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IBM United Kingdom

ITTS Course Evaluation Procedure
No. UK-E&T-00455 Rev.1
Last Updated: 23/02/2003

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Online Course Evaluation Form

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The new online EMEA Course Evaluation Form was rolled out in the UK to replace the existing hardcopy ECQ (End of Course Evaluation) Form, on **Monday 21 October 2002** The new system is a web-based application which will provide both the online survey and reporting functions to obtain NSI results. This system links directly with TA, therefore all classes must be entered in TA in order to submit a survey. Instructor names must also be in TA in order to link the class to the instructor and to enable the instructor to access their own class surveys and view class comments.

Background Information:

The online Evaluation Form (which now includes a marketing section) was part of the LS Customer Profile Project, including TAMACON (**T**raining **A**dministrator **Ma**rketing **Con**nection), enabling the linkage of LS business data with LS Marketing data.

The objectives of the project were:

- Targeted (e-mail) marketing campaigns (training histories, areas of interest).
- Pro-active marketing by anticipating training needs.
- Monitoring of customer loyalty.
- Monitoring of course trends.

The benefits of the online EMEA Evaluation Form are:

- A common EMEA Evaluation Form.....enabling us to measure the Regions and compare all countries in EMEA for the first time.
- Better reporting information for managers and instructors, easily accessible via the web.
- The ability to report comments, not just a 1-5 scale.

- The ability to run reports on individual instructors.
- Less chance of Evaluation Forms getting lost.
- As it is a web based application, it has longevity, thus allowing us to build up records over many years.
- A marketing section, to help IBM provide better for it's customers and for our customers to tell us what they want!

SATE Level 1 Measurements - Course Evaluation Procedure

The SATE Level 1 questionnaire (Course Evaluation), measures the student's reactions to training. The method of measurement is by the use of a standard form across EMEA IT Training Services (ITTS). The form can be accessed either online, or where no online access is available in the class, a hardcopy form is placed in the classroom by course services. The form should be completed by all students towards the end of their training.

This process deals only with the collection and input of Course Evaluation data for lecture type courses. Analysis, filing and retention of the surveys is the responsibility of the Front Office Group Leader, including assessing any 4s or 5s responses and escalating or raising as a complaint where necessary.

Actions by Instructors / Course Managers / ROMs

EMEA Online Course Evaluation Survey

There are currently 3 ways to submit the EMEA Course Evaluation Survey:

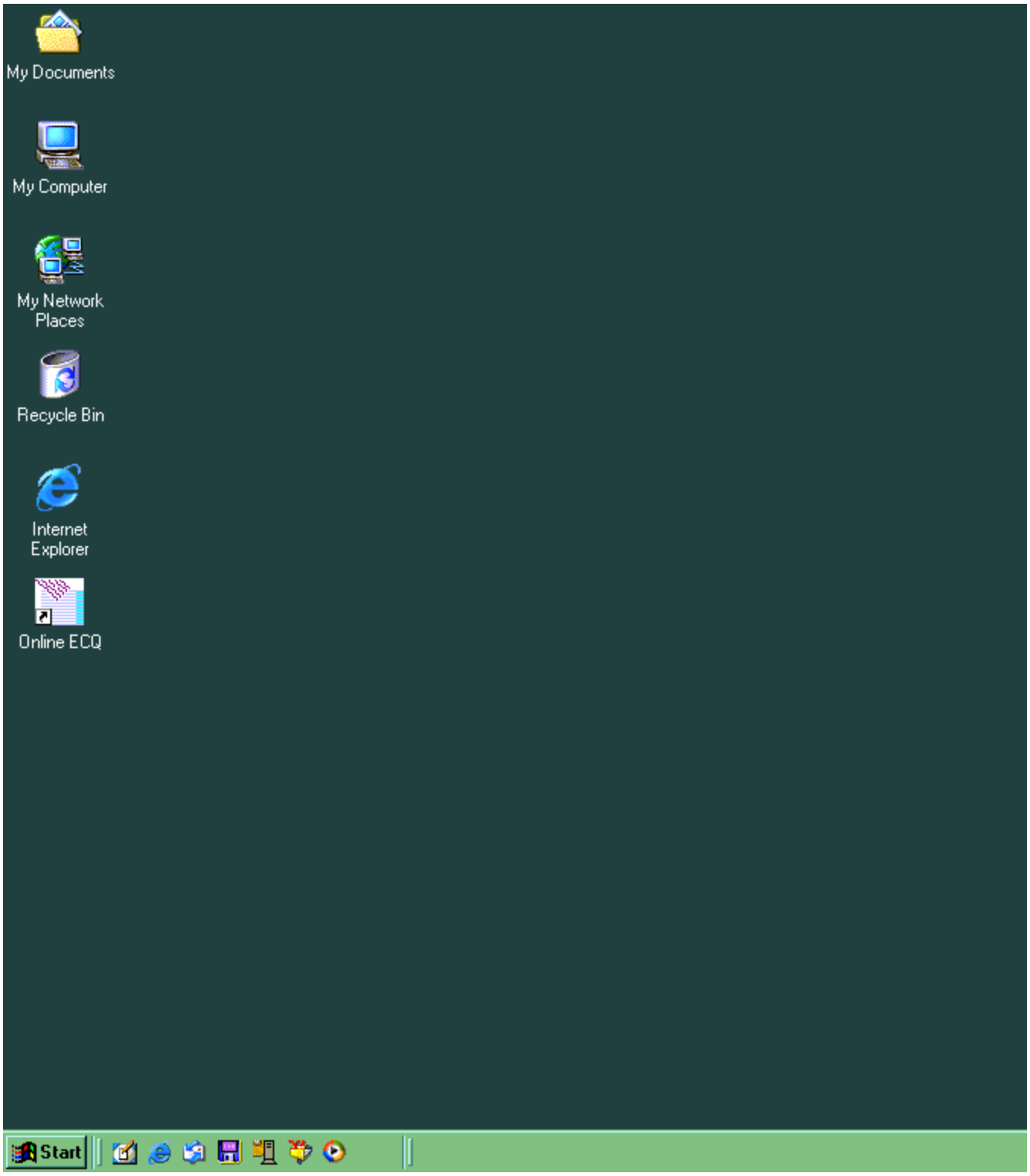
Procedure to access the Online Course Evaluation
If there is access in the classroom, the Online Course Evaluation survey MUST be used and submitted by the individual students.

Links to the online survey are either by access via the following web links:
http://qualglobal.atlanta.ibm.com ***(intranet)*** **http://qualsat.atlanta.ibm.com:5800/** ***(internet)***
http://qualsat.ilsvpn.ibm.com:5800 ***(VPN)***

or

By selecting the Online Icon eg:

Screen capture with the Online Course Evaluation (ex-ECQ) icon. The name of this icon is likely to change to "**Online Course Evaluation**".



The first screen will prompt for a user id and password. To complete the Online Course Evaluation survey, the user must type in the *User ID* which is the **CLASS CODE** and a *password*, which is the **COURSE CODE**. These must both be entered in upper case. If online access is available, but there is a problem with the class code being entered, a default/generic may be used - but this should only be when absolutely necessary in the classroom. The generic access is - Class Code = **SURVEY**, Course Code =

EMEA (both in upper case).

Procedure to submit hardcopy Course Evaluation Surveys

Hardcopy forms must only be used when it is **NOT** possible to submit surveys online in the classrooms. For classes with no online access, hardcopy Course Evaluation Forms will be used, which will be the same as the online version, to ensure that we obtain all the customer information. The data will then be manually submitted to the online system after the class has run by the IT Training Services Receptionists & Front Office Group Leader. Hardcopy forms will also be used most likely for **One Company, Off site courses and Business School courses.** Instructor reports will still be available online for all classes including 'chalk & talk', One Cos etc.

For online classes where survey's have been sumitted, the class will be 'closed' off the online system the following day, ie there will be no further opportunity for anyone else to add additional surveys. Classes will not be closed to access prior to the class end date in TA.

For classes where survey's have not been submitted...ie where hardcopy forms are being used, the class will remain open for 10 working days after the class end date. The class will then be automatically 'closed' on the system. This should give enough time for forms to be received from off site courses etc and the data input manually. If for some reason there has been a problem or delay over the 10 working days, certain Business Admin personal have an id available, which gives them authorisation to still view/access the class and submit data. A weekly report is also sent to these applicable personnel, detailing all class codes, course codes, dates and locations for classes each week, to assist them in matching Course Evaluations if insufficient information is written on the form.

Access to submit the surveys is via the same links to access the Online Course Evaluation in the classroom (ie as above).

