Data Collection Plan

Level	Program Objective(s)	Measures	Data Collection Method/Instruments	Data Sources	Timing	Responsibilities
1	**SATISFACTION/PLANNED ACTION** Imagine Learning is relevant to the needs of elementary LY students.	3 or above on a Likert scale (1-5)	Questionnaire	Classroom teacher (Manager input)	October December February May	Federal Programs
2	**LEARNING** Students will participate in utilizing the software	a minimum 60 minutes a week	Performance Monitoring	Participants	Monthly	Federal Programs
3	**APPLICATION/ IMPLEMENTATION** Using the program to improve in English language skills	students will score 80% or above on 3/5 unit assessments	Assessment Data	Program Records	Quarterly After a minimum of 9 weeks of participation in program show	Federal Programs

4	BUSINESS IMPACT Increase Student Growth Increase Student Confidence Decrease Retention	A level increase (Student Growth) 2.0 on a scale of 1-3	Test Student Survey Promotion Rates	Program Reports Participants	End of school year data	Federal Programs
5	ROI 0-30	Comments:				

ROI Analysis Plan

Data Items (Usually Level 4) IMPACT	Methods for Isolating the Effects of the Program/ Process	Methods of Converting Data to Monetary Values	Cost Categories	Intangible Benefits	Communication Targets for Final Report	Other Influences/ Issues During Application	Comments
Increase Student Growth	Trend Lines Estimates	Cost of learning per hour	Licenses Teacher Training	Student Confidence Ability to Communicate	Academics Dept and Superintendent P&D	Other initiatives that build language competence	
Increase Student Confidence	Participants Estimate of Impact	N/A					
Retention	Expert Estimate	Expert Input					