

## Performance Management Plan

### Objectives:

#### *Quality*

Web Skills aims to provide high-quality instruction that is of high-quality, that is, which is interactive, meaningful, and engaging for learners participating in the courses. The Web Skills edu-blog will be considered by contributors and participants as thought-provoking and insightful, and will attract a wide number of bloggers and academics to contribute to a synergistic dialogue.

#### *Service*

Web Skills strives to provide excellent service for visitors and participants, which includes ensuring a high level of access to the web site, aiming to increase the number of visits, page downloads, feedback responses, and the number of testimonials about the course offerings, the web site, and the edu-blog.

#### *Relevance*

Web Skills aims to offer compelling and useful content that is informative and of interest to visitors, and which appeals to a wide geographic range of educators. Web kills aims to tap into the network of edu-bloggers and appeal to more embedded educators, encouraging trackbacks and reciprocal links to other related sites to widen exposure and become an information node for educators.

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#### *Innovation and Lifelong Learning*

Web Skills aims to encourage partnerships, collaborations, frank discussions and exchanges of knowledge and promising practices educators can apply to their daily teaching practice. Web Skills aims to continue the dialogue among educators to promote innovation and lifelong learning.

## Course Participant Satisfaction Rubric

The key to success for WebSkills is to offer training of high quality to participants. An effective way to measure success is to identify how satisfied participants have been. This rubric measures various factors crucial for business success. Participants who return for more courses, refer others, offer positive testimonials, and declare their intentions to take further courses, and declared satisfaction levels of 4 or 5 (“Very Good” or “Excellent” on the Likert satisfaction scale) on customer surveys, demonstrate a higher loyalty to purchasing the service Web Skills offers.

<b>Performance Measures</b>	<b>Needs Improvement</b>	<b>Fair</b>	<b>Standard</b>	<b>Optimal</b>
% of Students who Complete Course	Fewer than 50% of students are completing courses	65 - 70% complete courses	75%-80% complete courses	90% to 100% complete courses
% of students who refer another to take course	Less than 10% of enrolled students refer others to the courses	15% refer others	20% refer others	25% or higher refer others
% of students who offer positive feedback	Less than 10% of students provide testimonial	20% provide testimonial	30% provide testimonial	40% or higher provide testimonial
% of students who indicated they intend to take further courses	Less than 10% of students intend to take further courses	20% of students intend to take further courses	30% of students intend to take further courses	40% of students intend to take further courses
% of students who responded with 4 or above on Likert rating scale to questions on satisfaction survey	less than 70% of students responded with ratings of 4 “very good” or higher	70% to 79% of students responded with ratings of 4 “very good” or higher	80% to 89% of students responded with ratings of 4 “very good” or higher	90% to 100% of students responded with ratings of 4 “very good” or higher

## Site Performance Rubric

Web Skills depends on the reliability of the web site and edu-blog to be accessible 24/7 to participants and visitors from around the globe. The Site performance Rubric measures access (percentage of successful page-views and downloads of totals) and relevance. Relevance is critical to measure, to identify how much impact this site and blog is having on others in the blogosphere. Trackbacks, reciprocal links, time spent on site per visitor, and the number of times visitors add the edublog to their own blogrolls, and the number of times visitors subscribe to the WebSkills RSS feed, all contribute to how relevant the WebSkills edu-blog to others.

<b>Performance Measures</b>	<b>Needs Improvement</b>	<b>Fair</b>	<b>Standard</b>	<b>Optimal</b>
<b>Access</b>				
% of Number of Successful Visits to Site/Number of Attempts	<b>Less than 80%</b>	<b>85%</b>	<b>90%</b>	<b>95%</b>
% of Downloaded Pages/ Number of Attempts	<b>Less than 80%</b>	<b>85%</b>	<b>90%</b>	<b>95%</b>
<b>Relevance</b>				
Number of trackbacks (Monthly)	<b>Less than 10</b>	<b>10 to 15</b>	<b>16 to 20</b>	<b>&gt; 20</b>
Number of reciprocal links (Monthly)	<b>Less than 10</b>	<b>10 to 15</b>	<b>16 to 20</b>	<b>&gt; 20</b>
Average Time Visitors Spent on Edu-Blog	<b>&lt; 1 minute</b>	<b>1 -3 min</b>	<b>3 to 5 min</b>	<b>&gt; 5 min</b>
Number of times other bloggers add Webskills edu-blog to their blogroll (Monthly)	<b>Less than 10</b>	<b>10 to 15</b>	<b>16 to 20</b>	<b>&gt; 20</b>
Number of <del>RSS</del> <span style="border: 1px solid red; padding: 2px;">new</span> (Monthly)	<b>Less than 10</b>	<b>10 to 15</b>	<b>16 to 20</b>	<b>&gt; 20</b>

### Web Skills Performance Benchmarks

Web Skills requires a number of benchmarks to measure the level of success at various time periods during the carrying out of the Business Plan: at 3, 9, 12, and 18 months. Without a solid volume of traffic from a subscriber base, and a constant growth of the number visitors to the site, as well as a continual rise in the number of students completing courses, Web Skills will find it very challenging to grow and thrive in an increasingly competitive economic climate.

<b>Performance Measures</b>	<b>At 3 months</b>	<b>At 9 months</b>	<b>At 12 months</b>	<b>At 18 months</b>
Number of Memberships	<b>50</b>	<b>120</b>	<b>200</b>	<b>250</b>
Number of visits to Edu-Blog Pages (Monthly)	<b>150</b>	<b>400</b>	<b>650</b>	<b>1000</b>
Number of Comments to Blog Posts (Monthly)	<b>10</b>	<b>25</b>	<b>35</b>	<b>50</b>
Total number of students who completed course	<b>20</b>	<b>80</b>	<b>120</b>	<b>200</b>