The procedure for submitting multiple Course Evaluations via the web is as follows:

- Log onto the survey link (whichever you have access to:

http://qualglobal.atlanta.ibm.com ***(intranet)*** and **http://qualsat.atlanta.ibm.com:5800/** ***(internet)***
http://qualsat.ilsvpn.ibm.com:5800 ***(VPN)***

- Type in your user id and password in the blue log in box - *enter*
- When the map appears, click on the UK - *enter*
- This will give you a blank form.
- Type in the Class Code (in upper case) at the top left hand side of the form (Course Code is not required at this stage) - be very careful to add the correct CLASS code (NOT course code).
- Transfer the data from the hardcopy survey to the screen, using the radio buttons and typing information/comments where applicable.
- Press the SUBMIT button.
- Click the BACK button to go back to the beginning of the form and overwrite the information for the next student etc etc. Be careful to remove old information and add the new information/comments as necessary.
- To start a fresh class, go back to the logon page.
- Staple all the forms for the same class together and mark in the top right hand corner of the top form, the appropriate week number for the date of the course - return to the Front Office Group Leader.

Hardcopy surveys should be kept for 2 years.

Procedure to submit Summary Surveys

The summary survey procedure is an alternative method of submitting surveys however only under the following guidelines:

- It is designed for classes where there is no online access in the classroom - where there is access, students must submit individual surveys online in the classroom.
- It is a quicker method than submitting individual responses however it can only summarise the total numbers for each question and it It cannot accept comments.
- It cannot accept the marketing responses - therefore it could be used for IBM internal only classes, as marketing data cannot be used for IBM internal personnel. The IMC (Integrated Marketing Communications) guidelines do not allow marketing to IBMers.
- It requires User ID and Password access.

To add a summary survey, enter your user id and password, select language, survey, etc type in the CLASS code and add the number of Very Sats, Sats etc into the relevant box for each question. It does not give you the option to add comments or the marketing section. These are the links:

http://qualglobal.atlanta.ibm.com/summarysurvey and
http://qualsat.atlanta.ibm.com:5800/summarysurvey

- ## Reports

Procedure to access the reporting functions, view NSIs etc

- **Link to reporting system:**

http://qualglobal.atlanta.ibm.com/reports (intranet) and
http://qualsat.atlanta.ibm.com:5800/reports. (Internet)

Access to reports is as follows - see Report Descriptions below for the descriptions and drill downs:

General viewing access to everyone all (except specific class detail where a userid & password are required):

- Course Summary
- Regional Summary
- Segment Trends

Restricted access requiring userid & password:

- Manager Region Report (Super User Report)
- Manager of Instructors

- Other Managers
- Vendor Reports
- Manager Dissatisfied Surveys (ie 4s & 5s responses)

Instructors and manager's of instructors will be given their own passwords as this information is data protected. Specific class detail also requires userid and password access.

- **This link will go directly to Instructor Reports:**

http://qualglobal.atlanta.ibm.com/instructor (intranet) and
http://qualsat.atlanta.ibm.com:5800/instructor (Internet)

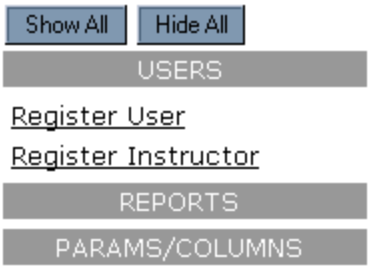
Instructors need to be registered in TA. Access is via userid & password - initially the same word/number for both however you will be prompted to change the password the first time you use it. For IBMers it will be your IBM Serial Number, for non IBMers it should be XXXXX(first 5 letters of your surname), XXX(first 3 letters of your first name).

If an instructor is not registered in TA, please contact Chris Peel, Patricia Teggart, Sophie Dayez or Nicole Van Heygen to enable them to add the instructor via the following link:

http://qualglobal.atlanta.ibm.com/emeaadmin

User Registration Process - for UK & Region North this is only available to Patricia Teggart & Chris Peel
When you login to http://qualglobal.atlanta.ibm.com/emeaadmin
You will have a panel on the left (graphic 'A').

