ASSESSMENT OF EDUCATIONAL EFFECTIVENESS

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Abstract
The last goal of staff or employer education is more and better effectiveness. Thus, requirement of education is examination and awareness of the result and efficiency of staff education, with this work, is completed educational the ring, in fact, assessment of effectiveness of educational courses provide the mirror until managers and employers in organization obtained the clearer image of how qualitative and quantitative of educational actions on hand and on other hand, programmers and educational cadre or staff in organization prepare for awareness of positive and negative aspects in program and with this way help to effectiveness of man power programs and educational actions. In this examination try that in first, we describe a decision-making cycle in educational actions and then with introducing of evaluation method step to step, we provide an acquaintance field to managers and experts in of educations. Requisite education is been become as a natural case. Development and progress of organization and institution is in promoting of knowledge level, skill, behavior and man power. According to, many organizations held an existing education course for their employer or staffs in the country and abroad and performance of every course need to enormous investment, so warrens of effectiveness in educational courses and its. Resulted efficiency is many important to managers. Evaluation of one of most important education programming step that with its accurate doing, very useful information set in the hands of hoe designing and implementing of educational programs or plans and obtain an useful basis in order to evaluating or assessing of educational performance and function in educational centers.

If we define goals as desire position of organization in future, effectiveness of organization is degree or range that organization obtained to in questions goals (Ricahrd daft, 1998). Peter Dreker an authority of management, the effectiveness is defined doing a correct work, other definition such as management producers correct, access of successful, producing of new ideas, reinforcing of organization values, collective thought, partnership and etc are interpretations in management equivalent with the effectiveness (soltani, 2007).

With Regarding to above concepts, can educational effectiveness define as follow:
- Determining of observable results of trainees in performed or implemented education.
- Determining of behavior a adaptation in trainees with expectations of their organization role,
- Determining of correct doing of in question work of education,
- Determining of produced ability in education effect to accessing to goals.
- Determining of educational value added range,
- Determining of successful indexes improvement in job and work.
- Determining of implementing of educational goals.

keywords: educational Assessment, educational effectiveness, Input quality, output quality, Assessment process, necessity of effectiveness
Introduction

There is not a comprehensive and specific definition about education effectiveness, because accessing to it, is difficult, assessments of education effectiveness means we determine that how performed educations lead to producing of requisite skills in organization practically. Assessment of education effectiveness means: determining of education goals implementation range, determining of observable results in trains with performed educations, determining of trains behavior adaption rate with expectations of organization role, determining of correct doing of the education work and determining of produced abilities range with educations for accessing to goals.

The effectiveness in management with change of obtained results successful of the work should be most important manger goal. Efficiency of work a manager should assess also management issues no him/his work successful and jar set of assigned works or doing the work during day. A manager, the effectiveness obtains of accurate management actions and it presents as the work efficiency. Then the effectiveness means: manager successful range in efficiency and his/him assigned work results.

With regarding to above discussions, we should say that effectiveness is an education determine by inside and outside efficiency in organizational education system, it is mean that if we can correct above effectiveness of educations system in organizations, we can guarantee almost education effectiveness (soltani, 2006).

Today, managers experience a period that their real capital in organizations is knowledge and intelligence. In our era, other organizations don’t pride to production mass, financial saver and increasing of man power, but priding of organization was only intelligence capital and their knowledge’s. Today, PeterDraker say that knowledge work is instead of manual work and scientists in stead of worked. In such condition, we can not success, unless give high value to intelligence capital and organization knowledge and try to development and stability of organization.

In other word, man powers have cognitive knowledge (what knowledge) and system understand (why knowledge) and self- arousing creativity in direction of facing with challenges of knowledge era. One of important organization in adjustment is stability and development of economical enterprises regarding to global economical changes. In fact obvious message of these changes and new global condition of economical enterprises is production message, transfer, apply, and diving of knowledge and skill of approaches and mechanisms of the effectiveness such as knowledge management, learning organization and education and optimizes of man power (pakdel, 2004).

An useful investment kind and a key factor of development is education and optimizing of man power that if it programming and performs correctly and competently, it can be considerable economical efficiency, the results of these researches show that with regarding to education and optimizing of man power, it increases productivity, for example, in 2004 after assessment of effectiveness to educational courses in Motorola company specified that efficiency investment for employers or staffs education is 33$. Other examination in 2006 is evidence that many of American organization have reported on proper incrassation of their educational budgets with average 7% development also they expressed that about 1273 spent of education every trainee in year. They spend $558 to education and optimizing of man power in year.
**Education nature**

The education means learning, perform and teaching and training (Amid, 2005). In dekhoda dictionary, the education means you learns and aware and learning and awareness and learning or teaching to a person.

