



**EU LIFELONG LEARNING PROGRAM
Leonardo da Vinci Project ToI Project:**



CREATING VALUES IN RETAIL SECTOR

**Evaluation of the WP4 workshops
VFA – Valter Fissamber and Associates Ltd**



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INTRODUCTION

The present evaluation report refers to the workshops held in Ankara in the context of the Leonardo da Vinci Transfer of Innovation project titled 'Creating Value at European Level in Retail sector by ICT based vocational material' (herewith: 'CVs in Retail').

The report has been drafted by the project partner VFA – Valter Fissamber and Associates Ltd who is responsible for the evaluation of the whole project activities.

The aim of this report is to inform the partnership, and any other interested party, on participants' impressions regarding issues related to the organization, content and quality of the workshop, to identify issues that have to be taken into account for similar future activities and to assess the effectiveness of the activity.

For the evaluation purposes, one questionnaire has been designed, translated into Turkish and distributed immediately after the end of each workshop to the participants to be answered by each participant. The sample questionnaire is attached in the Annex herewith.

The report is structured in 4 parts: introductory notes, analysis of evaluation questionnaires, evaluator's notes and conclusions and the annex.

In the context of the project 'CVs in Retail' a number of activities had preceded the realization of the workshops that are evaluated. Those activities had to do with the detailed specification of the procedure for the identification of three vocational qualifications that the partnership will focus on, for the development of vocational qualification profiles. The partnership workings resulted in the identification of the following occupations:

1. butcher
- 2 delikatessen salesperson
- 3 cashier

For each of the above occupations, the vocational qualifications (required skills and knowledge) had to be identified and developed. The first step towards this objective was the realization of one workshop per each occupation with the participation of expert workers. The methodology used was DACUM (Develop A CURriculum), a widely accepted and commonly used methodology for carrying out occupational analysis. DACUM Method uses the technique of team work, with teams formed by subject teachers and expert workers from the industry who have relevant experience. All three workshops were held in Ankara under the responsibility of the partner organization EDUSER, a consultancy firm with significant experience in this field.

The workshops produced three draft vocational qualification profiles that at a next stage will be processed and finalized on the basis of a specific procedure.

ANALYSIS OF EVALUATION QUESTIONNAIRES

1. Workshop for the development of the Vocational Qualification profile of 'butcher'

The first of the workshops was held in Ankara in the period 6-9 June 2009. It lasted three days and dealt with the development of the Vocational Qualification of 'Butcher'.

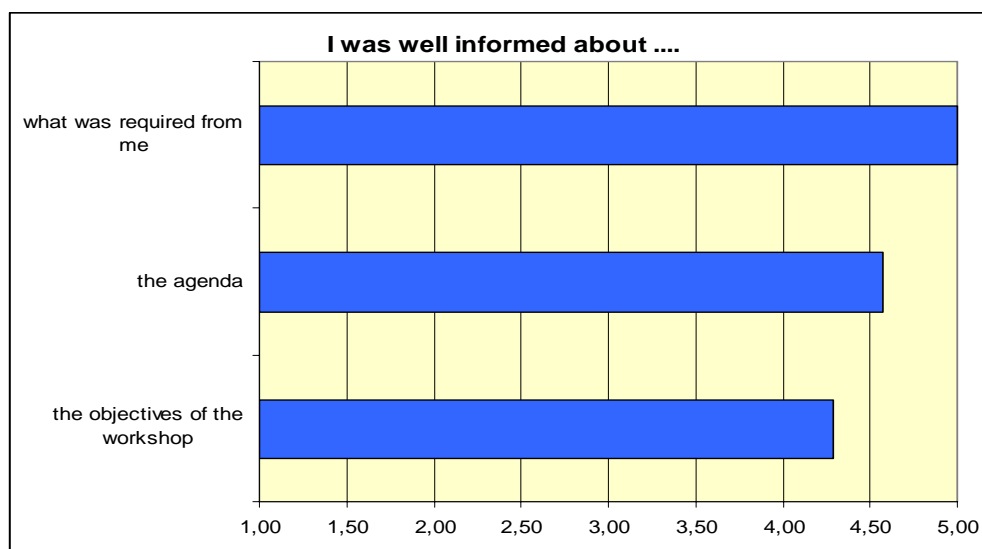
Mrs. Aise AKPINAR (EDUSER) was the moderator of the workshop. The participants were seven individuals working as butchers. Their average relevant working experience was 19,8 years.

The workshop resulted in the development of a draft text on Vocational Qualifications that will be reviewed and finalized in the context of the project.

