

Tool 32-1. Sample Data Collection Plan

The figure shows a completed data collection plan for a project undertaken to reduce bus drivers' absenteeism in a major city.

This document provides a place for the major elements and issues regarding data collection. Broad objectives are appropriate for planning. Specific, detailed objectives are developed later, before the program is designed. Entries in the measures column define the specific measure; entries in the method/instruments column describe the technique used to collect the data; in the sources column, the source of the data is identified; the timing column indicates when the data are collected; and the responsibilities column identifies who will collect the data.

Data Collection Plan—Metro Transit Authority

Evaluation Purpose: _____

Program: Absenteeism Reduction

Responsibility: Patti Phillips

Date: January 15

Level	Broad Program Objective(s)	Measures	Data Collection Method/Instruments	Data Sources	Timing	Responsibilities
1	REACTION & SATISFACTION <ul style="list-style-type: none"> Positive employee reaction to the no-fault policy 	<ul style="list-style-type: none"> Positive reaction from employees 	<ul style="list-style-type: none"> Feedback questionnaire 	<ul style="list-style-type: none"> Employees 	<ul style="list-style-type: none"> At the end of employee meetings 	<ul style="list-style-type: none"> Supervisors
2	LEARNING <ul style="list-style-type: none"> Employee understanding of the policy 	<ul style="list-style-type: none"> Score on posttest at least 70 	<ul style="list-style-type: none"> True-false test 	<ul style="list-style-type: none"> Employees 	<ul style="list-style-type: none"> At the end of the employee meetings 	<ul style="list-style-type: none"> Supervisors
3	APPLICATION/IMPLEMENTATION <ol style="list-style-type: none"> Effective and consistent implementation and enforcement of the programs Little or no adverse reaction from current employees regarding the no-fault policy Use of the new screening process 	<ol style="list-style-type: none"> Supervisors' response on program's influence Employee complaints and union cooperation 	<ol style="list-style-type: none"> & 2. Follow-up questionnaire to supervisors (two sample groups) Sample review of interview and selection records 	<ol style="list-style-type: none"> Supervisors Company records 	<ol style="list-style-type: none"> Following employee meetings, sample one group at three months and another group at six months Three months and six months after implementation 	<ul style="list-style-type: none"> HR program coordinator
4	BUSINESS IMPACT <ol style="list-style-type: none"> Reduce driver absenteeism at least 2% during first year Maintain present level of job satisfaction as new policy is implemented Improved customer service and satisfaction with reduction in schedule delays 	<ol style="list-style-type: none"> Absenteeism Employee satisfaction Delays impact on customer service 	<ol style="list-style-type: none"> Monitor absenteeism Follow-up questionnaire to supervisors Monitor bus schedule delays 	<ol style="list-style-type: none"> Company records Supervisors Dispatch records 	<ol style="list-style-type: none"> Monitor monthly; analyze one year pre and one year post implementation Three months and six months after employee meetings Monthly 	<ul style="list-style-type: none"> HR program coordinator
5	ROI Target ROI = 25%	Comments: _____				