

e-evaluation

Assessing Webinars, Social Media, & Website Usage

November 16, 2011

Evaluat|e

EVALUATION RESOURCE CENTER *for*
advanced technological education



This material is based upon work supported by the National Science Foundation under grant number 0802245. Any opinions, findings, and conclusions or recommendations expressed in this material are those of the author(s) and do not necessarily reflect the views of the National Science Foundation.

Introductions



Jason

Jason
Burkhardt



Stephanie
Evergreen



Karl
Kapp



Kurt
Wilson



Evaluate @



WESTERN MICHIGAN
UNIVERSITY



Lara
Smith



Handout



Jason

Available from

www.evaluate.org/resources

Keyword search:

web

Handout for the webinar on
e-evaluation
**Assessing Webinars, Social Media,
and Website Usage**
by Karl Kapp, Stephanie Evergreen, Kurt Wilson, & Jason Burkhardt
conducted November 16, 2011

This material is based upon work supported by the National Science Foundation under Grant No. 0802245. The content reflects the views of the authors and not necessarily those of NSF.

A recording of this webinar is available from http://evaluate.org/events/Nov11_webinar/.

Webinars
Karl Kapp outlined the best practices for webinar marketing, design, preparation, delivery, and follow up. He has developed a series of checklists to guide and assess such best practices. Download them here: [They're still in draft form, so feedback is most welcome. In that same document are two appendices: references for the research to support the best practices and data on 25 ATE webinars, provided by ATE grants.](#)
Olivia Mitchell has a great blog that supports many of the best practices mentioned. Webinar presenters can use it for guidance. There are even blog posts about tips for webinar attendees! <http://www.speakingaboutpresenting.com/presentation-skills/how-to-conduct-an-online-webinar/>

Social Media
Stephanie Evergreen mentioned Hon & Grunig's Relationship Scale as one way to measure the relationships built over social media platforms. Here is one of their articles that includes the specific items used in their surveys: http://www.acp.nato.int/resources/2011/Conference%202011/Guidelines_Measuring_Relationships11.pdf. The same general set of relationship components can be used to categorize online commentary.
Public relations researchers like K.D. Paine are a wealth of information about measuring the effects of social media. Check out K. D.'s blog: <http://hdpaine.blogspot.com/>. Avinash Kaushik also keeps a helpful blog, found here: <http://www.karshik.net/avinash/>. Both of these researchers have books that would be a good addition to any evaluator's shelf.

Website Usage
Kurt Wilson demonstrated the use of Google Analytics for project evaluation. Check out the handbook of benchmarks he developed specifically for ATE Centers: http://evaluate.org/resources/ga_for_eval/
Questions about the terms used in Google Analytics? Google keeps a running glossary here: <http://www.google.com/support/googleanalytics/faq?topic=py7H-en&topic=11285>
Did you know Google has an official blog on analytics? If you are ready for the next step, check it out here: <http://analytics.blogspot.com/>
Kurt also recommends reading *Advanced Web Metrics with Google Analytics* by Brian Clifton.
Google Analytics can also operate in conjunction with many social media platforms. Just search for "google analytics" and your favorite blogging site to get instructions on how to integrate the two.

Evaluate
www.evaluate.org | 269/387.5895 | Western Michigan University

Objectives



Jason

1. Know what to look for when evaluating the quality of a webinar.
2. Understand how to assess the use of social media as a dissemination tool.
3. Use website analytics to better understand how your website is being used and your project is performing.



Evaluating Webinars


Karl Kapp




Four Aspects of Webinar Evaluation



Karl





Pre-
Webinar

Webinar
Design

Delivery
Quality

Post
Webinar

Pre-Webinar



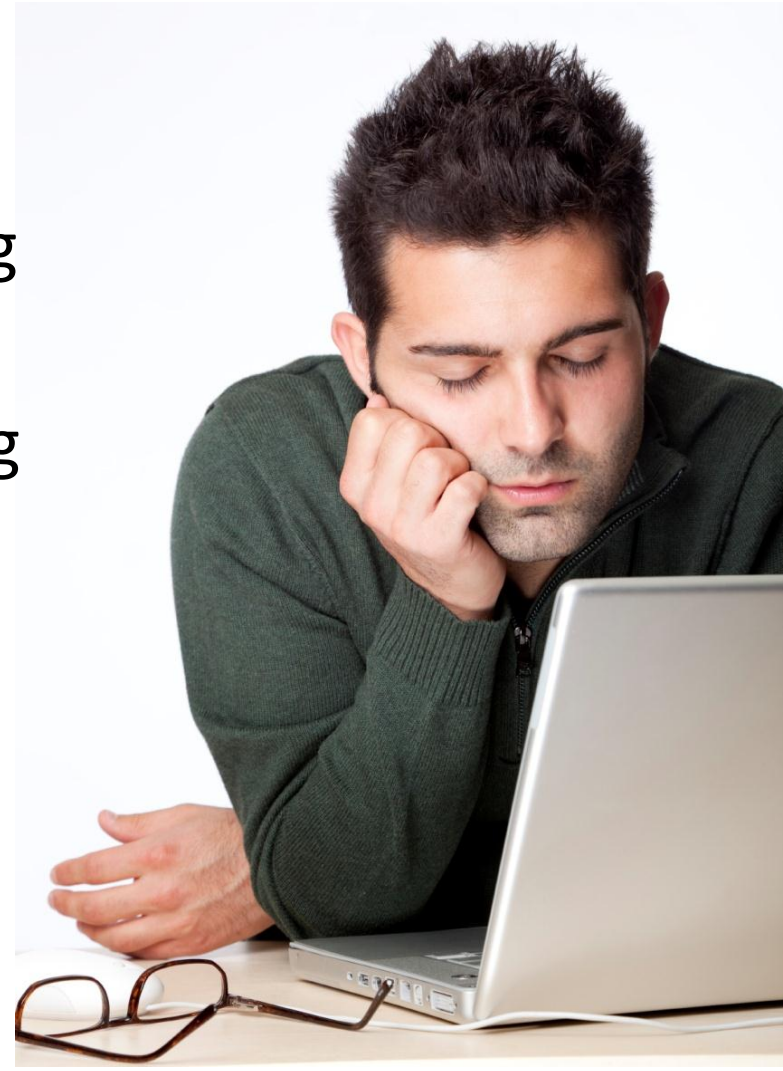
Pre-Webinar



Karl

Is the title for the webinar topic compelling?

- Does it spark interest among the target audience?
- Does it use attention-gaining words?



Pre-Webinar



Karl

Is the event description brief, easy-to-read, and accurately portraying the content to be presented?

- Does it contain a call to action?
- Does it address a need within the field?



Pre-Webinar



Karl

Has a webinar agenda been set six months in advance complete with topics, times, and event descriptions?



Pre-Webinar



Karl

Does the marketing include use of social media?

Were attendee registrations confirmed via email at proper intervals?



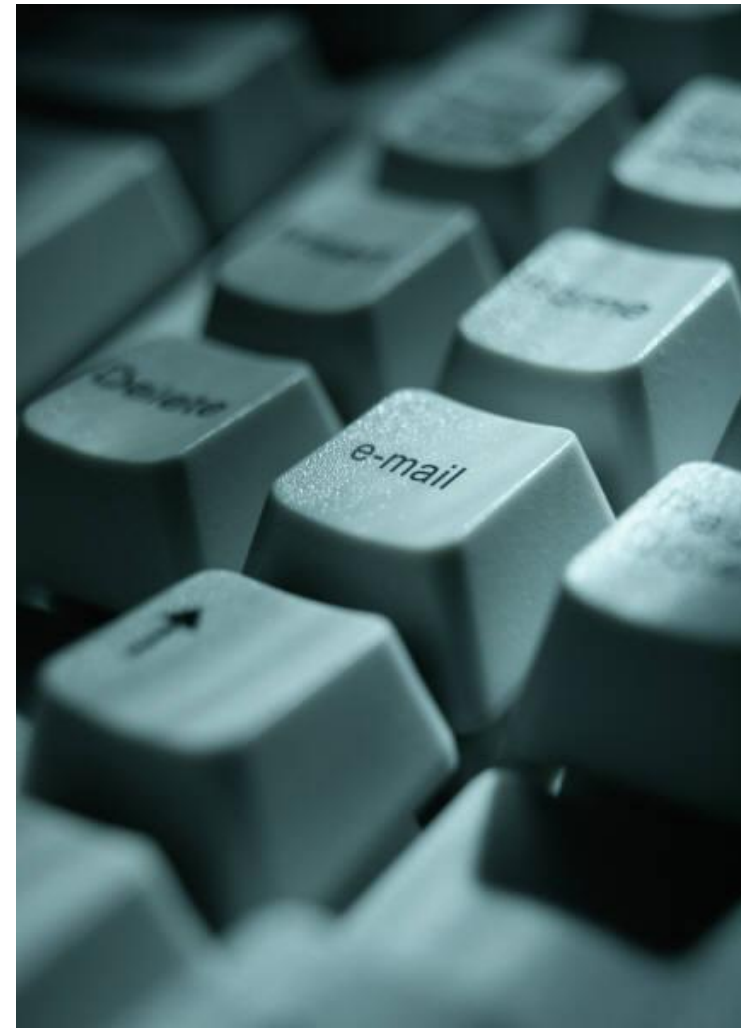
Pre-Webinar



Karl

Did the email confirmation contain:

- Short restatement of the value proposition
- Instructions for attending
- An electronic calendar appointment
- Sentence informing the attendee that you will send a reminder message before the event.



Pre-Webinar



Karl

Were reminders about the webinar sent?

Were questions solicited for the presenter ahead of time?

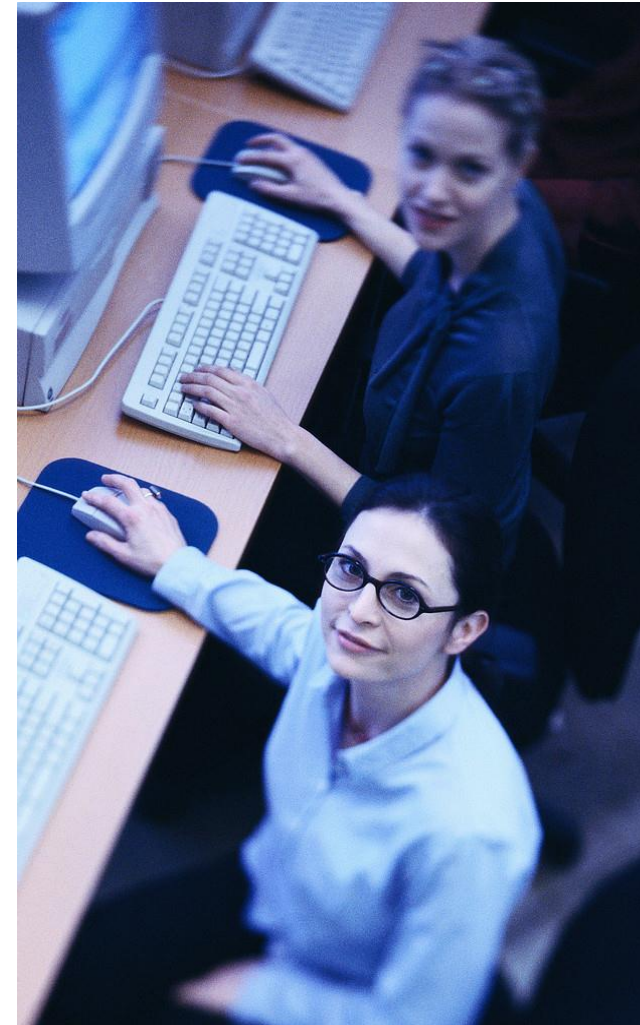


Pre-Webinar



Karl

Metric	Industry	ATE-Related
# of registrations	441	
# of registrations within 10 days	52%	
Conversion rate: # of participants # of registrants	58%	



Question



Karl

What is the conversion rate of attendees?