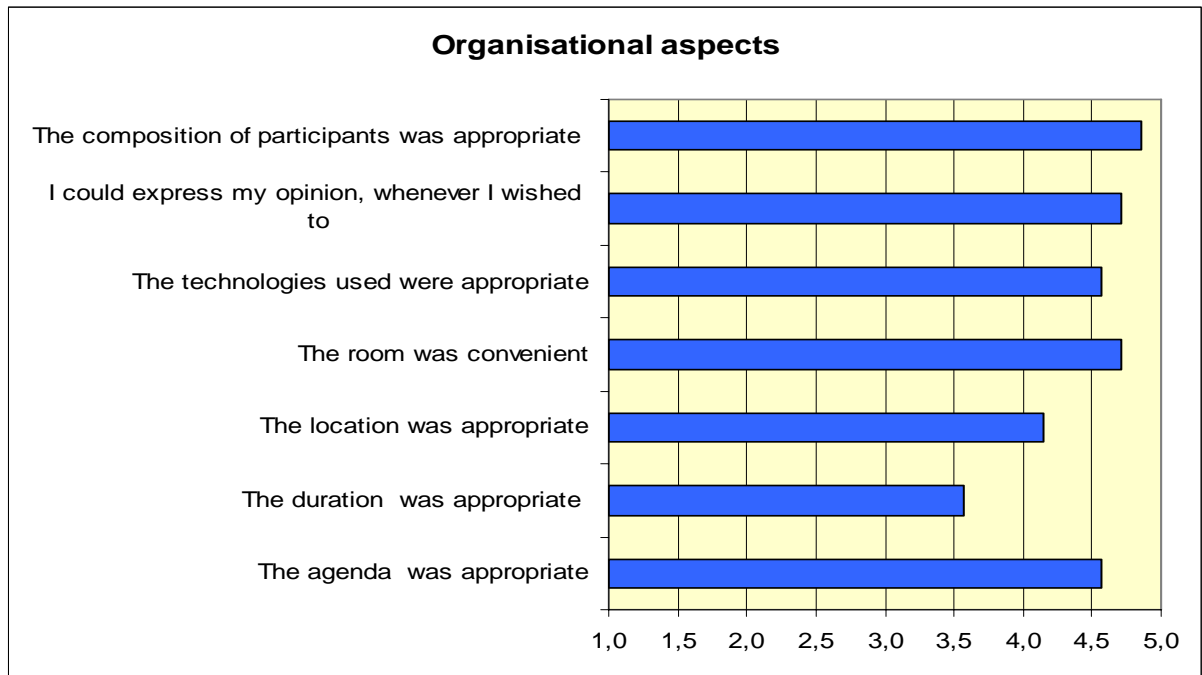
All participants were asked the extent to which they were well informed about:

- the objectives of the workshop
- the agenda and
- what was required from them.

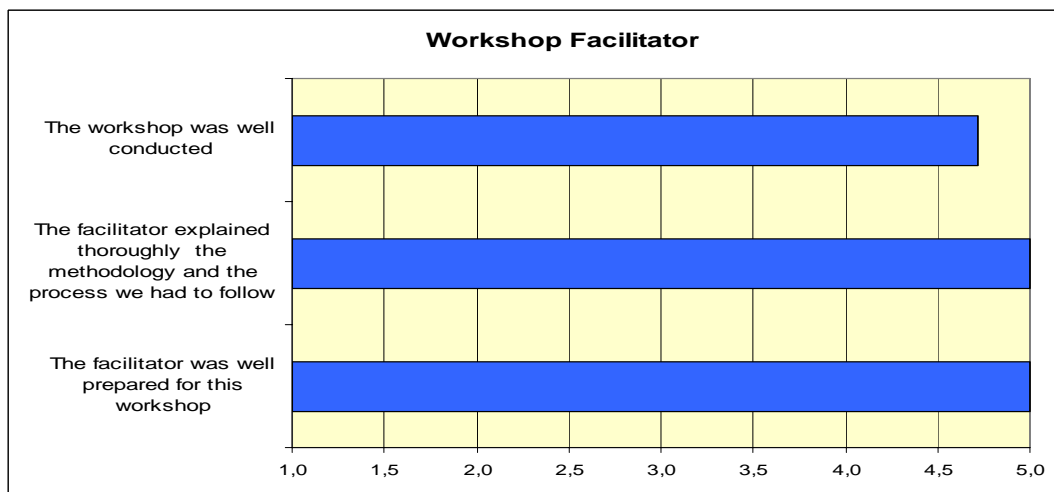
As a general remark, it can be concluded that the extent to which participants were informed was very high.



