



Target Evaluation

FINAL REPORT

Project WESTART!: "Women Education & Strategic Approach for Training" Grant Agreement Number 2018-1-IT01-KA202-006786

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The evaluation was carried out among professionals/teachers/trainers (4-5 per country) and women (25 per country) at the same time. There was one questionnaire developed for the professionals in English. The questionnaire for the women was translated in all languages of the partners and English. The testing with the women was carried out in the pilot testing phase of the project. There were two options given to answer the questions: By using the survey tool "Survey Monkey" or on a printed version of the questionnaire. The printed versions were collected by the partners and sent to lernraum.wien, VHS Wien, who carried out the evaluation.

1. Questionnaires for professionals

The questionnaires were designed by lernraum.wien, VHS Wien in order to evaluate the Impact of the platform, which went online in June 2021. The questionnaires were sent out and discussed with all partners. They were sent out by the partners to institutions/teachers/trainers who are active in the field and working with the group of women. The questionnaire was made and analysed using the survey tool "survey monkey".

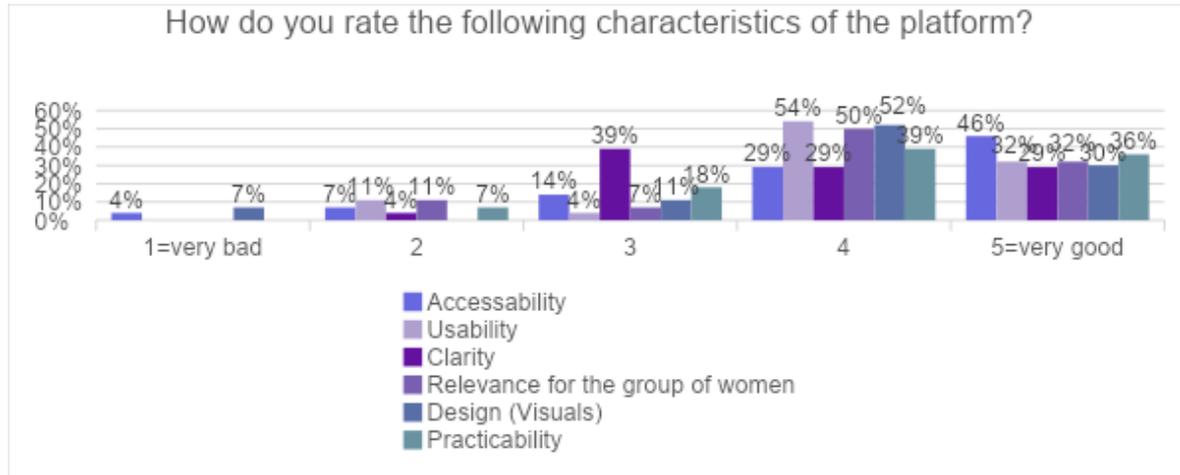
All together we were able to collect 28 answers (4-5 by each country).

1.1 Characteristics of the platform

Asking about the characteristics of the platform (accessibility, usability, clarity, relevance for the group of women, design/visuals, practicability) the



general respond is really good.

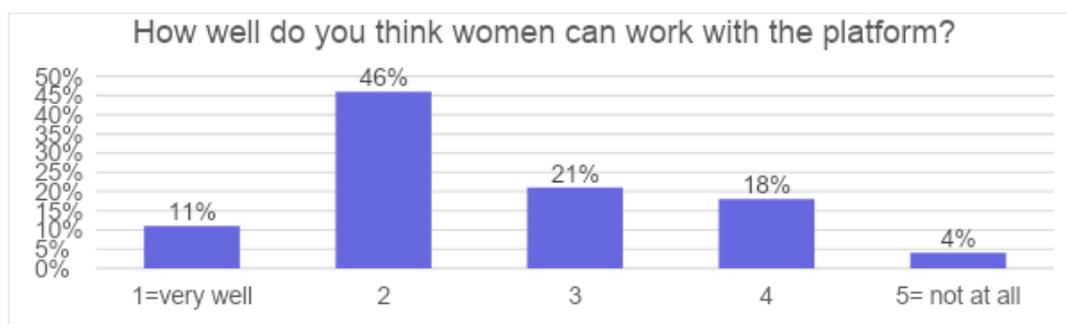


Concerning accessibility, 75% of the professionals think the platform is 'good' or 'very good'.

