

Options for program evaluation

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Myths of evaluation

There is no time for evaluation

There are too many variables to measure

It's too expensive

Evaluation is difficult

If management don't ask for it doesn't matter

Obstacles to Evaluation

Cost

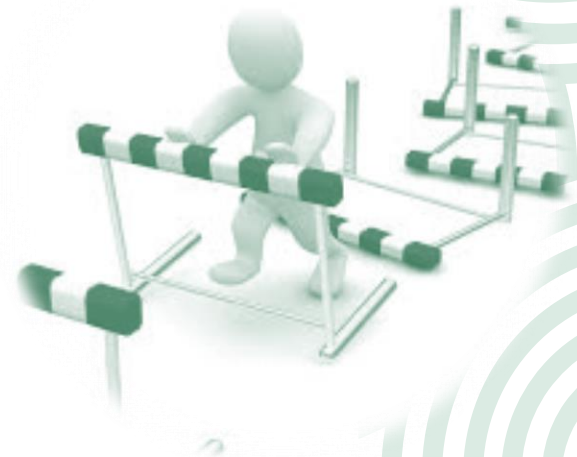
Know how

Fear

No benchmark

Program design

Management commitment



Purpose behind it

Determine if objectives are met and appropriate

Identify strengths and weaknesses

Cost Benefit Analysis (ROI)