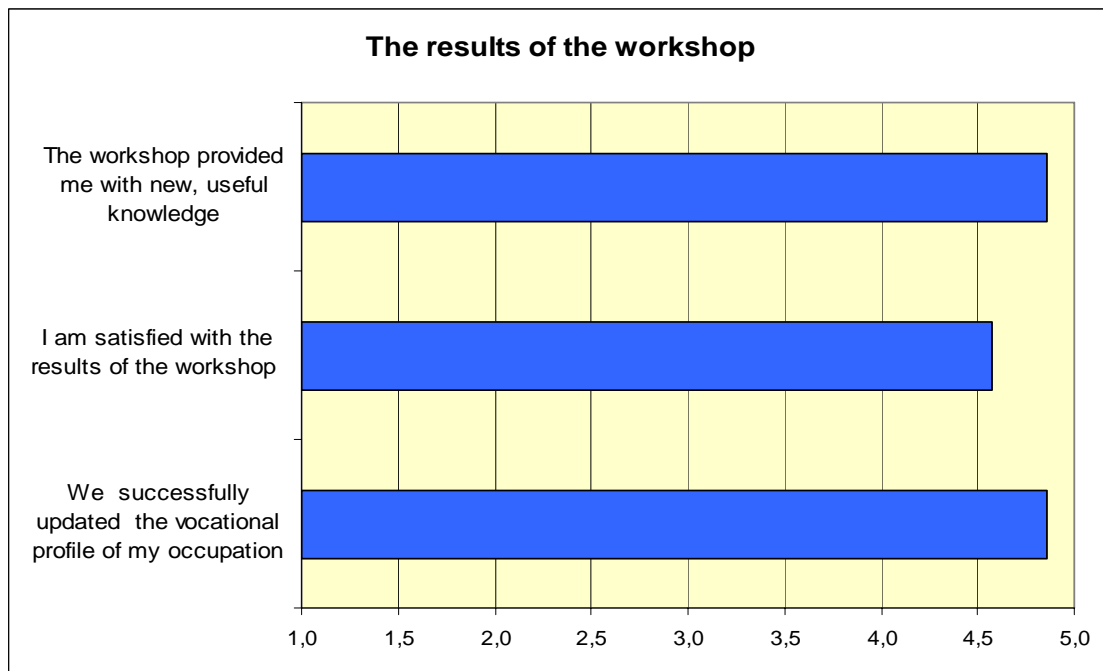
Regarding organizational aspects of the workshop, most ratings indicated participants' satisfaction. A question has been raised as regards the duration of the workshop which for some should have been longer.



The facilitator left an excellent impression to all participants.

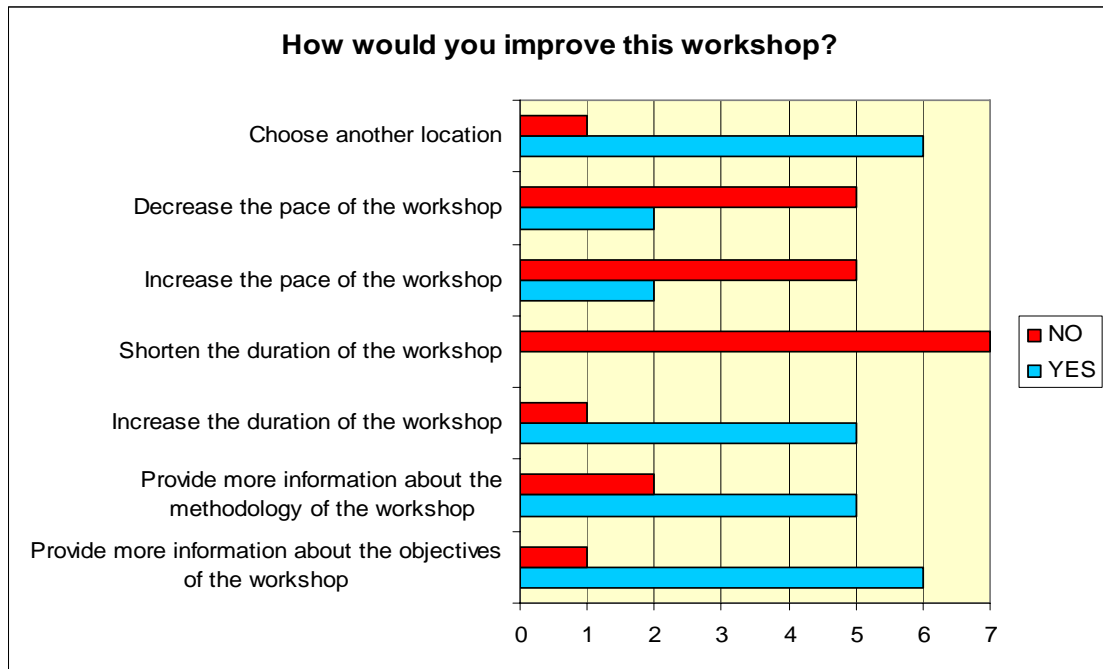


With reference to the results of the workshop, the participants were highly satisfied from the work done: their occupational knowledge was enriched and the results were satisfactory.



The participants were also asked to put forward suggestions for the improvement of the workshop organization.

The majority of the participants would choose another location for the workshop. They would make no changes as regards the pace and the duration of the workshop. Most of the participants would like to have even more information about the DACUM methodology and the objectives of the workshop.



2. Workshop for the development of the the Vocational Qualification profile of 'Delikatessen Salesperson'

The second of the workshops was held in Ankara in the period 27-29 July 2009 and dealt with the development of the Vocational Qualification of 'Delikatessen Salesperson'.