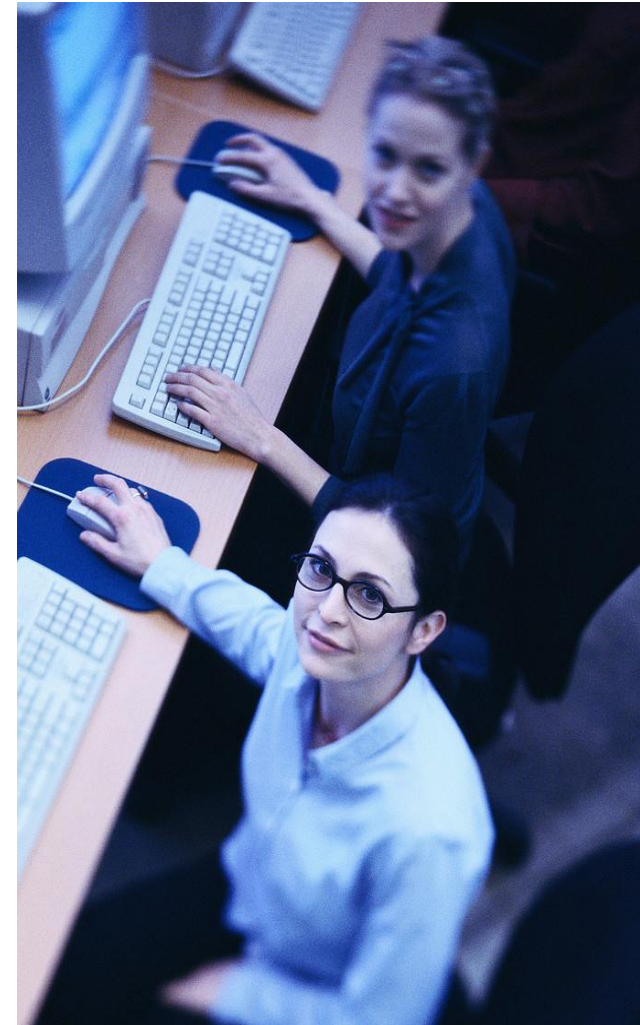
- A. 10%
- B. 20%
- C. 50%
- D. 90%

Pre-Webinar



Karl

Metric	Industry	ATE-Related
# of registrations	441	122
# of registrations within 10 days	52%	53%
Conversion rate: # of participants # of registrants	58%	56%



Question



Karl

What percentage of registrations will occur within 25 days of the webinar?

- A. 10%
- B. 25%
- C. 50%
- D. 75%

Expect 75% of your registrations to occur with 25 days of your event.





Expect only about 1/3 of your attendees after 5 minutes of the webinar and 1/2 attending 45 minutes into the webinar.



Best Practice

- Start the process at least 4 weeks before the webinar.
- Send reminders: 1 week, 24 hours, and 1-3 hours before the event.
- Solicit questions ahead of time.

Webinar Design



Webinar Design



Karl

Content is well organized and sequenced in a logical progression

- Chronological, general to specific, top 10, helpful hints and fatal flaws, instructional model
- Moves from simple to more difficult concepts
- Provides “worked examples”



Webinar Design



Karl

Font size is 24 points or larger.

– Which font is 24 points?

A

B

C

D

Webinar Design

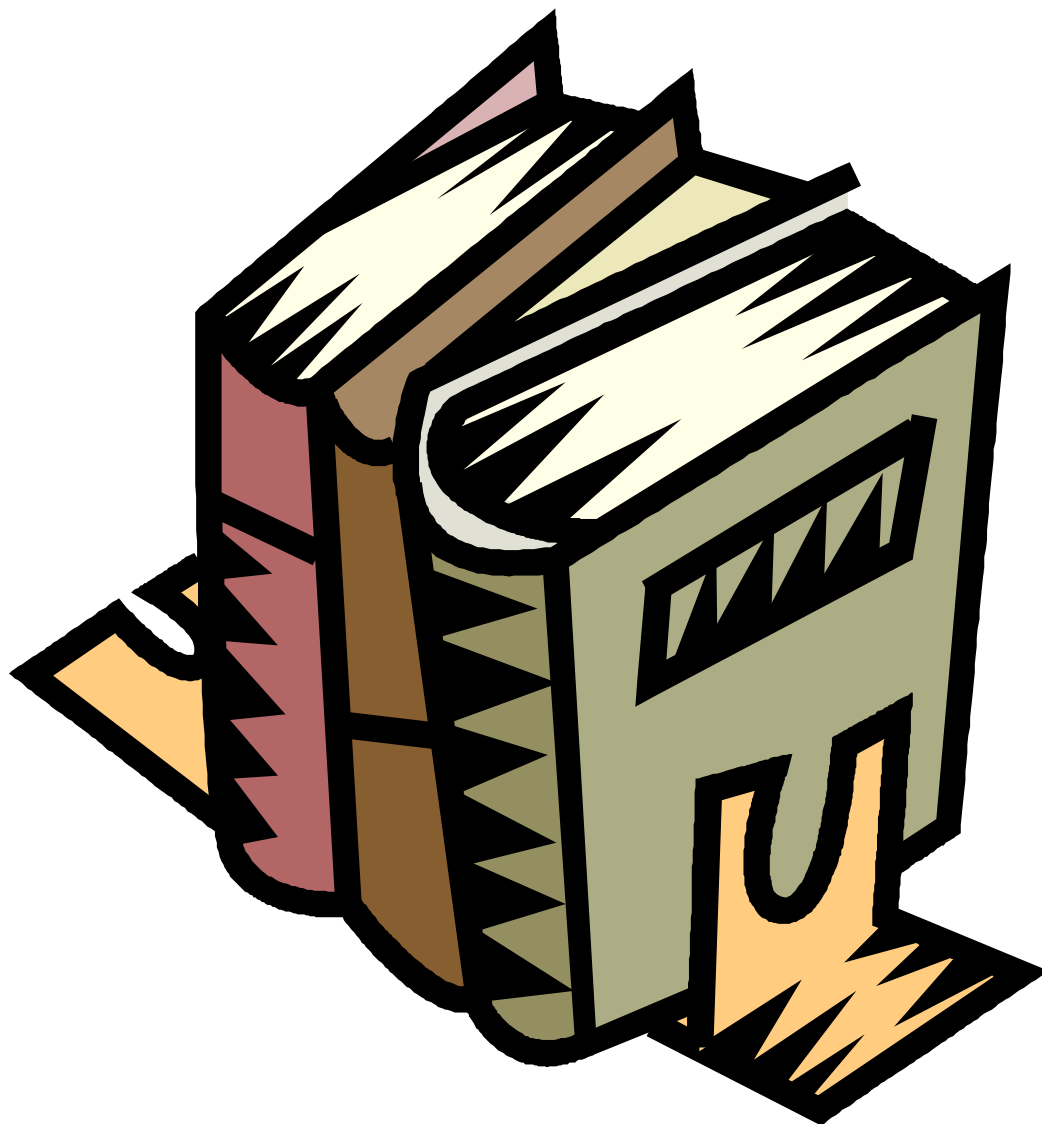


Karl

Webinar structure

- Gain attendees' attention
- Identify objectives
- Present information (3-5 main points)
- Ask for input and participation
- Close with a clear summary





Bookend your presentation. Have a clear beginning, middle, and end.

Quality of the Delivery



Webinar Delivery



Karl

Speaker is organized delivers content as sequenced and outlined on the slides.

Speaker varies presentation speed.



Webinar Delivery



Karl

Speaker uses arrows, pens, highlights, and other items that are available for emphasizing words and images to hold attendees' attention.



Webinar Delivery



Karl

Speaker answers questions at designated points in the webinar rather than addressing them as they occur.

Stated time commitments and agenda are strictly followed.



Question



Karl

What is a good rate of speech for a presenter?

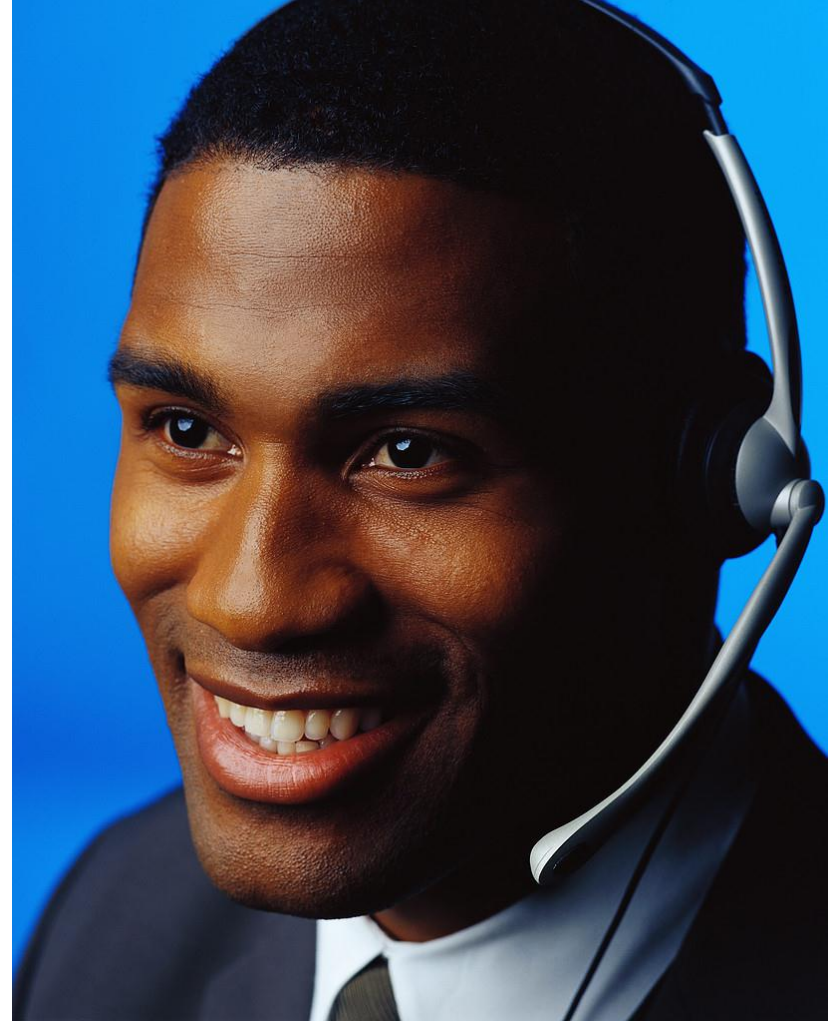
- A. 60-100 words per minute (wpm)
- B. 100-140 wpm
- C. 130-170 wpm
- D. 200-240 wpm



The ideal rate of delivery should be between
130 and 170 words per minute.

Use the arrows, pens, and other tools to **emphasize** words and images





When you present, **stand up** and **smile**

Post Webinar



Post-Webinar



Karl

What three things did you learn from the webinar you attended?

How did the webinar impact your knowledge of the topic?



Post-Webinar



Karl

Would you recommend this webinar to a friend?

Did you incorporate content from the webinar into your teaching?



Post-Webinar



Karl

What new thing did you learn from the webinar?

What percentage of the information presented in the webinar was new/valuable/applicable?



Post-Webinar



Karl

Did the information presented in the webinar change your teaching practice?


Did the content from the webinar change the information you present to your students?



Four Aspects of Webinar Evaluation



Karl





Pre-
Webinar

Webinar
Design

Delivery
Quality

Post
Webinar



That was a great
Webinar!!!



Evaluating Social Media

Stephanie Evergreen

Social Media Logic Model



Stephanie

Activities



Poll!

Which of these social media platforms do you use or want to use in your work?

- A. Twitter
- B. Facebook
- C. Blogging
- D. More than one of these
- E. None

Social Media Logic Model



Stephanie

Outcomes



Activities



Goal

Build Relationships



Education
Sales
Dissemination
Community

Lurk



Stephanie

Activities

Lurk



followers



fans
views



views



Lurk



Stephanie

Twitter "handle"

followers



A screenshot of a Twitter profile for Stephanie Evergreen. The profile includes a profile picture, the name "Stephanie Evergreen", the handle "@evalu8r", and the location "Kalamazoo, MI". Below this is a bio: "I evaluate. A lot. <http://www.evereval.wordpress.com>". At the bottom, there are four statistics: 366 Tweets, 53 Following, 122 Followers, and 14 Listed. Two red arrows point from the text on the left to the handle and the Followers count.

