

EVALUATION PLAN SAMPLE

Campus Explorer: measuring what changes

A plan to measure whether a gamified orientation course helps high school students understand and use a provincial post-secondary planning website.

Status: the course is complete and has not launched yet. The targets below are the success criteria agreed before launch, not results. Actual results will replace them once data comes in.

The business problem

Students found the planning website confusing and weren't using it. The course succeeds only if students go on to **use the website**, not just finish the course. So the plan follows the learner all the way from the course to the website.

What success looks like

For students

- Know what the website offers and where to find it
- Feel confident starting their post-secondary planning
- Create an account, save programs and meet application deadlines

For the client

- More students using the website's planning tools
- Fewer "how do I..." support questions
- Counsellors spend less time explaining the website

Measurement plan

Level	Question	Measures and data source	When	Target
Level 1 Reaction	Did students find it relevant, easy to use and engaging?	5-question survey at the end of the course (relevance, ease, confidence, favourite building, one open comment). Buildings completed and badges earned, from course tracking.	End of course	80%+ rate it relevant and easy to use. Average 4 out of 5 or higher.
Level 2 Learning	Can students find the right tool for a real planning question?	First-attempt accuracy on the scenario activities ("Where would you go?", "What would you do next?"). Confidence rating before and after the course.	During and end of course	70%+ correct on the first attempt. Confidence up at least 1 point on a 5-point scale.

Level	Question	Measures and data source	When	Target
Level 3 Behaviour	Do students actually use the website afterwards?	Website analytics for course completers compared with the same period last year: account creation, programs saved to My List, use of Find Your Path and the pre-application checklist. Counsellor check-in.	30 and 90 days after launch	A clear increase in account creation and My List use among completers.
Level 4 Results	Is the client's problem getting smaller?	Support-desk questions about how to use the website. Counsellor time spent explaining it. On-time applications, where the data is available.	One application cycle	Fewer navigation questions to support and counsellors.

Accessibility and usability check

Before and after launch, a short usability test with five students, including at least one keyboard-only or screen reader user, completing three tasks: find a building, earn a badge and finish one activity. Any task that takes more than one attempt gets fixed.

How the data gets used

- **Drop-off points:** buildings with low completion are shortened or re-signposted.
- **Activity accuracy:** questions most students miss on the first try get clearer instructions or feedback.
- **Survey comments:** reviewed after the first month and fed into a small revision.
- **Reporting:** a one-page results summary to the client at 30 and 90 days.

Assumptions to confirm with the client

- Course tracking through the LMS (SCORM or xAPI) captures completion, badges and activity results.
- Website analytics can separate or compare course completers.
- Support-desk questions can be tagged by topic.