

Partnership Program Students Orientation
Evaluation Report
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Partnership Program Students Orientation Evaluation Report

Evaluation is the process of examining a program or process to determine what's working, what's not, and why. It determines the value of learning and training programs and acts as blueprints for judgment and improvement. (Rossett, Sheldon, 2001) A productive evaluation stem from the thoughtful selections of assessment participants. With the time restraints, there were 5 subject matter experts, who are from immigration office (1 person), orientation manager (1 person), study abroad specialist (1 person), technology expert (1 person) and Partnership Programs Advisor (1 person) involved in the one-on-one interview. For the target group evaluation, due to the quality service restriction of CISP (Center for International Studies and Programs) the evaluation only can be applied among the current Partnership Program Students. There were 12 students submitted the survey via Qualtrics.

The purpose of the formative evaluation is to use data to support the targeted revision and the summative assessment is to judge the impact of the instruction on the organization's initial problems. On one hand the date of formative evaluation can help the website be more accurate and effective as a learning tool, and on the other hand there need a neutral summative evaluation to do the reflections on whether the website can provide solutions for solving the CISP's initial problems regarding to level up the services for the Partnership Programs Students.

Materials and Instruments

The Partnership Programs Students' Orientation Website evaluation phase included 2 online surveys via Qualtrics and 4 hours face to face interviews in total.

COE345 Website Satisfaction Survey Link:

https://csusb.az1.qualtrics.com/jfe/form/SV_1LFepiJNYkNhyf3

COE345 Website Satisfaction Survey QR Code:



PPSs Website Subject Matter Experts Evaluation Link:

https://csusb.az1.qualtrics.com/jfe/form/SV_00hPHM2hagqBd09

PPSs Website Subject Matter Experts Evaluation QR Code:



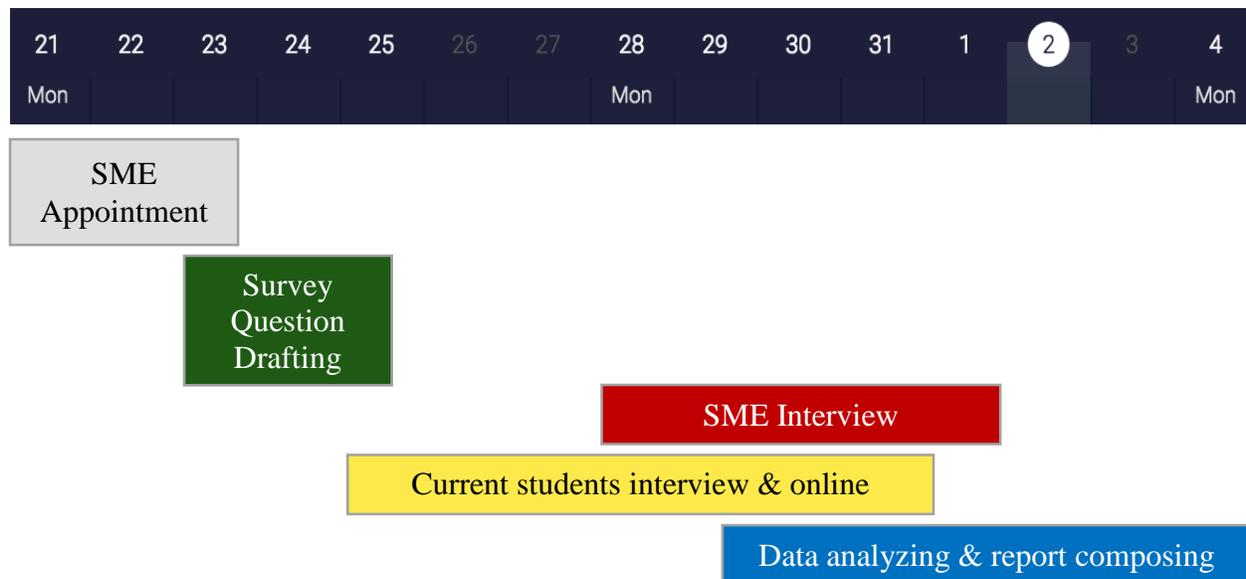
Summarizing information from a formative evaluation

Strategy Component	Identified Problem	Proposed Changes	Evidence & Source
Entry skills test	None	None	None
Motivational material	Welcome Tutorial Video is out of date.	Need to shoot and edit new one.	It was an inspiring video for all CSUSB new students but didn't mentioned PPSs.
Pretest	None	None	None
Information Presentation	No description for each page; No immigration related forms	Add a description on the welcome page in three different languages. Add a description on study page. Add the link of immigration forms.	Experts from the face to face interview.
Learner Participation	Learn may easily lost in reading complex and long paragraph.	Shortened the sentences and provide more tutorial videos.	Experts face to face interview.