366	53	122	14
Tweets	Following	Followers	Listed



Lurk



Stephanie



Kylie Hutchinson

@EvaluationMaven

Vancouver, BC

Evaluator, consultant to non-profits, trainer, mother, wife, dog walker, full-time juggler.

<http://www.communitysolutions.ca>

80

Tweets

5

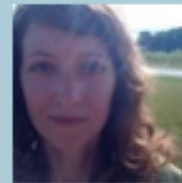
Following

84

Followers

5

Listed



Stephanie Evergreen

@evalu8r

Kalamazoo, MI

I evaluate. A lot. <http://www.evereval.wordpress.com>

366

Tweets

53

Following

122

Followers

14

Listed



Lurk



Stephanie

Howlonghaveyoubeenontwitter.com

How long have you been on Twitter?



Enter your username to find out.

@evaluationmaven

Tell Me



EvaluationMaven (Kylie Hutchinson), you have been a member since

July 15, 2010 - 449 days

Tweet one of these - Click below

- I've been Tweeting since July 15, 2010 (449 days)
- I've been Tweeting since July 15, 2010
- I've been Tweeting for 449 days

84 followers ÷ 15 months = 5.6 followers/month

122 followers ÷ 21.4 months = 5.7 followers/month



Lurk



Stephanie

facebook

Evaluat|e
EVALUATION RESOURCE CENTER for
advanced technological education

Wall

Hidden Posts

Info

Friend Activity

Photos

Discussions

Events

EDIT

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Edit

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Evaluation Center,...

More

72

like this

Get Updates via SMS

Get Updates via RSS

Unlike

Share

fans



72



Lurk



Stephanie

facebook



Wall

Info

- Photos (7)
- Questions
- Notes
- Friends
- Subscribers

Friends (104)

-  **Linda Gingras Fernandes**
-  **Sheryl Saban Awtonomow**
Brevard CC
-  **Linda Meccouri**
-  **Scott St Onge**

facebook

Evaluate
EVALUATION RESOURCE CENTER for
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Wall

Hidden Posts

- Info
- Friend Activity
- Photos
- Discussions
- Events

EDIT

About [Edit](#)

EvaluateATE is operated by the Western Michigan University Evaluation Center,...

[More](#)

72
like this

- Get Updates via SMS
- Get Updates via RSS
- Unlike
- Share



Lurk



Stephanie

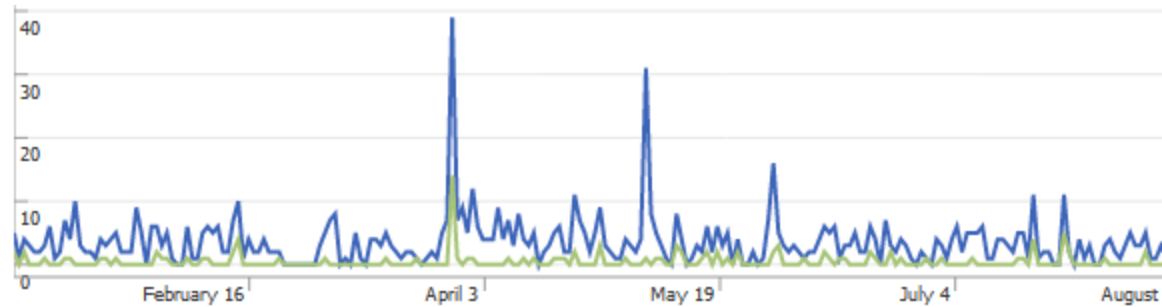
views



Activity

Page Views?

Page Views Unique Page Views



Total Tab Views?

- 578 Wall
- 93 Information
- 66 Events
- 53 Events | app_2344061033
- 51 Discussion Boards
- 48 Photos
- 36 Events | pe
- 1 Wall | wall_admin

External Referrers?

- 17 evalu-ate.org
- 9 google.com
- 9 google.co.uk
- 3 search.yahoo.com
- 2 impress-creative.com
- 1 google.ro
- 1 search.conduit.com
- 1 google.com.pr
- 1 google.co.th



Lurk



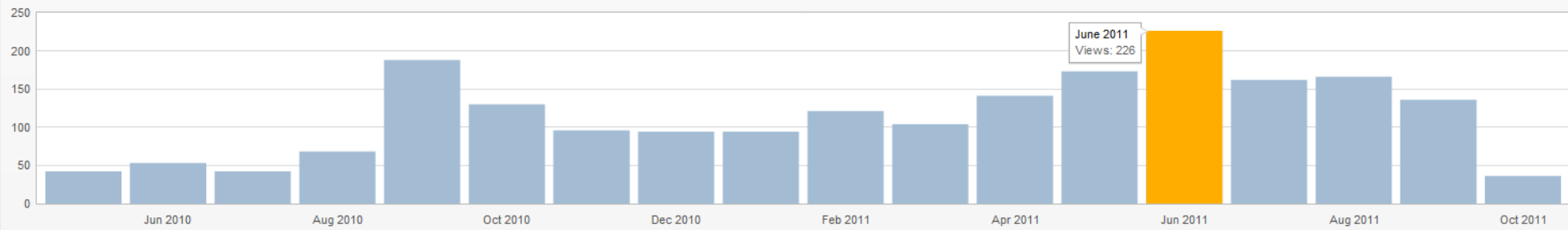
Stephanie

views



At A Glance

Days Weeks Months



Participate



Stephanie

Activities

Lurk

Participate



retweets



likes



trackbacks
subscribers



Participate



Stephanie

retweets

The screenshot shows the Twitter mobile app interface. At the top, there's a navigation bar with the Twitter logo, a search bar, and tabs for Home, Profile, Messages, and Who To Follow. The user's profile is identified as @evalu8r (Stephanie Evergreen). The main content area is titled "What's happening?" and shows a tweet from @evalu8r: "Listening to Stufflebeam and Hopson discuss Program #Eval Standards. Recording and will post." The tweet is dated "29 Sep via Twitter for iPhone" and has options for Favorite, Reply, and Delete. Below the tweet, it says "Retweeted by AfricaEvalNews". In the bottom left, a list of "Your tweets, retweeted" is visible, showing the same tweet from @evalu8r. A red arrow points from the text "# retweets" to the "Retweets" tab in the navigation bar. A red circle highlights the "THAMJ" logo in the retweet attribution.

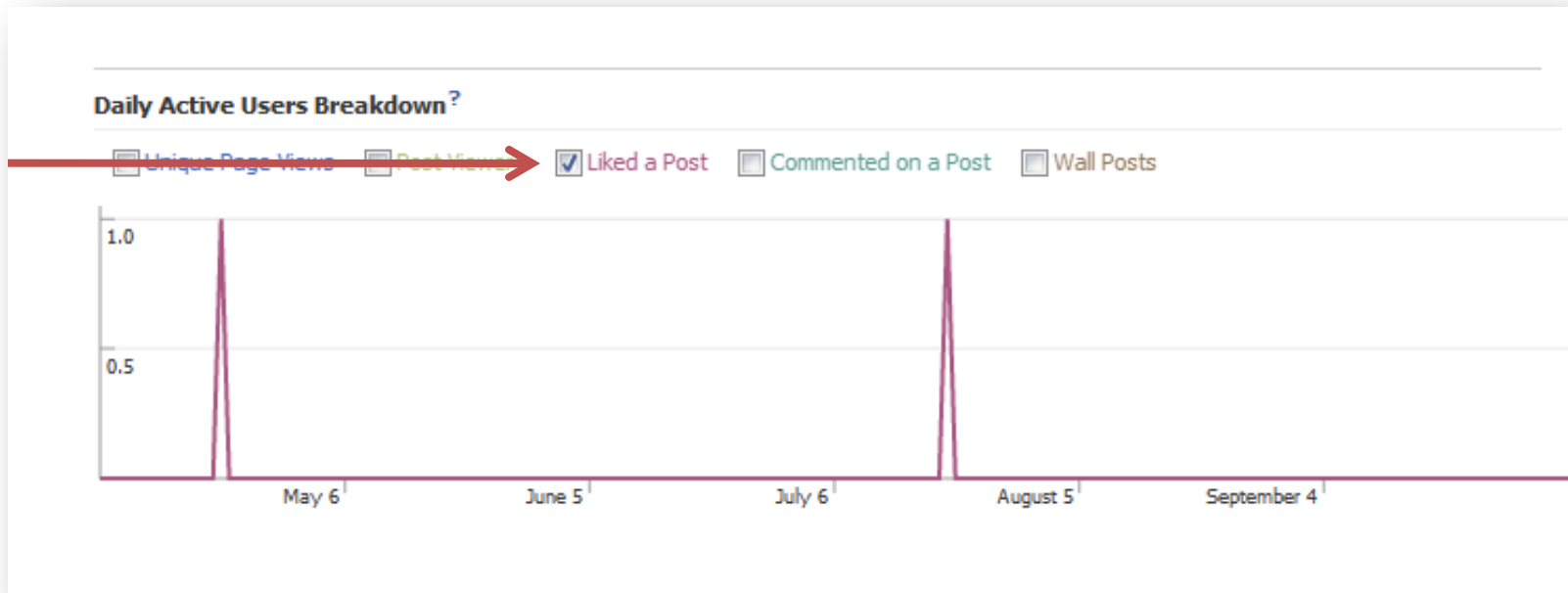


Participate



Stephanie

likes





Participate



Stephanie

likes →



MadeIn Florida

No. 2: <http://www.usnews.com/opinion/articles/2011/09/27/why-math-and-science-education-means-more-jobs>



Why Math and Science Education Means More Jobs - US News and World Report

www.usnews.com

America must become more competitive in the science, technology, engineering, and math fields.

Like · Comment · Share · September 29 at 4:22pm ·

Ann Wambach Blackman likes this.

Write a comment...



MadeIn Florida

case for STEM (some interesting reads/links)...here's No. 1: <http://www.usnews.com/news/blogs/stem-education/2011/09/27/experts-stem-education-is-all-about-jobs>

Experts: STEM Education Is All About Jobs - STEM Education (usnews.com)

www.usnews.com

Experts spar about STEM education at U.S. News's Making Science Cool event.

Like · Comment · Share · September 29 at 4:21pm ·



MadeIn Florida

gearing up for the Fall conferences & joint displays....hope to see you some of you at STEMtech, NCPN & at ACTE!



Participate



Stephanie

trackbacks

Stephanie Evergreen's Blog

Comments

All | Pending (0) | Approved | Spam (2) | Trash (0)

Bulk Actions Apply Pings

<input type="checkbox"/>	Author	ment
--------------------------	--------	------

No comments found.

<input type="checkbox"/>	Author	Comment
--------------------------	--------	---------

Bulk Actions Apply



Participate



Stephanie

Stephanie Evergreen's Blog

[Site Stats](#) » My Followers (11)

Tip: Be the master of your own domain - [make this](#)

subscribers

WordPress.com Followers (2) | **Email Followers** (9)

Email Address	Following Since
	2 weeks, 6 days ago
	1 month ago
	3 months, 4 weeks ago
	3 months, 4 weeks ago
	3 months, 4 weeks ago
	4 months ago
	5 months, 3 weeks ago

Engagement



Stephanie

Activities

Lurk

Participate

Engage



Relevant
followers

comments

Types of
comments



Engage



Stephanie

Relevant
followers

People



RWJF_PubHealth RWJF PublicHealth

RWJF's public health program area. We want to make staying healthy less costly and improve quality of life for all Americans. <http://www.NewPublicHealth.org>

+ Follow



EasternEval EERS

The Eastern Evaluation Research Society is a regional affiliate of the American Evaluation Association. Our 2012 conference is April 29-May 1 in NJ.

+ Follow



eldy_gal Tamara Mulherin

Evaluation/Public Health Advisor @NHSHealth Scotland, ANZSOG Graduate, Mum, feminist, curious about public sector collaboration, networks & boundary spanning.