86% think that the usability of the platform is 'good' or 'very good' whereas 82% rate the relevance for the group of women as 'good' or 'very good'.

1.2 Usability and practicability of the platform

Asking about the usability and practicability for the target group of women, at least 57% of professionals rated it as good or very good. On the other hand, 22% of the professionals think, that the addressed women are not able to work with the platform.



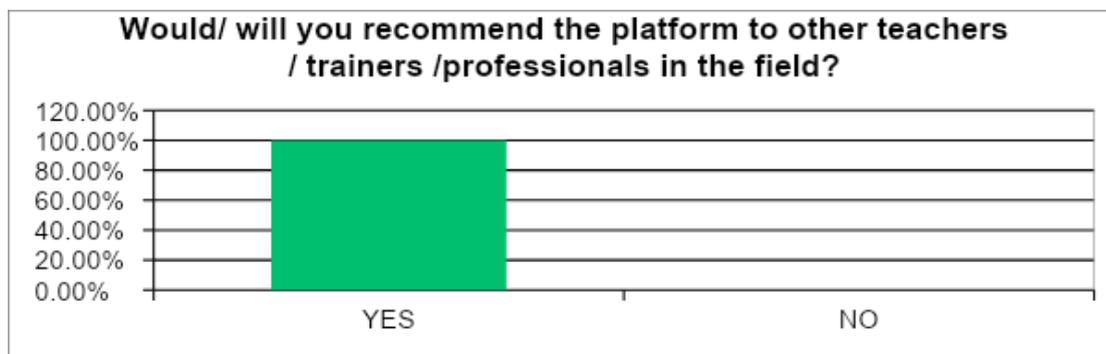
Some of the comments they made about *how well the women can work with the platform* have also been collected. Here we can find out that some critics were made, for example, concerning the language which is used. Or, that the platform is not exactly addressing the women as it should be. More comments are listed below:

Use easier language
Contents a a bit high level and lot of text
Grouping ressources by language
More languages
Platform has potential to grow, at the moment the topics/categories and offerend learning materials are kind of arbitrary --> more categories, if certain language ist chosen - the search results should also be in that language --> more interactive, not just .pdfs for download
See answer to question 6
It is not clear what the knowledge level of the women should be to use the platform some texts are not very clear what they mean, they are general
It was good
I am not very sure if it really addresses the women you want to address it is simplistic in approach (not simple but simplistic) The front page should include a reference to all different domains - not just the opportunities because it is confusing (I was confused at the beginning and i am a trainer)
- Some materials which might be useful for guidance purposes are available just in other european languages; - The selection filters (e.g. "language") doesn't work appropriately, the materials in different languages are still mixed. - The e-library- is empty; - The area "opportunities" should be expanded - The area "self-assessment ": the layout is not clear, difficult to navigate
- For the target of women I work with it would be important for accessibility to increase the number of languages
Criticalities in the COMPETENCE section (in particular Learners): use sub-categories to collect the tools; titles of more uniform instruments (perhaps with keywords or distinctions by type of material)
- Make the labels clearer and simpler especially in the "Skills" section.

- Make the categories more specific to avoid sections in which too vast material is collected which can be confusing and can make the user who consult it "lose".

