# OMB DITAP Live Digital Assignment (LDA) Summary of Results

**January 23, 2017**

Overview

On the final in-class day of the program, participants presented their Live Digital Assessment (LDA) to their class peers, program faculty, and other invited guests. The goal of this activity was to provide a small group forum for program participants to apply their growing knowledge of digital service acquisition and to further contribute to this growth. The average score on the LDA was 88%. Three of the six teams that presented (50%) earned buy-in from all of the observing “investors”.

Participant Scores

* Six teams presented their LDA in front of the program audience.
* Cohort members participated in the LDA as teams, but were scored individually on four separate dimensions, which were rated by team members or by the “investors” viewing their presentations. The rated dimensions were:
  + **Peer/Self-Rated Dimensions**
    - **Engaged Contribution:** Displays and applies adequate individual effort and tangible contributions to creating team work products, attends and actively participates in team events, motivates self and others to sustain enthusiasm and effective participation
    - **Collaborative Action:** Contributes to a cohesive, inclusive and motivated team atmosphere, assesses relative team members’ areas of strength and works to combine efforts to create quality team products, identifies performance problems in a fact-based manner that facilitates mutual problem-solving, contributes to moving the group forward to achieving results
  + **“Investor” Rated Dimensions**
    - **Investor Buy-in:** The “Investors” will support this new endeavor because the information presented explains how the product could be implemented, how it will improve the end users experience in some way, and how the potential of the product indicates return on investment.
    - **The Pitch Itself:**  The presentation team was able to convey technical concepts, influencing techniques, and visuals to project in a compelling, engaging manner that inspires an investor to support the new endeavor. Builds trust and a bond with the investors such that enduring involvement is highly probable.
* To score each individual’s LDA, an average of the peer/self-rated items was computed and an average investor rating was also computed. The overall score was the average of these two ratings.
  + Individual overall scores ranged from 63% to 100%.
  + The average overall score for cohort members was 88%.
  + Average scores for each of the rated dimensions are as follows:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Engaged Contribution** | **Collaborative Action** | **Investment Buy-In** | **The Pitch**  **Itself** |
| Average Score | 98% | 98% | 77% | 79% |

* Of the 25 program participants who presented their LDA in front of the cohort audience:
  + 22 people received all “High” marks from team members for **engaged contribution.**
  + 23 people received all “High” marks from team members for **collaborative action.**
  + 24 people were rated by at least one investor as having a “great” **pitch.**