Step 1
Graphic 'A'

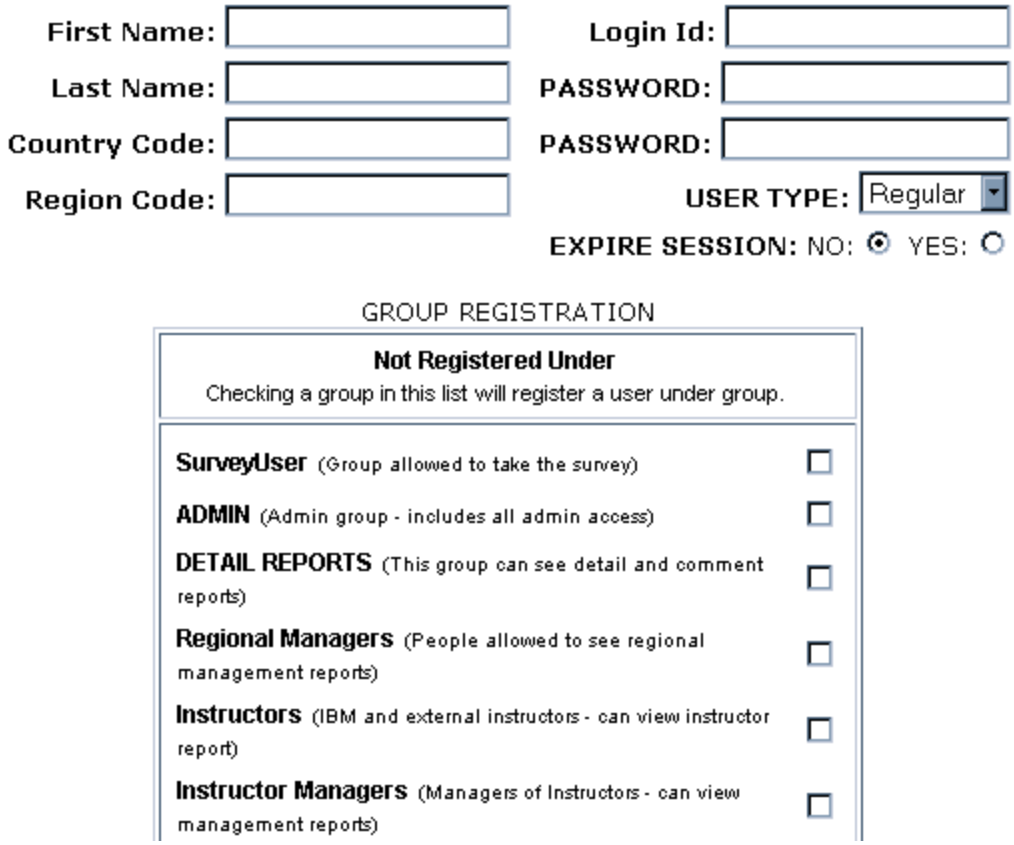


Step 2 : When you click on Register User or Register Instructor you will come upon the following entries. When entering a user for the first time, please use serial number as the login id and password. If none is provided to you, go ahead and create a login id based on first character of first name and last name.

Key
User Type: Regular (non instructor), Instructor, TA User (Class Numbers)

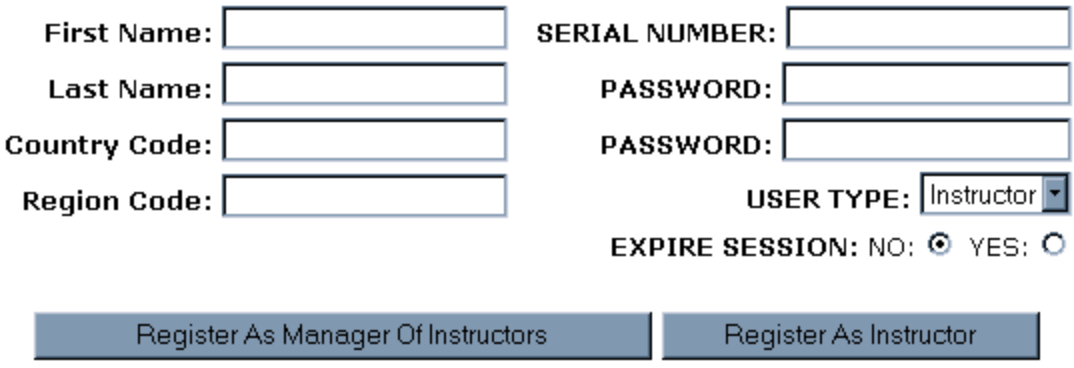
Step 3: Check appropriate boxes
For Example:

- SurveyUser -Can re-open surveys and submit surveys
- DetailReports - View Comment Reports



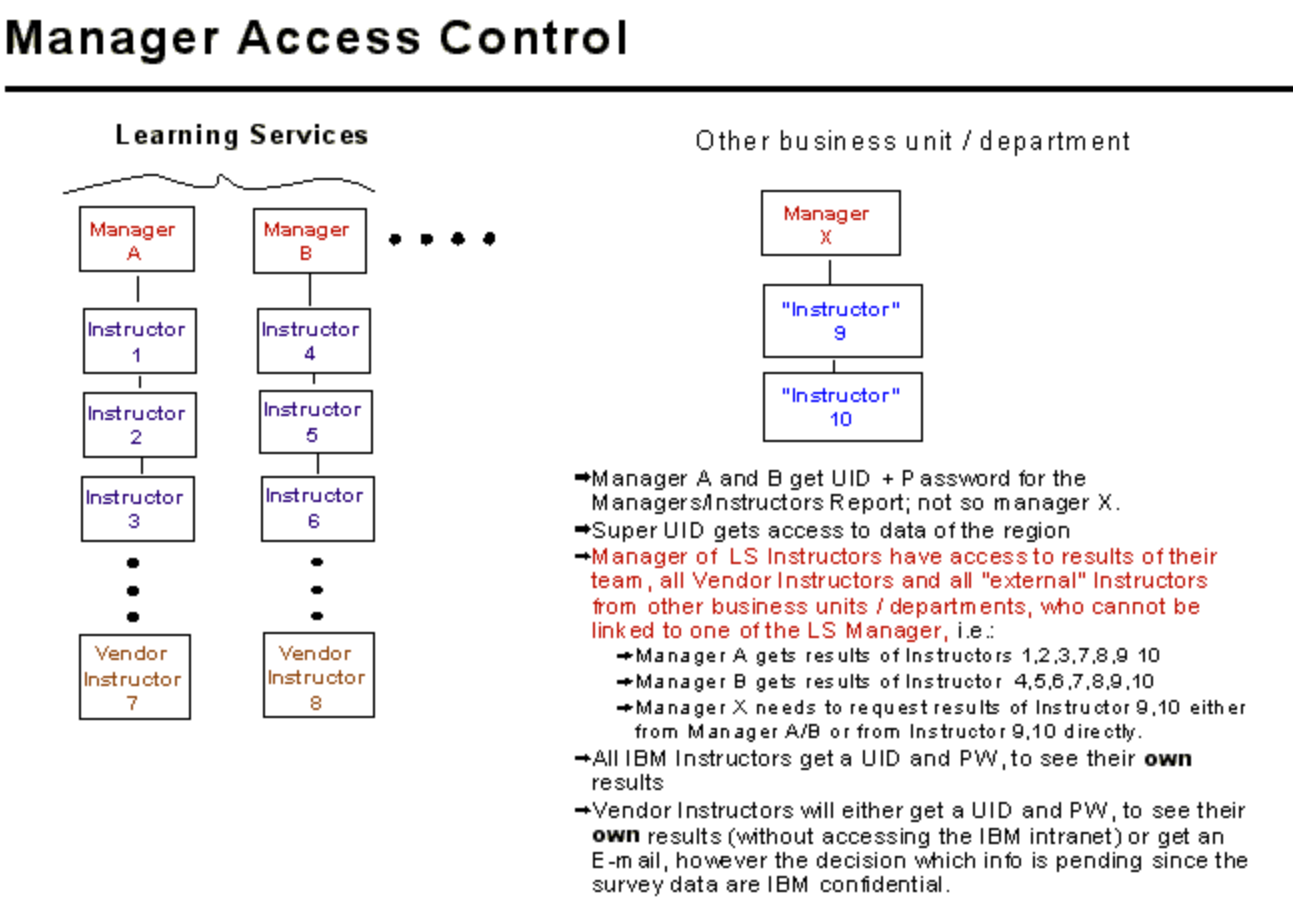
Step 4 : Submit the form

Registering an Instructor is very similar. *Login ID needs to be the serial number, if a serial number already exists in the system, the request will be rejected!*



Determine whether they are a manager of instructors or as an instructor.

