Learning Outcome (Program Administration) Goals:

- Maintain a rating score of 4.70 or higher in each component of the following Program Evaluation criteria:
  - Overall Program Educational Quality
  - Program in General
  - Value for the Money

- This goal is applicable to every program site this department oversees; for the current fiscal year, Armstrong Road Scholar oversaw three distinctive programs:
  - Historic Savannah, which is based centrally in the Historic District.
  - Midtown Savannah, which is based at Oglethorpe Inn & Suites on Hodgson Memorial Dr.
  - Christmas in Savannah, which is a themed program also based in the Historic District and offered in December.

Method:

- Armstrong Road Scholar utilizes a standardized, web-based evaluation system that is offered to all participants of programs. These respondents have a detailed selection of criteria that they rate based on their personal experiences and opinions.

- The rating process consists of both a “Question/Answer” portion and a “Personal Comments” section to elaborate and/or explain their selection on the former segment if they wish.

- The evaluation system allows participants to rate a particular program site on a specific week; this enables our office the opportunity to very narrowly concentrate our efforts to applicable areas.

- Armstrong Road Scholar utilizes the numerical evaluation portion to quantify as accurately as possible whether our Program Administration Outcome Goals are being met or not; we subsequently rely on the “Personal Comments” section to better understand the numerical ratings. This section also allows us to foster those elements of our programs that garner very positive results as well as to focus carefully on and adjust the aspects that need to be improved or modified in any way.

- The numerical rating system is configured to translate selections to a number grade that range from:
  - “Very Satisfied” (5)
  - “Somewhat Satisfied” (4)
  - “Neither” (3)
  - “Somewhat Dissatisfied” (2)
  - “Very Dissatisfied” (1)

- Elderhostel Main computes the results, averages them for each program week, displays them online in a detailed, spreadsheet report format (of which this office has continuous access), and finally, cumulatively averages the results for a 12-month period. Additionally, all accompanying written comments and suggestions are also posted verbatim; these are accessible through an icon on the report that opens a separate window.

- All evaluations are anonymous so respondents may rate programs and comment freely and honestly.
results:

♦ from september 2012 through may 2013, armstrong road scholar hosted a total of 23 program weeks with 802 participants in attendance at two separate sites. this is an increase of 177 participants over last fiscal year.

○ historic savannah site: 678 total attendants over 19 program weeks. total responses: 415

○ midtown savannah site: 124 total attendants over 4 program weeks. total responses: 87

♦ total results for 2012-13:

○ historic savannah (site #11376):
  • overall program educational quality: 4.85
  • program in general: 4.87
  • value for the money: 4.84

○ midtown savannah (site #11377):
  • overall program educational quality: 4.83
  • program in general: 4.78
  • value for the money: 4.79

○ christmas program – downtown savannah – 1 program week (site #20734):
  • overall program educational quality: 4.67
  • program in general: 5.00
  • value for the money: 5.00

Changes as a Result of Assessment:

♦ for the 2012-13 fiscal year, armstrong road scholar met or exceeded all of its program administration goals. however, since there is still some room for improvement among the rating scores, we will continue to strive to improve our program sites in every applicable area while endeavoring to maintain our current success levels.
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♦ For the upcoming fiscal year, we will once again offer our Christmas program (#20734) in December, since our inaugural offering in December 2012 was a solid introductory success. We are confident this new facet of our program design and coordination efforts will further enhance our proven current program lineup.

♦ We will continue to enhance and update our program schedules as in years past. Innovative schedule components, which offer experiences at Historic District landmarks, are tailored specifically to our groups. This means our participants enjoy a unique, special presentation that the general public doesn’t have access to; in turn, this also escalates the satisfaction level our participants feel when they attend our program.

♦ We have been presented with a new opportunity to coordinate and host charter programs here in Savannah for specialized groups who are traveling together with a common interest. We are enthusiastic about the potential this new venture will afford us in terms of more enrollments, increased revenues, and greater opportunities to partner with different local business partners.