

FutureU Research Services

Assessments. Computers, teleconferencing equipment, learning management systems, web authoring software, collaboration tools, and online training content—these are big-ticket items. Find out what your people need, want, and are ready for—before committing to tools and methods. The more you learn, the better equipped you are to make great decisions and get great value from your investment.

Online polls, personal interviews, and focus groups do more than gather data. They engage and educate participants, shorten the learning curve, and increase "buy-in" by providing instant feedback of results. You can even maintain momentum with a follow-up discussion online. Increase survey participation even further with questions that are clear and appealing. Online survey delivery simplifies data collection. Assessments before and after will satisfy number crunchers. Identify your next steps based on solid evidence and expert observations. The results will speak for themselves.

- **Technology Readiness**

A Readiness Assessment for gauging the skill and understanding of teachers or learners regarding email, the Internet, selected hardware and software, and the use of technology in training and professional activities.



How proficient are your faculty in their general understanding of technology, specific hardware and software skills, email and Internet usage, and the use of technology for training and professional activities? Avoid missteps and unnecessary expenses by finding out *before* you invest in expensive technology and training. Qualitative data collected over the Internet. Written analysis provided. An excellent project evaluation tool when administered both before and after training. May also be used with managers or employees.

- **User Needs**

What's the best way to find out what your technology users need to work and learn online? The answer is simple: **Ask them.**

A **User Needs Assessment** can gauge the current usage patterns your infrastructure now supports and help you plan for future needs. Asking users what they're currently doing and how satisfied they are with those tools as well as what tools they'd like to be able to use in the future, can serve as a strong starting place for determining future resource priorities.



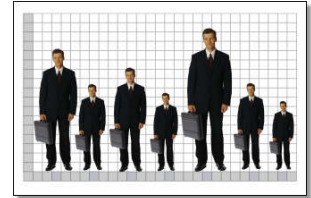
- **Learning Assessments**

Deepen your ability to assess the impact of any learning. How can you tell if people actually learned what you wanted them to learn? A "happy-face" evaluation only measures participant satisfaction. Achievement tests are notorious for revealing more about the testing process itself than about how well anyone will apply what was taught. The real questions often go unanswered: Did skill level or behavior actually change? By how much? And in what ways? Did performance of practical applications improve? Did participation become qualitatively better?

Because the system we help you build is partially automated, responses are easily retrieved for review and comparison. Because the tools invite in-depth answers, respondents feel empowered. Faculty and students clarify their perspective on the overall learning experience. You gain a superior measure of the extent to which your learning objectives produce desired outcomes.

- **Online Program Evaluation.**

No other evaluation team anywhere has 25 years of experience in both population research and information technology. At FutureU we understand the tools, processes, and challenges unique to virtual communications and e-learning.



When it's time to evaluate the overall impact of the new tools on your organization, ask FutureU to conduct an independent evaluation. For greatest insight, we recommend an assessment before as well as after you introduce any new software, e-learning program, or virtual communication process.

FutureU can help you with, Pre- and Post-Event Surveys and Participant Satisfaction Surveys, Telephone Interviews, Focus Groups, Custom Evaluations, and other spot Consultations

Online Learner Satisfaction Surveys. Proactively improve the outcome of any training program, annual meeting, or retreat by polling participants beforehand about their expectations and preferences. Offer the same instrument afterwards to measure changes in knowledge, behavior, or attitude.

Custom Online Surveys. Easy, appealing, fully customized instruments on any subject, for any purpose, delivered online or by email, using FutureU software and staff to develop, deliver, and analyze. Written summary of simple analysis. Cross tabs available for an additional fee. One hour face-to-face presentation of findings upon request. Choose from several outcomes, including outsourcing entirely to FutureU, conducting in house with FutureU assistance, contracting with FutureU to build a reusable survey template, and training your staff to take responsibility for an ongoing internal survey capability.

Open Source versus the Competition. You can benefit from FutureU's efforts to keep up with industry developments. We conduct ongoing, impartial comparisons of leading software solutions so that we can quickly and efficiently help our clients choose those that work best for them. Ask us about why we think open source is worth serious consideration as a contender for your course management software dollars.

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