

Three-Factor Competency Self-Assessment: Annenberg Center Pilot Project

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Outcome Innovation

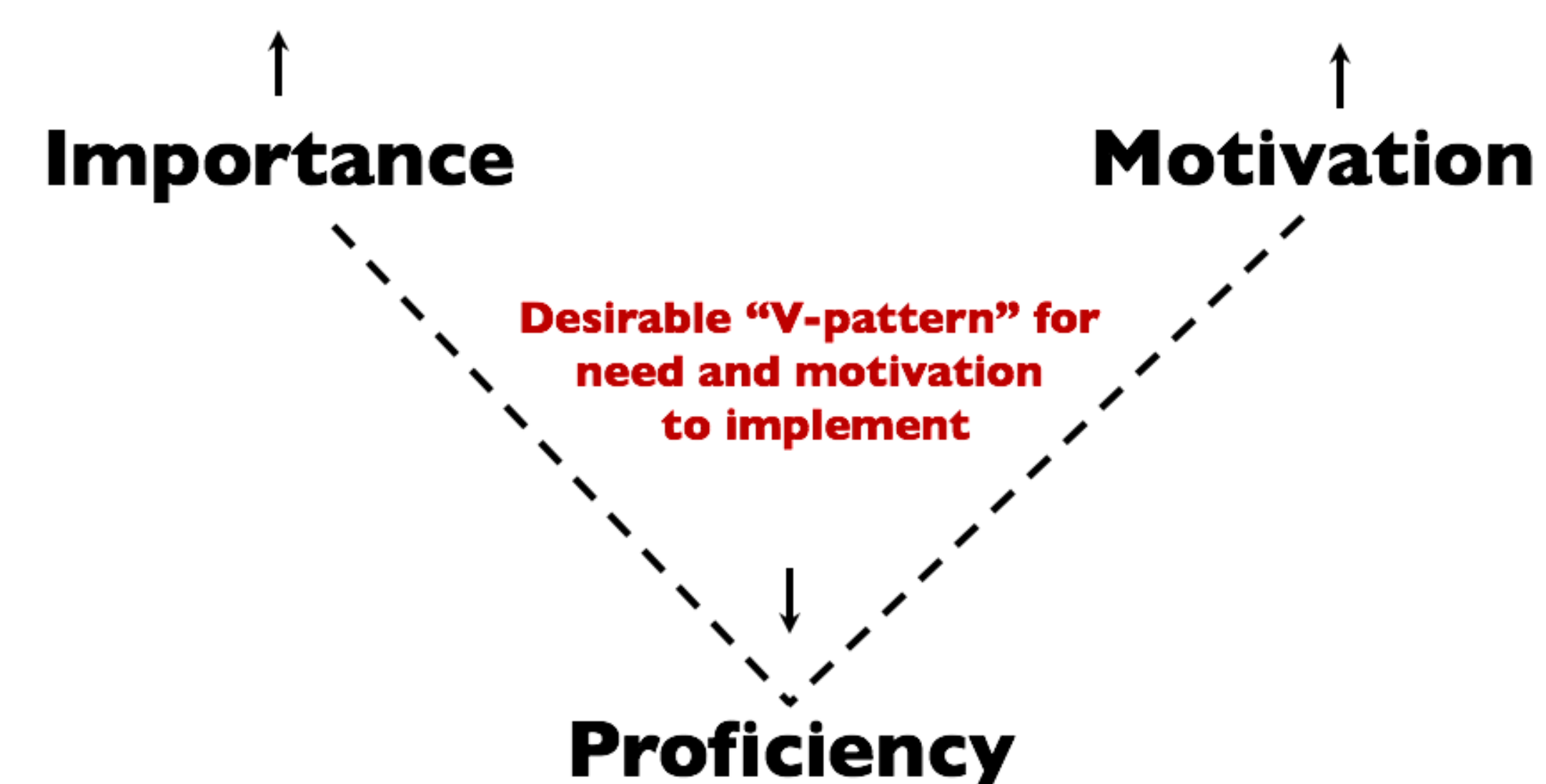
Our objectives

- DEVELOP AND PILOT NEW EVALUATION METHODOLOGIES
- INCORPORATE SUCCESSFUL PILOTS INTO ACTIVITIES

What worked

- 2-FACTOR SELF-ASSESSMENT
- 3-FACTOR SELF-ASSESSMENT