Posttest	No interactive activities	Add 2 simple google quiz after 2 tutorial videos	Experts face to face interview
Attitude questionnaire	The students may have negative attitudes to listen a pure English Orientation	There will provide Chinese and Vietnamese caption in the tutorial videos.	Students face to face interview
Transfer to performance context	None	None	None

Procedures and Data

In order to make sure the face to face interviews could be smoothly conducted on schedule, the appointments with different experts had been arranged two weeks before the evaluation week. The Partnership Programs Orientation Website survey procedures started from SME interview appointment making, survey questions drafting, IT expert meeting, survey questions revising, data analyzing, evaluation report composing.



- SME One-On-One

Compared with the other two survey and interview, the SME One-On-One interviews provided more productive feedbacks.

SME	Comments
IT	<ul style="list-style-type: none"> ▪ The website need consider disable users' accessibility: at least the color contrast, fonts and captions; ▪ Need to double check the videos and images' copy rights; ▪ Why not design for whole international students but only partnership program? ▪ No instructional description: the user may not know what the website is.
Orientation Specialist	<ul style="list-style-type: none"> ▪ The words' color in Study Page are hard to see; ▪ "Rights" actually is a big word, but if you have special concern based on Chinese culture which is acceptable; ▪ The international students don't participate SOAR ▪ In the bottom of the Study Page, it should be "Check here for contacts" ▪ The words of "contact us" are hard to see; ▪ I like the button of "Back to Top"
Immigration Specialist	<ul style="list-style-type: none"> ▪ In the Forms page, there are no immigration forms which you can find in the CISP website. ▪ I like the website structures and it looks nice.
Study Abroad Specialist	<ul style="list-style-type: none"> ▪ It looks pretty and useful ▪ How you distribute the website? ▪ Transport should be "transportation"
Partnership Programs Advisor	<ul style="list-style-type: none"> ▪ All the videos need be revised and updated ▪ Please revise the welcome page wording ▪ Student need to learn English and the website may need "glossary" in each page.

- Target Group (Current Partnership Programs Students) One on One

During the week of the evaluation, there were 4 current partnership students took the face to face interview. The questions are listed as follows:

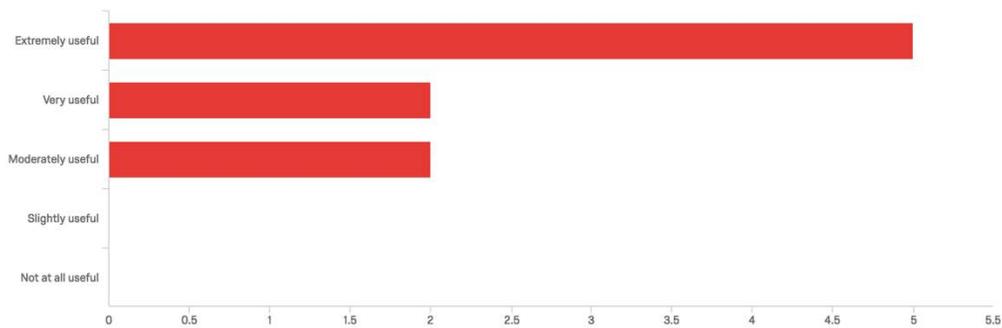
1. Is the website useful for the upcoming Partnership Programs Students?
2. Will the English be the barrier to use the website for the upcoming Partnership Programs Students?
3. Will you prefer to reuse the website?
4. Will you prefer to recommend the website to your friends?

5. Any functions or features you prefer to recommend your friends?

4 of them prefer to recommend the website to their friends and the forms page were all their favorite page. 2 of them told me they would like to work together on construction of the website.

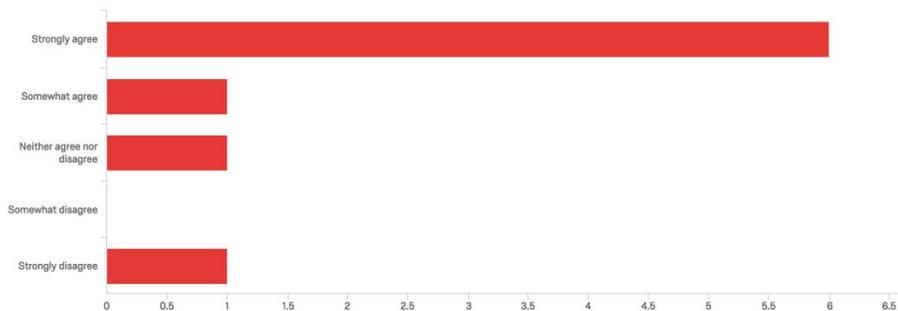
- Small Group Data Analysis

The survey link delivered vis WeChat Group with 144 students and 70% students enrolled as Partnership Programs Student in California State University San Bernardino in 2017 Fall. The survey link had been sent twice and there were 12 students submitted their feedbacks. 5 students believed the website are extremally useful, 2 students clicked very useful and 2 thought it moderately useful. 1 student strongly disagree the contexts are clear and easy understand.



