

Measurement Plan Template

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| --- | --- | --- | --- | --- |
| What you want to measure | What information you need | Who has the information | How you will get the information | How often/when you will get the information |
| ***Your Strategy:***  ***Participants:*** |  |  |  |  |
| ***Attitudes/Knowledge/Skills*** |  |  |  |  |
| ***Behavior*** |  |  |  |  |
| ***Condition*** |  |  |  |  |



Measurement Plan Template Example

Web Design Course for Small Business Owners

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| What you want to measure | What information you need | Who has the information | How you will get the information | How often/when you will get the information |
| ***Your Strategy:***  Web Design Course  ***Participants:***  Targeting small business owners | * Number of classes held, length of classes * Number of participants * Business status (current business owners, potential entrepreneurs, etc.) | Instructors  Participants | * Ask instructors to turn in participant logs * Ask basic question(s) about business status on registration form | Ask instructors to turn in logs within two weeks of completing the training |
| ***Attitudes/Knowledge/Skills***  Participants become more interested in establishing a website for their business | Change in participants’ learning/attitudes | Participants | Post survey asking participants to indicate interest in Web presence before the training vs. after | At the end of every training class |
| ***Behavior***  Participants will launch a website for their business | How many participants launched a website | Participants | Trainers will follow up with participants to check on progress and offer technical assistance (additional strategy) | 3 months after training  6 months  1 year |
| ***Condition***  Participants that launch a website for their business will see revenue growth | Business revenue growth | Participants | Trainers will survey participants to ask about growth. (Google analytics introduced as part of the training.) | Annually |