

Digital Transformation in Action: Evaluating the Success of a Training Course for Youth Workers

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Abstract: This study evaluates the effectiveness of the "Mastering Digital Tools: A 9-Day Course on Computer Applications Word, PowerPoint, Photo and Video Editing" designed for young members of the SNT's Social Communication Ministry. The training aimed to enhance participants' digital skills necessary for effective communication and content creation in the digital landscape. Utilizing a mixed-methods approach, the study collected pre- and post-training assessments to measure knowledge acquisition and participant satisfaction. Results indicated a significant increase in knowledge, with pre-training ratings averaging 2.02 and post-training ratings reaching 4.00. Participants expressed high satisfaction across various dimensions, including the relevance of content, teaching methods, and overall training effectiveness, all rated at 5.00. This training not only equipped participants with essential computer application skills but also fostered confidence in their digital competencies. The findings underscore the importance of structured digital skills training in enhancing the capabilities of young communicators and highlight the need for continuous professional development in an increasingly digital world.

Keywords: *Digital Literacy, Computer Applications, Training Effectiveness, Social Media Communication, Participant Satisfaction, Skill Development.*

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I. INTRODUCTION

In today's rapidly evolving digital landscape, the ability to effectively utilize computer applications has become a fundamental skill across various sectors. The advent of technology has transformed communication, collaboration, and content creation, making digital literacy essential for personal and professional success (List, 2019). In particular, social media platforms have emerged as powerful tools for engagement and information dissemination, emphasizing the need for young individuals to master digital tools for effective communication (Alenzi & Miskon, 2024).

Recognizing this need, the "Mastering Digital Tools: A 9-Day Course on Computer Applications Word, PowerPoint, Photo and Video Editing" was designed to enhance the digital skills of young members of the St. Nicholas of Tolentine Parish's Social Communication Ministry. This program aimed to equip participants with practical knowledge and skills in widely used applications that facilitate effective communication and content creation. By focusing on essential

tools such as Word for document creation, PowerPoint for presentations, and various software for photo and video editing, the training sought to empower participants to enhance their communication efforts within the context of social media (Setiadi, 2023).

Training programs that emphasize the development of digital skills are crucial in preparing students for the demands of the modern workforce (Mei et al., 2023). Furthermore, studies have shown that structured training enhances not only knowledge but also confidence in using digital tools, leading to improved performance in both academic and professional settings (Barboutidis & Stiakakis, 2023). Thus, the evaluation of the training program is essential to assess its effectiveness in enhancing participants' skills and satisfaction, providing insights for future enhancements.

This study aims to analyze the impact of the training program on participants' knowledge and skills, as well as their overall satisfaction. By employing a comprehensive evaluation methodology, including pre- and post-training assessments, this

research will contribute to the growing body of literature on digital skills training and its implications for young communicators in the digital age.

II. REVIEW OF RELATED LITERATURE

The significance of digital skills training has gained prominence in educational and professional contexts due to the increasing reliance on technology for communication, collaboration, and information dissemination. A comprehensive examination of related literature reveals key themes and findings that underscore the importance of effective digital skills training programs.

➤ *Importance of Digital Literacy*

Digital literacy has been recognized as a fundamental skill necessary for success in the contemporary workforce. According to the European Commission (2022), digital skills are essential for individuals to participate fully in society and the economy. These skills encompass a range of competencies, from basic information retrieval to complex problem-solving and collaboration in digital environments. The Organization for Economic Cooperation and Development (OECD, 2021) emphasizes that individuals lacking digital literacy may face significant barriers to employment, limiting their access to job opportunities and professional advancement.

➤ *Effectiveness of Training Programs*

Research indicates that structured training programs are instrumental in improving participants' digital competencies. Bereczki & Kárpáti (2021) found that targeted training not only enhances technical skills but also boosts participants' confidence in using digital tools. Their study highlights the role of clear learning objectives in fostering skill acquisition and overall satisfaction among participants.

In a similar vein, Alon et al. (2023) conducted a comprehensive evaluation of various digital skills training programs, noting that well-designed curricula that incorporate hands-on learning experiences significantly improve participants' engagement and retention of knowledge. Their findings suggest that practical applications of digital skills in real-world scenarios enhance the perceived value and effectiveness of training.