Q2 - The contexts are clear and easy understand.

Page Options ▾



Website Revision

Based on SME interview, One-On-One target group interview and group data analysis, the biggest revision was to add the page description on welcome page and study page. In order to make it attractive and appealing, the instruction use simple poem for welcoming.



For the “Study” page, the main purpose is to encourage the PPSs step out their home language groups to make full use of CSUSB resources. The biggest differences from Chinese universities, in CSUSB the students own their “rights” to design choose major according their own interests.

The graphic has a blue border and contains the following elements:

- On the left, the text "I attended SOAR What's next?" is written in a blue, hand-drawn font, with a red play button icon next to "SOAR".
- In the center, there is a blue hot air balloon with white patterns and a basket.
- On the right, the text "Step out of your comfort zone" is written in a large, bold, blue font.
- At the bottom, there is a "Please note" section with a list of bullet points.

Please note: you own your rights to tailor-made your courses!

- In CSUSB, you have been provided with the right to choose your interests as your major or your class. All faculty, advisers, and current staff are in standby to secure your success in accordance to your interests.
- Please keep it in mind: all faculty, advisers, and current staff are here to help you achieve your goals.
- What you need is to ask! ask! ask!

Adopted the content experts' recommendation, the website using easy English as the main language. However, with the limited time, the glossary is still under construction. Till the final week, three pages including Welcome, Study, and Forms are comparably well developed and other pages are still need be redesign and revised.

Personal Reflection

If ETEC 544 provide me a chance to cooperate with team and learn how to deal with team works, the ETEC644 actually made me realized the real needs of team works. In the beginning of this quarter, I thought it might be easier to work alone with my familiar topics. However, there were at least 3 times I thought of changing topics because of man power shortage. As a novice of instructional designer, I realized that it was too easy to plan a huge project disregarding the time and hands limitation. If don't consider the website design issue and only focus on the subject learning, I feel absolutely satisfied and cheerful. No pain, no gain. People often learn and remember from their failures or sufferings. Hence, I prefer to summarize my difficulties and painful experiences during the whole procedures in designing the Partnership Programs Students' Orientation website as bellows:

What the Organization's initial need/problem is

I often asked myself what motivates me to do the website. Is it for getting an "A" in Dr. Baek's course? Is it for upcoming student to live a more happy and successful life in CSUSB? Or I can really figure out a solution to solve CISP's real problem? The three are all my motivations, but the last one might be impossible to achieve. Sometimes, it almost stopped me to complete the project. In fact, if what we did are not what an organization need, how we can continue to approach the end. Luckily, I continued it to the evaluation phase and I realize it is not difficult to get my supervisor's supports and gradually found there were more colleagues do care about the

quality of service. For me, the most important lesson learned from the project is to know how to figure out the real needs of an organization.

Too easy to fall into the graphic design trap

Although Dr. Baek provided inspiring ID models, clear instructions and practical theories, I still felt lack of preparation or structure plan during the design and development phases. The quite often things happened to me was that 3 or 4 hours quickly gone with lines or fonts alignment in details but finally I have no time to write the contents or adjust the logic of navigation. There two solutions, one way may need to narrow down the topic and another is to find more professional experts to cooperate. The most practical one is to correctly understand personal capacity and plan the project in a practical scale. The most important thing is to better evaluate which item or revision was more initial and important.

The shortages of my reading

The most painful reflection is to realize that I read too limited and I knew too little about Instructional Design. Through the website design, I review some Instructional Designer's websites and their academic journals. I know the gap between us. I almost figure out my future career as an instructional designer and I clearly know there will be a long journey to explore. Fortunately, I know I am on the right tract.

References

Dick, W., Carey, L., & Carey, J. (2015). *The Systematic Design of Instruction*. Pearson.

Rossett, A., Sheldon, K (2001). *Beyond the Podium: Delivering Training and Performance to a Digital World*. San Francisco: Jossey-Bass/Pfeiffer