

## Impact Studies August 1, 2004

The next book to be published in the Dialogue Education series will be a study of **Impact Indicators**. I have sent a proposal to Jossey Bass Publishers and hope they will agree to offer a contract. My intention is that those who read this book will learn to *think impact as they design*.

This is the survey that folks interested in such a research agenda will respond to:

### 1. **Design always includes the design of evaluation...The Seven Design Steps**

*Interview question:* How did you see the Seven Design Steps support **Learning**, offer measurable indicators of **Transfer** even within the program, and lead to **Impact**?

### 2. **Learning is what occurs by design in the learning event.**

Indicators of **Learning** in your Case: ...

*Interview question:* Select any student or set of students (adult learners, clients, staff). Describe their behavior that indicates they learned what you had designed for.

### 3. **Transfer Is the Active Use Of Learning in New Situations**

Indicators of **Transfer** in your Case ...

*Interview Question:* Select those same students or others, and describe specific behavior that clearly indicates the transfer of conceptual frameworks, particular skills, or behaviors indicating attitudes that you hoped they would learn.

### 4. **Impact is the Change** (behavioral and/or systemic, personal and/or organizational) visible as a direct result of transfer and the learning for which a training event or program was designed. It always involves sustainable behaviors and changes in systems.

*Interview Question:* Describe the organizational context that was a part of the *situation* (WHY) in your original Seven Design Steps. Describe quantitative and qualitative measurable changes in the institution that you have seen take place. (Read Chapter Three before responding.) Tell how these changes have been documented.

What other **Impact** evidence do you hope to see over time as a function of the named educational program? Name at least two other people involved in the educational program or the organization who can respond to this **Impact** Interview Question (#4). *The wider the variety of perspectives, the better.*

Please contact **Jane Vella** at [janevella@globalearning.com](mailto:janevella@globalearning.com) if you have questions or are interested in collaborating in this research.