



Learning Points 2004

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Note from Kent Barnett, CEO of KnowledgeAdvisors

On behalf of the entire team at KnowledgeAdvisors I would like to thank everyone who completed our annual customer satisfaction survey in August. We received several hundred responses. Our team has reviewed the responses and is now working on the areas where improvements were requested. In future releases of our technology you will find that our user interface will be easier to navigate. We will continue to expand on our globalization efforts and we will continue to build a solid technology application that is dependable and performs to your current and future needs.

Customer satisfaction is extremely important to KnowledgeAdvisors. The customer satisfaction survey is only one tool we use to understand your needs. We also held three user group meetings in September and October and will host our annual Learning Analytics Symposium in March. Further, after our October 31 Metrics that Matter release we had significant attendance in our webinars. Each of these opportunities offers us a chance to understand your needs and wants. However, never hesitate to contact us if you have a question, idea, or inquiry. We would love the feedback. Please see the Feedback section of this newsletter for more information.

Thank you again for your feedback, ideas, and support.

2004 User Group Meeting Highlights

In September and October KnowledgeAdvisors held a series of user group meetings to discuss the current and future of the Metrics that Matter learning analytics technology. These meetings allowed customers, prospects, and KnowledgeAdvisors employees to

share best practices in using the technology and suggest enhancement requests for the future.

Presentations were given by KnowledgeAdvisors on the Metrics that Matter product road map. Also customer presentations from Grant Thornton, PeopleSoft Education and Nextel showcased how Metrics that Matter is being utilized at these innovative learning organizations.

If you would like to receive the summary notes and presentations from these meetings please send an email to jberk@knowledgeadvisors.com.

Updates from the Latest Metrics That Matter Release

On October 31, 2004 Metrics that Matter Version 9.1 was released. Several enhancements were made to the technology to continuously evolve it to meet your changing needs. Below is a summary of the enhancements:

Data Downloads: ability to download raw data to a CSV file

Customer Score Cards: summary performance results a customer/stakeholder can easily interpret

Certified Program and Instructor Support: enhancements for instructors participating in certified training programs

Updated Date Fields: a more universal and international method of entering dates

Enhanced Auto-Emails: more custom auto-email forms, more details about the class in the auto emails

Improved Online Help Section: help guides broken out into smaller, tactical guides, a detailed FAQ guide, online training links now available

Analysis Services Now Available

KnowledgeAdvisors announces the formation of its Analysis Services team. This is a unique team of competent experts skilled in statistical analysis, management commentary and reporting, intelligence gathering, and ROI/Impact analysis. If you use KnowledgeAdvisors learning analytics technology, Metrics that Matter, and want some additional analysis on the data our analysis services team can help. If you collect measurement data but really want an independent third party to conduct some statistical analysis on the data and report back correlations to business drivers and strategy, our analysis services can help. If you didn't collect metrics at all or collected the wrong metrics but now need to show the value of a major training investment, our analysis services can help.

KnowledgeAdvisors Analysis Services offers many benefits:

- Leverage learning measurement experts skilled in statistics and impact analysis
- Add credibility to your learning programs through objective and independent analysis
- Maximize usefulness of learning metric data you've already gathered

- Make better decisions about future learning investments
- Exhaustively showcase the value of strategic programs to stakeholders

Our professional and highly trained staff will meet with you to understand your measurement needs. Data from multiple sources and formats can be compiled by our team and correlated to understand relationships between training and results. We then provide a deliverable back in your preferred format in a language that makes sense to a business person making real, strategic decisions based on this data.

If you would like more information on KnowledgeAdvisors Analysis Services please contact Jeffrey Berk at +1 312 423 8599 or jberk@knowledgeadvisors.com

Save the Date! 2005 Learning Analytics Symposium March 2-4

KnowledgeAdvisors 2005 Learning Analytics Symposium will take place March 2-4 2005 in New Orleans, Louisiana. We will bring together KnowledgeAdvisors advisory board members Dr. Donald Kirkpatrick and Dr. Jack Phillips along with real world practitioners from leading corporate universities and professional learning providers to share their leading insights on the state of measurement and analytics. This knowledge-packed event is a must attend meeting for organizations looking to begin or improve their current learning measurement and analytics process.

To learn more or to register now go to
http://www.knowledgeadvisors.com/2005_learning_Analytics_Symposium_sign_up.asp

Summary Results from New Change Management Research

KnowledgeAdvisors research team concluded its most recent study on change management best practices of learning organizations when implementing a more in depth and dynamic learning measurement process. Over fifty organizations participated in the research initiative. Key findings from the research included the following:

- Most organizations gained support for learning analytics by presenting quantifiable and tangible benefits
- There were several strategies that have been successful in overcoming barriers to change. These include a continued emphasis on the benefits to change, piloting the change before the full rollout, and getting those affected by the change involved early on in the process.
- Early involvement of those affected, visible management support, and allowing feedback by those affected are the most critical factors in successfully initiating a learning analytics change within an organization.
- Communications and people skills are the most critical characteristics of a successful change leader. Project management skills along with measurement/analytics skills are also important factors as well.

If you would like a complimentary copy of the full research report please email jberk@knowledgeadvisors.com

New Clients

KnowledgeAdvisors would like to welcome the following organizations as customers of Metrics that Matter™ (MTM). We appreciate the support of these organizations and all organizations that use our technology.

Capella University
Dade Behring
Dearborn Financial
Discover Financial Services
Empire Blue Cross Blue Shield
Genentech

New Partnerships

KnowledgeAdvisors has formed a partnership with the ASTD (American Society of Training and Development) to be the official sponsor of evaluation and measurement for their ROI programs. ASTD will use KnowledgeAdvisors Metrics that Matter technology to automate the process of analyzing participants' performance at the end of the course or conference and again several months later when participants return to their jobs. Knowledge Advisors will provide ASTD with tools to link training to participants' business results.

"The technology will save ASTD administration time and provide more immediate evaluation results on our ROI Certificate program courses and ROI conferences," stated Tracy Lippincott, Program Manager for the ASTD ROI Network.

User Feedback

User feedback has been crucial to our system enhancements and we encourage you to continue voicing your suggestions to us. You may send us your feedback by clicking [here](#), and sending us a detailed e-mail with your comments or concerns.

If you would like more information, please contact Jeffrey Berk at 312-423-8599 or jberk@knowledgeadvisors.com.

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