Questions

Please respond to the following statements using the rating system below.


1. This activity achieved the stated learning outcomes.
   5  4  3  2  1

2. This activity increased my knowledge.
   5  4  3  2  1

3. I will make a change in the way I practice planning based upon my participation in this activity.
   5  4  3  2  1

4. The presenter(s)/subject matter expert(s) delivered the content effectively.
   5  4  3  2  1  N/A

5. I would endorse this activity as a high-quality learning opportunity.
   5  4  3  2  1

6. Provide any additional comments regarding this educational activity:

7. Would you like to learn more on this topic area?
   □ Yes
   □ No
   □ Undecided

8. APA may publish these comments, along with my name, on APA’s website and social media; in APA publications; emails; and elsewhere, to help judge the quality of this education.
   □ Agree

Explanations

1. The activity achieved the stated learning outcomes.
   Measures content efficacy and delivery to provide learning outcomes.
   - We emphasize Learning Outcomes and are instituting that all APA education has associated learning outcomes. Our instructions to our SME/Speakers are: “Presentations should strive to achieve learning outcomes. Learning outcomes are statements that describe significant and essential learning that the audience will gain by attending/participating in the presentation. In other words, learning outcomes identify what the attendee will know and be able to do from the presentation. What do you want the audience to learn from the presentation? What are the key things that attendees will gain from the presentation?”

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CM Logging Evaluation Questions and Explanations

- For all APA Activities, Learning Outcomes Instructions: “Provide 3 learning outcomes that are clear, measurable, and achievable. Be sure to start each sentence with a different action verb.”

- Learning objectives are the basis for the education content and the materials should be designed to provide learners with outcomes. They should be clear, concise, measurable, and address the needs and interests of the audience. The rating of this question in achieving the learning outcomes gauges whether the educational activity was successful. For more information on how to effectively write learning outcomes and a list of action verbs click here.

2. The activity increased my knowledge.
   Demonstrates the learners' acquisition of the activity content. An increase in the learner's knowledge demonstrates the activities effectiveness to deliver content that evolves the learners understanding and knowledge of the activity's topic. For on-demand education to carry CM, there must be a mechanism in place for gauging the learners' acquisition of content.

3. I will make a change based upon my participation in this activity.
   Demonstrates whether the activity provided educational content that enables the learner to change the way in which they practice. Effective education will deliver content that helps planners keep their skills sharp and up to date. Certified planners pledge to uphold high standards of practice, implementing changes based upon continuing education (CM) activities.

4. The presenter(s)/subject matter expert(s) delivered the content effectively.
   Evaluate the presenters and/or subject matter experts in their effectiveness at delivering the content. According to the CM Provider Toolkit, events are led by one or more subject matter experts. An expert is defined by AICP as a professional who has made a contribution to the profession through practice, teaching, research or publications; completed works that proclaim individuality and mastery of the principles of planning and whose work demonstrates outstanding quality and professionalism.

   - The reason this question has an N/A option is for courses that have no SME or presenter visibly attached to the actual course, even though they provided the content for the course and were involved throughout the process of building the course. Having the N/A option will allow this question to be used for any type of content.

   - Examples: Scenario Planning 101, which has the SMEs listed under Speakers, but the learner may not associate them with the course. New Visions for Community Planning is a video currently in APA Learn, which has no speakers listed because it's a documentary using interviews and testimonials to show a particular project.

5. I would endorse this educational activity as a high-quality learning opportunity.
   Demonstrates the learner's satisfaction with the educational activity by measuring their readiness to promote the activity to their peers. For live events, this measures the attendee's willingness to recommend the session and or event to others.

   For live events, this questions answers should be combined with all sessions in that event to determine average score for the event. When the answers are collected across a wide audience of attendees for all sessions, the question offers valuable insight into the overall impact and customer satisfaction of the event.

   For each provider the combination of the answers to this question for their submitted activities for CM, will provide an average score for their CM program. This questions also is a key indicator of how much value the event, activity, product has brought to the attendees, which is something all major stakeholders will want to know.

6. Provide any additional comments regarding this educational activity:
   This open-ended question provides the learner an opportunity to address anything they feel was not covered in the questions, as well as gives the providers possible testimonials to use in future marketing.

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