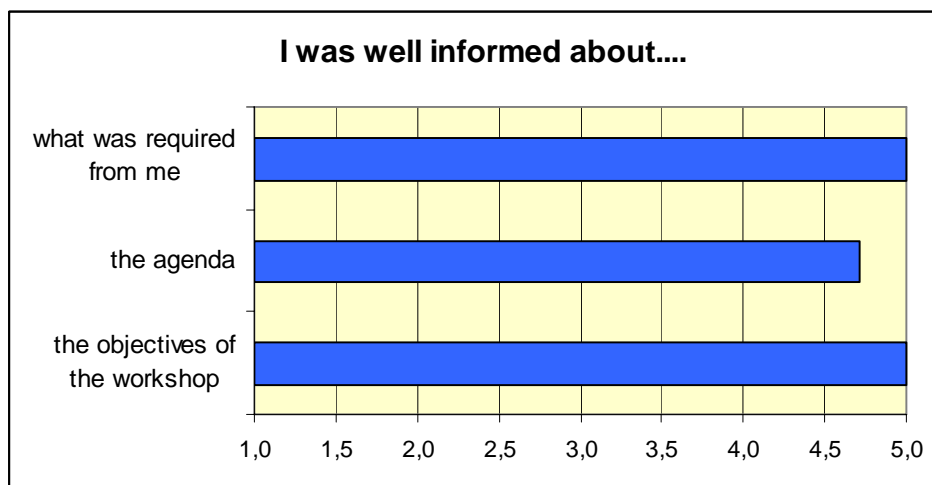
Mrs. Aise AKPINAR (EDUSER) was the moderator of the workshop. The participants were seven individuals working as delicatessen salespersons. Their average relevant working experience was 11,8 years.

The workshop resulted in the development of a draft VQ that will be reviewed and finalized in the context of the present project.

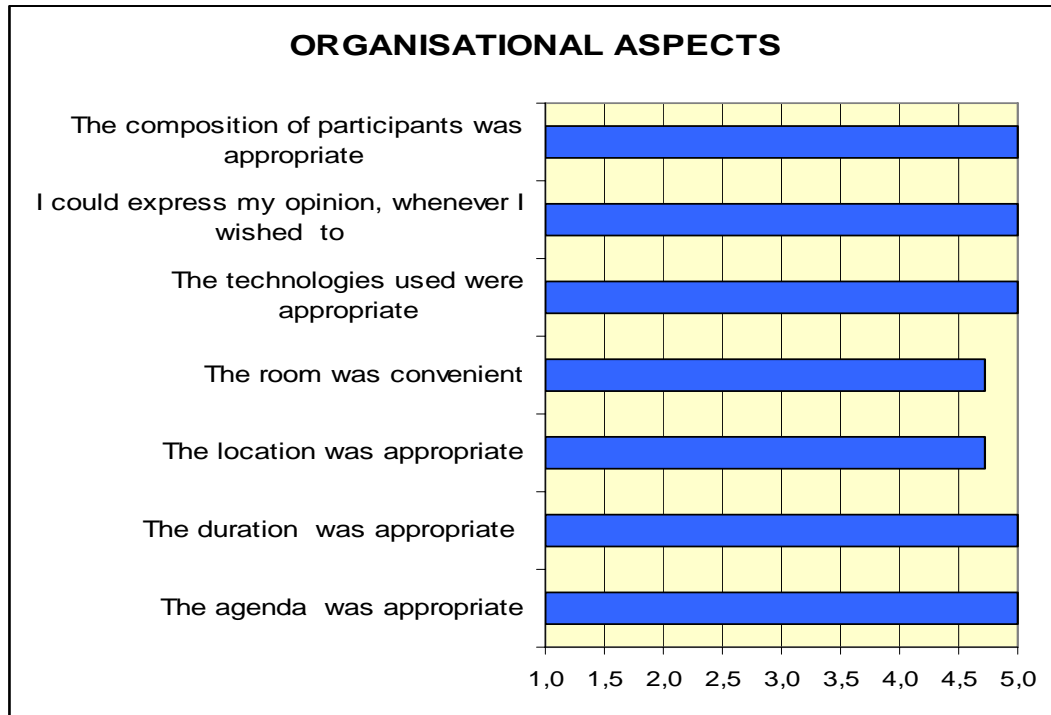
All participants were asked the extent to which they were well informed about:

- the objectives of the workshop
- the agenda and
- what was required from them.

