

Wharton
UNIVERSITY *of* PENNSYLVANIA
Aresty Institute of Executive Education

EXECUTIVE
EDUCATION



The Mystery of Evaluating Custom Executive Education Programs: Revealed!

Presenters

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Explorance



Agenda

- About Wharton Executive Education
- Challenges
- Solutions
 - End-result
 - Single Project Setup
 - Data Structure
 - Question Bank
 - Reports



About Wharton Executive Education

Wharton's Executive Education Business

- Customized and Open Enrollment Programs
- Non-credit programs
- Primary locations in Philadelphia, San Francisco and Beijing
- Programs taught in 8 different countries



Wharton Executive Education's Programs and Customers

- Customized programs for corporate clients:
 - 210 programs/year
 - 7000 participants/year
 - Global business, 34 different countries
 - Companies from many different industries – Health Care, Pharma, Banking, Insurance, Finance, Manufacturing, Retail, Industry Associations, Public Utilities, Education
- Open Enrollment programs:
 - 91 programs/year
 - 3,500 participants/year
 - Global business, 147 different nationalities
- Wharton Online programs:
 - 52,500 participants/year

explorance.

Challenges with Evaluating Executive Education Programs

Challenges – Program Not a Class

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
Accommodations, Meals & Classes Steinberg Conference Center 255 South 38th Street Philadelphia, PA 19104 1.215.386.8300 (P)	Breakfast 7:00 - 9:00	Breakfast 7:00 - 9:00	Continental Breakfast 6:00 - 6:30	Breakfast 7:00 - 9:00	Breakfast 7:00 - 9:00
	9:00 - 10:30	9:00 - 10:00	6:30	9:00 - 10:30	9:00 - 10:30
	Collaboration: The 3x3 Framework Derek Newberry	Case Group Work	Depart for Gettysburg 6:30am - 6:15pm Offsite	Global Trends and Business Opportunities Mauro Guillen	Leading & Managing Change Mario Moussa
	10:45 - 12:15 Collaboration: The 3x3 Framework Derek Newberry	10:00 - 12:00		Break 10:30 - 10:45	Break 10:30 - 10:45
	Program Registration 12:00 - 1:00	Group Photo 12:15 - 12:30	Negotiations and Persuasion Workshop Richard Shell	Leadership and History	10:45 - 12:15 Leading & Managing Change Mario Moussa
	1:00 - 2:30	Lunch 12:30 - 1:30	Lunch 12:15 - 1:15	The Gettysburg Battlefield Experience	12:15 - 12:45
	Program Introduction Building a Learning Community Mario Moussa	1:30 - 3:00	1:15 - 6:30		Taking the Learnings Home & Graduation
	Break 2:30 - 2:45	Positioning Jagmohan Raju	Negotiations and Persuasion Workshop		Optional Lunch 12:45 - 1:45
	2:45 - 4:15	Break 3:00 - 3:15			Thank you for attending Wharton Executive Education Safe Travels!
	Strategic Persuasion: Managing Across Organizational Boundaries Mario Moussa	3:15 - 4:45		Critical Thinking & Decision Making Jim Austin	
Break 4:15 - 4:30	Break 4:45 - 5:00	Dinner 6:30 - 7:15	Break 3:00 - 3:15		
4:30 - 6:00	5:00 - 6:00	7:15 - 8:00	3:15 - 4:30	Critical Thinking & Decision Making Jim Austin	
Strategic Persuasion: Managing Across Organizational Boundaries Mario Moussa	Case Set-Up/Discussion Mario Moussa	Leadership and Decision Making in the Gettysburg Battle	Break 4:45 - 5:00	Break 4:45 - 5:00	
Reception & Dinner 6:00 - 8:00	Dinner 6:15 - 8:00		Case Group Work	Dinner 6:00 - 8:00	
		Mike Useem	Dinner upon return Mike Useem		

