

# Evaluation 101 Worksheet

Mountain West Arts Conference 2017

**Title of Evaluation.** What will you be evaluating?

Young Shakespeare Field Trips

**What is the purpose of the evaluation?**

To see what impact we are having in the lives of the students that participate in the Young Shakespeare field trips.

**What are your evaluation questions?** What do you want to know?

1. Are students more interested in participating in drama-related activities?
2. Do students enjoy the field trip experience?
3. How can we improve the experience for the students and the teachers?

**Stakeholders.**

Who are your stakeholders?	How should they be involved?
<u>Private donors</u>	<u>Involving them will help them be more supportive in the future.</u>
<u>Field trip manager</u>	<u>She will want to know how to improve the program generally.</u>
<u>Students</u>	<u>The program needs to be enjoyable for them.</u>
<u>Board of directors</u>	<u>Find out what's important to them. Show how we want to measure impact of their support.</u>

**How will you and the other stakeholders use the evaluation? Also, how will you engage the stakeholders throughout the evaluation process?**

We hope that we can use this evaluation to leverage more support from not only private donors but also the city, state officials, and other policy makers. We need to invite them to participate in the initial discussions and share findings with them along the way.

**Outcomes and Indicators.**

What do you hope to accomplish/know?	How will you know if you have been successful?
Increase students' interest in drama.	Students express a desire to participate in drama in the future.
Increase students' appreciation for the arts.	Students will indicate what they most enjoyed and what they learned.
Provide a seamless experience for the teachers.	Teachers indicate the registration and check in processes were simple.
Students choose to participate in drama-related activities.	Students enroll in drama class or participate in community plays.

Evaluation Design	When to Use
Needs Assessment	To see if a project or program is worth implementing. To see what needs there are and how they might be addressed.
Frontend Evaluation	This informs something new that you want to do.
Formative Evaluation	This is evaluation that occurs as the project in in process. It "informs" what you will do moving forward.
Summative Evaluation	It is the final evaluation that is conducted to measure the final successes/ failures of a project or program.

**Which evaluation design will you use? Why?**

Mainly this is a summative evaluation, but we intend to make improvements based on the feedback.

**Which data collection method(s) will you use?**

- Survey
- Observations
- Interviews
- Document analysis
- Focus groups
- Case study
- Tests
- Journal, log, diary
- Other \_\_\_\_\_

**Why did you choose those data collection methods?** How will they answer the original evaluation questions?

Survey to teachers to see what they say about the students. Interview students and ask them to fill out form.

**Instrumentation.** What is needed to record the information?

Survey software. Audio recording device for interviews. Need permission from parents to interview students.

**Data Analysis Methods.** How will the data be analyzed, and by whom?

Part-time evaluator will analyze the data. Will use descriptive statistics and coding of open-ended questions.

**Reporting and Use.** How will the evaluation results be used and shared, and with whom?

Involve stakeholders along the way. Find out what kind of reports/presentations would be more useful for them.

