



Training Program ROI and Analytics Report

VitaCore - A Health Services Company

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Learning Program Overview

VitaCore Health Services, a large healthcare services provider, recently launched a leadership development program to strengthen management skills among mid-level managers. The program includes four online modules supported by coaching and guided workbooks.

The main objectives for this program are to improve productivity and reduce turnover by equipping managers with effective leadership competencies.

Measuring both return on investment (ROI) and learning outcomes is essential to both evaluating the program's value and also for supporting data-based decisions about the future development and budget justification.



Section 1: ROI & KPIs



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ROI Calculation

To calculate ROI, we compare the program's monetary benefits to its total costs:

- Module Development (external agency): \$8,000
- Facilitation with Coaching: \$5,000
- Workbooks (printing and shipping): \$500
- Participant Time (all modules): \$20,000
- **Total Training Costs: \$33,500**

The estimated benefit from the increased productivity and the lower turnover is \$50,000 in the first year. Using the ROI formula:

$$\text{ROI} = [(\text{Monetary Benefits} - \text{Training Costs}) \div \text{Training Costs}] \times 100$$
$$\text{ROI} = [(\$50,000 - \$33,500) \div \$33,500] \times 100 \approx 49.25\%$$

Therefore, for every dollar invested, VitaCore gains about 49 cents. While this is a positive return, it may show room for improvement if the company wants to maximize long-term value. The module development cost of \$8,000 is a one-time expense, which means the ROI in subsequent years could be significantly higher if the monetary benefits continue. This could help balance out a low or negative ROI in the first year.

Key Performance Indicators (KPIs)

Two KPIs were selected to measure the program's effectiveness. Together, these KPIs provide both outcome (retention) and progress (competency) data, helping connect training efforts to organizational impact.

1. **Employee Retention Rates:** Since one of the program's goals is to reduce turnover, tracking whether the employees participating remain with the company at higher rates than non-participants helps determine if the training is having the intended effect.
2. **Competency Improvements (Assessment Scores):** The program includes assessments and quizzes. Monitoring participant performance offers a clear view of whether the intended leadership skills are being learned and retained.

Section 2:

Learning Analytics, Recommendations

Section 2: Learning Analytics and Recommendations

Learning analytics from the program reveal varied experiences across the 10 participating managers. High performers (e.g., Learner IDs 004 and 008) completed all modules, had strong engagement, scored highly on assessments, and gave top satisfaction ratings. However, three learners (IDs 003, 006, and 009) show low completion rates, minimal engagement, and poor assessment scores, each paired with dissatisfaction.

Key Insights

- **Low Engagement = Low Outcomes:** Learners with engagement below 30 minutes per day had both low completion and low scores. Three participants (ID 003, 006, 009) have completion rates below 70%, with Learner ID 009 at only 40%. This low completion correlates with low engagement, as these three learners also have the lowest daily engagement times.
- **Assessment Performance:** The average assessment score is around 74%, but three learners (ID 003, 006, 009) scored below 70%, showing a gap in understanding the content.
- **Satisfaction Ratings Match Performance:** The three struggling learners also reported the lowest satisfaction ratings (1 or 2). This shows a correlation between performance and satisfaction. The lowest satisfaction scores directly align with the lowest engagement and test scores, suggesting frustration or unmet expectations and that the program is not meeting the needs of all participants.



Section 2: Learning Analytics and Recommendations (continued)

Recommendations

Based on the ROI analysis and insights from the learning analytics data, we find that while the program is beneficial overall, some participants are not fully involved or achieving the intended goals. To improve effectiveness and have stronger results, VitaCore should consider certain adjustments to the program. The following recommendations are designed to address the key areas of concern and enhance the learning experience for all participants.

1. **Add Interactive and Flexible Content:** To improve engagement, VitaCore should introduce more interactive features like scenario-based exercises or self-paced options tailored to managers' roles. This helps with engagement and retention.
2. **Increase Targeted Post-Training Support:** For learners scoring below 70%, offer one-on-one coaching or peer mentoring. This could help reinforce learning and build confidence.
3. **Gather Qualitative Feedback from Dissatisfied Learners:** Conduct short interviews or detailed surveys with low-rating participants to understand their pain points and adjust content or delivery accordingly. This helps continuously improve the program.

These improvements could not only boost learner experience and outcomes but also strengthen the overall ROI. With enhanced content, better support, and learner-informed refinements, VitaCore can make the program more impactful and cost-effective over time.

