

Go&Learn initiative

EVALUATION PLAN

G&L European Network Management Body



The Go&Learn initiative is a multilateral network supported by the EU LLP funds. It is aimed to organize and manage an international catalogue of study visits to be carried out inside companies all around Europe. The visits have training and guidance aims and should be considered as Training Units that can be proposed to a vast range of users: students of vocational and secondary school, university, employed and unemployed people, teachers and trainers. The hosting companies are strongly committed in training and in knowledge propagation, allowing the visiting groups to learn directly from the source of knowledge, experience and innovation, which is the company itself. Detailed and updated information about the network members, the activities and services available are available in the official website of the project: www.goandlearn.eu and in the national websites of the project partners.

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This paper as well as all the other reference documents of the G&L initiative are available for download in digital format in the official initiative website: www.goandlearn.eu



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1 Preface

The rules and standards of the G&L network governance, products and services are described in detail in the following papers, which the one you are reading is part of:

Go&Learn concept

This document, where the rationale and the aims of the initiative are described, with a summary of products and services provided by the network(s).

Go&Learn European network rule

Where the rules adopted to manage the European G&L network and the product and services at European level are listed.

Go&Learn local network rule

Where the rules adopted to manage the local (country or province) G&L networks and the product and services provided at this level are listed.

Standard reference for G&L Products & Services

Where the minimum standard requirements for local and international products (visits, seminars, circuits) are described, as well as the minimum standard requirements for local and international services (hosting, accompanying and pedagogical support, travel and logistics, etc..).

Support documents

A collection of support papers to carry out the activities: agreement between LNMB and company, handbook for the company, insurance forms (if necessary), certificates, etc.

Monitoring data and quality indicators

Rationale and detailed description of the monitoring data to be collected for each seminar/visit carried out and set of quality indicators to be applied to evaluate the activities carried out by the network.

Image Manual

Where all the official logos and graphic formats to be compliant with when preparing information or dissemination products are specified.

Go&Learn commercial frame (G&L partnership internal use only)

Derived from the Sustainability Plan of the project, it is the document where pricing policies, criterias for exchange of services between the network partners, and any other sustainability issue are developed.

All this documents, developed within the LIFELONG LEARNING PROGRAMME 2011 - MULTILATERAL NETWORK 517780-LLP-1-2011-1-IT-LEONARDO-LNW, will be maintained and updated under the exclusive responsibility of the G&L ENMG.

2 The task entrusted to the evaluator

The project document specifies what is to be expected from the evaluation, and it can be summarized in three key points:

- the evaluation must be seen as a method of improving outcomes and reciprocal learning, not as a tool for measuring/judging,
- the evaluation of the work that has been done, the outcomes and the impacts,
- the steady attention to the partnership.

With regard to the second point, the three above-mentioned issues are explicated.

As for the carried out work, the evaluation will take account of the following aspects:

- efficiency of the developed procedures,
- pedagogical effectiveness of the method,
- adequacy of the work group management.

Concerning the outcomes/deliverable, the focus is on:

- on-line tools and services adequacy,
- quantitative and qualitative indicators about pilot activities,
- training companies and promoters/stakeholder networks building process,
- innovation of the approach.

The impact is considered in terms of:

- quantitative and qualitative indicators about dissemination and exploitation events and actions,
- typology of customers and stakeholders involved,
- sustainability of the networks and of the standard reference documents developed,
- level of adoption of the catalogue visits in existing training/education curricula,
- enrichment of local and European mobility programs offer.

The attention to the partnership takes in consideration four partnership principles:

- clarity of vision,
- ensure commitment and ownership,
- develop and maintain trust,
- clear and strong partnership arrangements.

3 The evaluation aims and the drafting criteria for the Evaluation Plan

According to the commission bestowed to the evaluation, the draft of the Evaluation Plan got underway from the analysis of the project document, putting stress on the aims, the objectives and the outputs provided by the Project, and on the way they have been elaborated in several Workpackages.

It was therefore possible to identify four different “dimensions” on the basis of which the evaluation will be carried out:

- the project management, in the sense of “how we are working together”,
- the networks that are built, with reference to the network of promoters/stakeholders and that of the training companies,
- the catalogue of visits to companies and piloting visits,
- the venture sustainability, to be understood as set of assumptions made for the maintenance of the activities over the life of the project.

In order to define in detail “what” to assess within each of these four “dimensions”, the aims and the outputs of the single WP have been taken as reference, as will be illustrated in the following paragraph.