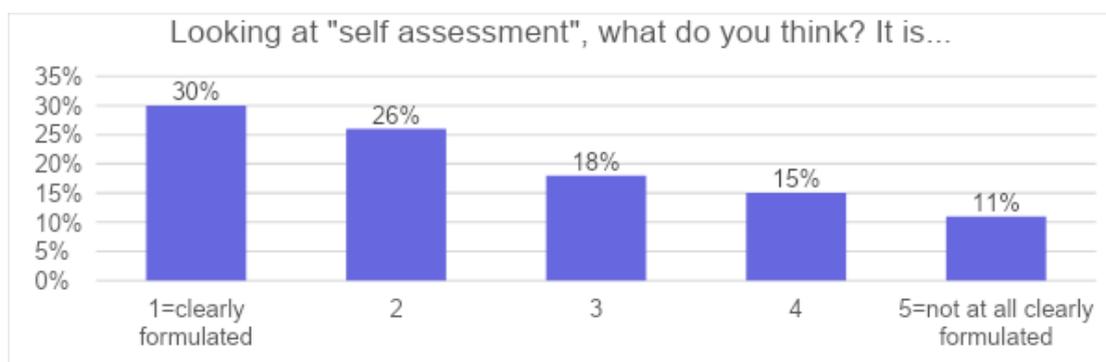
Very interesting

We are happy that all of the professionals we asked would recommend the platform to other colleagues:



1.3 Self assessment

56% of the professionals think that it is very good or good to work with the platform. 26% of them, on the other hand, think, that the section is not clearly formulated and difficult to use for the group of women they work with.



Answers to the last question of the questionnaire in order to achieve some general comments, question 6, "Pls. tell us what you think of the platform in general. Which elements do you find good and which ones not?" are listed below:

In general it is a nice Tool.
Very nice looking
Very nice look and very useful but a bit complex
I like the lots of resources and tools collected, improvement can be made on the usability(sorting of tools by language)
very good; I found very interesting ressources.
The information from the handbook should be explained on the front page. The pdfs in Italian are a bit confusing.
I like the design, it is quite simple and clear; it lacks structure of topics/categories, I don't really see a difference the way learners are addresses vs. counsellors - explanations (what a certain material is about) are not clear to the target group; the self-assessment for learners is empty
The platform might be overwhelming for the target group (performance in general). I like the way the skills are divided in learners and cousellors - it clearly separates the two groups. At the same time the categories might exclude certain offers which are found in other categories.
no comment sorry
there is some guidance missing on why you suggest the tools you suggest. it has potential. i don't understand why each area has a different structure (orientation has 3 dropdown menus, skills categories are images (i really like that), opportunities are 2 dropdowns like orientation, e-library has tags and assessment has buttons). also what is the difference of e-library compared to skills and orientation?
why do learners have to choose domains in registration? it doesn't seem to affect the results (judging from the example we were shown)
i will consider registering because at this point it just seems like i am submitting my name and email to a third party for no reason
i like the resources provided. the platform is simple and easy to navigate. i can see it in the future being more useful when you add more things because now the resources are limited. i can use them but i know there are more. i need some space to contact and network with other trainers.
the initiative is really nice in concept and it has the potential to be helpful but it needs a lot of work for me and the needs of my learners

the platform doesn't help the user experience because it doesn't have a good introduction to all the sections on the homepage (the pdf is ok but it can overwhelm people that have been away from learning after school)

i don't understand the registration and i cannot interact with other trainers or learners

in the tools the descriptions are general and didn't help me understand what to expect from the tool - i prefer an overview of the contents of the tools and what kind they are (text, fillable pdf, template, audio, video...)

i like the tools, i like the self assessment but i would like some tools suggestions based on the assessment results

tools seem "empty" - pictures are needed to make them more attractive to click them

i really like all the areas described and looking forward to see them with more tools in the future

i think that if you make some small changes it could become a hub for adult educators and learners

I congratulate you for your work in creating such a complex platform.

It's a good platform!

strong points: the platform includes good practices from different European countries; various language versions; relevant topics/fields adressed in guidance sessions with migrant women.; the design is appealing;

weak points: the selection filters do not work appropriately; the search function is missing; too many resources are in English and this might be frustrating for both: learners and professionals.

From the point of view of operators, the platform is very useful and simple to use. In some sections the material is a lot and not always easy to read (see section Evaluation for consultants - very long single file, difficult to find your way around to find the tool you are looking for). For the sections dedicated to users, not all materials seem suitable for autonomous use

I believe that the platform is useful for professionals / trainers / teachers / operators, but also for a specific target of users. For tips, see point 3.

