

## **Introduction**

This document outlines a comprehensive evaluation plan for the Instructional Design Diploma (IDD) program, a post-baccalaureate diploma offered by the Department of Continuing Studies at Ithika University. The evaluation plan aims to systematically assess the effectiveness and viability of the IDD program, highlighting its successes and identifying potential areas for improvement. The goal is to ensure alignment with broader institutional objectives and current industry standards.

The evaluation will focus on key areas including academic viability, program quality, academic integrity, cost-effectiveness, and other important factors outlined by the University Evaluation Committee. These elements are essential for maintaining the program's relevance and value in a rapidly evolving educational landscape.

Ithika University's decision-makers will receive a comprehensive report outlining the program's performance by implementing this evaluation plan. The report will include findings, judgements, conclusions, and recommendations, facilitating informed decisions regarding the IDD program's future direction.

## **Evaluand**

The Instructional Design Diploma (IDD) program is an online post-baccalaureate diploma offered by Ithika University. The IDD program was developed by the Continuing Studies Department at Ithika University based on a comprehensive needs assessment study, was launched in July 2013 and continues to be managed by the same department.

This innovative program provides working professionals with expertise in instructional design for various settings, without requiring a full graduate degree. It is targeted toward career

professionals seeking formal training in the field. To enroll, applicants must have completed a minimum of one undergraduate degree.

The IDD program costs \$16,000, which is paid in four quarterly installments of \$4,000 each. The program consists of four semester-long courses, completed over twelve months, with a new group starting every July. Learners register for one course each twelve-week semester, with only a one-week break between semesters. The required courses for completion and certification are as follows:

- IDD 100 Introduction to Instructional Design
- IDD 105 Theories of Learning and Instruction
- IDD 110 Advanced Instructional Design
- IDD 120 Need Assessment and Program Evaluation

All four courses are taught by full-time and part-time members of the Faculty of Education and are delivered through the Moodle platform. This provides a flexible and accessible learning environment, featuring biweekly discussion forums to help reduce the sense of isolation that can come with distance learning. Upon completing all four courses, learners will receive a diploma in Instructional Design from Ithika University.

### **Purpose of Evaluation**

The primary objective of the evaluation plan is to comprehensively assess the effectiveness, viability, and quality of the initial IDD program at Ithika University. This evaluation aims to provide insights to university decision-makers about the program's continuation, potential improvements, and strategic realignments by examining the following key aspects:

- **Program Viability:** evaluate the overall feasibility and sustainability of the IDD program.
- **Academic Quality:** assess the rigor of the curriculum, the effectiveness of the technologies and instructional methods used, and their alignment with industry standards and best practices.
- **Learner Relevance:** determine whether the program meets the needs of its target audience, ensuring it remains relevant and offers value.
- **Cost Effectiveness:** analyze the program's resource utilization, efficiency, and overall value for the return on investment.

This evaluation will provide actionable insights, enabling informed decisions regarding program enhancement, resource optimization, and alignment with industry demands. By focusing on these key areas, we strive to ensure that the IDD Program remains relevant, effective, and responsive to the evolving needs of both learners and the broader educational landscape.

## **Client and Audiences**

### **Client**

The client for this evaluation is the University Evaluation Committee at Ithika University.

### **Primary Audience**

#### ***Decision-Makers***

The first primary audience for the evaluation includes decision-makers at Ithika University, including managers and administrators. These stakeholders will utilize the evaluation's findings to guide their strategic decisions regarding the IDD program and will be responsible for implementing any recommended improvements based on the evaluation results.