+ Follow



lisaoreillyca Lisa O'Reilly

Evaluation & Strategic Planning consultant Working, studying, and volunteering to drive change through knowledge

+ Follow



SmartToolkit Smarttoolkit

The Smart Toolkit provides practical and cost-effective methods for planning, monitoring and evaluation of information projects, products and services.

+ Follow



TalaDavidson TalaDavidson

Regulated computer systems validation, 21 CFR Part 11, process improvement, Lean 6 Sigma, evaluation, gardening, old houses, bodhran, wife, stepmom

✓ Following



KSBUDIRAJA pintuji

dgfgkjghj/lkghkj.lkbvvhfklkjhhkhkh

+ Follow












Engage



Stephanie

People

- 
RWJF_PubHealth RWJF PublicHealth
 RWJF's public health program area. We want to make staying healthy less costly and improve quality of life for all Americans. <http://www.NewPublicHealth.org>
+ Follow ⌵
- 
EasternEval EERS
 The Eastern Evaluation Research Society is a regional affiliate of the American Evaluation Association. Our 2012 conference is April 29-May 1 in NJ.
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elady_gal Tamara Mulherin
 Evaluation/Public Health Advisor @NHSHealth Scotland, ANZSOG Graduate, Mum, feminist, curious about public sector collaboration, networks & boundary spanning.
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- 
lisaoreillyca Lisa O'Reilly
 Evaluation & Strategic Planning consultant Working, studying, and volunteering to drive change through knowledge
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SmartToolkit Smarttoolkit
 The Smart Toolkit provides practical and cost-effective methods for planning, monitoring and evaluation of information projects, products and services.
 + Follow ⌵
- 
TalaDavidson TalaDavidson ✓ Following ⌵
 Regulated computer systems validation, 21 CFR Part 11, process improvement, Lean 6 Sigma, evaluation, gardening, old houses, bodhran, wife, stepmom
- 
KSBUDIRAJA pintuji
 dgffgkjhhk/lkghkj.lkbvvhfhhkjhjhkhkh
 + Follow ⌵

H

High influencers

H

Low influencers

L

Spam!

L

H

L

S



Engage



Stephanie

Admins (4)

People who like EvaluATE ←

People ▾

	Bilal Akbar	Make Admin ×
	Richard L Stiles	Make Admin ×
	Louise Yarnall	Make Admin ×
	Cot Rcnngm	Make Admin ×
	Michelle Calco	Make Admin ×
	Missy Matt Borchardt	Make Admin ×

Close

Relevant
followers










Engage



Stephanie

MadeIn Florida Friends

Search by Name Type a friend's name

	Abel Harding Florida Times - Union	+1 Add Friend
	Adrienne Gould-Choquette	+1 Add Friend
	Al Antoni	+1 Add Friend
	Alessandro Anzalone	+1 Add Friend
	Ali Naeem USF · St. Mary's Catholic High School	+1 Add Friend
	Alicia Roberts	+1 Add Friend
	Ann Beheler Collin College	+1 Add Friend



High influencer



Engage



Stephanie

comments

twitter Home Profile Messages Who To Follow evalu8r ▾

What's happening?

Timeline **@Mentions** Retweets ▾ Searches ▾ Lists ▾

Tweets mentioning @evalu8r

- MichaelKiella** Michael Kiella
@evalu8r the BEST!!
18 hours ago
- txtpablo** Pablo Rodriguez B.
@evalu8r Congratulations! Well deserved!
20 hours ago
- Cocoxochitl** Mud Baron
Congrats um I think? RT @evalu8r: just what the world needs

Your Tweets **367**
20 hours ago : just what the world needs, another Ph.D. ...

Following **53** Followers **123**

Who to follow · refresh · view all

- VerizonWireless** Verizon Wireless USA ✓ · Follow ×
Promoted
- snjackson** Summer N. Jackson · Follow ×
An idealistic, inquisitive, chameleon interested in p...
- phijo** Philanthropy Journal · Follow ×
Followed by @COF_ and others.



Engage



Stephanie

Advanced Search

Words

All of these words

This exact phrase

Any of these words

None of these words

These hashtags

Written in

Any Language

People

From these accounts

To these accounts

Mentioning these accounts

evaluationmaven

Places



Engage




Stephanie

twitter Home Profile Message

[← Back to Home](#) [+ Save this search](#)

Results for @evaluationmaven include:retweets

Tweets · [Top](#) [Refine results »](#)

 **UWNewDirections** New Directions
great @aeaweb eStudy webinar today with @EvaluationMaven.
Excited to start thinking more creatively about reporting!
4 Oct

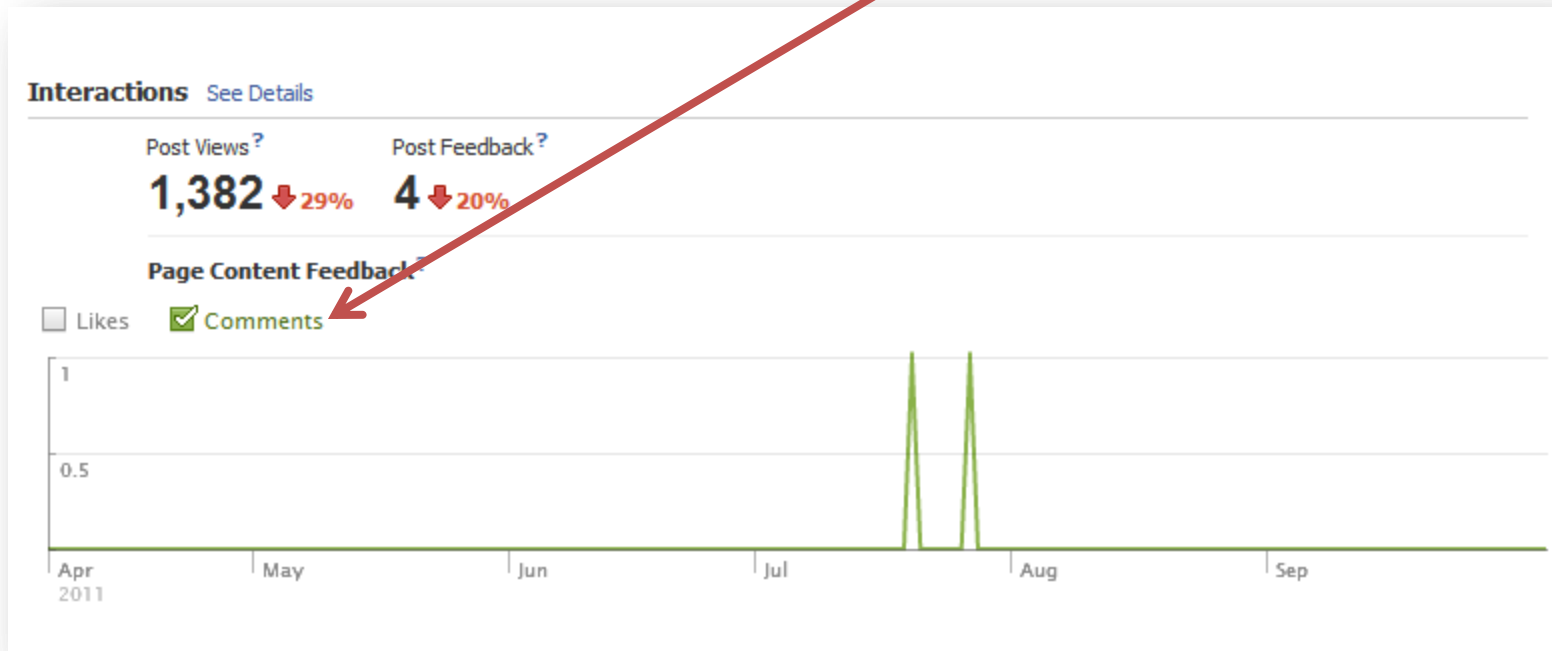


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Stephanie

comments





Engage



Stephanie

EvaluATE

Our next webinar - this Wednesday July 20 - is our most popular topic. Evaluation sections of ATE proposals! Are you in? Can you tell a friend who is proposing? Only 100 seats in the webinar!

225 Impressions · 1.33% Feedback

Like · Comment · Share · July 18 at 10:11am

John Kmiec likes this.

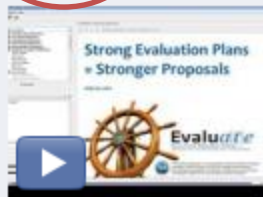


John Kmiec Thanks for the excellent and very timely webinar today! I'm currently serving on a grant writing team hoping to gain NSF support for an ATE Center of Excellence, and I will use the information you shared to write the evaluation portion of the proposal. Thanks for the great service you provide to ATE PIs and evaluators

July 20 at 4:18pm · Unlike · 1 person



EvaluATE The recording is now posted here:
<http://vimeo.com/26728898> Check it out!



Strong Evaluation Plans = Stronger Proposals

vimeo.com

Presented July 20, 2011 by EvaluATE staff, Norena Badway, Mike Lesiecki, & Liz T...

See More

July 27 at 8:59am · Like · Remove Preview

Write a comment...



Engage



Stephanie



MadeIn Florida

No. 2: <http://www.usnews.com/opinion/articles/2011/09/27/why-math-and-science-education-means-more-jobs>



Why Math and Science Education Means More Jobs - US News and World Report

www.usnews.com

America must become more competitive in the science, technology, engineering, and math fields.

Like · Comment · Share · September 29 at 4:22pm ·

Ann Wambach Blackman likes this.

Write a comment...



MadeIn Florida

case for STEM (some interesting reads/links)...here's No. 1:

<http://www.usnews.com/news/blogs/stem-education/2011/09/27/experts-stem-education-is-all-about-jobs>

Experts: STEM Education Is All About Jobs - STEM Education (usnews.com)

www.usnews.com

Experts spar about STEM education at U.S. News's Making Science Cool event.

Like · Comment · Share · September 29 at 4:21pm ·



MadeIn Florida

gearing up for the Fall conferences & joint displays....hope to see you some of you at STEMtech, NCPN & at ACTE!

Like · Comment · Share · September 20 at 12:17pm ·



Engage



Stephanie

Comments

All | Pending (0) | Approved | Spam (0) | Trash (0)

Bulk Actions



Apply

Show all comment types



Filter

Check for Spam



Author

Comment



Greg Laudeman

68.169.137.245

neutral

Submitted on 2011/08/23 at 12:06 am

Just came across this post looking for some background info on the republication of Universal Traveler, an amazing book. I must say, I'm curious about the "super weird chain of events," but am more interested in practice. I've gone back to it many times for techniques and tips, but my general focus is policy systems



Stephanie Evergreen

evereval.wordpress.com x
stephanie.evergreen@wmich.edu
75.40.228.154

Submitted on 2011/03/29 at 7:54 pm | In reply to Amy Germuth.

I'd love it, too! We tried something similar to that at our Evaluation Cafe at WMU – but no one was willing to share their mistakes. Yet in a larger sense, I think people love to learn from others' mistakes... Anyway, that would be a great session title. I'd love to be in the audience of that one!



Amy Germuth

EvalWorks.com x
[redacted].com
24.40.200.42

positive

Submitted on 2011/03/29 at 6:32 pm

Bad evaluators include me, you, even most if not all of the BIG NAMES in evaluation, meaning we all can make improvements – think of the learning that would go on! I would love it, especially as an independent



evereval

evereval.wordpress.com x
stephanie.evergreen@wmich.edu

Submitted on 2010/09/28 at 7:30 am | In reply to Susan Kistler.

Yes, I do want to help make it happen! Perhaps we can get Terry to come along...



Engage



Stephanie

Types of Comments

Positive

Neutral

Negative



Engage



Stephanie

Types of Comments

Positive

Neutral

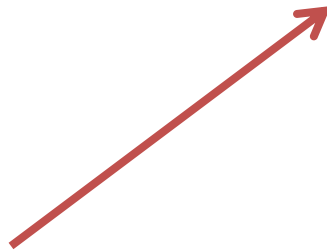
Negative

Control

Trust

Commitment

Satisfaction



Grunig's Relationship Scale



Engage



Stephanie

Control



Dear Karl,

thanks for that enormously helpful clarification of your stance. I especially ~~laud your call that "Learning and development professionals MUST TAKE BACK the word" gamification~~, and that instead of discarding a certain approach to learning and change outright, we should be aware of knee-jerk reactions and instead have our practice be carefully informed by the existing research. And indeed, no serious researcher in the area of (intrinsic) motivation claims that extrinsic rewards are always and unilaterally a bad thing to be avoided.