- MULTIPLE PRACTICE POINTS SUBSERVIENT TO EACH LEARNING OBJECTIVE

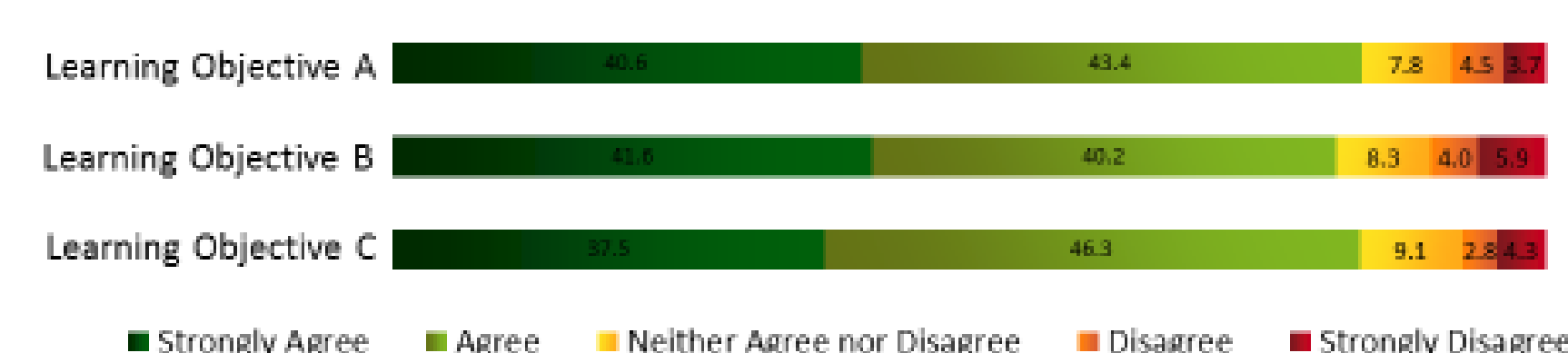
3 Factor Self-Assessment Need Gap & Intent to Change



Why An Expanded Methodology?

- TYPICAL LIKERT METHODOLOGY ASSESSMENT ALLOWS LITTLE DIFFERENTIATION BETWEEN LEARNING OBJECTIVES
- MORE IMPORTANTLY DOES NOT ADDRESS SKILLS, ATTITUDES AND BEHAVIOR OF LEARNERS, THE USUAL....

