

# Measurement Plan

Strategy:

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
<i>Your Strategy:</i>				
<i>Participants:</i>				
<i>Attitudes/Knowledge/Skills</i>				
<i>Behavior</i>				
<i>Condition</i>				

# Measurement Plan Template Example

## Web Design Course for Small Business Owners

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
<p><b>Your Strategy:</b> Web Design Course</p> <p><b>Participants:</b> Targeting small business owners</p>	<ul style="list-style-type: none"> <li>Number of classes held, length of classes</li> <li>Number of participants</li> <li>Business status (current business owners, potential entrepreneurs, etc.)</li> </ul>	<p>Instructors</p> <p>Participants</p>	<ul style="list-style-type: none"> <li>Ask instructors to turn in participant logs</li> <li>Ask basic question(s) about business status on registration form</li> </ul>	<p>Ask instructors to turn in logs within two weeks of completing the training</p>
<p><b>Attitudes/Knowledge/Skills</b></p> <p>Participants become more interested in establishing a website for their business</p>	<p>Change in participants' learning/attitudes</p>	<p>Participants</p>	<p>Post survey asking participants to indicate interest in Web presence before the training vs. after</p>	<p>At the end of every training class</p>
<p><b>Behavior</b></p> <p>Participants will launch a website for their business</p>	<p>How many participants launched a website</p>	<p>Participants</p>	<p>Trainers will follow up with participants to check on progress and offer technical assistance (additional strategy)</p>	<p>3 months after training</p> <p>6 months</p> <p>1 year</p>
<p><b>Condition</b></p> <p>Participants that launch a website for their business will see revenue growth</p>	<p>Business revenue growth</p>	<p>Participants</p>	<p>Trainers will survey participants to ask about growth. (Google analytics introduced as part of the training.)</p>	<p>Annually</p>