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(Processed by: Spis RDA, Slovakia)

Contents
POWER Project
POWER Evaluation Process
Criteria for Assessment
Findings from Survey
POWER Consortium

International project POWER

(People on Work Empowerment Resources)

is supported by EU from Lifelong Learning Program, from subprogram Leonardo da Vinci and follows the project called TALISMAN, which aimed at talent management in small and medium-sized enterprises (SME) of EU in tourism

TALISMAN created and developed a training plan aimed at providing managers of SMEs and managers responsible for human resources with development of skills and abilities required for implementation of procedures of Talent management and policies successfully and at the same time utilizing information and communication technologies to utilize training and education better.

The executed POWER project brought and adapted this knowledge through self-learning platform for small and medium-sized enterprises in tourism, mainly in Slovakia, Italy, Cyprus, Ireland, Lithuania, Greece and Spain.

The POWER project executed its final phase – Pilot Test Evaluation – evaluation process aimed at measuring project performance and obtaining feedback, in order for the project team to improve project outcomes, fulfill the project goals better and satisfy the future users.

The evaluation process had several goals:
- identify, whether the project outcomes fulfilled expectations, requirements and needs of target groups and end users,
- find out, where and what improvements are necessary to be performed,
- verify viability and efficiency of the proposed self-learning system
- show the meaningfulness of the self-learning system,

Methodology of self – learning system evaluation and testing

Two principles provide methodological frameworks for collecting feedback from tutors for partners and trainees.

1. Questionaires were based on premise that adequate self-learning system content and material has to have:

a) permanent applicability (in terms of how to use material frequently, able to simplify the work),

b) adaptation to target public (in terms of means of material presentation, sufficiency of examples and exercises),

c) relevance (in terms of material usefulness),

d) satisfaction (in terms of text size and division into pieces, colors).

System and tools must be:
a) accessible (in terms of means to find easy, correct links);
b) easy to navigate (in terms of easy to navigate);
c) satisfactory for participants (in terms of tools for communication among participants, enjoying to use system).

2. Trainees' satisfaction was evaluated using indicators' approach, thus satisfaction is measured by three indicators:

general satisfaction, comparison to an ideal and satisfaction of expectations.

A total of 184 persons took part in a pilot learning test of the POWER project, including administrators, tutors of learning and representatives of small and medium-sized enterprises of tourism from 8 regions and 7 EU countries. According to the data of the tutors, smaller businesses had greater representation. Their exact number wasn't studied.

The one's opinion on POWER self-learning platform properties through evaluation questionnaire, processed in all partners' languages, was expressed by 126 participants of the pilot learning test. The English electronic version of the survey was prepared for the purpose of data collection in the system surveymonkey.com, that was used to support the collection, and subsequently evaluation of the collected data.
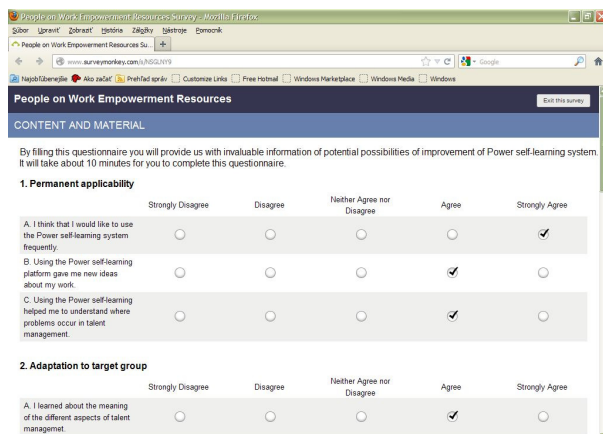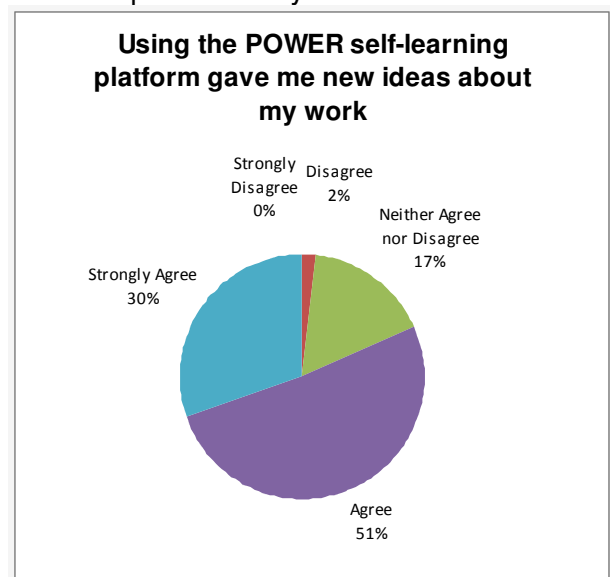
Findings:

Analysis of the completed questionnaire revealed, that the main reason for the participation in the training program was to improve knowledge, skills and competences.

PILOT TEST EVALUATION REPORT:
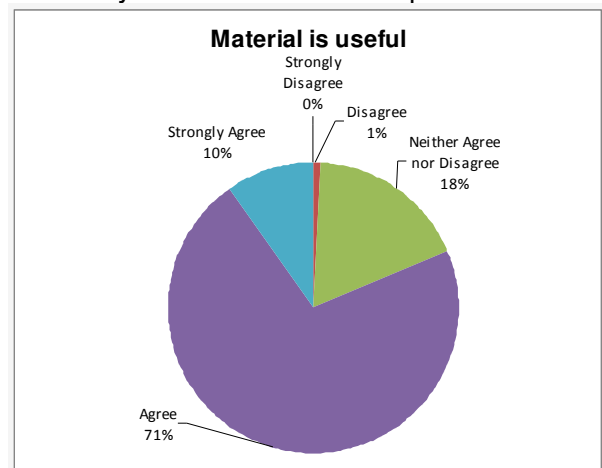
CONTENT AND MATERIAL

Permanent applicability:
The evaluation of the training program in the group of questions "Permanent applicability" achieved significantly positive reviews and its refusal represents only 2-6%.

Using the POWER self-learning platform gave me new ideas about my work

- Strongly Disagree 0%
- Disagree 2%
- Neither Agree nor Disagree 17%
- Strongly Agree 30%
- Agree 51%
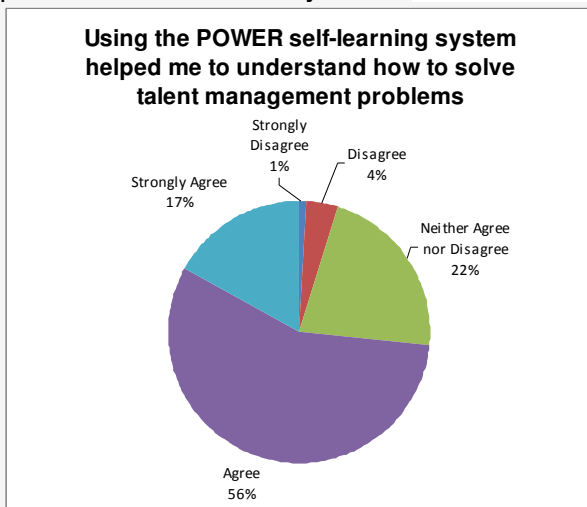
Adaptation to target group
As for the overall evaluation of the group of questions Adaptation to target group we can state, that it's necessary to consider filling up and improving the training program to improve its variety and number of examples.