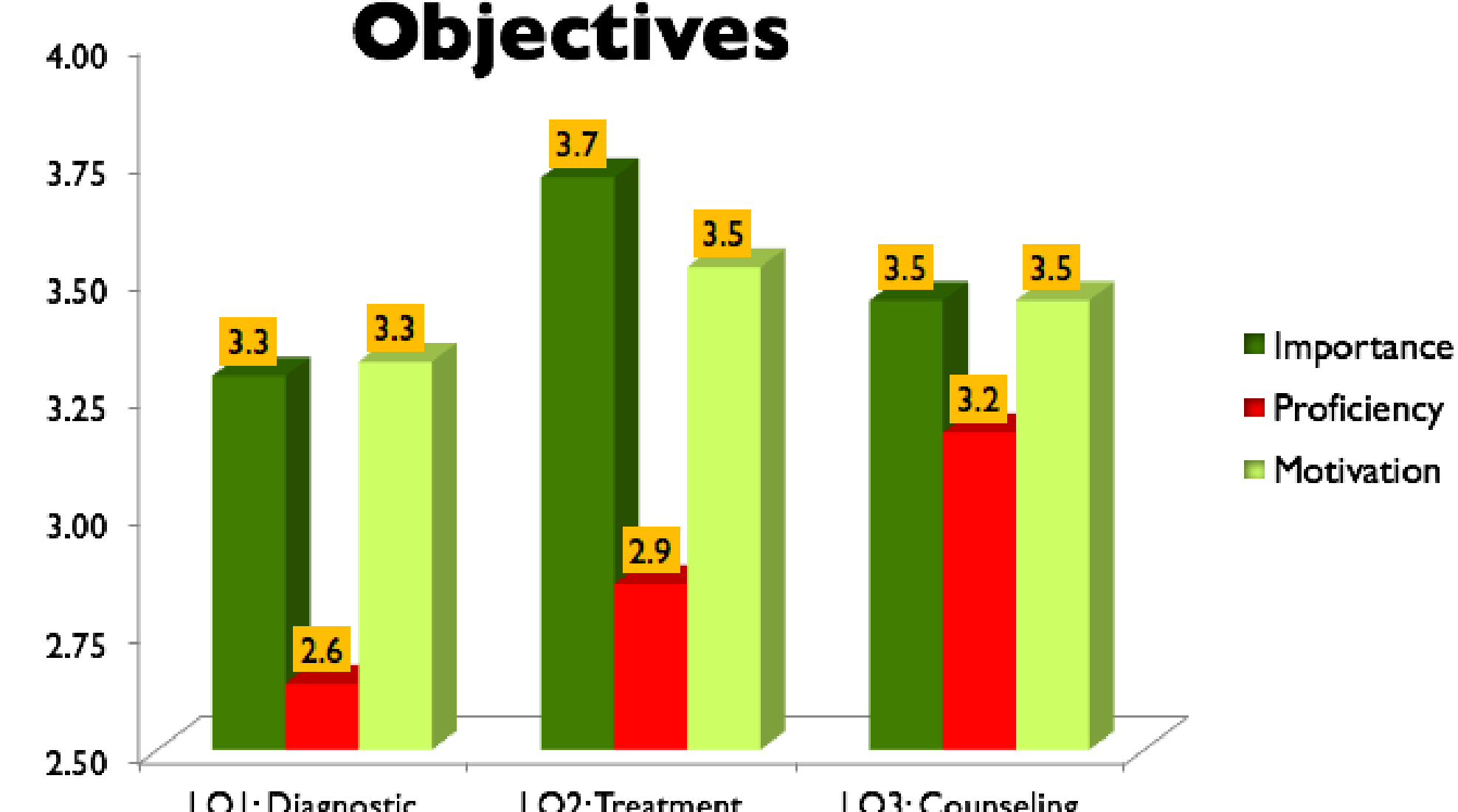
As a result of participating in this activity, I am better able to:



3 Factor Self-Assessment

3 Learning Objectives

Pre-test data



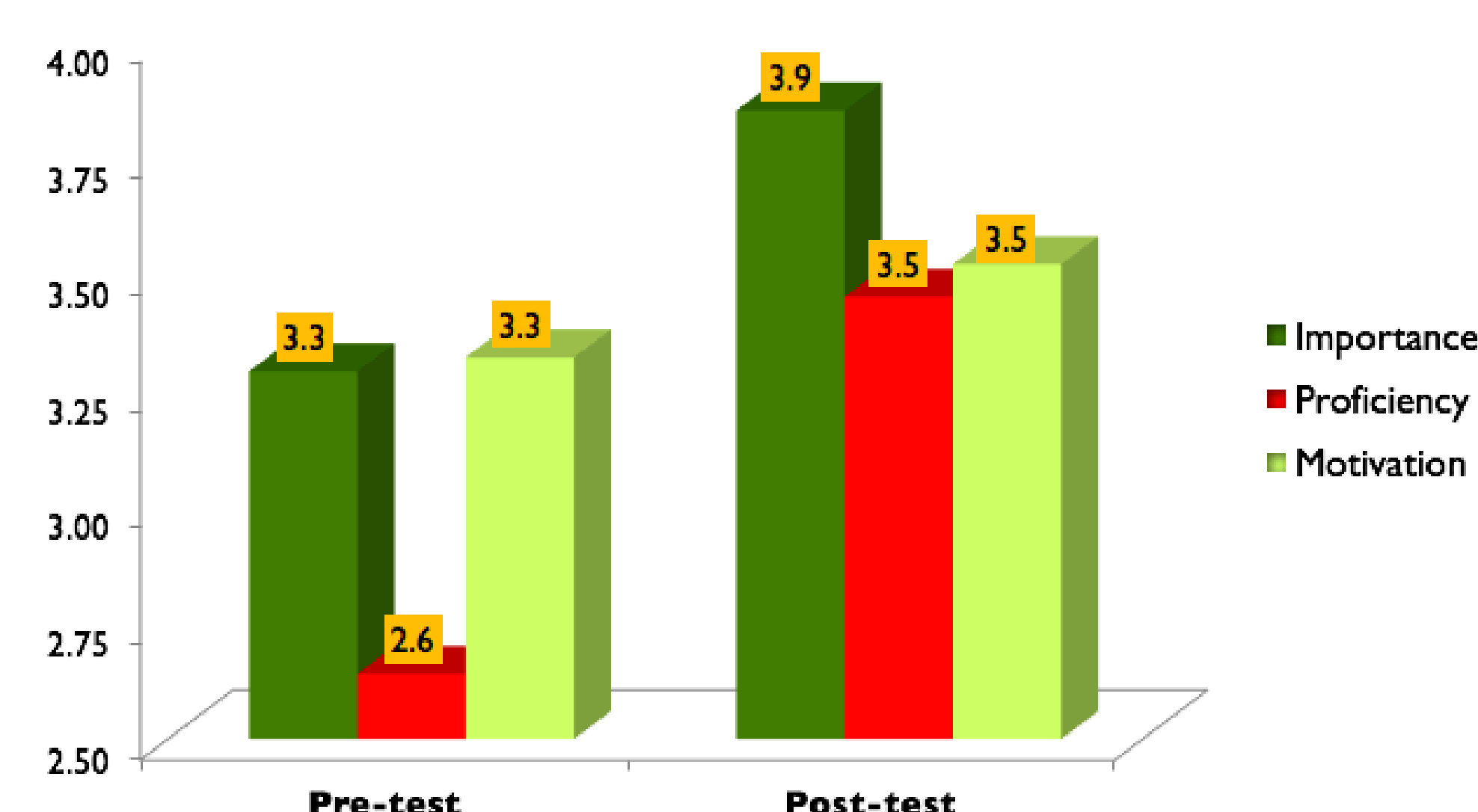
Beta Test Design: Competency Factors

- EVALUATED 4 DIFFERENT CPD FORMATS
 - ✓ SMALL PROFESSIONAL CONFERENCE (LIVE), STATE CHAPTER MEETINGS (LIVE), EXPERT-IN-RESIDENCE (RSS), AND WEB-BASED (ENDURING MATERIAL)
 - ✓ EVALUATED LEARNER PARTICIPATION LEVELS AND POTENTIAL SURVEY BARRIERS
- 2- AND 3-FACTOR STUDY TYPES
 - ✓ 2-FACTOR BETA TEST (HOW SUCCESSFUL, HOW EFFICIENT)
 - ✓ 3-FACTOR BETA TEST (HOW IMPORTANT, HOW PROFICIENT, AND HOW MOTIVATED)

3 Factor Self-Assessment

Learning Objective 1: Diagnostic

Pre- & Post-test data comparison



3 Factor Self-Assessment

Importance - The extent to which the item should be **important** in your medical practice

Proficiency - The extent of your **proficiency** regarding the item

Motivation - How **motivated** are you to implement changes to address the item?

1	Not Important	1	Not Proficient	1	Not Motivated
2	Somewhat Important	2	Needs Improvement	2	Somewhat Motivated
3	Important	3	Proficient	3	Motivated
4	Very Important	4	Superior	4	Very Motivated
5	Extremely Important	5	Distinguished	5	Extremely Motivated

Importance = "What should be"

Proficiency = "What is"

➔ Motivation = "Willingness to implement"

Activity Format Aligned with Evaluation Methodologies

THREE SELF-ASSESSMENT METHODS WERE SELECTED FOR USE ACROSS DIFFERENT FORMATS

- ✓ LIVE STATE CHAPTERS, LIVE EXPERT-IN-RESIDENCE (HOW PROFICIENT)
- ✓ LIVE SMALL PROFESSIONAL CONFERENCE (HOW SUCCESSFUL AND HOW EFFICIENT)
- ✓ WEB-BASED (HOW IMPORTANT, HOW PROFICIENT AND HOW MOTIVATED)

Need Gap

➔ Need Gap = Importance - Proficiency

Motivation Gap

➔ Motivation Gap = Motivation - Proficiency

Effectiveness: 3 Factor Competency

- Enhances Annenberg Center's needs assessment process
- Yields a richer understanding of learners' skills, attitudes and needs
- Identifies the value participants attach to specific practice competencies, which can guide the design of future activities
- Results in better overall program planning, evaluation and accountability