

Performance Management Plan Overview

Performance Indicator	Definition and Unit of Measurement	Data Source	Method of Data Collection	Data Acquisition Schedule or Frequency
Quality	Number of responses of 4 or above on Likert rating scale on participant satisfaction survey	Participant Satisfaction survey	Score Sheet	At course end
	Number of Referrals	Sales Report	Referral Discount Tally Sheet	monthly
	Number of Testimonials	Emails, feedback forms	Tally Sheet	monthly
	Type of Comments From Edu-Blog by category (subject tags)	WordPress user log statistics	Tally Sheet	monthly
	Type of Feedback Form Responses, by category	Feedback form response log	Tally Sheet	monthly
Service Ease of Use Access	Number of Successful Visits to Site/Number of Attempts	Web Trends Reports	Tally Sheet	Monthly
	Number of visits to Feedback Page			
	Number of Successful Files			
	Downloaded / Number of Attempts Number of Comments to Blog Posts	Word Press usage statistics	Tally Sheet	Monthly

Relevance	Number of trackbacks Number of reciprocal links Number of feedback requests Geographic range Hits Time on Site Number of Downloads Frequency of Use of Specific Click-Paths on Site	Word Press Usage Statistics Technorati Google Map Web Trends Reports	Tally Sheets Reports Map Tally Sheets	Monthly Monthly Monthly Monthly
Innovation and Lifelong Learning	Number of times participants selected 4 or more on Likert rating indicating high willingness to comment/contribute to Edublog Number of times visitors indicated on poll that they intend to visit Edublog for information in future Number of times participants identified course content as useful Number of times participants selected 4 or 5 on Likert scale indicating high motivation to apply skills to teaching practice	Focus group questionnaire Visitor poll Participant survey Focus group questionnaire	Score Sheet Tally Sheet Tally Sheet Score Sheet	Monthly Monthly Monthly Monthly