Measuring Training and Technical Assistance

Measuring T/TA activities can help you understand what kinds of T/TA are offered, recipients' results, and how to improve the effectiveness of future T/TA. There are 5 stages of T/TA:

- Some stages, such as content development and use, may be faster and easier to measure but can only indirectly assess effectiveness. They can help ensure accountability or identify ways to improve T/TA.
- Measures of learning and results provide evidence of T/TA's effectiveness.

Focus on measures most closely linked to your T/TA goals.

Delivering T/TA   Measuring T/TA

Content Development

What are T/TA providers doing?

Count the products created or time spent offering T/TA by reviewing providers' records. Have experts or likely users assess the quality of T/TA.

Use of T/TA

Do recipients use T/TA offerings?

Measure *demand* through number of requests for or recipients of T/TA, document views, and web traffic.

Response to T/TA

Are recipients satisfied with T/TA offerings?

Survey recipients on whether they found the T/TA *useful*, *enjoyed* it, and thought materials were too *easy/difficult*.

Learning

What do T/TA recipients learn?

Test *factual ("what") and procedural ("how") knowledge* after T/TA. Survey recipient changes in attitudes, beliefs, and comfort in *applying skills*.

Results

Do T/TA recipients apply what they learn on the job?

Survey recipients, supervisors, and peers about *skills used at work*. Measure change in individual *staff performance*.

How does staff T/TA change organizations?

Measure leaders' perceived progress toward goals. Track improvements in *organizational performance* and *client outcomes*.

Is T/TA cost-effective?

Calculate *return on investment* based on program costs and resulting financial benefits.