Just two follow-up notes on that:

First, regarding research, your references lean heavy on the work of Eisenberger and colleagues – I understand this is because they are a good base from which to make a strong argument *for* extrinsic rewards. However, in this, the 'opposition' doesn't get a fair hearing (e.g. Richard Ryan and Edward Deci, Teresa Amabile in this context, not Dan Pink, who is with all due respect a popularizer, not a researcher ^_^). Whereas in fact their work (e.g. on the important distinction of informing vs. controlling feedback, or different types of extrinsic motivation, from external to integrated) is of high value to getting feedback design right, in games, education, or elsewhere.

Second, along those lines, what makes a reward a reward? The nice ('parsimonious', or 'tautological', depending on how you see it) thing about operant conditioning is that it just leaves out the question what



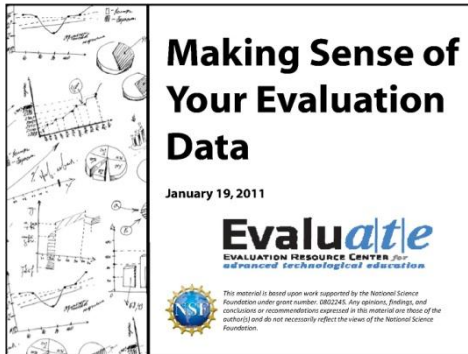
Evaluating Website Usage

Kurt Wilson

Background



Kurt



Webinar overview of how to access and use Google Analytics as data



Google Analytics for ATE Evaluation Handbook and Benchmarks

URLs on handout

Using Google Analytics as evaluation data



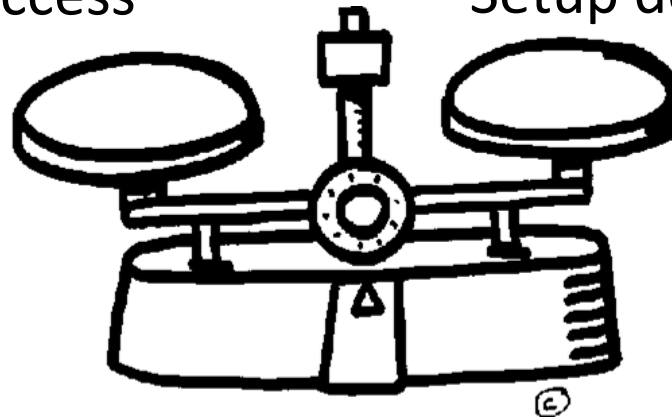
Kurt

Strengths

- Free
- Data on actual behavior
- Useful for testing effectiveness of different strategies
- Relatively easy access

Limitations

- Specific data/sometimes complex definitions
- Lots of 'noise'
- Provides narrow view of project
- Setup details critical



Evaluation Questions



Kurt

Extent and Nature of Audience Engagement

1. How many people are visiting EvaluATE's site?
2. What is the relative usage of the various components of the site and what are the implications regarding users' interests or relevance of the content?

Outreach Effectiveness

3. Are there any significant trends or events related to usage?
4. To what extent do EvaluATE's various outreach activities impact the amount of traffic the site receives?

Linking questions to data



Kurt

	Visitors	Visits	Bounce Rate	Pageviews	Content	Map Overlap
Q1. Number of visitors	X	X	X			X
Q2. Relative use by resource type				X	X	
Q3. Trends	X	X		X		
Q4. Outreach effectiveness		X		X	X	

Q1. Number of visitors



Kurt

8,962 “Unique visitors”

...but how many *individuals*?



Poll



Kurt

In the past week, how many different devices have you used to access the Web?

- A. 1
- B. 2
- C. 3
- D. 4 or more

Q1. Number of visitors



Kurt

8,962 “Unique visitors”

3*



*based on research by Scout Analytics™

Q1. Number of visitors



Kurt

8,962 “Unique visitors”
3* = 2,987 individuals



*based on research by Scout Analytics™

Q1. Number of visitors



Kurt

Comparison with size of target audience

2,987 Estimated individual visitors

550 People in EvaluATE's primary target audience

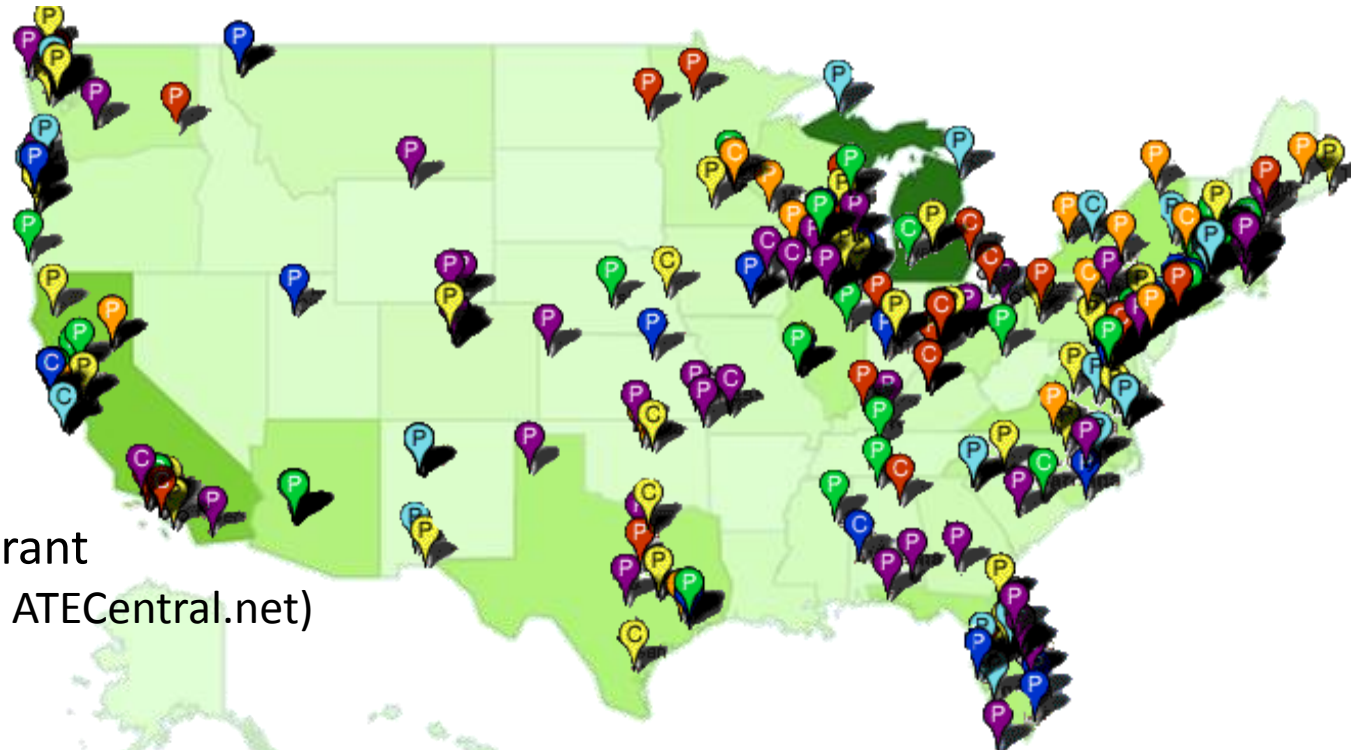
➔ *About 5 times as many people use evalu-ate.org than have been targeted by the resource center.*

Q1. Number of visitors



Kurt

Comparison with location of target audience



Location of ATE grant
(map generated by ATECentral.net)

➔ *Originations of visits are consistent with geographic distribution of ATE projects and centers*

Q1. Number of visitors



Kurt

Comparison with peers

472 Benchmark average visitors/month
(8 ATE Centers' participants)

431 EvaluATE's visitors/month in same
date range

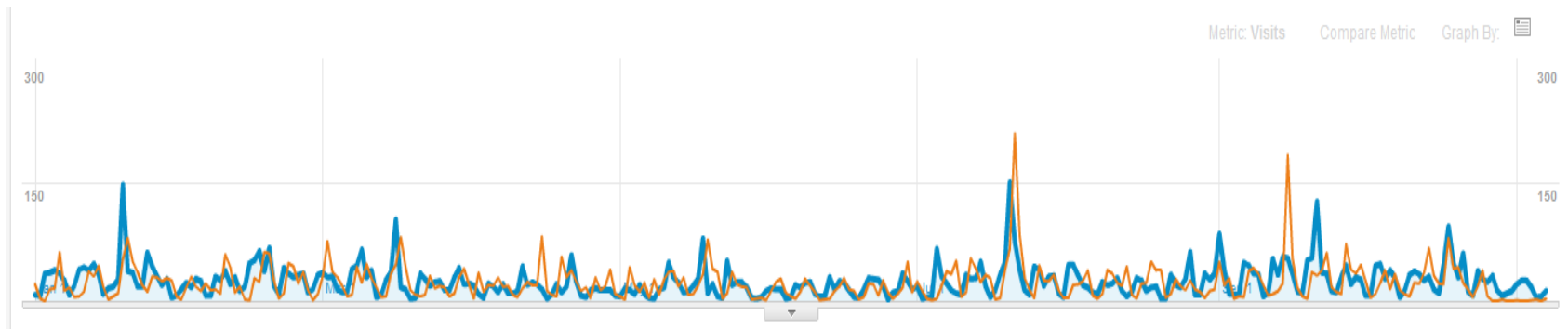
**→ *EvaluATE had 8.7% fewer visitors
per month than the average ATE
center in the sample***

Q1. Number of visitors



Kurt

Comparison over time (number of visits)



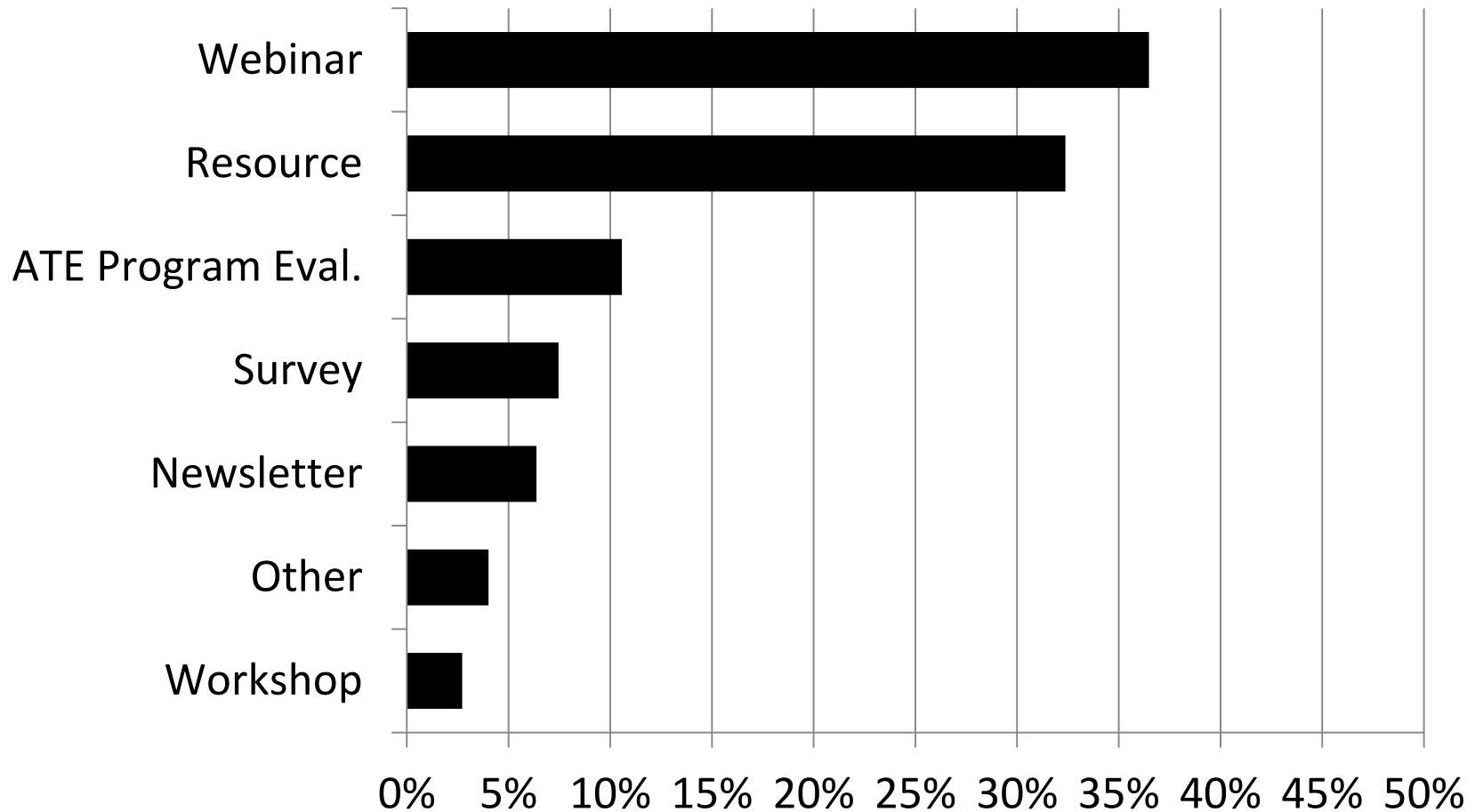
- 2010
- 2011

➔ *Use of the site has remained steady—
no significant growth (or decline) over time*

