



February 15, 2008

Dear Don and Jim,

I want to thank you from my heart. Your workshop on February 13 was a clear, concise, and compelling explanation of the four levels of the Kirkpatrick evaluation model. Don's historical perspective captured the attention and the imagination of the group, and his delivery combined friendliness, fluency, and easy authority. Jim's slides were excellent and his narrative woven expertly around them. The way the two of you collaborated, spontaneously reinforcing each other's points, was seamless.

The participants' comments were emphatically positive, referring to the program as a "wonderful learning experience" and "the highlight of the year." They were especially impressed by and appreciative of the alignment of the Kirkpatrick model with the ADDIE model.

You impressed more than just my class, by the way. When the word spread that you were to be presenters, everyone wanted in on the experience. The following paragraph will shortly appear on a part of the Bloomsburg University Web site called BU Today:

Famous father-son team make stiffing presentation

Dr. Donald Kirkpatrick, author and creator of the four-level Kirkpatrick evaluation model, and Dr. James Kirkpatrick, Donald's son and widely known practitioner of the model, presented a Workshop on Wednesday, February 13. The presentation included discussion and comments from both Kirkpatricks, material developed by their associates in Malaysia, and captivating anecdotes of both the origin and uses of the four levels. Interest in the Department of Instructional Technology was high: Dr. Helmut Doll's authoring class participated from their classroom in McCormick Center; Dr. Mary Nicholson's online eLearning Concepts and Techniques class (57-585) logged on from more than 30 different locations; Dr. Tim Phillips, Pam Berman, and Vince Basile participated from their respective homes; and Eric Milks and a group of graduate assistants joined in from Bloomsburg's downtown Regional Technology Center.

Thank you again for your generosity in sharing your experience and expertise with us.

Sincerely yours,

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