Colab

BSBPMG535   **ASSESSOR GUIDE**

Manage project information and communication

Assessment 4 of 5

Project

Version 1.0

Assessment Instructions

Task overview

This assessment task requires you to:

- Develop an evaluation report

Read the case study and complete each step.

Additional resources and supporting documents

To complete this assessment, you will need:

- Access to learning material
- A computer and business software
- Internet access
- Report template (provided)

Assessment Information

Submission

You are entitled to three (3) attempts to complete this assessment satisfactorily. Incomplete assessments will not be marked and will count as one of your three attempts.

All questions must be responded to correctly to be assessed as satisfactory for this assessment.

Answers must be typed into the space provided and submitted electronically via the LMS. Hand-written assessments will not be accepted unless previously arranged with your assessor.

Reasonable adjustment

Students may request a reasonable adjustment for assessment tasks.

Reasonable adjustment usually involves varying:

- the processes for conducting the assessment (e.g. allowing additional time)
- the evidence gathering techniques (e.g. oral rather than written questioning, use of a scribe, modifications to equipment)

However, the evidence collected must allow the student to demonstrate all requirements of the unit.

Refer to the Student Handbook or contact your Trainer for further information.

Please consider the environment before printing this assessment.

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Task instructions (for the student): Evaluation Report

Case study: You have received the following e-mail and attachments from Tina Hughes, Sales and Marketing Manager.

To begin this part, read the following e-mail and then complete the tasks that follow:

To:	Alex Lee [alex.lee@cbsa.com.au]
From:	Tina Hughes [tina.hughes@cbsa.com.au]
Date/time:	Monday 12.30 p.m.
Subject:	Communication outcomes
Attachments:	Report Template.docx; Evaluation Summary; Minutes of project team meeting

Good afternoon Alex

Many thanks for your work for the seminar, which had 50 attendees plus 15 CBSA staff. The seminar was fully booked.

We received outstanding feedback from the project team, guest speakers and venue about your clear and concise instructions. Well done!

To help me close the project, please prepare an evaluation report about the information and communication outcomes, including:

- the effectiveness of the communication processes and procedures
- your recommendations for improvement.

At the beginning of the project, the communication plan included the following objectives:

- expected 95% satisfaction rate with the registration process
- expected 95% satisfaction rate with catering information
- expected 95% accuracy of participant information
- bounce rate of 5% for e-mail communication

Review the project outcomes based on the attached evaluation summary and minutes of minutes of project team meeting evaluation. I have provided a template for you to report your findings and recommendations for future projects. Please see attached.

Kind Regards

Tina Hughes

Sales and Marketing Manager

300 Fictional Way, Sydney, NSW 2000

Phone: 1800 111 222

www.cbsa.com.au

ATTACHMENT BELOW

- *Evaluation Summary.docx*

EVALUATION SUMMARY		
Event organisation	Yes	No
Was the registration process easy?	*96%*	*4%*
Were you satisfied with the information provided about catering?	*85%*	*15%*
Were your name and contact details correct?	*99%*	*1%*
Comments		
I am a vegan, and no vegan options were provided at the seminar, and dietary preferences were not asked when I registered.		
No gluten-free options were provided. Catering preferences should be considered.		
I'm on a diet, and low-calorie options should be included.		

ATTACHMENT BELOW

- *Minutes_Project team meeting evaluation.docx*

MINUTES OF PROJECT TEAM MEETING EVALUATION
• *Using Monday was good as it allowed all team members to understand due dates and track progress.*   • *Tasks were allocated well and managed effectively.*   • *The frequency of weekly team meetings was satisfactory.*   • *All milestones and due dates were met.*   • *The bounce rate of e-mail communication was 30% due to data entry errors by CBSA administration staff.*   • *Conflict within the team and department was managed quickly and effectively. At the beginning of the project, Keith was unhappy about the approach to inviting participants and collecting acceptances for the seminar. He was happy with the resolution that you identified in Assessment number three.*   • *The information management system was easy to use. However, staff training about the system should have been rolled out before invitations were sent.*   • *There were no complaints received from participants.*   • *Guest speakers provided positive feedback, and there were no issues.*   • *Storage of information maintained the privacy of participants.*

ATTACHMENT BELOW

- *Report Template.docx*

EVALUATION REPORT Template
Report: *Insert Title*
1. **Communication objectives**   Were they met?

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2. **Target audience**

   Were they reached?

3. **Purpose of communication for each audience**

   Was it fulfilled?

4. **Content/artefacts for the communication**

   Were they well received?

5. **Communication method**

   Did it meet the audience and subject needs and requirements

6. **Communication frequency**

   Was it sufficient?

7. **Responsible communicators**

   Were they effective, clear and skilled communicators?

8. **Communication resources**

   Were they enough, and were they properly utilised?

9. **Recommendations**

   Recommended improvements in communication and information management for the next seminar/event

Steps

1. Read and analyse the e-mail from Tina Hughes, the evaluation summary of the feedback forms from the seminar and minutes from the project team meeting.

2. Complete the **Evaluation Report** template to review the effectiveness of the project outcomes for information and communication processes and procedures. Recommend improvements in communication and information management for the next seminar/event.