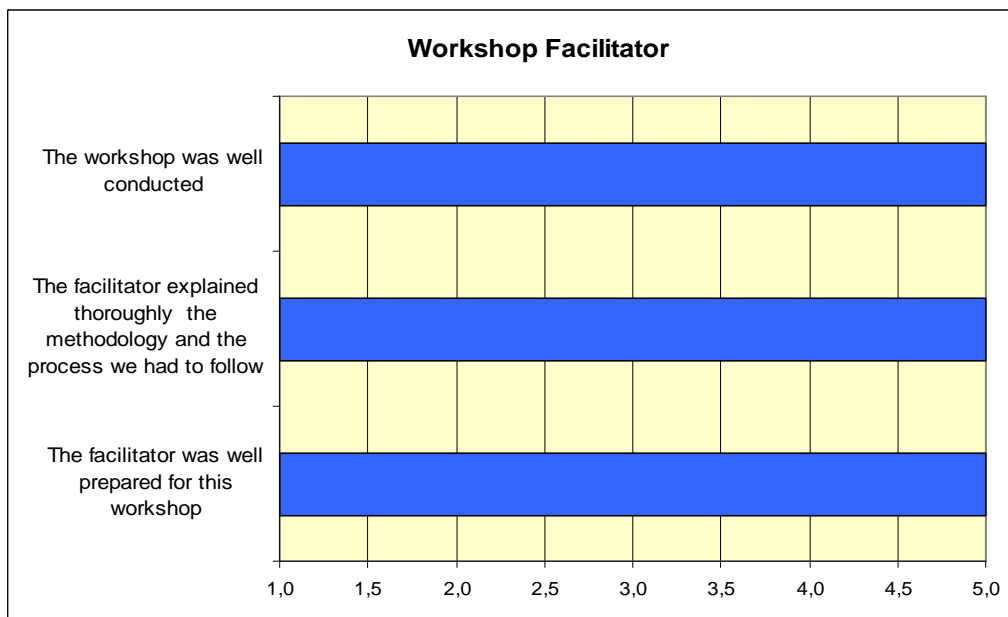
As a general remark, it can be concluded that the extent to which participants were informed was very high.



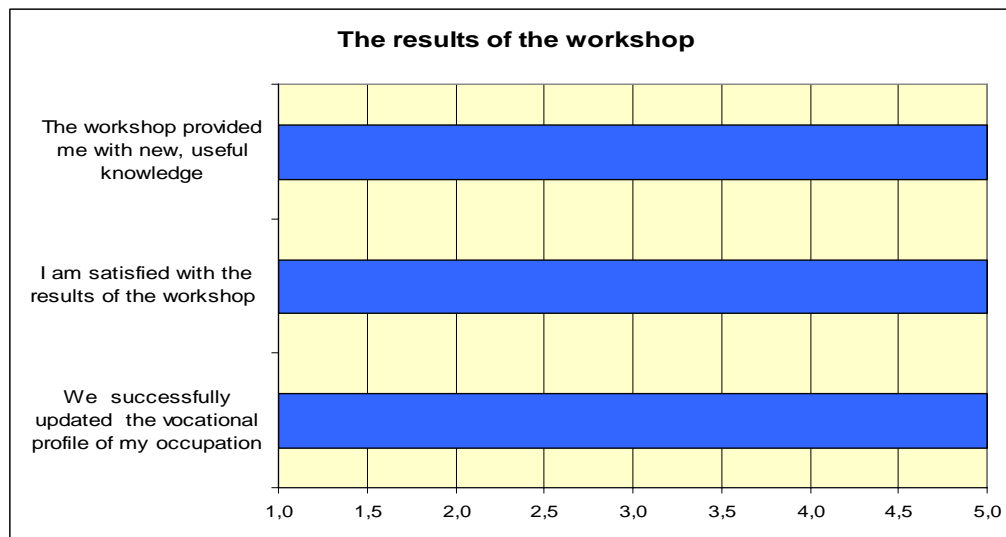
Regarding organizational aspects of the workshop, the ratings indicated full participants' satisfaction.



The facilitator left an excellent impression to all participants.

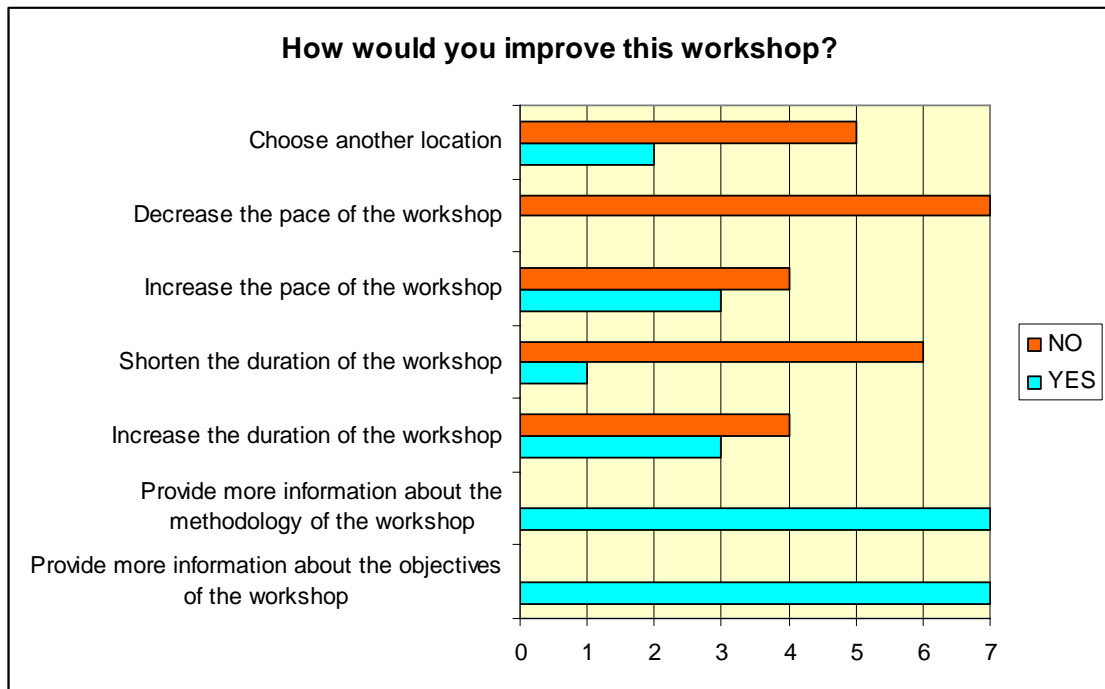


All participants expressed their full satisfaction as regards the outcomes of the workshop. They left the workshop feeling that they have completed their task successfully and that they acquired new knowledge about their occupation.



