



The End of Course Survey:

The Old Way is Broken, But There is a Better Way!

DESCRIPTION: We in law enforcement use our end-of-course surveys of learners for many purposes. Courses and instructors are evaluated. Academies use surveys to validate effectiveness. We have relied on them for decades. Unfortunately, those of us in learning-and-development roles are skeptical of these “smile sheets.” And the scientific research agrees with us—traditional smile sheets are virtually uncorrelated with learning results. They simply don’t provide meaningful data! Fortunately, there is good news: Performance-Focused Learner Surveys.

*In this session, **Will Thalheimer**, renowned learning-evaluation expert & **Rick Jacobs**, law-enforcement learning expert, will detail the problems and share with us some quick practical improvements. Will is the author of the award-winning book, *Performance-Focused Learner Surveys* and he’ll detail how to design better questions, how to use questions to nudge action, and how to capture and report on data that is meaningful.*

Thursday, January 19th
1:00pm – 2:00pm ET
2023

INSTRUCTORS:

WILL THALHEIMER & RICK JACOBS

Will Thalheimer, PhD, MBA, Principal at TiER1 Performance. Will is a world-renowned speaker, writer, researcher, consultant focused on research-based best practices for learning design, learning evaluation, and presentation design. At TiER1 (TiER1Performance.com), Will works with multi-capability teams helping organizations activate their business, operational, and learning strategies—through their people. Prior to TiER1, Will founded and ran Work-Learning Research for 22 years, where his research reviews are still available. Will wrote the award-winning book *Performance-Focused Learner Surveys* (second edition); created LTEM, the Learning-Transfer Evaluation Model and the Presentation Science Workshop. Will co-created *The Learning Development Accelerator*, and the *eLearning Manifesto*.

Rick Jacobs is the principal of Jacobs, et al, LLC, and is a former deputy sheriff from Virginia. Rick is a seasoned law enforcement instructor, has been adjunct faculty at several higher education institutions, and has applied his training and training development experience to other industries such as technology, banking, and the Department of Defense. He has been in the Learning and Development industry for almost thirty years as an instructor, adjunct faculty, instructional systems designer, and learning strategist. He has a BS in Philosophy and an MS in Criminal Justice. As an adjunct faculty member at several universities and community colleges he has developed and delivered curriculum for philosophy, graphic art, and criminal justice. He is an IADLEST Nationally Certified Instructor and training evaluator for IADLEST's National Certification Program. Jacobs, et al, LLC, is a business and learning consultancy helping organizations establish and build learning and development capabilities, designs and develops training, provides NCP pre-evaluation services, and delivers several instructor training and development courses specifically designed for law enforcement instructors.

OBJECTIVES:

Upon completion, participants will be able to:

- Accurately assess the quality of learner surveys.
- Avoid the most common mistakes in designing learner surveys.
- Use the distinctive questioning technique to replace fuzzy Likert & numeric scales.
- Use learner survey questions to send messages & nudge action.
- Capture & report on meaningful learner-survey data.

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