EVALUATION REPORT TEMPLATE

Report: *Insert Title*

1. **Communication objectives**

   Were they met? Justify/explain your response. Word guidance: 40-50 words

2. **Target audience**

   Were they reached? Justify/explain your response. Word guidance: 15-20 words

3. **Purpose of communication for each audience**

   Was it fulfilled? Justify/explain your response. Word guidance: 10-20 words

4. **Content/artefacts for the communication**

   Were they well received? Justify/explain your response. Word guidance: 10-20 words

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5. **Communication method**

   Did it meet the audience and subject needs and requirements? Justify/explain your response. Word guidance: 40-50 words

6. **Communication frequency**

   Was it sufficient? Justify/explain your response. Word guidance: 15-25 words

7. **Responsible communicators**

   Were they effective, clear and skilled communicators? Justify/explain your response. Word guidance: 15-20 words

8. **Communication resources**

   Were they enough, and were they properly utilised? Justify/explain your response. Word guidance: 40-50 words

9. **Recommendations**

   Recommended improvements in communication and information management for the next seminar/event. Word guidance: 35-45 words

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3. To close the project, you are required to archive the records.
   - Save this assessment task document, task 4, as **Evaluation Report.dd.mm.yy** (with today's date, month, year)
   - Save the document in a folder on your computer called Archive.
   - Provide a screenshot below of your archive folder with the document correctly saved as Evaluation Report.dd.mm.yy

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Submission instructions

Submit your assessment via the LMS.

Assessor instructions: Evaluation Report

Purpose of task

The purpose of this task is to assess the student's competence to implement, review and recommend communication and information management systems, processes and procedures.

Guidance to the assessor about the task

There is no submission due date for this task. Students may submit this task when they are ready.

EVALUATION REPORT Template
Report: *Insert Title*

Report: *Insert Title*

1. **Communication objectives**

   Were they met?

   - expected 95% satisfaction rate with the registration process

     Achieved – 96% yes, 4% no

   - expected 95% satisfaction rate with catering information
     Not achieved 85% - yes, 15% no

   - expected 95% accuracy of participant information
     Achieved – 99%, 1%no

   - bounce rate 5% of e-mail communication
     Not achieved – 30%

2. **Target audience**

   Were they reached?

   - Yes - the t*arget audience was achieved. – 80% small business owners; 15% senior managers; 5% others*

3. **Purpose of communication for each audience**

   - Yes – the target audience attended the seminar. However, catering information was not communicated.

4. **Content/artefacts for the communication**

   - Yes, for the seminar – the seminar was fully booked with the target audience.

5. **Communication method**

   - Yes – the registration process was easy, and participants were satisfied with the information about the conference. However, 15% were not satisfied with the information about catering.

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- The bounce rate of e-mail communication was 30% due to data entry errors by CBSA administration staff.

6. **Communication frequency**

   Was it sufficient?
   - The frequency of weekly team meetings was satisfactory.
   - Guest speakers were satisfied with the amount and mode of communication.

7. **Responsible communicators**

   Were they effective, clear and skilled communicators?
   - Alex – outstanding feedback from the project team, guest speakers and venue about clear and concise instructions.

8. **Communication resources**

   Were they enough, and were they properly utilised?
   - *LinkedIn was the most effective communication method. The conference was shared ten times and liked 100 times, and Facebook achieved no shares and 1 like.*
   - *Tasks were allocated well and managed effectively.*
   - *The frequency of weekly team meetings was satisfactory.*

9. **Recommendations**

   Recommended improvements in communication and information management for the next seminar/event
   - Provide information about catering and seek catering requests
   - The bounce rate of e-mail communication was 30% due to data entry errors. Use CBSA administration with high speed and accuracy typing skills to avoid duplication of work.

3.The student must provide a screenshot of the saved documents in a folder called **Archive** with the documents as:

- **Evaluation Report.dd.mm.yy** (with today's date, month, year)

Review all evidence and mark using the assessment checklist and assessment marking criteria.

Marking criteria: Evaluation Report

Assessment submission checklist

Students must have completed all tasks within this assessment before submitting. This includes:

Evaluation Report		
1.	Evaluation report	☐
2.	Screenshot of saved documents in archive folder	

Assessment marking criteria

Assessor instructions: All sections must be completed. Refer to the template for sample answers and benchmarks.

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The evidence submitted demonstrates that the student has satisfactorily (S) covered the following criteria, or the evidence is not yet satisfactory (NYS) and requires resubmission.

MARKING CRITERIA		Satisfactory (S)	Not Yet Satisfactory (NYS)
1.	The student submitted an **evaluation report** and included: • Identification of communication and information management system issues, analysis of dissemination of information, review of project outcomes and recommended improvements by satisfactorily completing all fields in the report. Refer to the assessors evaluation report benchmark.	☐ S	☐ NYS
2.	The student submitted a screenshot of finalised documents archived according to ownership and control requirements (archive/evaluation report.dd.mm.yy)	☐ S	☐ NYS

Congratulations, you have reached the end of Assessment 4

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