Material is useful

- Strongly Disagree 0%
- Disagree 1%
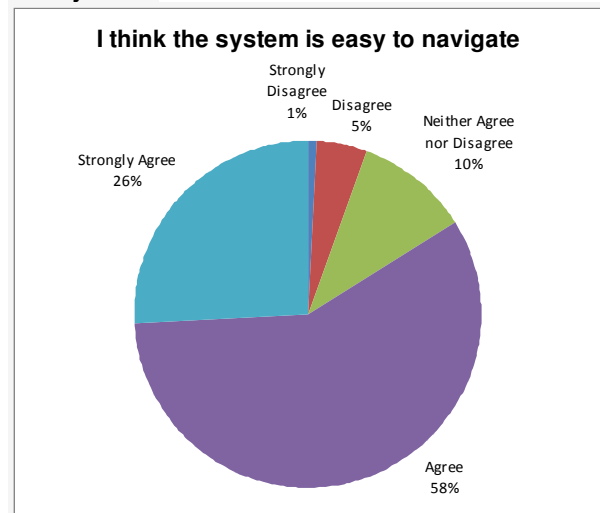- Neither Agree nor Disagree 18%
- Strongly Agree 10%
- Agree 71%

Relevance

In the group of questions Relevance the respondents'opinion confirmed the relevance of the content and adequacy of the training program, and showed the need to aim the future program improvement more towards practical issues, topics and examples, practical situations analysis etc.

Using the POWER self-learning system helped me to understand how to solve talent management problems

- Strongly Disagree 1%
- Disagree 4%
- Neither Agree nor Disagree 22%
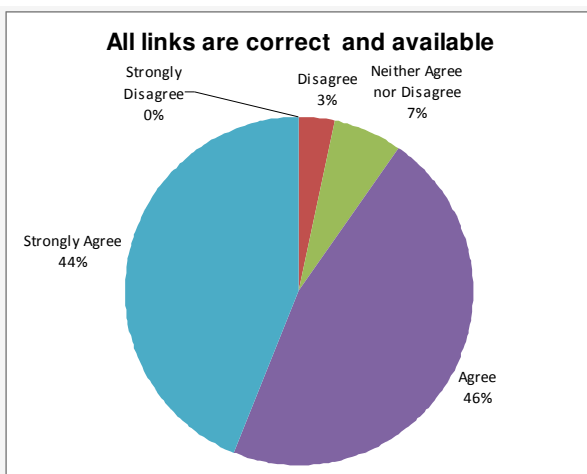- Strongly Agree 17%
- Agree 56%

Ease of Navigation

Ease of Navigation was very well evaluated and only a small group of respondents (5-6%) had troubles with it. This conclusion confirms the correctness of technical solution without significant needs for further improvement of the system.

I think the system is easy to navigate

- Strongly Disagree 1%
- Disagree 5%
- Neither Agree nor Disagree 10%
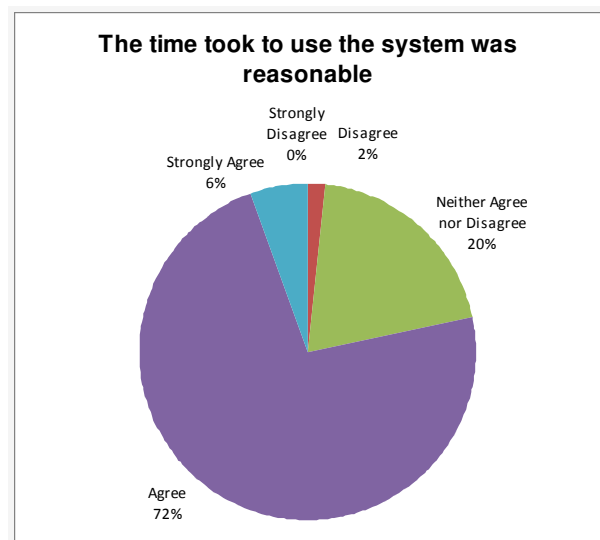- Strongly Agree 26%
- Agree 58%

SYSTEM AND TOOLS
Accessibility

Evaluation of Accessibility went very well and it seems that no additional measurement is required due to users'satisfaction. If the authors know about some possible improvement of webpage, there is of course room for them to execute those improvements.

