry shift in regulation/requirements for CEUs 3. Funding restrictions 4. Natural disasters

Connecting the Logic Model with Evaluation Tools and Metrics

Needs Assessment	Process Evaluation	Short-Term Evaluation	Medium-Term Evaluation	Long-Term / Impact Evaluation
Primary data collection of partnering agencies Secondary data sources	Purpose: Program improvement Sample approaches/questions: Ask questions and gather data during and/or at the end of the program. Ask participants what they liked and didn't like about the program. Ask participants to give suggestions for improvement.	Purpose: Measure knowledge, attitude, skill, or aspiration gained by program attendees. Sample approaches/questions: Did you learn something new about _____? Yes – No – Not Sure I learned something new about _____. SD – D – N – S – SA I know about workforce development resources. Before: not at all – a bit – some – a lot After: not at all – a bit – some – a lot	Purpose: Measure adoption of practices and changes in behavior by program attendees. Sample approaches/questions: Since the program, have you adopted recommended practices for your job search? Yes – No – Not Sure If yes, which practices did you adopt? Have you connected with workforce development resources, networks, or opportunities? Yes – No – Not Sure	Purpose: Measure changes in social, economic, civic and environmental conditions resulting from adoption of practices and changes in behaviors. Sample approaches/questions: Have you experienced an increase in wages and/or benefits because of adopting a practice or behavior discussed at [program]? Yes – No If yes, what was the approximate increase per year $_____