Dowllan, sholler and Rnedol express that the education is an experience base on learning to changes rather stability in a person so that she/he can improve its ability to doing work (tosi, 2002).

The education usually can be consist of change of skills, knowledge, attitudes and social behavior and can change knowledge of individual, their work manner, attitudes about the job or interaction with co-workers and supervisors.

Commission of man power services presents vast and expend definition of the education, it knows a designed process for correcting of think manner, knowledge or behavioral skills by empirical learning in order to obtained to effective performance in on action or in area of their action and goals in educational works shops that they develop ability of individuals and present and future satisfy of man power needs in organization (Haji karimi and rangriz, 2000).

But, according to definition ofIonesco, education means all of interactions, effects, and way for development and evolution and brain abilities, knowledge, and also skills, attitudes and human behavior, of course human personality elevate and it be one of positive values in live community.

Singer (1990), defined educations ad acquiring of new knowledge’s, skill and abilities for improving of job, also judies defined education set of programming actions for increasing of knowledge skill or experiences of individuals accompanied by changing of individual attitude.

Man power service association defined and individuals skill with learning experiences to obtaining to effective performance in action or is set of behaviors in job position in order to developing of individuals abilities with a goal meet of present and future needs in organization (willson, 2005).

With considering to presented definitions and education goals in organization, we can define education and optimization in an organization as a with goal process for promoting of knowledge level, attitudes skills and also producing of a desire behavior in personnel’s for doing duties and individual job responsible in organization.

**Assessment**

Assessment or evaluation means find out values, in fact, it is a part of human survival process that actions and experiences assess so that he/she obtains more satisfy in future performance assessment is a complicate process in following of factors related to performance and effectiveness a design or a project to specifying of doing and to solving of executives problems and designing of more useful to future (income on assessment of educational and propagated actions, 1995).

In evaluating of educational systems usually considered to quality, effectiveness, there is a direct relation between quality and effectiveness, educational system quality means adaption range of present situation with everyone of following modes:

1) standards (criterions that determined previously),
2) mission, goal and expectations (CRAFT, 1998)

We can value educational system quality base on following every one of elements and factors in educational system:
1) input 2) process 3) produce 4) output
We can bring quality base on educational system elements as follow:
- Input quality means accommodate range of system inputs (Behavior characteristics of trendiness of learners, abilities or competences of teachers and curriculum etc) with pervious determined standards and goals (expectations)
- process quality means satisfactory range of teaching processes- learning and other processer construction, organization and supporting process.
- produce or production quality means how outputs mediator of system (results of academic half-term and etc) are satisfactory, on other hand satisfactory range every one of mediating outputs can be indicator educational system quality.
- output quality means how results of educational system (learner, results of the researches and other scientific arts or works and supplied expertise services) are satisfactory in compare with above standards or goals and expectations.
- consequences quality means employment situations and or consequence of learning's are satisfactory in individual job (point of view self and used community of their services) (Bazargan, 2001)

Assessment process

It is a process to judgment about competence or value of a thing. Main goal of professional assessment is producing of information can use in designing and implementing of plans or programs in order to increasing of live quality and also it may be as different shapes such as , evaluating of necessities and acquirement or assessments and personnel's assessment and effectiveness evaluation and analyzes in of costs and profitability and etc.
Assessment or evaluation is a study for help to addressees in order to judgment and implement of value some educational goals, design and leading. We can define evaluation or assessment base on educational system elements as follow:
- Evaluation of input factors: 3 important factors consists of trainee or learner, teacher-curriculum,
- Assessment or evaluation of process: in educational system can consider to 3 group processes: Structural process: organization and giving- learning and learning, support process- establishing of affairs.
Assessing or evaluation of outputs and consequence : other as pacts to evaluating of quality in educational system are mediating output, final put-put and consequences.
- Assessing of effectiveness: purpose of educational effectiveness assessment is judgment about at least sufficient input (specifications of learner and teacher, budget a etc) and process (giving-learning, learning and etc) for desire level of output (learned knowledge, scientific works and expertise services). On other word, purpose of it is maximize certain level of educational input and output factors.
Effectiveness

In management literature, effectiveness has defined doing correct works or thing and efficiency doing worked correctly or accuracy. Concept effectiveness is in concept of efficiency, of course: effectiveness should define of certain plan framework under assessment. In fact, purpose of it is examining of performed effective actions to accessing of obvious determined goals. In more simple word, in a study of effectiveness measurers the goal implementation. But, it is seemed we must develop of effectiveness meaning, means when it produces in an educational period or course that first, educational needs identified clearly, second, appropriate plan or program designs to meeting of needs, three designed plan implements correctly and four, education process assesses and finally accessing to goals.

