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**Product Evaluation**

*Leadership Brief*

Fourteen individuals attended the three-day (September 12-14, 2019) ECPC Doctoral Student Institute at Avon Old Farms Hotel in Avon, Connecticut. The participants were asked to evaluate the quality, relevance, and usefulness of five products. This summary pertains to one of those documents, *the Leadership Brief*. Nine (9) participants completed the product evaluation (64.3% response rate).

*Table 1. Quality: Substance and Communication (n=9)*

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Quality** | **SD** | **D** | **N** | **A** | **SA** | **N/A** | **M** | **STD** |
| **Substance:** The product’s content reflects evidence of conceptual soundness and quality, grounded in recent scientific evidence, legislation, policy, or accepted professional practice. | -- | -- | -- | 6 | 3 | -- | 4.33 | 0.50 |
| **Communication:** The product’s content is presented in such a way so as to be clearly understood, as evidenced by being well-organized, free of editorial errors, and appropriately formatted. | -- | 1 | 1 | 4 | 3 | -- | 4.00 | 1.00 |

***Note:*** *SD = Strongly Disagree, D = Disagree, N= Neutral, A = Agree, SA = Strongly Agree, N/A = Not Applicable, M = Mean, STD = Standard Deviation*

**Additional comments related to the quality of the product:**

|  |
| --- |
| * Could be more visually appealing. |
| * Would be ideal for academic researchers and those interested in leadership practice domains. |

Table 2. *Relevance: Needs, Pertinence & Reach (n =9)*

| **Relevance** | **SD** | **D** | **N** | **A** | **SA** | **N/A** | **M** | **STD** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Need:** The product attempts to solve an important problem or deal with a critical issue. | -- | -- | 2 | 2 | 4 | 1 | 4.25 | 0.89 |
| **Pertinence:** The product addresses a problem or issue recognized as important by the target audience(s). | -- | -- | 2 | 2 | 3 | 2 | 4.14 | 0.90 |
| **Reach:** The product’s content is applicable to diverse segments of the target audience(s). | -- | -- | 2 | 2 | 3 | 2 | 4.14 | 0.90 |

***Note:*** *SD = Strongly Disagree, D = Disagree, N= Neutral, A = Agree, SA = Strongly Agree, N/A = Not Applicable, M = Mean, STD = Standard Deviation*

**Additional comments related to the relevance of the product:**

None.

Table 3. *Usefulness: Ease & Suitability (n =9)*

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Usefulness** | **SD** | **D** | **N** | **A** | **SA** | **N/A** | **M** | **STD** |
| **Ease:** The product addresses a problem or issue in an easily understood way, with directions or guidance regarding how the content can be used to address the problem or issue. | -- | -- | 2 | 3 | 2 | 2 | 4.00 | 0.82 |
| **Suitability:** The product provides the target audience(s) with information or resources that can be used again or in different ways to address the problem or issue. | -- | -- | 1 | 3 | 3 | 2 | 4.29 | 0.76 |

***Note:*** *SD = Strongly Disagree, D = Disagree, N= Neutral, A = Agree, SA = Strongly Agree, N/A = Not Applicable, M = Mean, STD = Standard Deviation*

**Additional comments related to the usefulness of the product:**

|  |
| --- |
| * Refer to practice checklists or practice profiles, video examples, etc. Video examples of leadership so needed. |
| * This brief seems to reach a smaller audience and has less impact to the field. The theoretical information about leadership is interesting but has less practical application in the field. |

**Other comments:**

None.