Program → Session

Challenges – Evaluations

- Program run concurrently every week
 - Evaluation distribution
 - No terms or hard cutoff dates
- Reporting on multiple levels
 - Program/Session, Individual, Summary, Annual
- Evaluation format
 - Event-driven evaluation experience for participants
 - Same participants attending several program events within a short time frame

Solutions in Blue – Use One Project

Sessions and Questionnaire

Triggers

Participant Facing Solution



Program Evaluation List

Participant Name:

Project Title: Evaluation

Subject ▲	Due date	Status
Session 01 Changing Landscape of Healthcare and the Effects of COVID-19	Friday, July 31, 2020	Open
Session 02 Strategic Agility	Friday, July 31, 2020	Open
Session 03 Behavioral Economics	Friday, July 31, 2020	Open
Session 04 Challenging Your Current Mindset to Create Innovative Solutions	Friday, July 31, 2020	Open
The Overall Program Evaluation	Friday, July 31, 2020	Open

Mobile Version | Standard Version

A Single Project

- Administration
 - Centralized administration
- Communications
 - Standard Email
 - Standard Rules for distribution
- Questionnaire
 - Standard form for typical evaluation
 - Built-in logic for differentiating program from session
 - Allows for custom forms for each customer program using Question Bank
- Robust Dataset
 - Setup relies on having a specific information about the course and users available

Solutions in Blue - Data Preparation

ID fields and text fields

Courses File – CourseID

The CourseID is a composite key.

Uniquely identifies each session being taught.

CourseID
DEMO10606-2007-14275-15023-39147
DEMO10606-2007-14275-15023-39148
DEMO10606-2007-14275-15023-39150
DEMO10606-2007-14275-15023-39153

The Program Code

+

The Program ID

+

The Event ID

+

The Schedule (session) ID

DEMO10606-2007

14275

15023

39153

Courses File – Overall Program Evaluation

- The Overall Program Evaluation is represented by one row.

1) It has the same CourseID EXCEPT the Schedule ID is always 999999

The Schedule (session) ID

999999

2) The Program_Type field value is ALWAYS *program*
- Trigger

CourseID
DEMO10606-2007-14275-15023-999999

Other important fields

- Course Name – has session numbers prepended
 - Order of sessions on the landing page
- Eval Start Date Field
 - Evaluation launch
- Fiscal Year Field
 - Reporting

Course_Name

Session 01 Performance Management

Session 02 Emotional Intelligence

Session 03 Leading Teams

Solutions in Blue – Use QBANK

Support Client needs for question substitution in a single project setup

Question Bank – Mapping Structure

Title	Identifier	Question Id	Question Title
<h2>PROGRAM_SECTION1</h2>		PROGRAM_SECTION1	<H2>OVERALL</H2>
PROGRAM_SECTION1_SS_1	programSECTION1ss1	PROGRAM_SECTION1_SS_1	How would you rate the overall program content?
PROGRAM_SECTION1_C_1	programSECTION1c1	PROGRAM_SECTION1_C_1	The three most valuable things I am taking away from this program are:
<h3>SESSION_SECTION1_QGROUP1</h3>		SESSION_SECTION1_QGROUP1	Please rate your experience of [S\$NAME], [* C\$FN C\$LN]
SESSION_SECTION1_SS_1	sessionSECTION1ss1	SESSION_SECTION1_SS_1	The instructor was knowledgeable about the subject.
SESSION_SECTION1_SS_2	sessionSECTION1ss2	SESSION_SECTION1_SS_2	The instructor's energy and enthusiasm kept the participants actively engaged.
SESSION_SECTION1_SS_E1	sessionSECTION1ssE1	SCFH_SESSION_SECTION1_SS_1	Content was valuable.
SESSION_SECTION1_SS_E2	sessionSECTION1ssE2	SCFH_SESSION_SECTION1_SS_2	Instructor's delivery was effective.
SESSION_SECTION1_SS_E3	sessionSECTION1ssE3	SCFH_SESSION_SECTION1_SS_3	Materials were relevant.
SESSION_SECTION1_SS_E4	sessionSECTION1ssE4	SCFH_SESSION_SECTION1_SS_4	Ideas can be applied in my job.
SESSION_SECTION1_SS_E5	sessionSECTION1ssE5	SCFH_SESSION_SECTION1_SS_5	Overall session was valuable.
SESSION_SECTION1_C_1	sessionSECTION1c1	SESSION_SECTION1_C_1	Comments:

Naming Convention:

Evaluation Part_Section_Question Type_Order



Question Bank Mapping

Map questions **?** View mapping

level 1 (Form) to Choose a placeholder

Reset

Search: Session_Section1_SS_e5

Placeholder: [SESSION_SECTION1_SS_E5](#)
Type: [singleSelection](#)

Pick the question to be mapped, then click Map.

Search: session_section1_ss

Question ID: [SCFH_SESSION_SECTION1_SS_5](#)
Question: [Overall session was valuable.](#)
Scale: 5 (5), 4 (4), 3 (3), 2 (2), 1 (1)
Definition: [Single Selection Five to One](#)

Question ID: [SCFH_SESSION_SECTION1_SS_4](#)
Question: [Ideas can be applied in my job.](#)
Scale: 5 (5), 4 (4), 3 (3), 2 (2), 1 (1)
Definition: [Single Selection Five to One](#)

Question ID: [WEBD_SESSION_SECTION1_SS_5](#)
Question: [Teaching materials were old and dusty](#)
Scale: 5 (5), 4 (4), 3 (3), 2 (2), 1 (1)
Definition: [Single Selection Five to One](#)

Reporting

My Reports

Editing: MASTER Summary Report

Navigation tabs: Info, **Content**, Filters, Groups, Viewers, Access, Project Mapping, Distribution, Language, Publish

Sub-navigation: Blocks, Group Elements, Virtual Group, **Virtual Question**, Piping Settings, Triggers

Virtual Question Creation

Back to Question Selection *

Index	Original Title	Title	Move to position	Go	Reverse score
<input type="checkbox"/>	1 SESSION_SECTION1_SS_1 (First Scale)	[QTitle]	<input type="text"/>	<input type="button" value="Go"/>	en ★ <input type="checkbox"/>
<input type="checkbox"/>	2 SESSION_SECTION1_SS_2 (First Scale)	[QTitle]	<input type="text"/>	<input type="button" value="Go"/>	en ★ <input type="checkbox"/>
<input type="checkbox"/>	3 SESSION_SECTION1_SS_3 (First Scale)	[QTitle]	<input type="text"/>	<input type="button" value="Go"/>	en ★ <input type="checkbox"/>
<input type="checkbox"/>	4 SESSION_SECTION1_SS_4 (First Scale)	[QTitle]	<input type="text"/>	<input type="button" value="Go"/>	en ★ <input type="checkbox"/>
<input type="checkbox"/>	5 SESSION_SECTION1_SS_5 (First Scale)	[QTitle]	<input type="text"/>	<input type="button" value="Go"/>	en ★ <input type="checkbox"/>
<input type="checkbox"/>	6 SESSION_SECTION1_SS_E1 (First Scale)	[QTitle]	<input type="text"/>	<input type="button" value="Go"/>	en ★ <input type="checkbox"/>
<input type="checkbox"/>	7 SESSION_SECTION1_SS_E2 (First Scale)	[QTitle]	<input type="text"/>	<input type="button" value="Go"/>	en ★ <input type="checkbox"/>
<input type="checkbox"/>	8 SESSION_SECTION1_SS_E3 (First Scale)	[QTitle]	<input type="text"/>	<input type="button" value="Go"/>	en ★ <input type="checkbox"/>
<input type="checkbox"/>	9 SESSION_SECTION1_SS_E4 (First Scale)	[QTitle]	<input type="text"/>	<input type="button" value="Go"/>	en ★ <input type="checkbox"/>
<input type="checkbox"/>	10 SESSION_SECTION1_SS_E5 (First Scale)	[QTitle]	<input type="text"/>	<input type="button" value="Go"/>	en ★ <input type="checkbox"/>