➤ *Engagement and Satisfaction*

Participant engagement is crucial for the success of any training program. Ma (2023) emphasizes the impact of interactive and participatory training methods on participant satisfaction. Their research suggests that incorporating group activities, discussions, and collaborative projects can create a more engaging learning environment, resulting in higher satisfaction levels. This is echoed by Cooperstein (2023), who argue that trainers' mastery of content and clarity of instruction directly influence participants' learning outcomes and overall satisfaction with the training experience.

➤ *Technology-Enhanced Learning*

The integration of technology into training programs has proven to be beneficial in enhancing learning experiences. Arnold et al. (2023) discussed the effectiveness of using virtual reality and simulation tools in digital skills training, allowing participants to immerse themselves in realistic scenarios that facilitate deeper learning. Such immersive experiences have been shown to improve retention and application of skills, providing participants with a more practical understanding of the digital tools being taught.

Additionally, the use of online platforms and learning management systems (LMS) has become increasingly popular for delivering digital skills training. A study by Zhu et al. (2024) found that participants who engaged in online training reported higher flexibility and accessibility, leading to increased motivation and self-directed learning. The availability of resources and materials in digital formats allows learners to revisit content at their convenience, reinforcing their understanding and mastery of digital skills.

➤ *Trainer Influence and Methodologies*

The effectiveness of training programs is closely linked to the expertise and teaching methodologies employed by trainers. Research by Denny & Bijou (2024) indicates that trainers who use a variety of instructional strategies—such as lectures, demonstrations, and hands-on practice—are more successful in meeting participants' diverse learning needs. Their findings highlight the importance of adapting teaching methods to accommodate different learning styles and preferences.

Moreover, a study by Nafukho et al. (2023) underscores the significance of trainers' interpersonal skills in creating a positive learning environment. The authors found that trainers who demonstrate empathy, approachability, and enthusiasm foster a sense of community among participants, enhancing their engagement and motivation.

The literature reviewed demonstrates the critical role of digital skills training in equipping individuals with the necessary competencies to thrive in a technology-driven world. Effective training programs that incorporate structured curricula, engaging methodologies, and technology-enhanced learning experiences significantly improve participants' digital literacy and overall satisfaction. As the digital landscape continues to evolve, ongoing research and innovation in training practices will be essential to meet the growing demands of the workforce.

III. METHODOLOGY

The evaluation of the training program "Mastering Digital Tools: A 9-Day Course on Computer Applications Word, PowerPoint, Photo and Video Editing" employed a quantitative approach to measure participant knowledge, skill enhancement,

and overall satisfaction. A structured survey was administered before and after the training to gather comprehensive data.

➤ *Survey Design*

The survey was designed to assess participants' perceptions across multiple dimensions of the training experience. It included two primary components: an assessment of knowledge and skills before and after the training, and an evaluation of various aspects of the training program, including objectives, learning content, teaching methodologies, resources, and logistical arrangements. The evaluation tool used by the researchers was the one utilized by the Extension Services Department of the University where they are working.

The assessment of knowledge and skill levels was evaluated using a Likert scale, where participants rated their understanding of the topics on a scale from 1 to 5, with 1 indicating "Poor" knowledge/skill and 5 indicating "Excellent" knowledge/skill. This pre- and post-training comparison allowed for the identification of shifts in knowledge and skills attributable to the training.

➤ *Participants*

The training involved 48 young members of the SNT's Social Communication Ministry, who were selected based on their interest and potential to benefit from enhanced digital skills. The SNT is an organization focused on empowering students through various skill development initiatives, particularly in the realm of social communication. This training aimed to equip participants with essential digital tools to enhance their communication efforts and content creation skills.

➤ *Training Rating Scale*

The evaluation also incorporated a structured rating scale to gauge overall participant satisfaction with the training. The Training Rating Scale included five categories, each corresponding to a specific verbal interpretation and client satisfaction level. The ranges for these ratings are detailed as follows:

Table 1. Rating Scale

Rating	Range	Training Rating (Verbal Interpretation)	Equivalent Client Satisfaction
5	4.20-5.00	Excellent	Very Satisfied
4	3.40-4.19	Very Satisfactory	Satisfied
3	2.60-3.39	Satisfactory	Fairly Satisfied
2	1.80-2.59	Needs Improvement	Dissatisfied
1	1.00-1.79	Poor	Very Dissatisfied

This scale was used to quantify participants' perceptions of various aspects of the training, including the effectiveness of the resource person, the clarity of discussions, the relevance of the content, and the adequacy of logistical support. Each category was designed to capture the depth of participant satisfaction and provide a nuanced understanding of their experiences.