Q2. Relative use by resource type



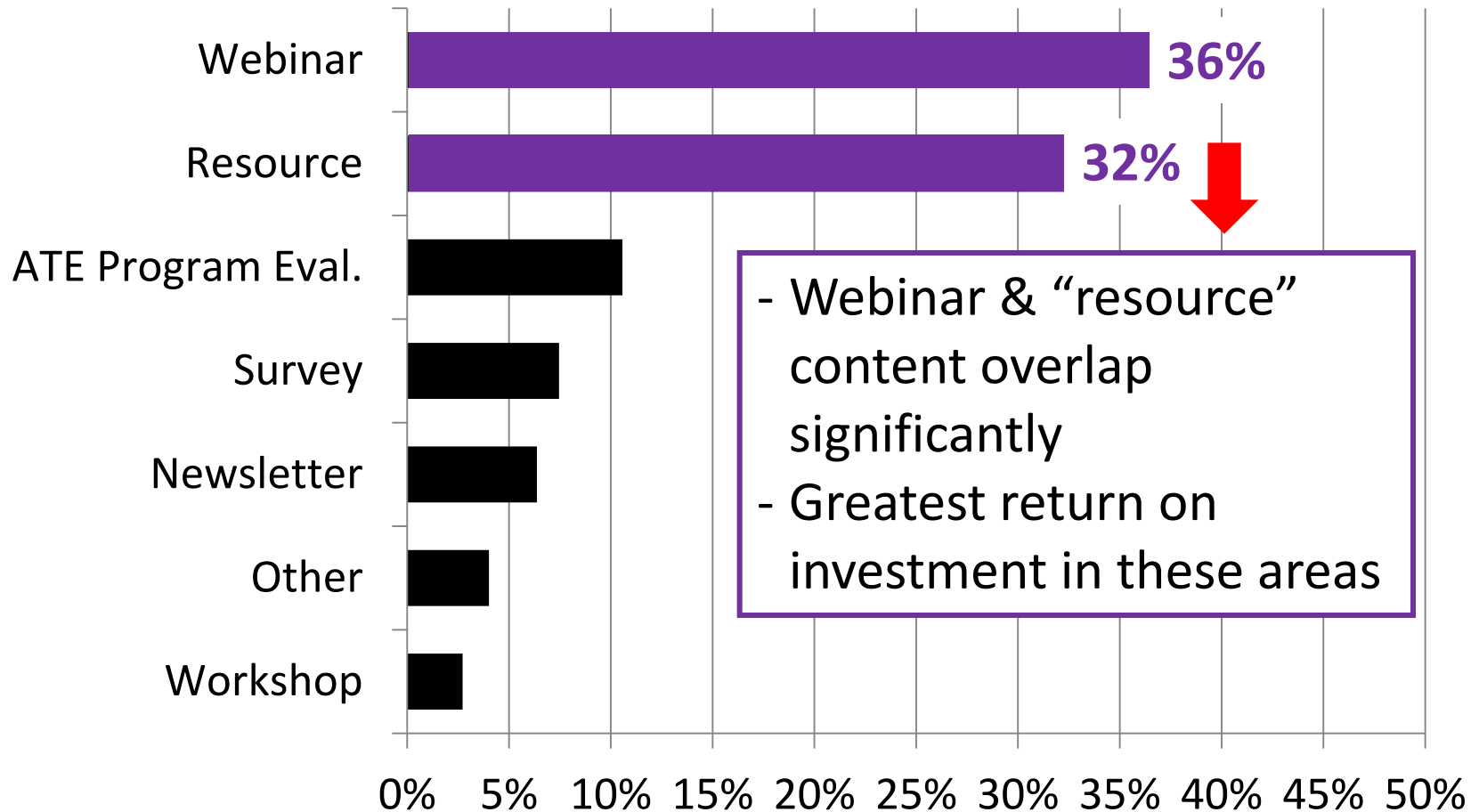
Kurt



Q2. Relative use by resource type



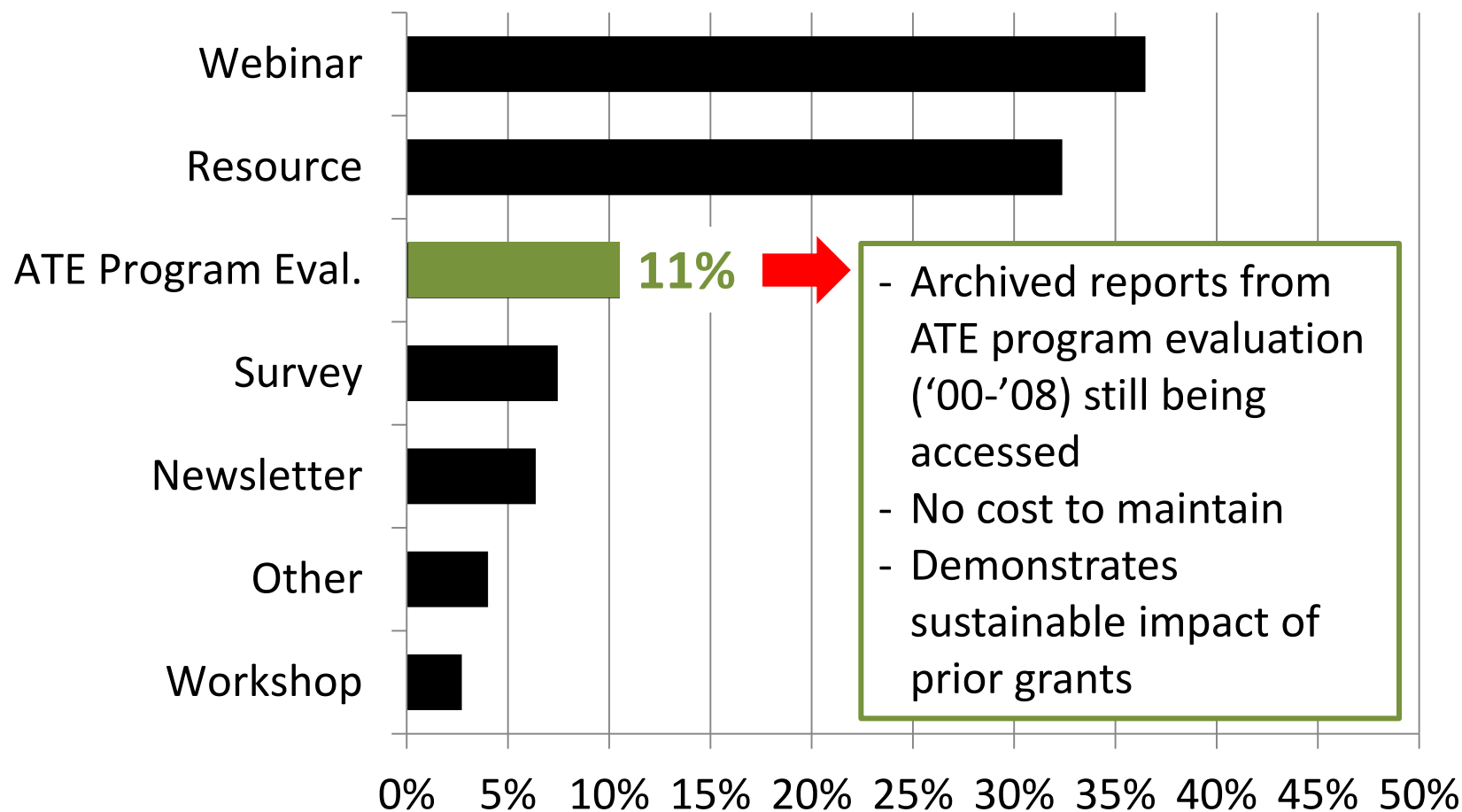
Kurt



Q2. Relative use by resource type



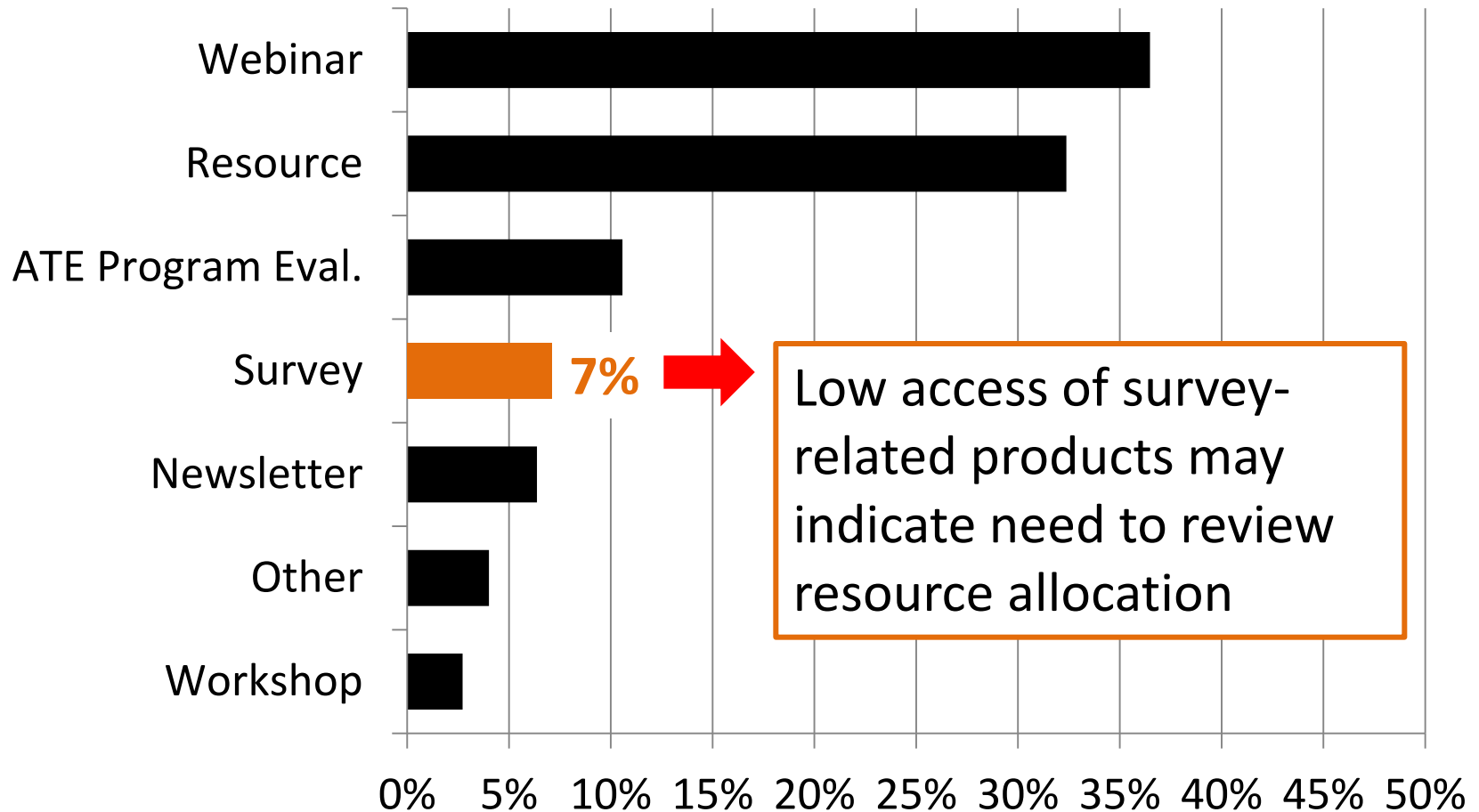
Kurt



Q2. Relative use by resource type



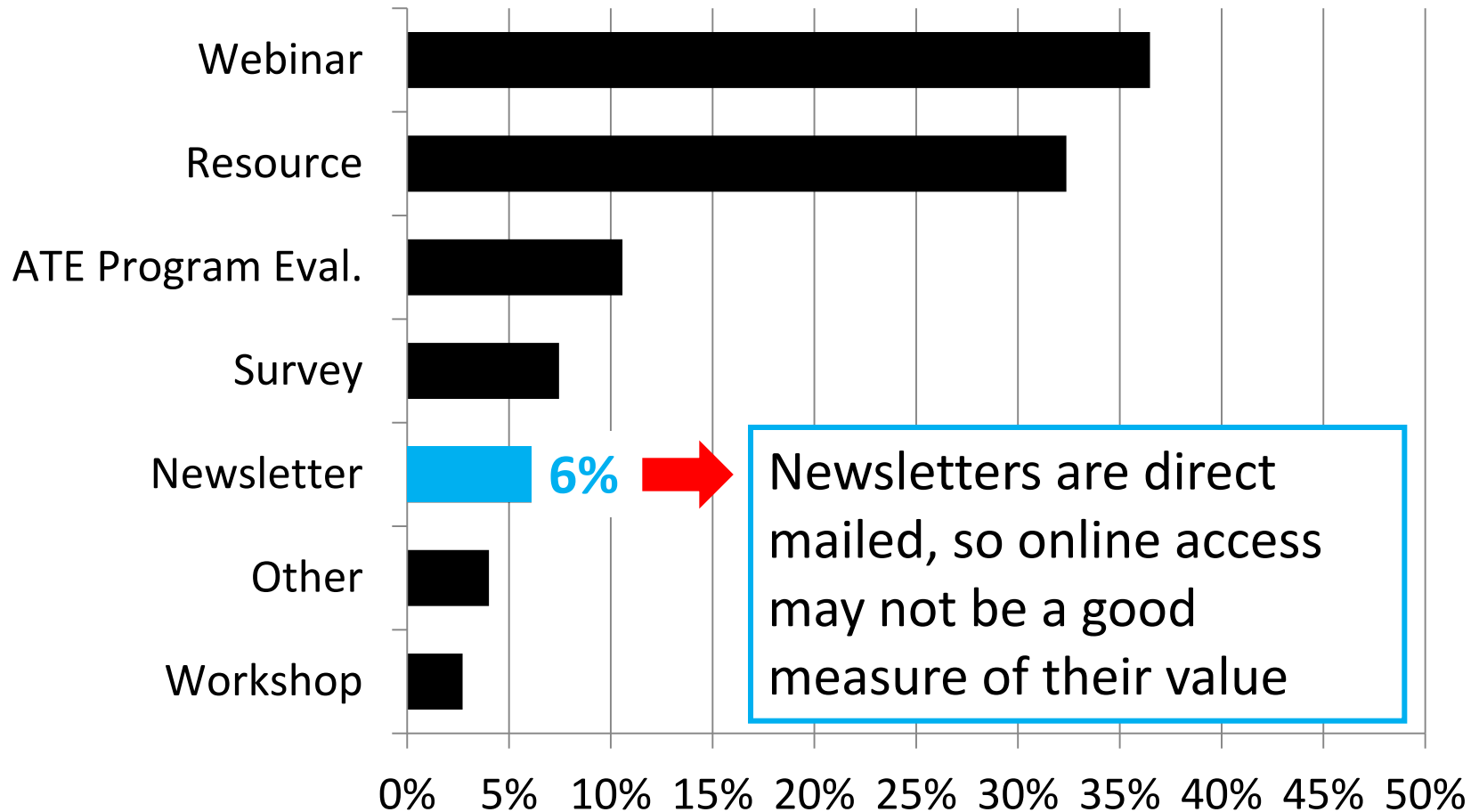
Kurt



Q2. Relative use by resource type



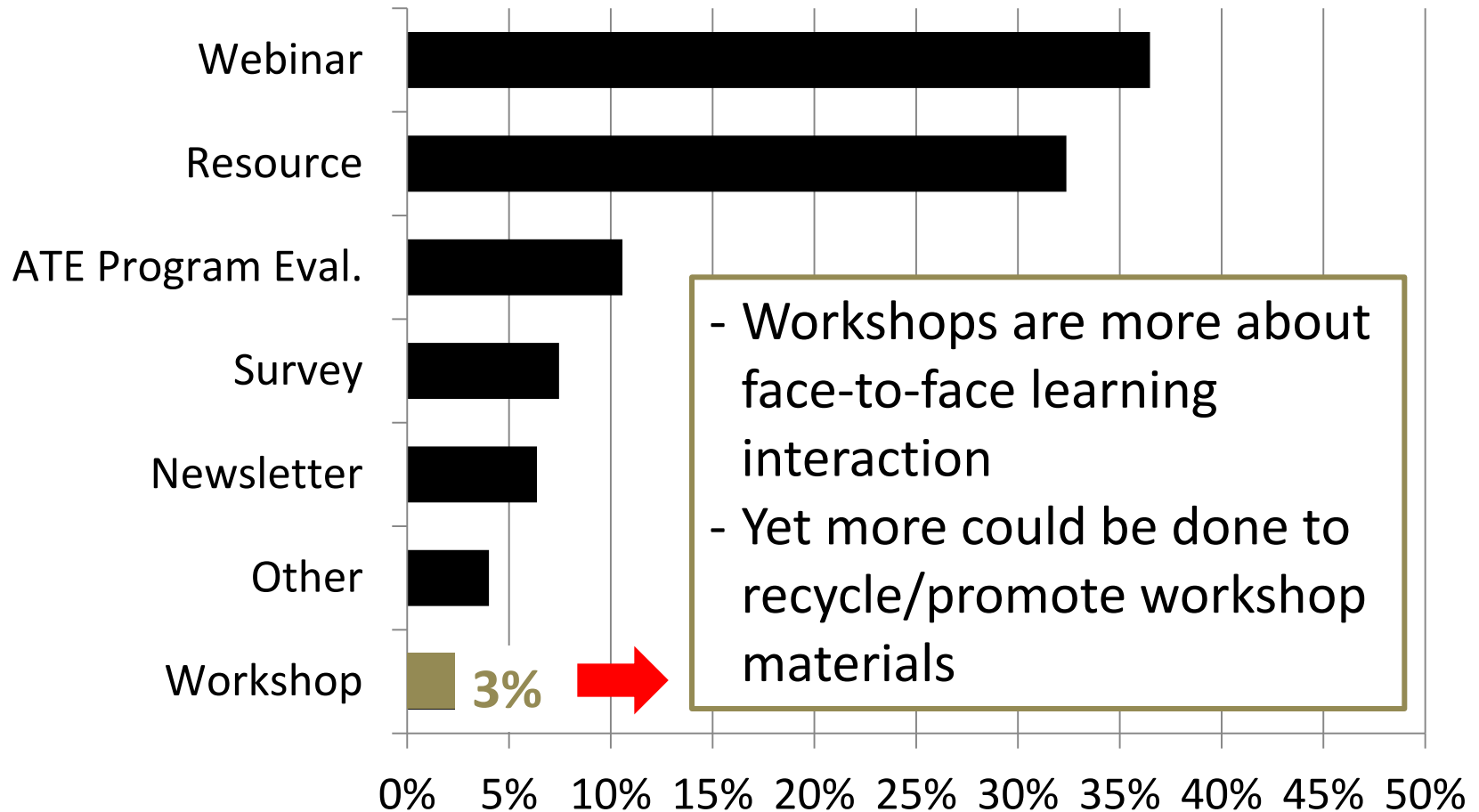
Kurt



Q2. Relative use by resource type