All links are correct and available

- Strongly Disagree 0%
- Disagree 3%
- Neither Agree nor Disagree 7%
- Strongly Agree 44%
- Agree 46%

Participant Satisfaction

The group of questions Participant Satisfaction was assessed positively. Room for some improvements can be seen in the question of text structure and in the conclusion of answer analysis of questions 9 and 10 of the questionnaire.

The time took to use the system was reasonable

- Strongly Disagree 0%
- Disagree 2%
- Neither Agree nor Disagree 20%
- Strongly Agree 6%
- Agree 72%

Opinions on POWER Self-learning System
Which topics could be included in POWER self-learning system?
The most frequently proposed to add:
- more case studies,
- more practical examples,
- about experience with talent management in micro enterprises,
- good practice examples,
- cases and examples of several other regions,
- psychological, motivational and couching methods, relevant for talent management

Which topic was new and interesting in POWER self-learning system?
The most frequent answers were:
- Talent Management Tools, 15 answers,
- All topics, 14 answers
- Case Studies, 11 ans,
- Measuring Techniques, 7 ans,
- Create awareness, 5 ans,
- Talent Management, 4 ans.
Total answers: 61

Which knowledge do you need for working in tourism sector?
The answers are rich in variety and involve a broad array of needs and activities of standard business practice, thus even human resources management, relations and communication with clients, etc. Approximately one third of the answers are directed in their significance and effect at human resources and to the needs to work with people, whether on the employer part, or on the part of client, guest, whom the service is offered.

CONCLUSIONS of the Report

Analysis found that the vast majority of respondents thought that the learning system was either very good or good. We also discovered that the respondents were pleased with the functionality of the web site. The majority of respondents stated that they thought that the functionality of the web site was either very good or good. Respondents were then given the opportunity to provide suggestions for improving the learning environment.

The findings of this study revealed that the vast majority of participants found that the technical issues relating to Talent Management are clearly explained and that the training program delivers new and innovative material.

The question of usefulness of training program material was evaluated positively by the great majority of the respondents, only an insignificant number of respondents refused it. The shown result points to a very good and appropriate content of the training program.

The relevance of the content and adequacy of learning program was confirmed by the analysis of answers of the Relevance group of questions, which showed the need to direct future program improvements more at practical issues, topics and examples, analysis of practical situations, etc

Ease of Navigation was rated as very good and only a very small group of respondents had problems with it (5 - 6%). This conclusion confirms rightness of the technical solution without significant needs for further improvements of the system.

Some suggestions for improving the quality of the learning materials include:
- complement presentations and pictures,
- more case studies,
- more practical examples,
- experience with talent management in micro enterprises,
- examples of good practice,
- cases and examples from various different regions,
- psychological, motivational and couching methods, relevant for talent management

The majority of respondents were very happy with the overall training program. They thought that it was either very good or good. The POWER team received many compliments on the training program. The majority of respondents would recommend the program to others.
We received very few negative comments.

Final meeting of the POWER project consortium:

Spis Regional Development Agency (SK), Merchant and Il Denaro Eurocrea (IT), Kaunas Regional Innovation Centre (LT), X-Panel (CY), Innovate (IE), IDEC (GR) and Fundación Maimona (ES),

was held on 18 – 19 October 2012 in Los Santos de Maimona in Spain.

The significance of the POWER project contribution was appreceiated even by Sr. **D. Manuel Lavado Barroso**, Major of Los Santos de Maimona:

It is important for companies to provide services and tourism products in the region and especially Maimona uses this self-learning tool, which can enhance the performance of human capital and necessary skills to manage the talent of the professionals in this field in your organization. We must emphasize the importance of people in any institution, knowledge, skill and experience for the proper performance of the tasks all the times.

All the information is, or will be available on the POWER webpage:
http://power4tourism.eu/index.html
http://www.elearningpower.eu/

Useful links
Talent Management magazine
http://talentmgt.com/

Talent Managers Association
http://www.talentmanagers.org/
Lifelong learning program
http://eacea.ec.europa.eu/llp/

The meeting of the project team with representatives of tourism in Spain