The participants were also asked to put forward suggestions for the improvement of the workshop organization. They were in general satisfied as regards the location of the event, the pace of the workshop and its duration .

However, if they had participated in the organization of the workshop, they would have provided even more information about the DACUM methodology and the objectives of the workshop.



c) Workshop for the development of the Vocational Qualification profile of 'cashier'

The third of the workshops was held in Ankara in the period 7-9 September 2009 and dealt with the development of the Vocational Qualification of 'Cashier'.

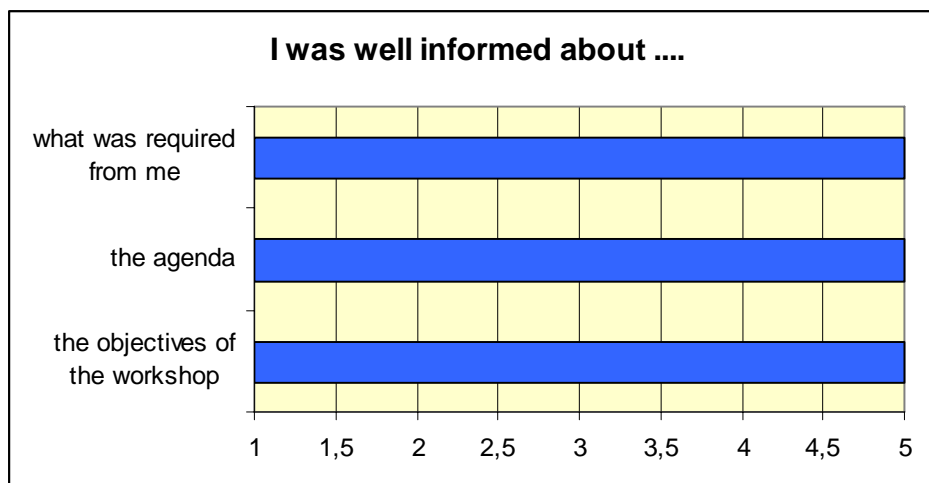
Mrs. Aise AKPINAR (EDUSER) was the moderator of the workshop. The participants were six individuals working as delicatessen salespersons. Their average relevant working experience was 7,5 years.

The workshop resulted in the development of a draft VQ that will be reviewed and finalized in the context of the present project.

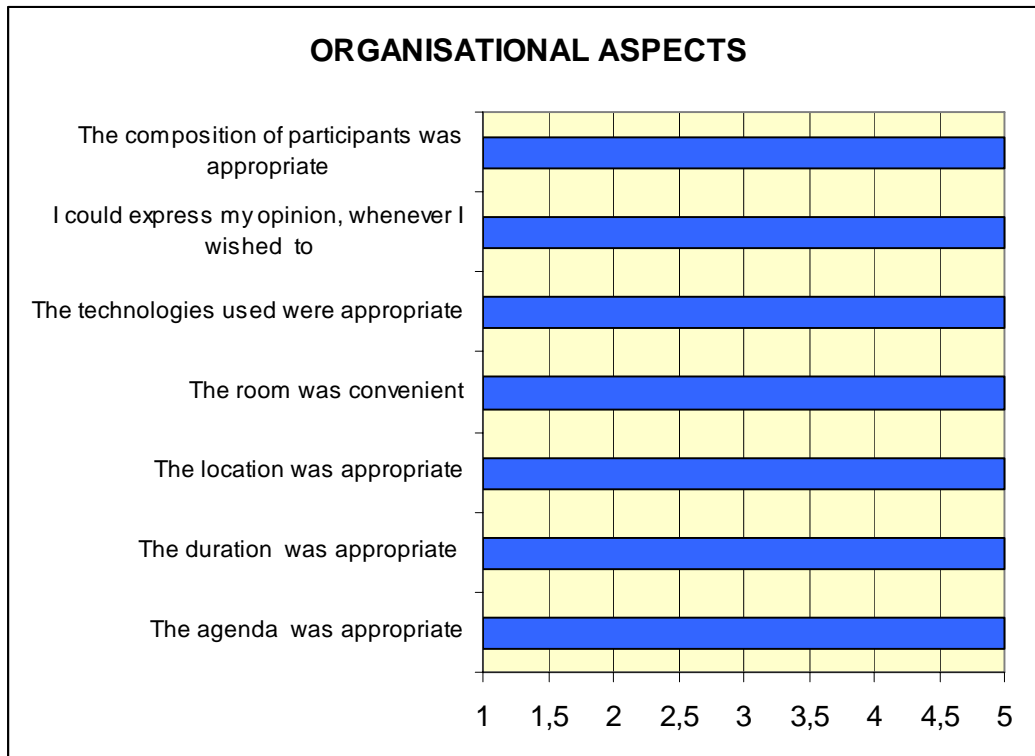
All participants were asked the extent to which they were well informed about:

- the objectives of the workshop
- the agenda and
- what was required from them.