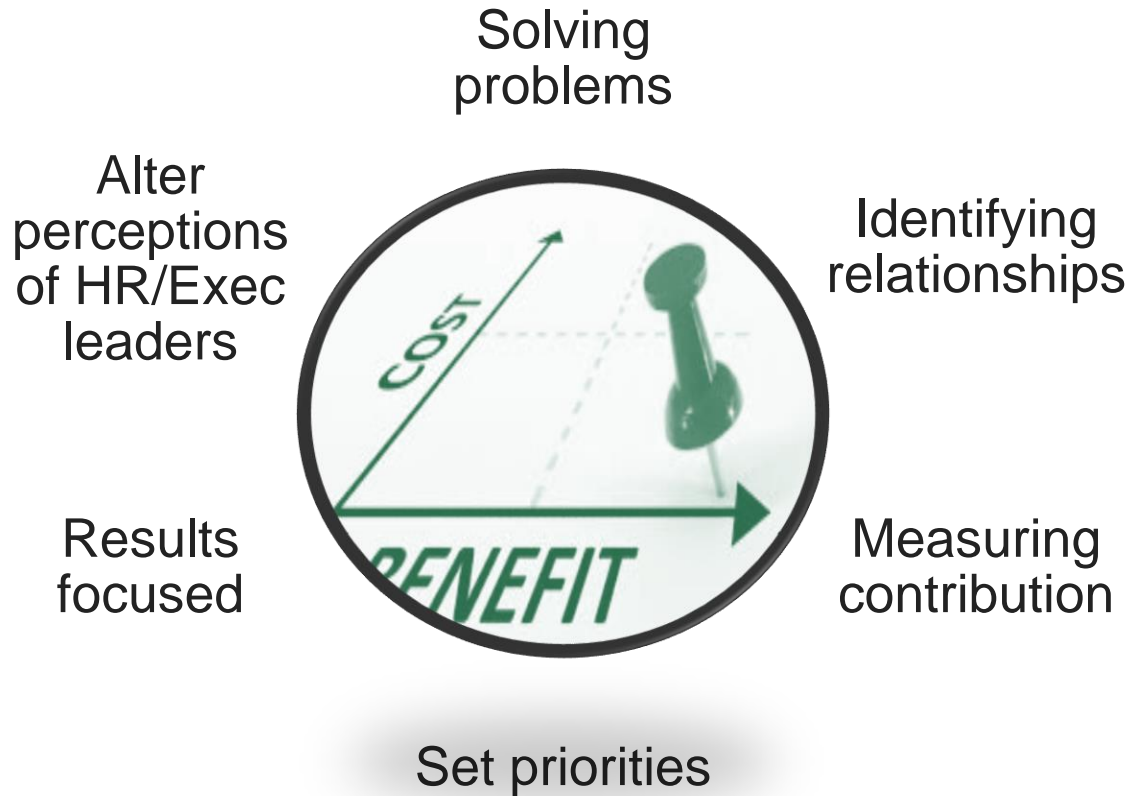
Assist in future programs

Assess if the project was appropriate

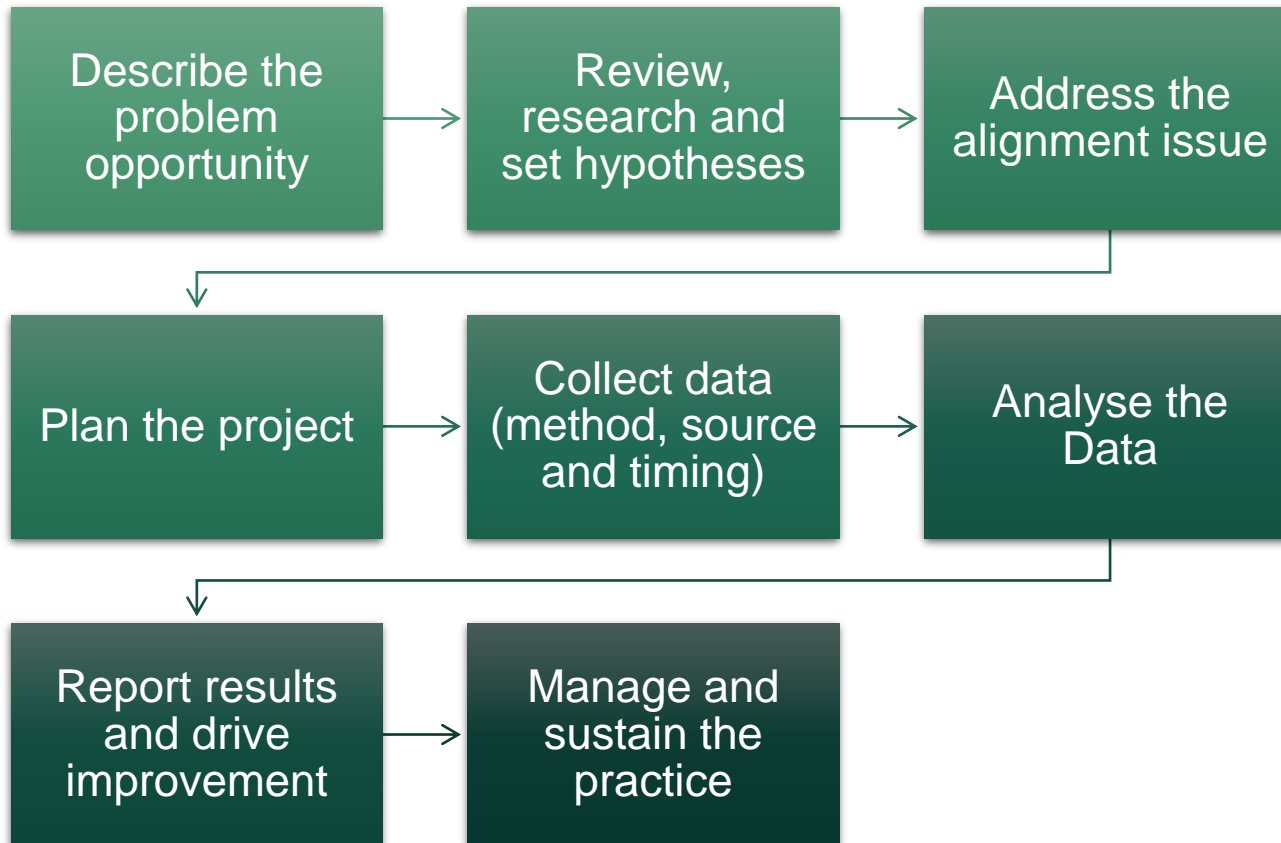
Assist in decision making



Benefits



Human Capital Analytics Approach



Recommendations for Measurement

Select an approach in each of these categories:

- Attitudinal Data (Engagement Data)
- Comparative Data (Benchmarking Data)
- Human Capital Measures (Updated KPIs)
- Benefit/Cost Analysis (ROI)

Manage and sustain the analytics practice



A POLICY STATEMENT
CONCERNING HCA
DEVELOPMENT



GUIDELINES FOR
DIFFERENT ELEMENTS
AND TECHNIQUES OF
THE HCA PROCESS



MEETINGS AND FORMAL
SESSIONS TO DEVELOP
STAFF SKILLS WITH HCA



STRATEGIES TO
IMPROVE MANAGEMENT
COMMITMENT AND
SUPPORT FOR HCA



MECHANISMS TO
PROVIDE TECHNICAL
SUPPORT



SPECIFIC TECHNIQUES
TO PLACE MORE
ATTENTION ON
RESULTS

Final thought

*“If you can’t explain
what you do as a
process, you don’t
know what you are
doing”*

W. Edwards
Deming



Charles Sturt
University

Thank you

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