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 two distinctive program sites:
  - Historic Savannah, which is based centrally in the Historic District
  - Midtown Savannah, which is based at Oglethorpe Inn & Suites on Hodgson Memorial Dr.

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 2011 through May 2012, Armstrong Road Scholar hosted a total of 23 program weeks with 625 participants in attendance at two separate sites.

- **Historic Savannah site:** 483 total attendants over 16 program weeks. Total responses: 295
- **Midtown Savannah site:** 174 total attendants over 7 program weeks. Total responses: 106

♦ Total results for 2011-12:

- **Historic Savannah (Site # 11376):**
  - Overall Program Educational Quality: 4.88
  - Program in General: 4.90
  - Value for the Money: 4.87

- **Midtown Savannah (Site # 11377):**
  - Overall Program Educational Quality: 4.89
  - Program in General: 4.89
  - Value for the Money: 4.80

Changes as a Result of Assessment:

♦ For the 2011-12 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.

♦ For the upcoming 2012-13 fiscal year, we have made several significant changes in order to enhance our evaluation scores and increase registrations; these changes include: moving our hotel/base location from the Courtyard by Marriott to the Hilton Savannah DeSoto at our downtown site; changing caterers and menus; adding a new restaurant to the schedule; and implementing new, appealing components to that program schedule.

- The new hotel, with its more central location, its established, recognized brand, and its upscale ambiance, is more in keeping with our Historic Savannah program patrons. The hotel offers more amenities, meeting space, and onsite meal options, also making it more appealing to our participants; it also gives us better flexibility in scheduling and "sells" the program site as more attractive in numerous ways.
The new 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.

With our new hotel location, our new menus/meal plans, and our redesigned, vibrant schedule, we are confident we will improve the number of participants we host over the next year as well as our evaluation results.