

Pricing Example

The projected costs of the study are presented in Figure 6 showing the different phases of the study and the cost per phase.

Phases of the Study	Price
Evaluation Planning <ul style="list-style-type: none"> ● Planning meeting virtually or at client location. ● Finalize study objectives. ● Develop a data collection plan that will cover measures, data collection methods, sources of data, and timing of data collection for each stakeholder group. ● Develop an ROI analysis plan that will include methods to isolate the impact of the platform and convert data to monetary value for each stakeholder group. It will also list anticipated intangible benefits and issues. ● Develop a timeline that will outline key milestones as well as responsibilities. ● Secure approval for the plans from key stakeholders. ● Recommend a communication plan for sharing results with key stakeholders. 	\$4,000
Instrument Design and Testing <ul style="list-style-type: none"> ● Design of all the data collection instruments to capture reaction, learning, application, and impact data. ● Assist in the testing of the instruments with a small group, who know the process, to ensure that questions are clear, precise, and understandable. ● Finalize data collection tools, methods, and instruments. 	\$4,000
Administration for Data Collection* <ul style="list-style-type: none"> ● Implement actions to achieve a high response rate for data collection instruments. Include techniques to ensure at least an 80% response rate. ● Develop the communication documents to participants including the advanced communication and post-communication. ● Execute the communication plan. ● Administer the data collection instruments. ● Respond to questions about impact study and data collection. ● Use early study results to make adjustments as needed. 	\$5,000

Data Analysis and Interpretation <ul style="list-style-type: none"> ● Tabulate data from interviews, focus groups, and questionnaires. ● Analyze reaction data. ● Analyze learning data. ● Analyze application data to determine extent to which knowledge and skills were utilized and applied. ● Analyze data to determine extent to which impact measures are linked to the platform. ● Convert data to monetary values. ● Tabulate costs of the platform. ● Calculate the financial ROI. ● Identify intangibles. 	\$5,000
Report Writing <ul style="list-style-type: none"> ● Draft and finalize the impact study report that will include background on study, methodology, data collection plan, analysis plan, data collection instruments, results at four levels, ROI analysis, data interpretation, data trends, conclusions, and recommendations. <p>This phase includes:</p> <ul style="list-style-type: none"> ● A 50-page final report presenting detailed information about the evaluation. ● A five-page summary and one to two-page summary for communicating results. 	\$4,000
Communicating the Results <ul style="list-style-type: none"> ● Present findings to leadership through a face-to-face or virtual meeting. 	\$3,000
Total Direct Costs	\$20,000
Indirect Costs <ul style="list-style-type: none"> ● Travel and Lodging 	TBD

*This assumes questionnaires to 500 users, 10 interviews, and four focus groups. The interview data will set the agenda for focus groups. The focus groups provide input into the questionnaires.