

Evaluation of Determining Instructional Purposes (DIP) Training Program

Submitted to Far West Laboratories by Digital Review Solutions



Digital Review Solutions

Introduction

Far West Laboratories has requested a proposal for an evaluation of its *Determining Instructional Purposes* (DIP) training program. Digital Review Solutions feels that such an evaluation plays to our company's strengths and would very much like to be a part of this project. This proposal outlines our overall vision for the evaluation and has been submitted in response to the Far West Laboratories RFP.

Description of Program (DIP) Being Evaluated

Far West Laboratories is looking to grow its business and is considering using its *Determining Instructional Purposes* (DIP) training program to do so. The program consists of three units designed to provide graduate students and school administrators the skills necessary to plan effective school programs. Each unit contains multiple modules made up of reading materials and various activities. At the conclusion of each module, feedback is given to the learners such that they can evaluate their success with each activity. Far West Laboratories is offering each unit as both a stand-alone product and as part of a complete package available at a seven percent discount.

The materials for the lessons are entirely print based and are designed to be administered by a coordinator who has completed the appropriate module. This coordinator serves as guide for the learners, organizing and monitoring their progress through the modules. While no material outside the written handouts is presented, there is a Coordinator's Handbook available at added cost which provides guidance for coordinating all three units. While the developers have estimated 10 to 18 hour duration for each unit, the materials have not yet been presented to a live audience.

Evaluation Methods

As the evaluation involves discerning whether the venture offers future opportunities for growth as well as a determination of best marketing methods, a number of different methods will be used to evaluate the program. These methods are listed below along with parameter being evaluated.

- **Viability** – In order to evaluate viability, two factors must be considered. The first factor to be considered is the actual overall cost to the customer for the product. These costs include not only the purchase price for the product, but the amount which will be spent in salary on those attending the course. In order to determine these costs, as well as providing an opportunity for direct feedback, the course will be given to administrators and teachers of a local school district. Once the timing information is processed, an overall cost for the program will be generated using the median salaries of the attendees. This will then be combined with program costs for use in the second portion of the Viability evaluation.

The second method of evaluation for this topic will be a cost comparison with market competition. Comparable programs of industry rivals will be analyzed for total cost based on the model above to determine if the program offered by Far West Laboratories is viable in the given market. This analysis will include both online and brick and mortar

programs. From this information we will be able to determine if Far West Laboratories can gain a toehold in the market.

- **Marketability** – Marketability also has two completely separate methods of evaluation. One method will be used to determine if there is a market for such a product. Obviously, the research done under the Viability section will greatly influence the decision to pursue this evaluation. For instance, if there are competitors offering like products to their customers, then obviously there is a market for the Far West package. However, if the research in the first section indicates that there are no like products, then a determination must be made concerning the usefulness of such an offering. If the market is not self-apparent, a survey will be sent to at least 100 participants encompassing school districts from all 50 states and various distance learning outlets to determine if such a program would be useful to them.

The second portion of Marketability is concerned with providing useful information to the Far West Marketing Department regarding the decision making tools used by school administrators when deciding on which products to purchase. This information will be gleaned from a combination of survey data and direct interviews following the pilot class given to our local school district. Such information will help the Marketing Department when tailoring their message with regards to the *Determining Instructional Purposes* (DIP) training program.

- **Sustainability** – Since the stated overall goal of the evaluation is to determine whether Far West Laboratories should make the investment to market the *Determining Instructional Purposes* (DIP) training program, clearly the focus of the evaluation should be on the sustainability of this product as a profit maker. In pursuit of this determination, the product will be evaluated for both profit margin and long term growth potential. Profit margin will be determined based on the cost per unit production costs. These costs will then be combined with the average number of packages required per class to determine to total profit gained per class held. The Far West Marketing Department will then be consulted as to the proposed marketing budget. These numbers will be compared to determine the business volume required to produce a profit. Additionally, Digital Review Solutions will digitize the material and share the digital representation with those school administrators who complete the aforementioned survey. This process will provide incentive for the administrators to complete the survey. These administrators will then be interviewed to provide feedback on the digital product as well as their preference to one platform over another.