Great material

nulla

We usually use the platform: <https://www.progettotrio.it/>

1.5 Conclusion

As we can see, the general review of the platform varies a lot. It ranges from *“I like the resources provided. the platform is simple and easy to navigate“*, *„It’s a good platform!“*, *„Great material“* *„the design is appealing“*; to *„the initiative is really nice in concept and it has the potential to be helpful but it needs a lot of work for me and the needs of my learners“*

We think it is a result of the broad range of the field in which the professionals and teachers we asked work, and also the group of so called marginalised women varies a lot: From migrant women with formal degrees in their countries of origin that are not accepted in Europe, to women with no basic education or school experience. Therefore, the results and the estimation varies quite a lot.

2. Questionnaires for women

The questionnaires for the women were also discussed among the partners, translated in all languages of the project and English, and were then sent out to the women or answered in a workshop setting, where the platform was presented to a group of women. The questionnaire was then answered by each of them within this setting. There were two options given to fill in the questionnaire: Whether to fill the questionnaire online through the survey tool “Survey Monkey”, or to fill the printed version. If they choosed the last option, the questionnaires were collected by the partners and sent to lernraum.wien, VHS Wien.

Between 20 and 34 questionnaires were answered per country (162 results all together). Due to the Covid-19 Crisis, it was at times very difficult to reach enough women, so the target of 25 questionnaires per country could not be

achieved by all countries. But all together we could achieve an average of 27 questionnaires per county.

Question 1 – How do you like the platform?

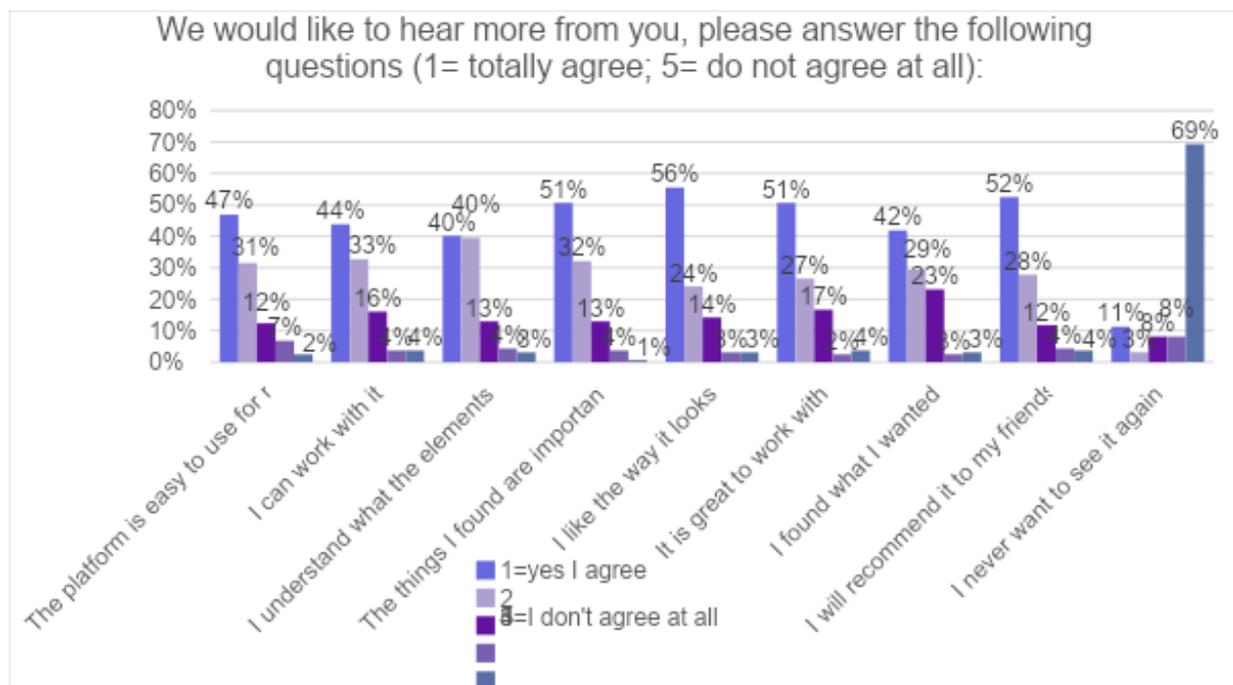
As mentioned above, the target group of women of the project varies a lot. Therefore, the answers to the question “How do you like the platform?” also seems quite diverse. From “Yes, I liked it”, “Yes, it’s nice”, Yes (24), Yes great” to “I didn’t like it that much”, “I have to read a lot and I can’t”, “I don’t know to what extent this is related to everyday life - I miss that“. 111 persons answered the question, 52 skipped it.

