ROI Case Studies Manuscript Guidelines

How to Prepare a Case Study for Publication

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Submit case studies via e-mail (michelle@roiinstitute.net) to Michelle Segrest, ROI Institute Publishing Manager.

CASE STUDIES ARE NEEDED

The interest in accountability, including measuring the return on investment (ROI), is at an all-time high. ROI is now a tool for all types of organizations to measure the ultimate payoff of programs, processes, and initiatives. From corporations to nonprofit organizations, all levels of government and higher education; ROI is becoming part of the common language of accountability.

The ROI Methodology™ developed by Dr. Jack J. Phillips captures six types of data to show the success of programs:

- Reaction, satisfaction, and planned actions
- Acquisition of knowledge and skills, as well as changes in perceptions and attitudes
- Success with application and implementation
- Actual business impact measured in cost savings, productivity improvements, and time reductions
- The return on investment, showing the monetary benefits versus costs
- Intangible benefits, such as employee satisfaction and customer satisfaction

Case studies are needed for new casebooks representing the most current examples of ROI application. Case studies will not only show success with the six types of measures above, but will also include:

- Techniques used to isolate the effects of the program
- Techniques used to convert data to monetary values
- Strategies used to communicate results

Case studies are sought from a range of industries, functions, and professions. International cases studies are also desired. Case studies will be selected based on:

- Use of the Twelve Guiding Principles described in Table 1
- Adherence to the guidelines described in this document
- The variety of programs where the methodology is applied
- The variety of types of organizations represented by proposed case studies
- The variety of techniques used to collect and analyze data

Case studies should contain the information outlined in the Content Checklist (included at the end of this document) and be submitted in the format described in these guidelines. Use the Template for Content and Formatting as a model.

MANUSCRIPT GUIDELINES

Case studies should be formatted in a Microsoft Word document using 12 pt. Times New Roman for all headings and text, double spaced, with page numbers centered at the bottom of each page. Please do not include any company logos, borders, headers and footers, or any other special formatting.

The elements and formatting described in this document must be followed for your study to be considered for publication. If you have any questions when preparing your manuscript for submission, please feel free to contact ROI Institute Publishing Manager Michelle Segrest (michelle@roiinstitute.net).

Tables and charts
These are made up primarily of type, with simple straight lines as the only non-type material. Usually these can be made up in the book pages along with the text type, and do not pose any special technical challenges.

Graphs, illustrations, technical drawings are words combined with simple graphic elements such as shapes or arrows all in black or varying shades of gray. They need ultimately to be created in an illustration software, separately from the book pages.

<u>In preparing the final manuscript, be careful to make it clear where each illustration/graph/chart belongs in the text</u>. You can do this most easily by typing a note directly on the manuscript, such as [Figure 1 goes here], and labeling your drawing "Figure 1" in at the top of the page so that it will not be lost when papers are shuffled. It is not necessary (and in fact can cause extra work) to try to embed illustrations in the text manuscript electronic file. Please refrain from doing so. It is acceptable to write notes in the manuscript to the production team to help explain what you want. Do be careful when labeling original artwork or photos that you do not damage the original with your labeling.

The size of a book page is almost always going to be significantly smaller than the sheet of paper used in creating a manuscript. If an illustration or table is full it will be very difficult to fit it into a book page and still have it be legible. Consider breaking words or diagrams into a series of smaller illustrations, or consider simplifying them.

Illustrations that may have been prepared in Microsoft Word or Power Point, or illustrations that were prepared for the Web, cannot be used in book printing and will have to be re-created anyway. Illustrations that have been embedded in the document in Microsoft Word or Power Point cannot be used at all; if these were created as separate files, please supply them as separate files. Please do not use photographs or freehand drawings.

Permissions

Generally, permission is required to reproduce any illustration that you did not create. If you do not know who created the illustration, it often means that you cannot use it. Copyright law covers almost all visual creations, whether there is any credit or copyright notice along with them. There are some exceptions, and we can give more details, if needed.

When you do have permission to use an illustration, give credit to the creator or copyright holder. Please make sure you provide us this information as part of the final manuscript for production.

TEMPLATE FOR CONTENT AND FORMATTING

The following pages provide a template for the formatting and general content required for submitting case studies for consideration.

Submit case studies via e-mail (michelle@roiinstitute.net) to Michelle Segrest, ROI Institute Publishing Manager.

TITLE OF CASE STUDY **(all caps, centered, bold)**

Company **(centered, bold)**

Author of Case Study (centered)

Disclaimer (centered, italics, 11 pt. TNR)

Use this disclaimer if the actual company name is used:

This case was prepared to serve as a basis for discussion rather than an illustration of either effective or ineffective administrative and management practices. Names, dates, places, and data may have been disguised at the request of the author or organization.

Use this disclaimer if the company name has been changed:

This case was prepared to serve as a basis for discussion rather than an illustration of either effective or ineffective administrative and management practices. All names, dates, places, and data may have been disguised at the request of the author or organization.

ABSTRACT (Level 1 head. All caps, bold, flush left)

Every case study must include an abstract consisting of approximately 100 words. The abstract should be a synopsis of the case and should identify key issues and findings.

PROGRAM BACKGROUND (Level 1 head)

Provide a brief background of the company. Describe the purpose of the program, the program objectives, and purpose of the evaluation.