Access to Instructor reports

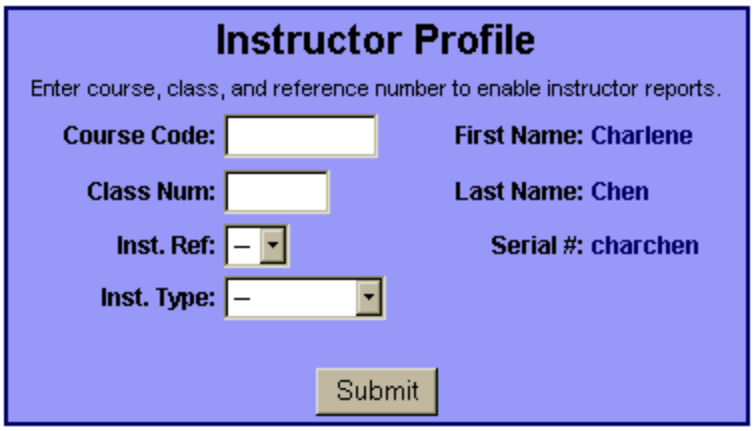


How to add an Instructor Profile manually

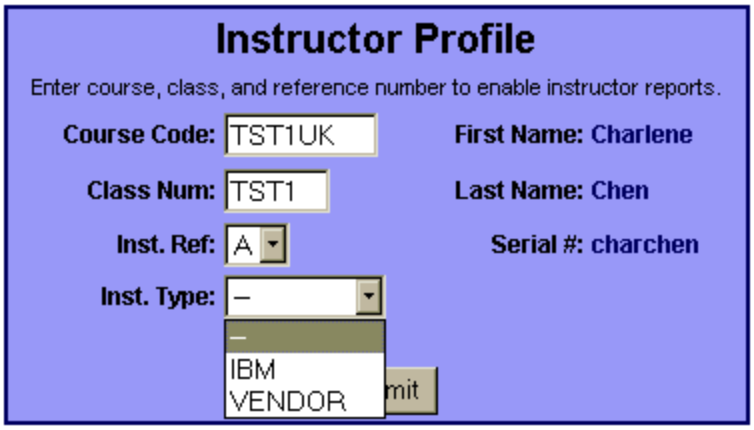
Instructor Profiles

***Purpose*:** To provide linkage between instructor(s) and a class.
Location: http://qualglobal.atlanta.ibm.com/instructor or http://qualsat.atlanta.ibm.com:5800/instructor
*** Authorization required** (your username and password), if you are not able to get in, please contact Chris Peel or Pat Teggart.
Background info: Instructor Profiles were created to override the Instructor data from TA. In many instances, the instructor listed in TA was not the instructor that taught the class. TA only allows one instructor to be listed for a class. Instructor Profiles was designed to overcome the instructor TA linkage problem. Each class will initially be populated with the information from TA, however, it can be overrided by an instructor, manager of instructor, or any authorized individual.

Front-End



Filled Out



Report Descriptions

(*) - *Indicates UID & Password required - special access only.*

Course summary : Listing of all surveys by coursecode
Drill down path: Course -> Class Summary -> Class Details (*) -> Comments (*)
Questions Summarized: Overall, Val, Rec, Rep + Counts of all questions

Regional Summary Report : Listing of all surveys by five regions.
Drill down path : Region -> Country -> Segment -> Curriculum -> Course -> Class Summary -> Class Details (*) -> Comments (*)
Questions Summarized: All NSI questions except Instructor related questions 8 and 9.

Segment Trends - Trends of YTD based on Segment
Drill down path : Segment -> Region -> Country -> Curriculum -> Course -> Class Summary -> Class Details (*) -> Comments (*)
Questions Summarized: Overall, Value, Recommend, Repurchase

Manager - Dissatisfied surveys : Reports classes with 4's and 5's (*)
Drill down path : Class Summary -> Class

Questions Summarized: Class, Enddate, # of 4's, # of 5's

Instructor Reports:
Manager - Regional Report : Instructor report from a regional view **(*)**
Drill down path : Region -> Country -> Segment -> Curriculum -> Course -> Class Summary -> Class Details -> Comments
Questions Summarized : Instructor, Course, Teaching Method
Instructor/Manager of Instructors Report : Instructor and Manager of Instructor Report. Summary of IBM Instructors **(*)**
Other Managers Instructor Report : Instructors of non LS Managers **(*)**
Vendor Reports: Vendor Instructor Report**(*)**
Drill down path : Instructor -> Course -> Class Summary -> Class Summary -> Class Details -> Comments
Questions Summarized : Instructor, Course, Teaching Method