Task Schedule

This schedule assumes a start date of June 1, 2015 with a final deliverable date of August 3, 2015.

<u>Task</u>	<u>Start Date</u>	<u>Duration</u>	<u>End Date</u>	<u>Lead</u>
Digitize Course for Electronic Presentation	6/1/2015	1 Week	6/5/2015	Graham
Conduct Market Research	6/1/2015	8 Days	6/11/2015	Clough
Review Training Material to present pilot program	6/1/2015	2 Weeks	6/12/2015	Bender
Issue Invitations to Attend Pilot Training	6/1/2015	2 Weeks	6/12/2015	Langlois
Develop Marketing Survey	6/11/2015	2 Days	6/12/2015	Clough
Issue Marketing Survey	6/15/2015	2 Weeks	6/26/2015	Langlois
Hold Pilot Program Class	6/15/2015	2 Weeks	6/26/2015	Bender
Tabulate Marketing Survey Results	6/29/2015	2 Days	7/1/2015	Langlois
Collate / Review Pilot Data	6/29/2015	1 Week	7/3/2015	Bender
Deliver Digitized Course	6/29/2015	2 Weeks	7/10/2015	Langlois
Review Marketing Survey Results	7/1/2015	3 Days	7/6/2015	Clough
Review Digitized Course Feedback	7/13/2015	2 Days	7/15/2015	Graham
Develop Final Report Draft	7/20/2015	1 Week	7/24/2015	All
Independent Review of Final Draft	7/28/2015	2 Days	7/30/2015	Doran
Issue Final Report	8/3/2015			Langlois

The Digital Review Solutions Team



Brian Clough - Brian brings enthusiasm and expertise to the forefront as a part of our marketing research team. Brian's hard work and thorough marketing analysis have resulted in enhanced and improved business decisions for many of our clients. Brian will be leading our marketing efforts for this project. He has a Master's of Business Administration from Ohio University with a focus in Accounting, Leadership, Strategic Marketing and Managerial Finance.



George Graham – As our Instructional Technology Manager, George brings a broad knowledge of e-learning, presentation skills and multimedia software to the table. George will lead the team to create a trial e-platform for the *Determining Instructional Purposes (DIP)* training program. George has an M.S. in Instructional Technology Management from LaSalle University and a A.S. in Multimedia and Web Design from The Art Institute of Philadelphia.



Lars Bender – With more than 10 years of experience in classroom leadership and coaching, Lars is a dynamic facilitator; able to bring energy, enthusiasm, and humor to motivate learners to achieve potential and meet objectives. Lars will oversee the classroom pilot of the program, including the processing of student feedback. His years of facilitating will bring great insight to the table and his feedback will be of great value as the program progresses from pilot to maturity. Lars has a MS in Adult Education from the University of Pennsylvania.



Jean Langlois – Jean is the glue that holds the team together. She recently graduated from the University of Massachusetts, Lowell with an AS degree in Informational Technology. Jean will be coordinating incoming data as well as ensuring that all required deliverables meet their milestones. Her vast knowledge of software tools will ensure that all data is correctly presented and easily digestible. Jean will serve as the initial point of contact between Far West Laboratories and Digital Review Solutions.



Jim Doran – As the company president, Jim reviews all products to ensure they meet his own and our customer's expectations. Jim founded Digital Review Solutions 10 years ago and holds an Ed.D from Boise State University.

Project Budget

Personnel

Market Research / Marketing	\$6,500.00
Digital Design	\$3,750.00
Class Development / Administration	\$8,000.00
Office Services	\$3,000.00

Operations

Printing	\$1,000.00
Office Expenses	\$1,000.00
Travel	\$3,000.00

Total	\$26, 250.00
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Proposed Payment Schedule

Start Work (06/01/2015)	\$8,000.00
Pilot Completion (06/26/2015)	\$8,000.00
Project Completion (08/03/2015)	\$10,250.00