An important and basic point about education effectiveness is this we must do education process correctly and ensure of its implementation in every of this process before examining of goals measurement manner. With studying of quality history, we find that in few last years, producers pained attention to inspecting of last produce to ensuring of quality and in fact, when inspects it that produced production and there is not chance to removing of probable errors, in case that with designing of quality and ensuring during different production steps.

Educational effectiveness is similar to it. Means the effectiveness measurement absolutely and in last an educational period don’t complete approaches. The effectiveness must produce and guarantee during education process and finally, it should examine and measure to ensuring of correct actions and goals implementation.

Goal and necessity of effectiveness

With regarding to development of plans or programs and educational centers in force ministries requisite of many human, financial resources, supply of these resources teed to more sensitivity of managers and participant in education periods.

Examining of periods effectiveness and presetting of information feedback to individuals is logical response to this sensitivity.

A sample of methods and tool of effectiveness evaluation or assessment consist of:

The effectiveness assessment questions:

Its goal is in direction of answer to following questions:
- were attend in educational periods and promoting of participants knowledge effective
- were promotion of participants in educational periods stability?
- was participation in educational periods in promoting of job skill level or doing assigned duties effective?
- was stable promote of participants job skill in educational periods during time?
- was implement above educational goals in performing of scientific- applied educational periods.
- had supplied participants need in educational periods?
- Have satisfy participants of facilities and manner of holding of educational periods?

Following examples used in relation to effectiveness concepts of teachers or professions concepts of teachers or professions and curriculum in designing of questions and related questionnaire:

Example: effective teacher: a) the knowledge of lesson topic: has teacher request the knowledge?
b) organization and obvious present of topics or matters in group: is organizational teacher matters?
Is used teaching strategies consciously?
Do present important points briefly?
c) Interaction between teacher and student:
Do discuss in lesson classes? Do encourage all participants to their as of questions?
D) Interest and emotion level: does show teacher to teaching? Does respect teacher to learners?
E) Do use of educational materials?
F) development of learners: How is learners educations? What see you educational type?
G) Gyring- feedback to learners about their development: Do award teacher learners how its development truthfully sensitivity?
H) help to transfer of learners to out of class: is sampled teacher transfer of class learns to out of class? Do present design of income?
Example2: the effectiveness assessment of curriculum: curriculum effectiveness can concept analysis to achieve to following components:
1) General relation (curriculum) 2) Standards, 3) implementing,
4) quality, 5) inside facilities to identifying of mistake or errors, 6) profitability, 7) competence, 8) Relation, 9) Answer to learners needs, 10) constancy of content and method, 11) inside constancy, 12) clearness and method, 13) appropriate goals plan, 14) newly and uptodate, 15) balance, 16) avoiding of producing disorder in teaching by prediction of problems that learner faced.
Assessment or evaluation of effectiveness in educational periods:
For it is presented different definitions. Educational goals implementation and implementing of job goals in learners or trains after passing of educational periods value as follow:
Determining of trains behavior adaption with expectations of managers end supervisors, determining correct performance or do in work and determining of produced skills due to educations for accessing added value, determining of indexes improvement in job and work situation or position.
In fact, evaluating of education effectiveness, means we almost determine that performed educations is produced under limit requisite skills in organization practically and applicability. In some relation, we reminded some of effectiveness assessment reasons in educational periods:
- An educational assessment program or plan in organization provide an opportunity that some mental standards use as objective and more specific.
- Necessities of requirements result from organizational rules and regulations of quality management systems, organizations make bound don’t be in attentive to education actions and their results and seeking these one.
- giving- direction of educations programs in organization regarding to specifying their strong and weak points in assessments.
- minimizing of educational cost or expenditures.
- many accommodation of knowledge, skill and behavioral needs in personals with available educational period in organization.
On continue, in recent years; regarding to important discussion about education assessment and fortune of effectiveness assessment pattern of kircpatria in Iranian organizations, we deal with to theatrical and optional description, of this pattern:
Kircpatri pattern:
In this pattern offers & levels to education assessment that they consist of:
- First level: reaction: it is reaction that learners show reaction to all effective factors in performing an education period and it measures how feel of participations about education program.

They are following up receiving of participations comments ratios to education, curriculum and lesson homework educational materials and equipments, class or tools and content of educational periods and etc.