Kurt



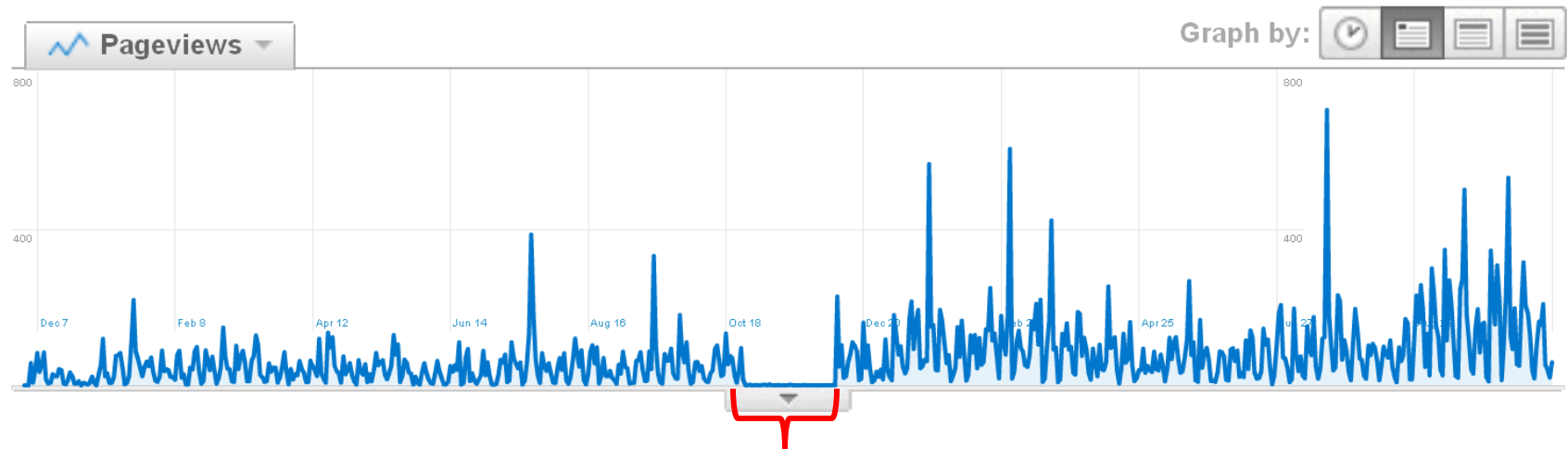
Q3. Trends



Kurt

Pageviews for all visitors

Dec 1, 2009 - Oct 31, 2011



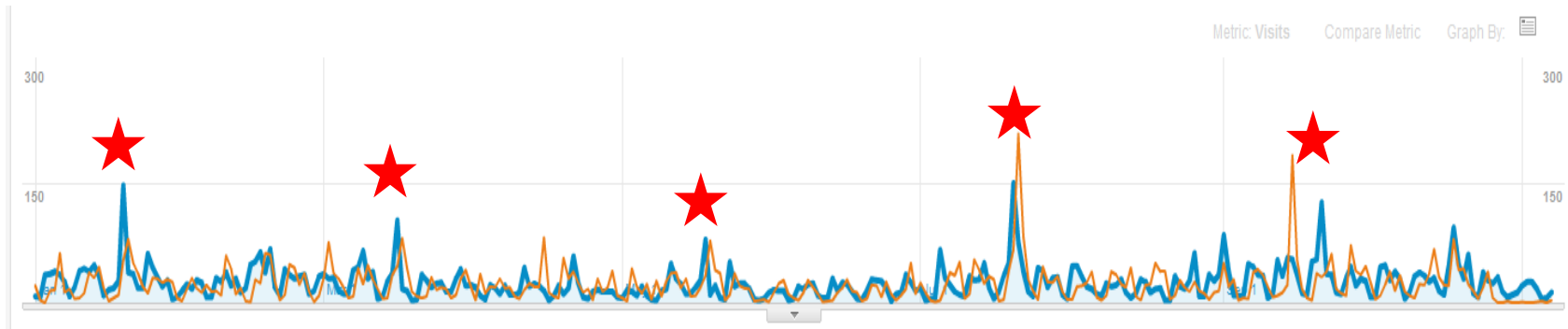
- Changed website platforms
- Added Evaluator Directory
- Reorganized content
- ATE PI conference—major marketing effort

Q3. Trends



Kurt

Number of visits in 2010 & 2011



Question: What do you think is causing these spikes in activity on EvaluATE's website at the same times each year?

