



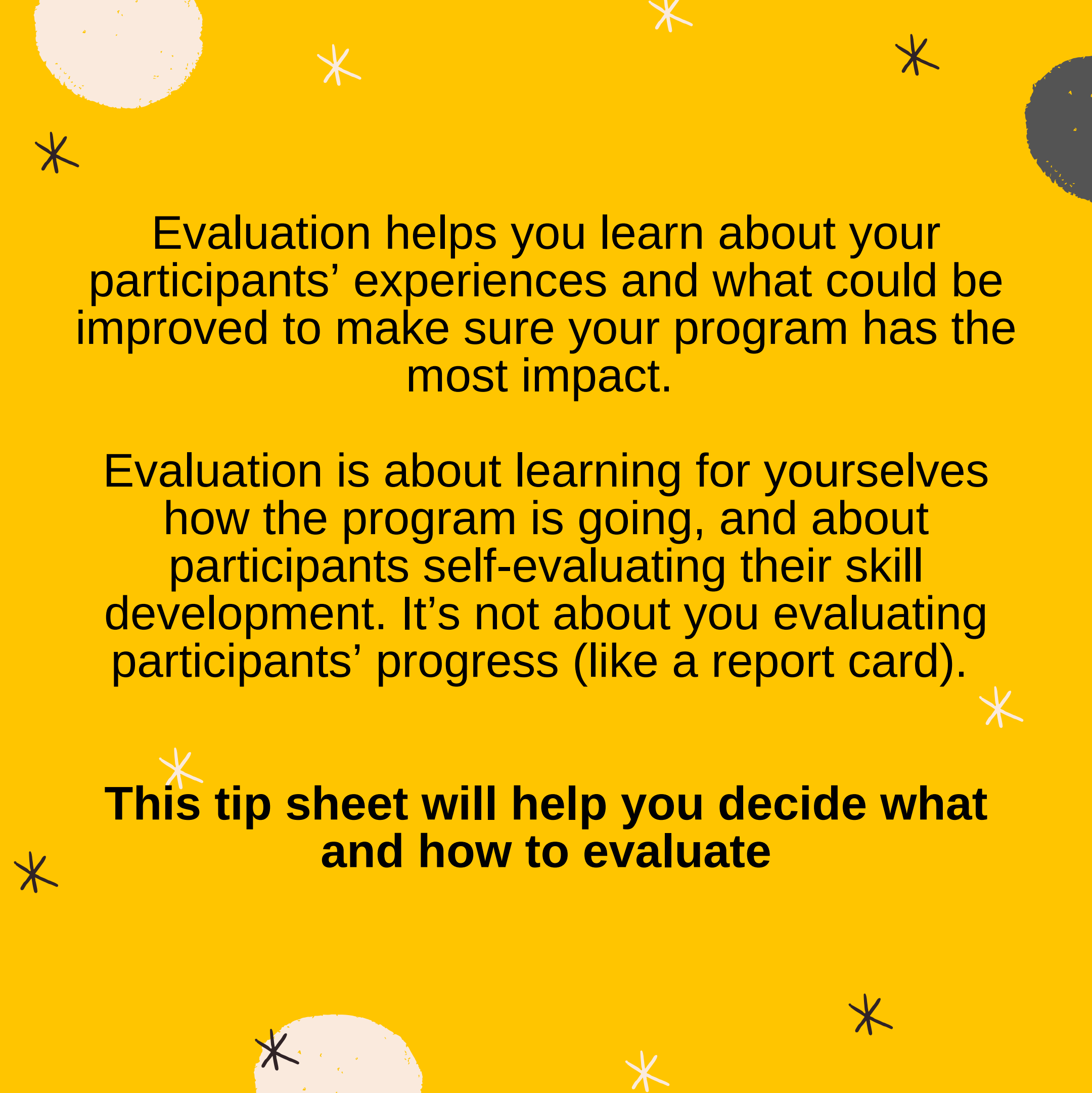
**PROGRAM
EVALUATION**



Tip Sheet



ARTREACH



Evaluation helps you learn about your participants' experiences and what could be improved to make sure your program has the most impact.

Evaluation is about learning for yourselves how the program is going, and about participants self-evaluating their skill development. It's not about you evaluating participants' progress (like a report card).

This tip sheet will help you decide what and how to evaluate

PROGRAM EVALUATION TOP TIPS

1 Ensure that there is a way for participants to provide anonymous feedback about the project.

2 Keep track of what you and your team think is working. When something isn't working, see it as a learning opportunity, not a failure. Do what you can to find a solution, and document what you learned.

* What Should You Evaluate?

- What are you funded to do? *
- What did you say you would do?
- What do you want to learn about your program? *

ArtReach funds programs that build artistic skill-building and entrepreneurship. *

* Your evaluation strategy should focus on the skills that you hope participants will gain and how you'll find out if they did. *

OUTPUT

OUTCOME

INDICATOR

What will be delivered?

What will happen as a result of your outputs?

How will you know if the outcome is achieved?



ex.

8 week screenwriting workshops

Participants develop their screenwriting skills

Participants report that they gained writing skills

8 artistic professional development workshops

Participants develop the skills to build their career as an artist (brand built, art copyright)

Participants report that they gained skills that will help them develop their career



What kind of data should I collect?

You should collect quantitative (e.g. numbers, dollar amounts, closed-ended survey questions) and qualitative data (e.g. open-ended questions, reflections).

Quantitative data shows the extent to which you achieved your goal, while qualitative data gives you some context to help tell the story of the impact and learnings of your project

EXAMPLE:

94% of participants reported that they gained DJ skills, including how to make a mix. One participant told us that they "learned how to use DJ equipment to create music for the first time."

*Do I need to administer a survey
after every session?*

No. You can provide an opportunity for participants to give feedback or reflect on every session, but a survey to collect quantitative data regularly isn't necessary.

SURVEY QUESTIONS TOP TIPS

Scales aren't necessary

For example:

- "On a scale of 1-5, did the program increase your confidence?"
- What does a 2 mean? Do we all think it means the same thing? How would you use this data to show your impact?

A simple yes/ no/ not sure question will give you a clearer indication of your results

For example:

- Did the program help to increase your confidence in expressing yourself through art? Yes/ no/ not sure/ prefer not to say
- From this, you can say that 95% of participants reported that the program helped to increase their confidence

Sample Community Arts Program Survey Questions

Did you gain any new [insert art form] skills?

- Yes/ No/ Not sure
 - If yes, please tell us which ones
 - If no, is there anything we could have done differently to help you develop those skills?

Did you get out of this program what you were hoping for? If you didn't, what was missing?

How does the program make you feel?

Did you like the program itself? What worked? What didn't?

Evaluation

Tools

- Administrative data (registration lists, amounts paid to artists, etc.)

- Meeting notes

- Participant Surveys/
Questionnaires

- Interviews/
Consultations

- Journal Reflection

- Observation notes

- Zoom polls (make sure you change the setting to anonymous!)

Looking for
More?

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