Second level (learning): means determining of skills a question range, technique and reels that in educational period give learn to participants and it is been clear to them and can fine of obvious, present educations and after participating in educations and after participating in educational period or courses.

Third level (behavior): means how and changes in educational periods and it obvious in real environment of work with continue of evaluator or assessment. This level is challenging ratio to pervious levels why that.

- first, participants should obtains a opportunity to changing in their behaviors.
- second, we can not predict behavior change actually.
- third, it is an organization atmosphere that can be effect on change or not change of behavior in the work.

Forth level: Results mean. goals implementation yang that have relation to organization directly.

Measuring of this level is difficult and are examined evidences of the results such as decrease of costs, increase of production quality, profit and sale (kircpatric, 1996). (table1) shows fourfold level types of patricmodel.

In same case, identifying of common steps or paces of assessment in every & levels and also determining of requisite level of one play an important role in improving of the research team performance.

Many experts say that scope of common executive paces or steps education in all above levels of assessment are 1) programming of assessment or evolution, 2) selecting of appropriate tool, 3) tool adaption, 4) performing of assessment orevolution 5) evaluation analyze and 6) preparing of the report, it is noticeable that there is not a simple, it is noticeable that there is nota simple rule to determining of what level of educational assessment should use. we can help of education lithotrities or professions and developing of the human resources in more complicatecases. nevertells, but answering to questions (figure 2) can be a good guide to decision-making of this that what is requisites level of evolution for an educational periods or courses.

Description of evaluation or assessment in first level:

Kircpatric presents following guidance’s to performing of this level:

1) you determine what learner obtained after educational period.
2) you design a questionnaire fore with close questions.
3) you assign part of form to presenting of comments or consideration and purposes or offer and encage offers.
4) you convert to percent participants answers.
5) you design questions to case that they lead to accurate and correct answers.
6) you determine a standard (goal) to accepting of period successful.
7) you measure actions against standards and then carry out an appropriate actions.
8) you determine an appropriate correct actions to improving.

In table 2 is shown an example of question naira:

Description of evaluation in second level:

In book of educational programs evaluation or assessment, kircpatric presents guidance’s to performing of this level:

1) you use of a control (evidence) group.
2) you must value or assess knowledge and skill that learners obtains after period before performing of one.
You use of described questions to measuring of the knowledge and trend range and from function tests to evaluating of skill:
3) you collect 100% answers.
4) you use of evaluation results to correct actions.
In table 3 is shown an example of questionnaire relate to this level:
Description of assessment in third level:
Korcpatric presents following guidance’s to performing of this level:
1) you use of control group.
2) you allocate a time to learned behavior in a real environment (usually between 3-6 months after period)
3) if educational period was scientific (skill) , you value pre-post performance.
4) you interview with one or several individuals of classmates, direct supervisor, subordinates and other persons observe learner behavior.
5) you use of sampling method or racier 10% answers.
6) you repeat evacuations or assessments in proper times.
7) you use of the cost- profit approach.
Description of evaluation in forth level:
Korcpatric presents these guidance to performing of this level as follow:
1) you use of a control group in case optical or skill period.
2) you allocate a time to reaching to the results.
3) you value pre-post skill after a period in case a practical or skill period or course.
4) you repeat assessments in proper times.
5) you use of the cost- profit approach.
6) if there is not a logical documents for confirming of period effectiveness, you suffice to your documents ( Bual,2006).

Conclusion

In recent years, examination of investment producer in educational actions in whole world shows that special resources is increasing ratio to last years and managers and authorizes have pained attention to this scope in different industries. In any case, still some of authorities and decision-makers in organization. Are concern about un-effectiveness of educational actions and addition to we should point out the knowledge and skill weakness in decision- making cycle in educational actions. In this article tried addition to every of main steps of this cycle, we dead with how effectiveness assessment in educational periods with more accurate, in recent years.patric model had specific positions in Iranian organization, emphasized and tried provide with presenting of forms simple and also questionnaire related to assessment in every level, more accuracyfacilityfield. of managers and experts of education.
As that we know a community is changing day to day and motion is a few difficult indirection these trouble work changes.money of organization are following of solving to this difficult or problem. Solving by many authorities is brought is education and optimum of the human resources. In same direction, many organization held educational periods in its organization
level. In latter step, they assess educational periods to ensuring of correct performance in these period that effectiveness assessment or evacuation is related to same step. In general, in effectiveness is necessity attention to following point:
- pay attention to assessment and effectiveness nature,
- Effectiveness position in curriculum, and etc.
Effectiveness assessment is in order to decisions related to continue, cut, program or plan expand.

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