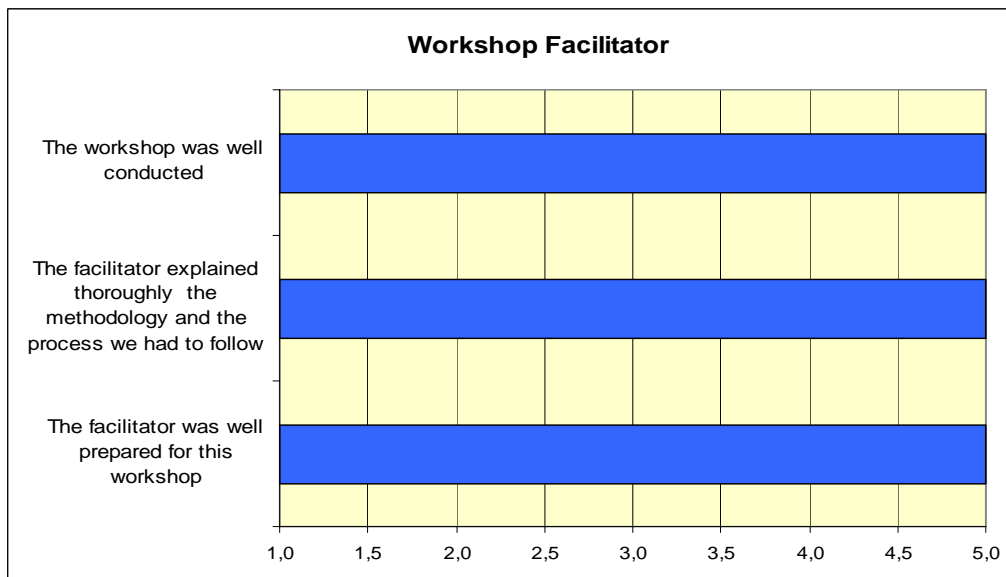
As a general remark, it can be concluded that the extent to which participants were informed was very high.



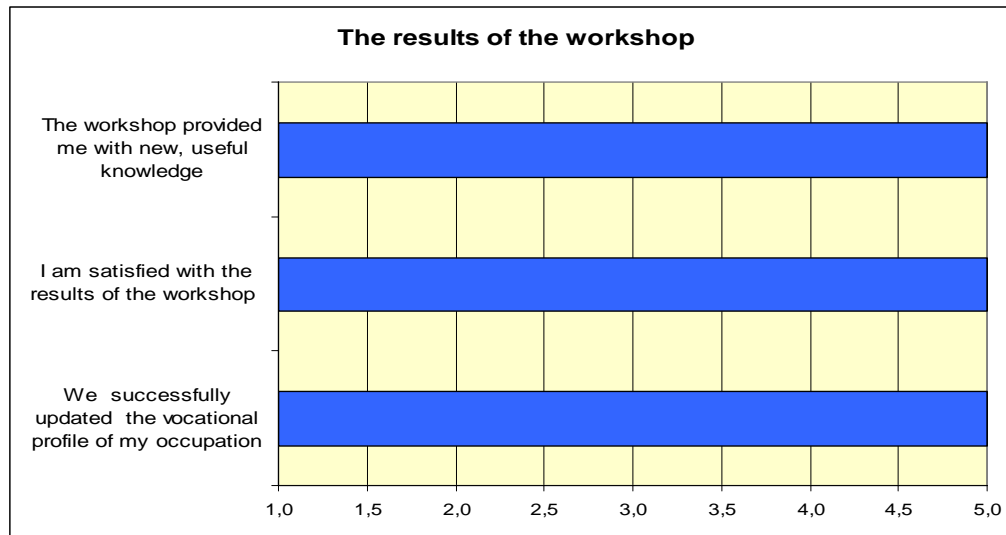
Regarding organizational aspects of the workshop, the ratings indicated full participants' satisfaction as regards the composition of the workgroup, the opportunities for active participation, the facilities available, the agenda, the duration and the location.



The facilitator left an excellent impression to all participants.