Any Level 2 Subheads Should be Bold, Title Case, Flush Left

Any Level 3 subheads should be bold, italic, sentence case, flush left

EVALUATION METHODOLOGY (Level 1 head)

Describe, in detail, the methodology used to evaluate the program. The evaluation approach should follow the 12 Guiding Principles, shown in Table 1. Data collection and data analysis should be described in detail, including techniques to isolate the effects of the program and the technique used to convert data to monetary value. Please see the checklist for all the elements that should be included in this section.

Table 1. Twelve Guiding Principles

1. When a higher level evaluation is conducted, data must be collected at lower levels.
2. When an evaluation is planned for a higher level, the previous level of evaluation does not have to be comprehensive.
3. When collecting and analyzing data, use only the most credible sources.
4. When analyzing data, select the most conservative alternative for calculations.
5. At least one method must be used to isolate the effects of the solution/program.
6. If no improvement data are available for a population or from a specific source, the assumption is that little or no improvement has occurred.
7. Estimates of improvements should be adjusted for the potential error of the estimate.
8. Extreme data items and unsupported claims should not be used in ROI calculations.
9. Only the first year of benefits (annual) should be used in the ROI analysis of short-term solutions.
10. Costs of a solution, project, or program should be fully loaded for ROI analysis.
11. Intangible measures are defined as measures that are purposely not converted to monetary values.
12. The results from the ROI Methodology must be communicated to all key stakeholders.

EVALUATION RESULTS **(Level 1 head)**

Report the full scope of results, beginning with participant reaction through the ROI calculation and intangible benefits. Please be sure to include all costs in table form and the actual ROI calculation. Please see the checklist for all the elements that should be included in this section.

COMMUNICATION STRATEGY **(Level 1 head)**

Describe the extent to which the results were communicated, how they were used, and the reaction of stakeholders to the results.

LESSONS LEARNED **(Level 1 head)**

Describe the lessons learned through the application of the evaluation process. What would you have done differently?

RESOURCES **(Level 1 head)**

Authors are required to cite sources contributing to their successful ROI application. Sources should be cited following this example:

Author last name, first initial, *Name of Publication*, (Place of Publication, Publisher, Date of Publication).

Phillips, J.J., and Phillips, P.P., *Show Me the Money: How to Determine ROI in People*, *Projects, and Programs*, (San Francisco, CA, Berrett-Koehler, 2007)

QUESTIONS FOR DISCUSSION (Level 1 head)

At least five discussion questions should be included at the end of each case. These questions should stimulate thought and discussion among others who use your case to build their knowledge.

ABOUT THE AUTHOR (Level 1 head)

A biographical sketch about each author or co-author must be included with your case. Bios should be no more than 100 words and include contact information.

CASE STUDY CHECKLIST

Name: ______________________________ **Date:** ________________

Report Categories and Items	Included?	Notes
1. Abstract (approximately 100 words)		
2. Program Background		
3. Need for Program		
4. Need for Evaluation		
5. Evaluation Methodology a. General description of approach i. Model/approach ii. Categories/levels of data iii. Standards/guiding principles b. Data collection strategy including i. Data collection plan ii. Example data collection instrument c. ROI analysis strategy i. ROI analysis plan ii. Isolation techniques MUST be included iii. Data conversion techniques MUST be included iv. Cost summary		
6. Evaluation Results a. Level 1 Reaction b. Level 2 Learning c. Level 3 Application i. Results with regard to use of newly acquired knowledge/skills, as well as: ii. Barriers to application iii. Enablers to application d. Level 4 Business Impact i. Results, as well as: ii. Reminder of how results were isolated to the program e. Level 5 ROI f. Intangible Benefits Note: Throughout this section, please show how the Twelve Guiding Principles have been used throughout the analysis.		

7. Communication Strategy a. How and to whom were results reported b. What was response of stakeholders? c. How data results were used to improve the program or change conditions surrounding the program (for example: was the program continued, expanded, eliminated?)		List method(s) used
8. Lessons Learned a. What did you learn about the process? b. How would you have changed your approach? c. What did you learn about your organization and its response to the evaluation methodology?		List method(s) used
9. Resources		List method(s) used
10. Questions for Discussion (about 5)	Data provided?	List method(s) used
11. About the Author	Provided for Reference?	

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☞ **PLEASE SUBMIT THIS FORM ON OR BEFORE THE DEADLINE FOR THE PARTICULAR CASEBOOK** ☜

Yes, I would like to submit a case study regarding ______________________________

Name ______________________________
Job Title ______________________________
Organization ______________________________
Phone Number ______________________ Fax Number ______________________
Email Address ______________________________
Mailing Address

____

Select one:

☐ Industry Type ______________________________

☐ Government Sector ______________________ (indicate federal, state, or local)

Program Title ______________________________

Program Type ______________________________
(i.e., leadership, technical training, information assurance, etc.)

How did you:

- Collect data at
  - Level 1 ______________________
  - Level 2 ______________________
  - Level 3 ______________________
  - Level 4 ______________________
- Isolate the effects of the program from other influences

____

- Convert measures to monetary benefits

____

Did you take the evaluation to Level 5 (ROI) – not a requirement?

____

If you are interested in submitting a case study, please complete this form and return it to the Publishing Manager via e-mail (michelle@roiinstitute.net) according to the deadlines presented for each Call for Case Studies. In your email subject line, please be sure to refer to casebooks and topic, country, or publication (e.g., Casebook, Ireland or Casebook, Meetings and Events, or Casebook, Show Me the Money).