In defining “how” and “when” evaluating, and “who” does actually evaluate, it was held in the utmost account the need of avoiding weighing partners’ work down and bothering the interlocutors who have shown their interest towards the undertaking (who have just been identified as the most suitable interlocutors for the evaluation).

As regards methods and means for the evaluation, interviews/questionnaires, managed by e-mail, and data analysis and documents, whose draft is already included in the Project, are provided.

Generally speaking, the task of gathering information for evaluating purposes will correspond to the conclusion of the various WPs.

4 The evaluation organization

Hereinafter, after briefly mentioning aims and outputs of each WP, it is detected what to evaluate, how, when and who evaluates it.

4.1 WP 1 - Management

Aim of this WP is successful implementation of the project with the active participation of all partners; it ensure relevant financial, administrative and technical management.

What to evaluate:

- coordination of the work groups, definition and abidance of the roles and the allocated tasks, communication with the partners and between the partners,
- sharing of the vision, commitment to collaborative work using networks and any possible critical issue in achieving the aims,
- administration and payments: timing, problems, solutions
- compliance with the deadlines expressed in the Project plan and reasons adduced for any possible change.

Who evaluates: coordination team and partners.

For the partners:

When: at the same time of the other WPs' evaluation: there is a management section in the form that has been sent

How: a form to be filled in and sent by e-mail.

For the coordination team:

When: together with the evaluation of the other partners

How: through live interview.

4.2 WP 2 - G&L Concept development

The aim of WP 2 is to develop and formalize a common standard frame, which gains weight through the drafting of several documents. The provided outputs are: Website specification, G&L standard reference documents and Hosting handbook for companies.

What to evaluate: usefulness and completeness of the drawn up documents (as well as the compliance with the deadlines).

Who evaluates: those who will pass their judgment are the users of the drawn up documents, that is, the members of the partnerships.

When: while developing WP 3.

How: a module to be filled in will be sent by e-mail to the partners, including both open and closed- answer questions, depending on the subjects to be evaluated, which will cover three main aspects: WP results, coordination activity and transnational meetings regarding the specific WP.

4.3 WP 3 - G&L Network valorisation

The main goal of WP 3 is the setting-up -realised by each partner- of two local networks: one for promoters, supporters and stakeholders, and one for training companies. The draft of the Valorisation plan will give support to this activity. Training seminars for companies involved in mobility hosting are also provided.

Promoters and company networks

What: features and categories involved in each network.

For the companies: activity sectors, geographical localization, tour offers...

For the promoters: subjects, localization...

Who evaluates: the evaluator himself.

When: at the end of the WP.

How: by analyzing the data stored in the database.

Training seminars

What: completeness, clearness, suitability of the training to carry out the seminars, presentation effectiveness.

Who evaluates: the participants, that is, the staff chosen by the company to come along with the visitors.

When: at the end of the WP.

How: through a questionnaire, sent by the staff members trained on the management of visits. The partners will put the collected data in a file to be sent to the evaluator.

Valorisation plan and Wp on the whole

What: usefulness and completeness of the WP, evaluation of local area networks in terms of construction process and result, organization and management of seminars.

Who evaluates: the partners involved.

When: at the end of WP.

How: a module to be filled in will be sent by e-mail to the partners, including both open and closed- answer questions, depending on the subjects to be evaluated, which will cover three main aspects: WP results, coordination activity and transnational meetings regarding the specific WP.

4.4 WP 4 - G&L Catalogue validation

Aim of this WP is the validation of standards, product and services through the implementation of pilot visits; the drafting of the Piloting plan will support this activity.

Piloting visits

What: suitability of the overall organization and division of roles and responsibilities, structure and suitability of support service provided; adequacy, completeness and usefulness of the Piloting plan.

Who: hosting partners and those who send their testing target group.

When: at the end of the WP.

How: a module to be filled in will be sent by e-mail to the partners, including both open and closed- answer questions, depending on the subjects to be evaluated, which will cover three main aspects: WP results, coordination activity and transnational meetings regarding the specific WP.

The features of the module will fit for the purpose of conducting a swot analysis, in order to highlight the strong and weak points in the carried-out activity, and the main problems that have been found.

What: interest aroused by the visit / circuit, correspondence between expectations and results, quality of the presentation made by the company representative, suitability of support service provided (travel, accommodation, transports ...)

Who: testing target group.

When: at the end of the visit of the company (or dispatch of the questionnaire).

How: through a questionnaire to be filled by the testing target group. The partners will put the collected data in a file to be sent to the evaluator.