Report Abbreviations
C CODE = Course Code
COURSE TITLE = Title of Course
CRS CNT = Count of those that answered "How you rate your overall satisfaction with the course?" (**COURS**E)
CRS NSI = NSI Ratings of those that answered CRS question
VAL CNT = Count of Value Question answered "How satisfied were you with the value you received from class?" (**VAL**UE)
VAL NSI = NSI Ratings of those that answered VAL question
REC CNT = Count of those that answered "How likely are you to recommend?" (**REC**OMMEND)
REC NSI = NSI Ratings of those that answered REC question
REP CNT = Count of those that answered "How likely are you to take an additional course?" (**REP**EAT)
REP NSI = NSI Ratings of those that answered the REP Questions
ONSI = Overall NSI - Q.14 - overall satisfaction?
VNSI = Value NSI - Q.13 - value for money?
REC NSI = Recommend NSI - Q.15 - how likely are you to recommend this course?
REP NSI = Repeat NSI - Q.16 - how likely are you to take other courses from IBM?
TMETH NSI = Teaching Method - Q.8 - did the teaching methods help you learn?
LOBJ NSI = Learning Objectives - Q.1 - where the learning objectives made clear?
COBJ NSI = Course Objectives - Q.2 - did the course meet it's objectives?
CJOB NSI = Course help your Job - Q3 - will the course help you to do your job?
CMAT NSI = Course Materials - Q5 - did the course materials help you learn?
CLASS NSI = Classroom facilities - Q10 - how satisfied were you with the facilities?
ENROLNSI = Enrolment method - Q.12 - satisfaction with enrolment method?

- **Helpdesk Information**

HELPDESK

email : ilseval@us.ibm.com

phone : 1-888-502-5511
hours monitored : 7 AM - 7 PM EST

For UK procedural queries, please contact Chris Peel x298777 or Patricia Teggart x298338.

- ## Translations / Survey Updates

As this is an **EMEA** Course Evaluation form, the same survey has been translated for use in all EMEA countries, enabling better reporting and comparison ability. If the online survey needs to be updated, this can only be done in the UK by Chris Peel - by accessing the following website. In addition, this needs an authorised 'window' access - ie the online survey only remains available for change during this short timescale window, which is opened/authorised by the US. Updates to the online survey then happen immediately.

http://qualglobal.atlanta.ibm.com/EMEAWeb/EmeaQuality?cmd=getLanguagesForTranslation

Hardcopy master forms are owned and held by Chris Peel. A copy is also held by Course Services.

ITTS EMEA Course Evaluation Form 2003.lwp

- ## Frequently Asked Questions:

Is training required to use the new online Course Evaluation System?
No, the system is very easy to use. The Evaluation Form itself is self explanatory and similar to previous hard copy form. The student just needs to follow the questions and then click on the Submit button at the end.

The reporting functions are detailed below and provide access to the NSIs of all questions if required, with the exception of instructor specific information which is restricted to the individual instructor and their ITTS manager. This restriction is owing to Data Protection rules.

How do the students access the form?
Access is via a web browser. The student just needs to enter the web address and then it prompts for the user ID (the CLASS CODE) and the password (the COURSE CODE) - to be entered in upper case. This then takes you to an EMEA map, where the student just selects UK, and the English Evaluation Form will appear. This web address will be included in the updated Instructor Pack. Progress is also being made to include a link via an 'icon' on the desktop of each class image - this will negate the need to enter the web address.

How long does it take to complete the new online form?
The form only takes approximately 4 - 5 minutes to complete. However, it would be good instructor practice to give the students the opportunity to complete the form during the afternoon of the last day, rather than leaving it until the very last minute, when they may be in a rush. This also may anticipate any potential technical problems.

The form seems slightly longer - why?

- You will notice that the form is slightly longer than the previous ECQ Form. This is because it is an EMEA Course Evaluation Form, ie all countries in EMEA will be using the same form. It will therefore be possible to compare countries / regions and obtain regional reports. However, it also means that there are some essential questions that other countries needed to keep. We have all the previous UK questions, except the 'pace of the course'.