➤ *Data Collection*

Data collection occurred through a survey tool distributed to participants at two key points: immediately before the training commenced and upon completion of the program. This form was an ISO form provided by the NEUST's Extension Services Department to solicit the level of clients' satisfaction on the services provided by the University. The pre-training survey collected baseline data regarding participants' knowledge and skills, while the post-training survey aimed to measure the impact of the training on participants' learning outcomes and satisfaction levels.

The surveys included both quantitative rating items and qualitative open-ended questions. The qualitative questions allowed participants to provide feedback on specific elements

they found beneficial or areas that could be improved, offering richer insights into the training's effectiveness and areas for future enhancement.

➤ *Data Analysis*

Quantitative data from the Likert scale items were analyzed using descriptive statistics, including mean scores and standard deviations, to summarize participant ratings for both knowledge assessment and satisfaction levels. The ratings from the training rating scale were aggregated to determine the overall satisfaction level of participants. The qualitative feedback was analyzed thematically, identifying common trends and recurring themes in participants' comments.

This methodology enabled a comprehensive understanding of the training's impact on participants' skills and satisfaction, facilitating actionable insights for future program improvements and adjustments to better meet learner needs. By triangulating quantitative and qualitative data, the evaluation aimed to present a holistic view of the training's effectiveness and participant experiences.

IV. RESULTS AND DISCUSSION

The evaluation aimed to assess the participants' knowledge and skills before and after the training, alongside their overall satisfaction regarding various aspects of the program.

Table 2. Participants' Knowledge and Skills Before and After the Training

Item Statements	Rating	Verbal Description
1. Knowledge or skill on the topic/s BEFORE participating in this training/seminar (<i>Antas ng kaalaman o kasanayan ukol sa paksa BAGO lumahok sa pagsasanay o seminar</i>)	2.02	Needs Improvement
2. Knowledge or skill on the topic/s AFTER completing this training/seminar (<i>Antas ng kaalaman o kasanayan ukol sa paksa MATAPOS lumahok sa pagsasanay o seminar</i>)	4.00	Very Satisfactory

In terms of knowledge and skill assessment, participants rated their understanding of the topics before the training at 2.02, indicating a moderate grasp of the material. However, following the completion of the training, their knowledge rating increased significantly to 4.00. This shift illustrates the training's effectiveness in enhancing participants' competencies in computer applications, validating its objectives focused on skill development (Viterouli et al., 2024).

Table 3 below shows the evaluation results given by the participants on the different aspects of the training such as objectives and learning content; learning tools, materials, and activities; resource persons/trainers; logistics; and others.

Table 3. Participants' Rating on the Different Aspects of the Training

Item Statements	Rating	Verbal Description
1. Objectives and Learning Content		
a. Attainment of the objectives (<i>Pagkamit ng mga layunin</i>)	4.80	VS
b. Completeness of the topics/information provided (<i>Pagiging kumpleto ng mga paksa</i>)	5.00	VS
c. Relevance and usefulness of the activity/knowledge gained (<i>Kahalagahan at kapakinabangan ng mga paksa sa iyong kasalukuang sitwasyon</i>)	5.00	VS
2. Learning Tools, Materials and Activities		
a. Learning tools and materials used to impart learning / demonstrate (<i>Mga kagamitan at kasangkapang ginamit upang mailahad ang kaalaman o kasanayan</i>)	4.80	VS
b. Activities conducted to impart learning (<i>Mga aktibidad na isinagawa upang mailahad ang kaalaman o kasanayan</i>)	4.90	VS
3. Resource Person/Trainer		
a. Mastery of the topics (<i>Antas ng kaalaman sa paksa</i>)	5.00	VS
b. Clarity of discussion (<i>Linaw ng pagtuturo</i>)	5.00	VS
c. Teaching methodologies/strategies used (<i>Pamamaraan/Stratehiyang ginamit sa pagtuturo</i>)	5.00	VS
d. Courtesy of the service provider (<i>Pagiging magalang ng tagapagturo</i>)	5.00	VS
4. Logistics		
a. Venue (<i>Lugar na pinagdausan ng pagsasanay</i>)	5.00	VS
b. Food (<i>Food</i>)	5.00	VS
5. Others		
a. Effectiveness of training/seminar in meeting personal objectives (<i>Pagiging epektibo ng pagsasanay/seminar sa pagkamit ng mga pansariling layunin</i>)	5.00	VS
b. Timeliness of delivery (<i>Pagkakasunod ng tamang oras</i>)	5.00	VS
c. Overall quality of the service provided (<i>Kabuuang kalidad ng serbisyo</i>)	5.00	VS
GRAND MEAN	4.96	VS