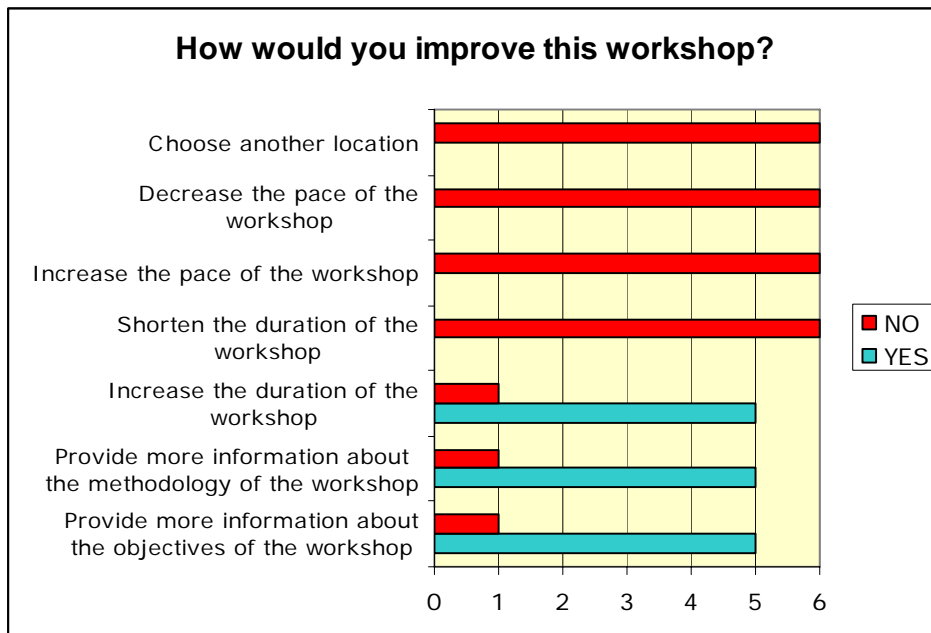


All participants expressed their full satisfaction as regards the outcomes of the workshop. They left the workshop feeling that they have completed their task successfully and that they acquired new knowledge about their occupation.



The participants were also asked to put forward suggestions for the improvement of the workshop organization. They were in general satisfied as regards the location of the event and the pace of the workshop.

Almost all of them though would increase the duration of the workshop and would like to have more information about the DACUM methodology and the objectives of the workshop.



EVALUATOR'S NOTES AND CONCLUSIONS

- All workshops were conducted in a way that was evaluated by participants as highly satisfactory.
- The facilitator was experienced and managed to guide the workshop to produce outcomes in the context of a specified procedure. She also left best impressions to participants.
- The participants had the chance to view their daily routine activities from a different perspective, and that was a very empowering element for them (it always brings pride about the profession and individual expertise when people are asked to participate in a similar procedure). It also stimulated active participation and from the results produced, a safe conclusion that can be drawn is that participants brought in their experience and did their best to contribute to a successful outcome.
- The partner organization responsible for these activities paid attention to detail so as to ensure an appropriate environment for the working of each group.
- There were no drop-outs noted. The work groups managed to finish the foreseen procedure without any problems.

ANNEX 1: THE EVALUATION QUESTIONNAIRE

Title of Workshop:
Location and start / end date:
Participant's occupation:
Years of occupational experience:
Location of occupational activity:

Instructions

*Please circle your responses to the following items. Rate on a 1 to 5 scale:
 1= strongly disagree or the lowest, most negative impression
 3= neither agree or disagree, or a neutral impression
 5= strongly agree, or the best, most positive impression
 Choose N/A if you consider the question irrelevant to the workshop you attended.
 Thank you for your response.*

	DESIGN OF THE WORKSHOP						
1	I was well informed about the objectives of the workshop	1	2	3	4	5	N/A
2	I was well informed about the agenda	1	2	3	4	5	N/A
3	I was well informed of what was required from me	1	2	3	4	5	N/A
	ORGANIZATION OF THE WORKSHOP						
4	The agenda of the workshop was appropriate	1	2	3	4	5	N/A
5	The duration of the workshop was appropriate	1	2	3	4	5	N/A
6	The location of the workshop was appropriate	1	2	3	4	5	N/A
7	The room was convenient	1	2	3	4	5	N/A
8	The technologies used were appropriate	1	2	3	4	5	N/A
9	I had the opportunity to express my opinion, whenever I wished to	1	2	3	4	5	N/A
10	The composition of participants was appropriate for the objectives of the workshop	1	2	3	4	5	N/A
11	WORKSHOP FACILITATOR						
	The facilitator was well prepared for this workshop	1	2	3	4	5	N/A
12	The facilitator explained thoroughly the methodology and the process we had to follow	1	2	3	4	5	N/A
13	The workshop was well conducted	1	2	3	4	5	N/A
14	WORKSHOP RESULTS						
	We successfully updated the vocational profile of my occupation	1	2	3	4	5	N/A
15	I am satisfied with the results of the workshop	1	2	3	4	5	N/A
16	The workshop provided me with new, useful knowledge	1	2	3	4	5	N/A
17	SUGGESTIONS FOR IMPROVEMENTS						
	How would you improve this workshop?						
	Provide more information about the objectives of the workshop	YES				NO	
18	Provide more information about the methodology of the workshop	YES				NO	
19	Increase the duration of the workshop	YES				NO	

20	Shorten the duration of the workshop	YES	NO
21	Increase the pace of the workshop	YES	NO
22	Decrease the pace of the workshop	YES	NO
23	Choose another location	YES	NO

What other improvements would you suggest?

What is your overall opinion about this workshop?