What: visit organization and quality of support services provided by the partner, level of interest shown by the participants and in-depth examination requested. This will also be the chance for asking the company a feedback about the first contact with the partner, as regards the presentation of the Project and the clearness and completeness of the Hosting Guide.

Who: the hosting company.

When: at the end of the tests.

How: through a questionnaire sent by e-mail by the evaluator.

4.5 WP 5 - G&L Dissemination

Aim of this Wp is the development of an effective dissemination strategy in order to increase the number of people involved in the project and to guarantee its sustainability beyond its duration.

The WP evaluation will be carried out following three modalities, according to the provided activities and outputs:

Dap, Image manual, Information actions, promo and advertising, vertical mainstreaming

What: clearness, completeness and usefulness of the documentation; quantification of the dissemination activity, discerned by typology: numbers of published articles, number of radio and television releases, number of public meetings...

Who: the partners.

When: halfway through the WP and at the end of it.

How: a module to be filled in will be sent by e-mail to the partners, including both open and closed-answer questions, depending on the subjects to be evaluated, which will cover three main aspects: WP results, coordination activity and transnational meetings regarding the specific WP.

Website

What: level and usage modes.

Who: the evaluator, with the support of the website manager.

When: halfway through the WP and at the end of it.

How: by looking up the website itself, with a preventively-arranged study-grid.

Achieved results

What: dissemination effectiveness in terms of network implementation: number of companies and promoters/stakeholders cut in on the network.

Who: the evaluator himself

When: halfway through the WP and at the end of it.

How: consulting the databases, prearranged by the partners.

4.6 WP 6 - G&L Exploitation

Aim of this project is to foster commercialization and sustainability of the Go&Learn initiative.

Having acknowledged that no check on the actual continuity of the Project beyond its duration can actually be provided by the evaluation Plan, it is yet possible to evaluate its sustainability in terms of conditions for the maintenance of the put-in-practice activities.

What: sustainability of the project in terms of:

- analysis of the drawn up documents (Sustainability Plan and Commercial frame),
- partners' commitment to guarantee the maintenance of the catalogue
- commitment in keeping the website up to date
- vocational training bodies' commitment to add G&L circuits to their standard offers and the level of usage of the catalogue in the curricula,
- effectiveness of the vertical mainstreaming,
- number of companies that have subscribed the agreement to guarantee their commitment beyond the project duration
- number of promoters/stakeholders that have subscribed the agreement to guarantee their commitment beyond the project duration

Who: the evaluator himself,

When: at the end of the project,

How: by analyzing documents, the amount of taken on commitment and subscribed agreements.

5 Assessment correspondence with the general aims of the project

The structure of the project in WP allowed to detail different evaluation activities that can be easily traced back to the four dimensions identified in paragraph 3 (project management, networks, catalogues, sustainability).

At the same time, the Evaluation plan permits the assessment of the achievement of the general aims and expected results, as they were designed. In fact it is noted in the document that G&L initiative aims:

- to promote mutual knowledge of the economic cultures of neighboring countries, to foster transnational mobility,
- to exploit companies' training role,
- to increase the opportunities of transnational mobility, employment and entrepreneurship.

We can identify as expected results:

- development of a common standard structure,
- set up of local G&L reference bodies, which will be in charge of the development, updating and management of the catalogs,
- set up of a network of sponsors, patrons and stakeholders,
- set up of a network of certified training companies,
- set-up of a Go & Learn website,
- set-up of the Catalogue of "Learning in Company" circuits, and set-up of the Catalogue of "Industrial Tourism and guidance" tours,
- development of a proposal to reward the training companies Adhering to the G & L initiative;
- dissemination and exploitation of the G & L concept at local, national and European level.

Finally, in line with an approach that intends evaluation as a method of improving on outcomes and reciprocal learning, there is provided the dispatch of short periodic reports summarizing the assessments to the partners.

More specifically, the collection of information will follow the end of each WP to create a report based on the following points:

- project management, in terms of both technical (administrative, financial and timing) and organizational aspects (organization of workshops and activity sharing between business partners),
- evaluation of the specific WP: the pieces of information collected as outlined above will highlight strong points, weak points, opportunities and threats, making it possible to compare the different solutions adopted to overcome problems and pointing out the critical aspects that might remain.

Partners will be required to provide a feedback that will be incorporated in the periodic summary papers: these statements will be part of the Interim evaluation report and of the Final evaluation one, as provided by the project.