VSVS – Very Satisfied

The evaluation of the training objectives and learning content received an average rating of 5.00, with perfect scores across all categories. Participants felt that the training met its objectives, provided comprehensive information, and was relevant to their current situations. The training effectively addressed participants' needs and expectations, ensuring that the content was thorough and applicable in real-world scenarios (Greenhalgh et al., 2024).

Regarding the learning tools, materials, and activities, participants also rated this section with an average of 5.00. This high rating suggests that the materials and tools used during the training were effective in imparting knowledge and skills. The activities conducted were engaging and facilitated learning effectively, contributing to the overall positive experience of the participants (Burgess et al., 2020).

The resource persons or trainers received flawless ratings in all areas, with an average rating of 5.00. Participants recognized the trainer's high level of expertise, effective communication, and professionalism. The clarity of the discussions and the teaching methodologies employed were particularly appreciated, highlighting the trainer's ability to present complex topics in an understandable manner. The trainer's courteous approach further enhanced the learning environment and positively influenced participants' overall satisfaction (Hsu and Chen, 2021).

Logistically, the training received complete satisfaction, with the venue and food both rated at 5.00. A well-chosen venue significantly contributes to the learning experience, while satisfactory catering enhances participant comfort and engagement throughout the program (Dabrowska & Lehtinen, 2022).

In terms of other evaluation criteria, the training was deemed highly effective in meeting personal objectives, with an average rating of 5.00 for effectiveness. Participants felt that their expectations were met or exceeded. The timely delivery of the program further indicated good planning and execution. The overall quality rating of 5.00 reflects the comprehensive success of the training, suggesting that participants felt they received great value for their time and effort (Lin et al., 2024).

V. CONCLUSIONS AND RECOMMENDATIONS

The training program "Mastering Digital Tools: A 9-Day Course on Computer Applications Word, PowerPoint, Photo and Video Editing" has yielded positive outcomes in enhancing the digital skills of participants. The following conclusions and recommendations are drawn from the evaluation results.

- The program has effectively improved the digital skills of young members of the SNT's SOCCOM. This conclusion is supported by the significant increase in participants' pre- and post-training assessment scores.

- High satisfaction ratings across various training aspects, such as content relevance, teaching methodologies, and overall experience, demonstrate that participants found the program valuable and applicable to their roles in digital communication.

To further enhance the training experience and its relevance to participants' needs, the following strategies are recommended:

- Integrating more practical exercises and real-world applications can deepen the learning experience and enable participants to apply their skills in relevant contexts.
- Developing advanced courses or follow-up workshops will allow participants to build upon their foundational skills and stay updated on emerging technologies and trends in digital communication.
- Implementing a systematic feedback mechanism will facilitate continuous evaluation of the training program, ensuring it meets the evolving needs of participants and allowing for necessary adjustments and enhancements.
- Emphasizing ongoing learning and professional development will be crucial in equipping participants to navigate the complexities of the digital landscape effectively. This focus will help them remain adaptable and proficient in their digital communication roles.

FURTHER STUDY

To enhance the effectiveness of digital skills training programs, several areas for further research are recommended:

- Evaluate how well participants retain and apply skills over time through follow-up assessments at regular intervals post-training.
- Explore various delivery methods, such as blended learning or online courses, to determine which formats yield the best outcomes for learning and engagement.
- Include participants from varied backgrounds and professions to understand different needs and responses to digital skills training.
- Investigate how integrating tools like artificial intelligence and virtual reality can enhance the training experience.
- Conduct studies comparing different digital skills training programs to identify best practices and effective strategies.
- By focusing on these areas, future research can help improve digital skills training, ensuring it meets the evolving needs of participants in the digital landscape.

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