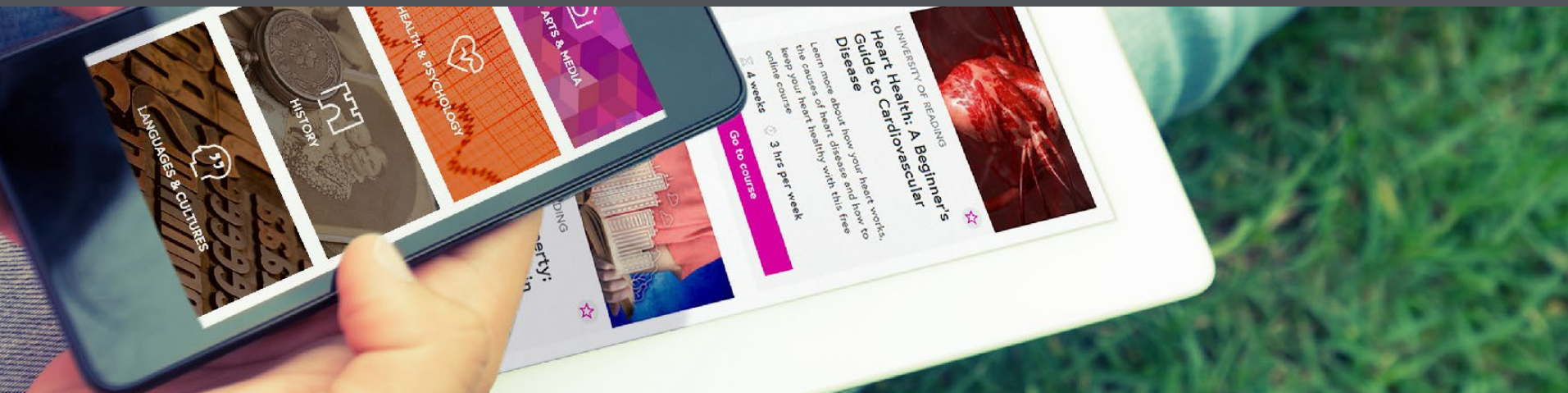


## MEASURING IMPACT USING A CASE STUDY APPROACH



Professor Helen Bilton, Academic Partner Online Courses  
Nicky McGirr Online Course Programme Manager



# The driver

- University of Reading Online Courses programme
- Funding requirements
- Other drivers

# Selecting a model course



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# The approach

- 10 primary/early years schools in our partnership, self chosen.
- Using a pre, intervention and post survey. This will be looking at the reaction, learning and behaviour of learners and how these change over time.
- Additionally an interview with the headteacher.
- Start date 2.11.20 (delayed because of school closures)

# The problem

- Measuring impact required by the University

<https://sites.reading.ac.uk/evaluation-and-impact/>

5 levels based on the Kirkpatrick model

- a) Reach
- b) Reaction
- c) Learning
- d) Behaviour
- e) Results

# What we hope to learn

- The impact of the course on individuals' understanding and behaviour.
- If the impact travels further and impacts other staff, the school as a whole.
- To consider whether this is a good way to collect data pertaining to impact.