Yes I liked it (4)
It helped me
Useful and helpful
Yes (24)
Yes, it is nice
I didnt like it that much
I like the platform
Yes I liked it but some links don't work
Yes, great
In the health area, I found good tips for everyday life
Sometimes a bit too theoretical, some not yet German
Many useful informations
I don't know to what extent this is related to everyday life - I miss that
I like the surface and arrangement
You have to read a lot and I can't
It's Ok
Yes is practical
Is very nice
Yes a lot
yes it is very great you can easily find all the information
Yes it helped a lot
I dont like it so much
The layout isn't bad, the skills page is nicely designed.

Well
By and large, yes
The platform looks appealing.
Partially
Enough
No ... I would have inserted more colors
Yes, but the main page should be improved to engage users more.
I like the idea of the platform
I liked the platform very much
Very nice
I liked it very much
Yes, although I don't speak Italian or English very well.
Very much
I liked it enough
A lot
I didnt like it very much
It's ok (2)
Visually appealing, lots of information, useful for both women and men
oricum peste nivelul a ce am folosit pana acum
Very much, very useful.
it is more than OK, easy to use, delighted to use it more than similar ones, as much as the project itself, almost perfect, useful and easy to handle.
Very well structured
interactive and interesting site
Very Good (4)
Very enjoyable!
Exceptional
Exceptional
"It is nice", "i like it", "it is interesting", etc (18 respondents). One (1) respondent found it "awesome and really helpful", whereas three (3) respondents found it "nice concept but seems a little plain", "not as motivating as I would want it", "it misses something".
<i>"It contain a lot of educational material"</i>
<i>"Congratulations"</i>
<i>"Easy to access and easy to use"</i>
<i>"Very good job. I will share it for sure to other women"</i>
<i>"Very good. I found a lot of opportunities for training"</i>

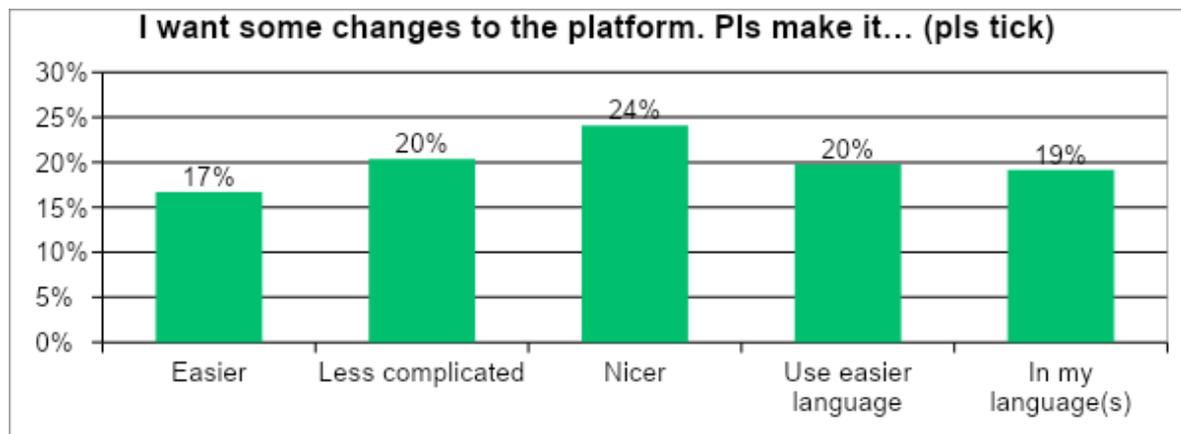
Question 2 - We would like to hear more from you, please answer the following questions

In this section, we wanted to go into more detail and learn more about the handling of the platform. By and large the results are quite satisfactory. 78% think the platform is easy to use (47% agree; 31% more or less agree). 77% think that they can work with it (44% agree, 33 more or less agree). 80% understand the elements of the platform, the same amount would recommend it to their friends; 83% find things or tools that are relevant for them. At the same time 14% of women think, that the platform is not useful for them, by contrast 77% would (definitely) like to work with it again.