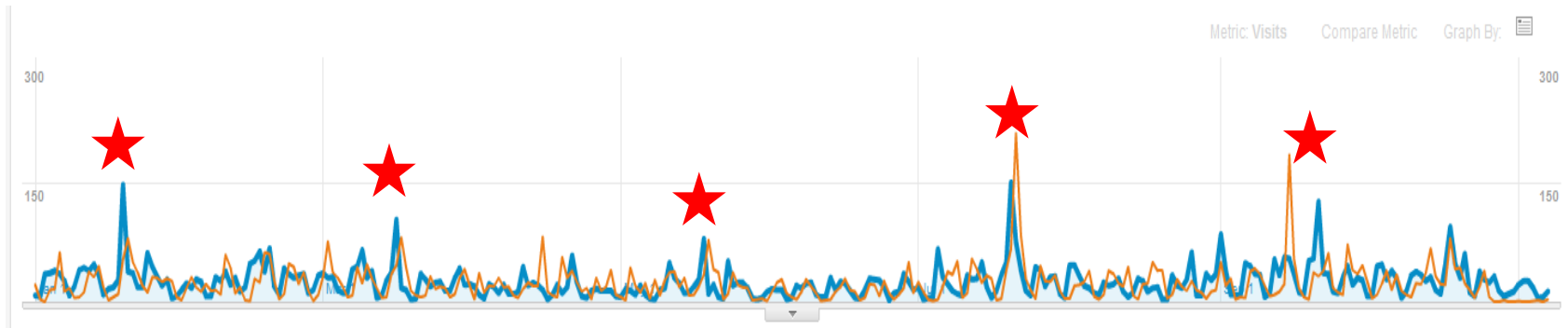
—type your answer in the chat box

Q4. Outreach effectiveness



Kurt

Number of visits in 2010 & 2011



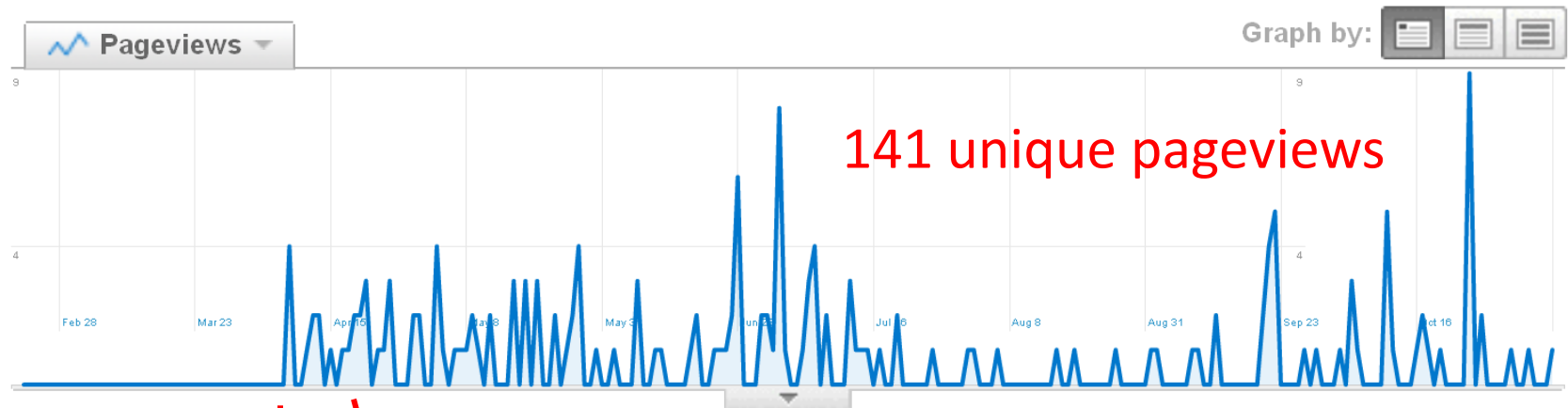
Webinars are a highly effective means for engaging EvaluATE's audience

Q4. Outreach effectiveness



Kurt

Resource: *Project Mapping Template*
(February - November 2011)



Added to
resource
library

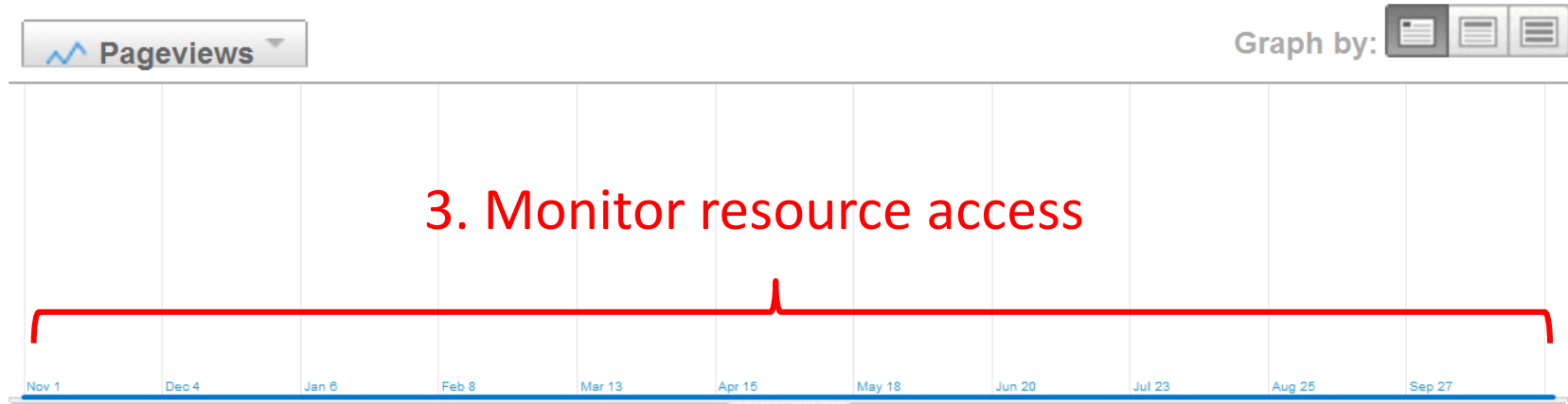
Featured in Spring 2011 newsletter

Q4. Outreach effectiveness



Kurt

For a better test of newsletter impact...



1. Add resource to library



2. Introduce resource in newsletter

Key Findings



Kurt

1. EvaluATE website usage is adequate, but hasn't grown. Ideas for growth: getting referenced on AEA blogs, more webinars or events, etc.
2. It seems that people do read newsletters (people check out featured resources), but need to do a real experiment on this.
3. To ensure full picture of resource use, make one of two changes: Send links to digital library entries or add tracking code to PDFs upon upload.
4. Webinars are an effective means for engaging people—work further to maximize benefit and/or cross-promote resources.

Summary



Kurt

Google Analytics

1. Mountain of FREE data...with limitations
2. Careful analysis can provide useful management information
3. Use benchmark comparisons and 'interrupted time series' design for interpretation

Coming Attractions



Jason

January 18

ATE Survey Orientation: How to Get Good Information Into and Out of the Survey

Register at

www.evalu-ate.org/events



AEA



Jason

Coffee Break Webinar Series

December 15

An Evaluator's Quick Start Guide to Usability Testing

January 12

Choosing the Optimal Survey Mode:
A Comparison of Web, Phone, Mail or In-Person Surveys

AMERICAN
EVALUATION
ASSOCIATION



Get more information/join at www.eval.org

www.evaluate.org



Jason



ATE Evaluation Listserv



Conduit Newsletters



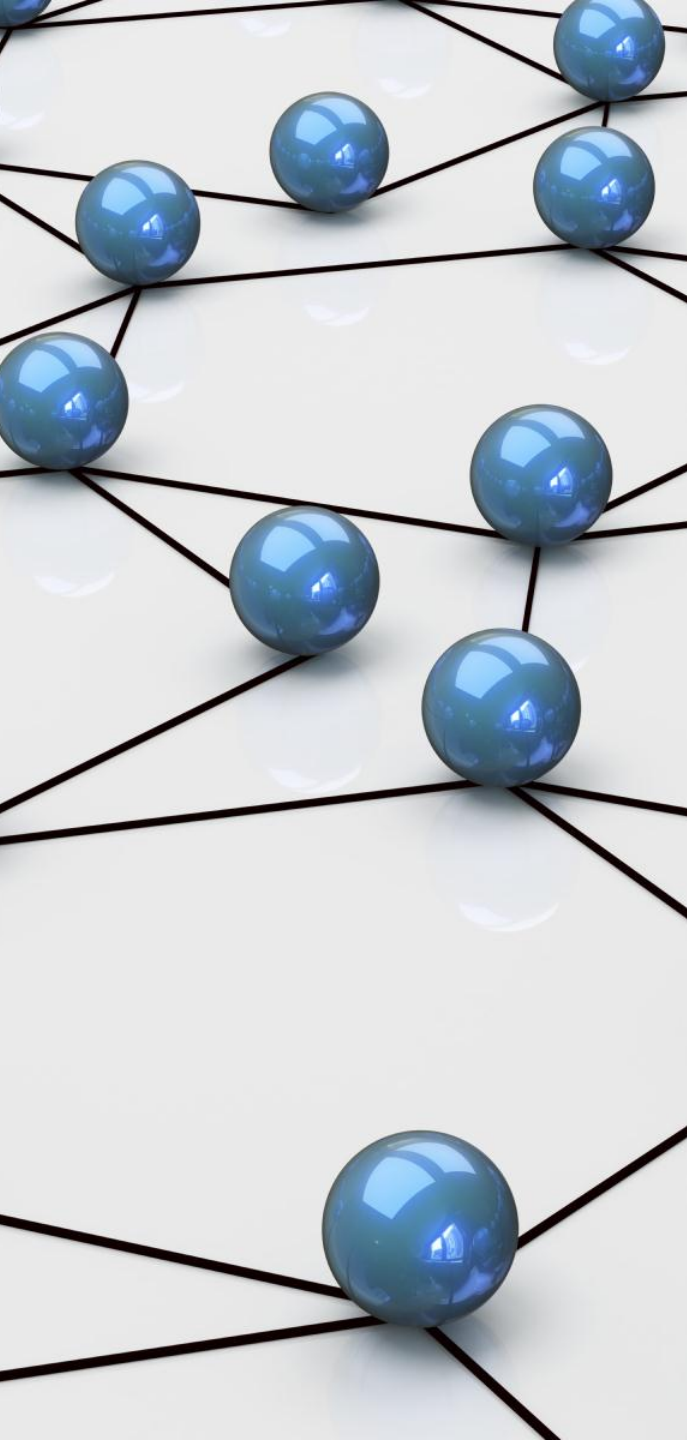
ATE Evaluator Directory



Digital Resource Library



Events



**Thank
You**

Evaluat|e
EVALUATION RESOURCE CENTER *for*
advanced technological education