

# Program Evaluation

How will you evaluate/measure participants' ability to achieve the benchmark?

## Four Levels of Evaluation

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V  
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Level 4

### RESULTS

Measures the bottom line (increased sales, dollars saved), changes in the larger community are documented, or policies are changed.

Level 3

### TRANSFER

Assesses whether learners are using what they learned in training. After time has passed, have they used/or applied the new information/skills? How?

Level 2.5

### INTENT

Learners are asked if they plan to take action or intend to make changes based on their learning.

Level 2

### LEARNING

Assesses what learners were able to learn. What they actually learned, not what they think they learned. Can they produce evidence of learning (pass a test, demonstrate a technique)?

Level 1

### REACTIONS

Measures participants' reaction to the learning. Did they like it? Did they feel that they learned from it? Did they understand it? Will they use the information?