

How to Evaluate Online Training Programs

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It is important to determine what your evaluation criteria is going to be prior to investing in online training. Not all online training is the same even if the format (eLearning, webinar, video conference, etc.) is. Keep in mind your biggest expenditure may be your employees' time off the job spent in training.

Here are some questions you may want to consider, depending on your goals and objectives for the training:

1. Are the program's learning objectives in line with what you want your participants to learn?
2. Does the program engage participants so they will be motivated to return and listen to the next lesson (if it is more than one session)? What is the likelihood that the program will change participant's mindsets and behavior?
3. Is the program memorable enough to make an impact beyond the training activity? Research show that stories sell while facts tell. The more the learner is engaged with the content, the better the learning experience and potentially, the higher the retention.
4. With so many messages competing for our attention, learning content must look good enough to engage the learners from the beginning to the end. How professional are the audio and visual effects? Do participants comprehend the content?
5. Is the program specifically geared towards healthcare staff?
6. Can/will the program earn your participants continuing education credit?
7. Does the program provide a Learning Aid for on-the-job application or will you need to create or provide one on your own?
8. Does the program arrive in people's email box or do they have to go find it for themselves?
9. Is the program applicable for every level in your organization?
10. Will the program track your employee participation and completion statistics?

Avanoo's *Human Trafficking Awareness for Healthcare: W.A.R. on Slavery* eLearning program can answer "Yes" to all the questions above. We invite you to compare our program to other HT Awareness programs because you will not find another program as effective as ours that meets all 10 criteria listed above.

We can't wait to work with you to help end modern day slavery!