

The construction of an evaluation model for after-school programs

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Abstract

During the past few decades, various types of after-school programs for children have been set up dramatically in Taiwan due to social structure changes. This research aims to construct an evaluation model for after-school programs, based on the viewpoints of theories and practices and incorporated both the service quality and the marketing strategy. After a thorough literature review and interview with experts, an evaluation hierarchy, which consists of the factors that should be considered in evaluating after-school programs, is constructed. Experts are invited to fill out a questionnaire based on the hierarchy. Analytic hierarchy process (AHP) is used to calculate the relative importance of the factors. The developed evaluation model shall provide an effective and objective mechanism for evaluating after-school programs.

Keyword : service quality, after-school programs, marketing strategy, analytic hierarchy process.