Question 3 – Changes to the platform

The women were also asked whether they would like to have some changes to the platform or not. 24% of them want to have a platform which is „nicer“. 20% of them want to have a platform, which is „less complicated“ and which is described by an „easier language“. 19% of the women tend to prefer a platform in her language(s) and 17% of the women want to have a platform, which is „easier“ to handle.



Asking them which languages they would like to find on the platform, the following languages were mentioned:

Polish	Russian	Arabic (9)	Turkish
French (2)	Albanian (2)	Spanish (1)	Bulgarian (2)
Urdu (2);	Portugese	Bengali	German

In addition to the languages, there were also some other changes suggested or questions formulated:

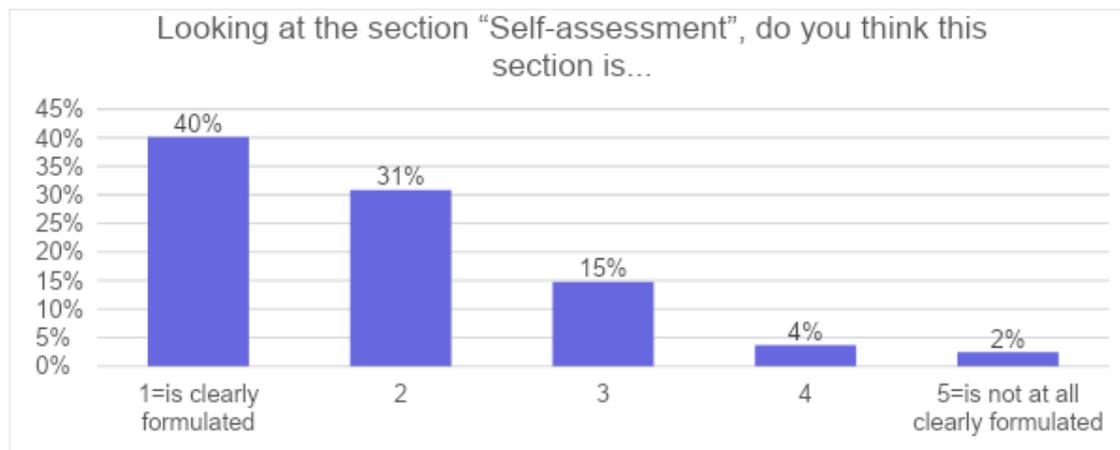
I had less time, I couldn't find it easily, and the platform is complicated
Explain even more clearly
On the home page more information about what to do with it - it wasn't clear what I would find
The purpose of the platform is still not clear to me; the registration process for learners seems very complicated to me; In several places there is

suddenly a change from German to English - the attempt to address non-English-speaking learners is at least not consistently implemented (for example: Registration in German possible, but the categories on the same "page" that someone is interested in , are then in English. Or I can select an area that interests me and the "specialization" / sub-chapters are only possible in English again ...

Additional Note (Greece): most respondents (12) didn't have a response for these options but they had some other suggestions. Two (2) persons wanted more educational material in the platform, with one (1) of them mentioning specifically more educational material in greek on "finances made easy" but with country specific examples and guidance. The same two (2) persons also mentioned that they would need a bit more "interactivity" in the platform and especially in terms of "history of activity" so that they can "bookmark resources" they have visited so that they can revisit them, and "also be able to take notes of some form".

Question 4 – Looking at the section “Self-assessment”, what do you think?

Looking at the section Self Assessment/Assessment, most of the women agree, that it was clearly formulated and easy or quite easy to handle (71%);



Question 5 – Any other changes?

