Three steps in developing a Training Evaluation Plan

1.Create a Logic Model
Developing a logic model helps you plan, manage and report on a training programme. Its purpose is to show the relationship between the programme's intended effects and the activities and outputs that will deliver these.

Example Logic Model			
Activities *What are all the elements of the training programme?*	**Outputs** *What is created, what happens as a result of the activities?*	**Outcomes** *What are the intended changes within the library service that result from the activities and associated outputs?*	**Impacts** *What improvements and increased benefits to library users/the wider community will be seen as a result of the training programme?*
Digital Audience Development and Social Media training and mentoring programme Hosting the VR residency, training colleagues to support events. Curation and co-creation of digital content and experiences. Knowledge sharing within, wider peer group and the library community.	Launch and manage targeted social media campaigns in support of library activity. Providing skilled hosts for the VR experience and training peers to support digital events. Participate in developing and leading a range of activities, e.g. around the VR showcase. Generation of data that can support the development of digital services.	Digital Champions have the skills and confidence to expand and promote the libraries digital offer. The service has increased social media impact: more people engage with the social media channels and connect with the library offer. Digital Champions have developed the skills to extend access to events, activities and the library offer online. Digital Champions have created new content in collaboration with communities. Increased collection and use of data to improve services and experiences. Increased confidence in digital culture across the library service.	Increase in user community engagement in immersive cultural experiences. Community co-produced production and programming has increased. Increased awareness of and engagement with library social media. Increased data generation and capture leads to well informed decision making.

2. Identify exactly what you want to understand and measure

It is worth spending time at the beginning clarifying what you really need to know. What information and new understanding will help you deliver your longer term aims and objectives? And then understanding how you might measure that.

Example Overarching evaluation questions and measurement plan	
We want to know…	**How we'll measure…**
1.To what extent have the group enhanced their skills as Digital Champions?	Survey the Digital Champions' perception of their skills at the beginning of the programme and at the end (see skills grid template). Incorporate a discussion group into the peer review session to capture reflections throughout the programme.
2.What impact the training programme has on the service more widely?	Survey the wider group of library staff involved in managing the VR experience and recruited to help on projects. Produce an evaluation survey for wider staff group to complete when they participate in the monthly show and tell, peer review and VR training sessions. Record proposed outcomes from the peer review sessions and actions directly linked to those sessions.
3.What impact has the training programme had on digital audience reach?	Undertake an audit of existing social media activity and engagement as a benchmark. Measure engagement (likes, comments etc) and awareness (impressions and reach) across all platforms over the duration of the programme.
4. In what ways have the Digital Champions enhanced the audience experience of VR and immersive culture?	Capture registration data for VR/immersive experience users. Use an audience evaluation survey for events and activities, including the VR showcase and include a question about how the facilitator enhanced the experience.

3. Plan how you will gather the desired data.

In order to answer question 1 above we developed a Skills Grid, which was used as a baseline assessment at the beginning of the programme and then revisited after the training to measure the change in participants perception of their skills.

Example Skills Grid		
Specific skill/area of interest to the programme	**CURRENT EXPERIENCE Please give examples and information (in or outside work) to illustrate your interest/experience**	**LEVEL OF KNOWLEDGE On a scale of 0 (none) to 10 (expert) please rate your level of knowledge and confidence in this area. Please add any other useful comments.**
Creating posts and/or contributing to social media platforms		
Creating audio or visual content (including video, audio, animation, photography, graphics)		
Producing and/or hosting live or recorded events, talks, training sessions etc online		
Experience of VR and/or other digital and immersive content		
Running events in the library that use digital content		