Reports

Program Summary

Other Reports

Reports

4 master reports created to meet different stakeholder needs

- Summary, Individual Faculty, Facilities, Accommodations
- Includes session AND overall program responses

		MASTER Accommodations Report (report per hotel / filter desired programs) Evaluation 🕒 End Date: No Expiration Master Template
		MASTER Facilities Report (report per program) Evaluation 🕒 End Date: No Expiration Master Template
		MASTER Individual Instructor Report Custom (report per instructor / filter desired programs) Evaluation 🕒 End Date: No Expiration Master Template
		MASTER Summary Report Evaluation 🕒 End Date: No Expiration Master Template

Summary Report



Summary Report

Overall

Question	Mean
What is your overall rating of this program?	3.91
Did the program meet your expectations?	3.64
I would recommend this program to others.	4.09
Overall Average	3.88

Session 01 The Changing Landscape of Healthcare: Main Trends and International Comparisons - Claudio

Question	Mean
Content was valuable.	4.12
Instructor's delivery was effective.	3.88
Materials were relevant.	3.94
Ideas can be applied in my job.	3.59
Overall session was valuable.	3.76
Overall Average	3.86

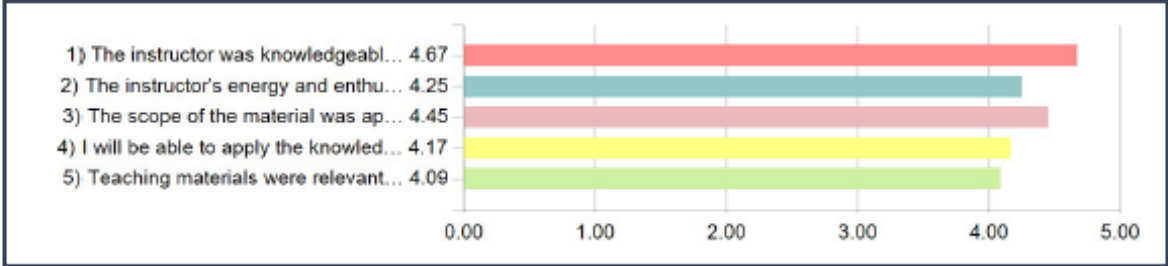
Individual Faculty Report



Individual Instructor Report for Hiroshi Higuma

Session 03 Alumni Dialogue

Average Rating



Comparative Average Rating

Question	Session (Session 03 Alumni Dialogue 1)		Instructor (Higuma (Honzawa_Yusuke@dn.smbc.co.jp))		Overall (SMBC10713-1909)	
	Response Count	Mean	Response Count	Mean	Response Count	Mean
The instructor was knowledgeable about the subject.	24	4.67	12	4.67	257	4.69
The instructor's energy and enthusiasm kept the participants actively engaged.	24	4.25	12	4.25	257	4.54
The scope of the material was appropriate to my needs.	22	4.45	11	4.45	251	4.47
I will be able to apply the knowledge and skills learned in this class to my job.	24	4.17	12	4.17	255	4.40
Teaching materials were relevant and up-to-date.	22	4.09	11	4.09	248	4.49

Comments:

In conclusion

How does all this benefit exec ed style programming?

Benefits

The format of Executive Education programs can be met using Blue.

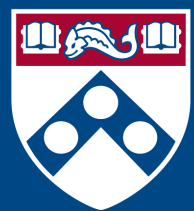
- Administration can be centralized and automated
- Ability to address client specific requirements
- Custom forms, flexibility in reporting

Looking Ahead

- Extend the solution to other parts of the business
 - open enrollment
- Further automation
 - Data
 - Reports
- LMS Integration



THANK YOU!



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