Some additional comments were given to the question, if the women would like to find some other changes. The answers are listed below:

Navigating is sometimes too complicated. You have to take many steps
The language is not German everywhere, some things maybe a little too complicated
It was Italian in the German version
No(6)
I am missing an instruction manual
Category, language and target group cannot be selected at the same time
Lots of steps, no instructions
Il would like to have several tools for beginners
The assessment can be carried out more with a consultant than with tools for self-assessment
Please also make the categories in German
Evaluation far too text-heavy for consultants.
The "Assessment" area for learners is empty.
It is not clear to me which pages are for learners and counselors, e.g. "Possibilities", "E-Library" or "Orientation".
On the "Orientation" page after selecting a category, I get the results in IT or EN, but hardly in DE. I believe the site is more useful for consultants.
The information under the links given on the following pages is no longer available: https://socialplatform.westart-project.eu/de/skills/for-women/life-skills/516-motivational-skills-3 https://socialplatform.westart-project.eu/de/skills/for-women/health-skills/536-stress-management-3
I think it is unlikely that any person will leaf through all of these great manuals. Perhaps it would be better to take over individual exercises or activities from these sources?
Unfortunately, I couldn't see everything because several areas are still missing content.
No
Explain more clearly

Many of the respondents spoke positively for the project mentioning things like "nice initiative", "we are looking forward for more updates", "good job", etc. (17 respondents)

Five (5) respondents made comments related to the sustainability of the platform, such as "for how long will it be available?", "is it free forever?" [note: we had told them that the platform is free to use but possibly it is related to the question of how much longer will it be available this is why we include it], "are there plans to keep it going for longer as well as adding more features?"

We also received questions on the possibility of making accounts using facebook or gmail/yahoo.

I was unable to fill in the autobiographical forms, unable to understand if it was my problem or if the platform did not activate it

The problem with this platform is to use it from your mobile phone because you cannot enter all the pages to answer all the questions

I saw very little to be able to give an honest evaluation, once I registered I went to the questionnaire, when I tried to access the platform again, it denied me access.

It's ok (2)

Visually appealing, lots of information, useful for both women and men

Anyway above the level of what I've used so far

Very much, very useful.

43 women used the opportunity to give some additional comments, 119 skipped the question. Some changes refer to the complexity of the platform, others found some technical problems „*The problem with this platform is to use it from your mobile phone because you cannot enter all the pages to answer all the questions*“, „*once I registered I went to the questionnaire, when I tried to access the platform again, it denied me access*“.

Some comments taken from the greek partners, who have conducted the survey on the phone: "The respondents spoke positively for the project mentioning things like "nice initiative", "we are looking forward for more updates", "good job", etc. (17 respondents) From a technical view, there



have been some comments related to interactivity but contrary to our expectations, there were no comments related to more communication and social aspects to be implemented.”.

3. Conclusions

As mentioned in the conclusions about the questionnaires with teachers/trainers/professionals, also the answers given by the women vary a lot. We think it is a result of the diversity of the group of women the platform was introduced to, as well as some technical or digital skills challenges they faced. Even though it was the aim of the project to keep the barriers to work with the platform very low, some women still found some unexpected difficulties. Some conclusions of the Greek partners made after the pilot testing, sum up some of the experiences of the women quite well:

„Due to the diversity in experiences and background of the group -- there were also those participants that weren't familiar with similar concepts and were intrigued by the platform, but also overwhelmed on whether they could use it by themselves. This, in our perspective, shows to a great (and unexpected) extend the very different approaches to the use of technology in a way that we didn't really expect it. The great majority of the piloting group were familiar with technology in their everyday life and they didn't face extreme difficulties to create an online presence, yet again when it came to educational opportunities, they seemed a bit more reluctant. Strangely, it was also more prevalent in the younger women, compared to the older ones. This could be attributed, in our view, to the possible past school-related fear/trauma/etc which relates education to receiving an overly critical assessment but also on the fact that sometimes people need more bite-sized information in order to (re)enter education (...). In any case, it was an interesting finding.“ (Piloting results by dafnekek, Greece).

Overall, the majority of the women can work with the platform and find it useful or relevant.

The answers given to question about the languages we *should use on the platform* motivates us to provide even more materials in different languages and that the multilingual approach of the platform was good.

Susanne Klingseis

[lernraum.wien/VHS Wien](https://lernraum.wien/VHS-Wien)



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