- The form also now contains a Marketing Section. The information gathered here will be entered into MSM, to build up a customer profile and enable IBM to be pro-active in customer requirements.

- It is also slightly longer as this new form includes the 5 core questions that **must** be asked in accordance with IBM CHQ Market Intelligence Guidelines:

    1. Satisfaction with the instructor
    2. Satisfaction with value received (ie benefit)
    3. Overall satisfaction with the course
    4. Intent to recommend the course to others
    5. Intent to take additional courses from IBM

(The overall satisfaction question (#3 above) must be the last "satisfaction" question asked in order to comply IBM CHQ Market Int Guidelines.)

What about classes where there are no PCs/web browser access, or 'chalk and talk' classes?
These classes will use hardcopy Course Evaluation Forms, which will be the same as the online version, to ensure that we obtain all the customer information. The data will then be manually submitted to the online system after the class has run (ie as it is now) by the Business Admin Team. Hardcopy forms will also be used for **One Company / Off site courses.** Instructor reports will still be available online for all classes including 'chalk & talk', One Cos etc.

What about if there is a technical problem in the class with access to the online form?
A supply of hardcopy forms will be held at all the Reception areas, so that you may use them if necessary and to allow the Business Admin Team to submit the data later.

Does the student have to give their name on the form?
No, the survey must have the ability to be anonymous. While it is permissible to ask for a person's name and contact information (email address and/or phone number etc), this information must always be shown as optional.

Will this new form still use the NSI system for reporting?
Yes, reporting of satisfaction questions will still use the Net Satisfaction Index (NSI).

What about student comments - are these recorded online?
Yes...the student just types in the comments where required - there are comments boxes for all questions, as well as radio buttons to answer the quantitative questions. Instructors will be able to view their own students' comments. The only case where comments are not viewable is if the survey has been submitted as a summary survey, rather than individually. If summary survey has been used, neither the comments or the marketing section can be submitted.

Will everyone be able to access instructor NSI results?
No, owing to Data Privacy regulations, access to the instructor related questions, ie 'Did the teaching methods and exercises help you to learn?' and 'How satisfied were you with the contribution of the

instructor(s) to your learning?' are restricted to the individual instructors, their ITTS Manager and ROM. Non-ITTS instructors and Contract instructors will also have access to their own reports. Access is detailed in the table below.

Common Technical Questions

Q. When I enter in a course code and class code, the system says it is invalid?

Please check the course code and class code entered. If you continue to have issues, use the generic **SURVEY** (Username), **EMEA** (Password) both in upper case. When you select a survey, **please manually type in the Class Code.**

Q. Classroom Connectivity?

Regarding connectivity in the classrooms - all instructors will know the classrooms specs, and whether internet connection is part of the course requirements. For those without connectivity or chalk & talk classes, hard copy survey's can be used as previously stated, however, if you have PCs in your classroom (even if your course is chalk & talk) it is worthwhile checking the connection, as it may still be there from the previous course.

Q. Who should I contact if there are technical issues?

-
- If there is access problems in the classroom, please contact Classroom Technical Support - Richard Robinson, Chris Rose, or Tony Green.
- For access problems regarding reports or Userid / Password**,** please contact the ILS Eval Helpdesk - **ilseval@us.ibm.com**

Q. My userid and password to view the reports is not working.

- ***If you are attempting to access class details***,all requests for a username and password need to go through Chris Peel or Patricia Teggart. Class detail has restricted access.
- ***If you are attempting to access Instructor Reports*** you need to be a valid instructor in TA. Please use your serial number to access reports. If this the first time you are using the system, your serial number and password will be the same. First time logon will require you to change the password.
- ***If you are attempting to access Regional Manager Reports*** all requests for username and passwords need to go through Chris Peel, Sophie Dayez, or Patricia Teggart.

Can student NSI results be given to their Company?

Comments and NSIs given by individual students can only be advised back to the customer when we have the written consent from the individual
student. However as this is an EMEA form, it cannot be changed as many countries eg Germany have much stricter Data Protection guidelines.

We can give 'overall summary' results back to customers when we have the consent of our instructor - however this can only be the 'overall'
satisfaction result. Wendy Smith sent a note out in Feb 03, explaining that overall summary results would be given to customers if requested, however if any instructor was not happy with this, they should notify Wendy Smith.

General Information
References
Summary of Changes

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End of Document