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| **Name of ACTIVITY:** | |
| **PURPOSE:** | |
| **What is the evaluation for?**  This is about what are you trying to achieve – the *purpose* of your evaluation  Developmental; Accountability; Demonstrating impact | **For whom is the evaluation for?**  Consider who is evaluation is for and who might be involved (including yourself). |
| **What do you want to measure?**  *Evaluation questions* are what you want to know and may include what others want to know.  Do not have more than 6 evaluation questions – keep it focused and simple. 2/3 is ideal.  Remember to think about questions that not only measure *outputs* (the results of your activity) but also the  *outcomes* (the benefits, effects or changes resulting from your activity i.e. impact) | |
| **METHODOLOGY:** | |
| **How will you collect the evidence?**  *Types of evidence*:  QUALITATIVE  • Information relating to meaning, feelings, experiences, processes, understandings and events  • Offers open, flexible approach, and good for answering ‘how’ questions  • Tend to use small samples and provide an in-depth picture  QUANTITATIVE  • Information involving measuring, counting, collecting numbers, summarising and aggregating data, and statistical analysis  • Good for answering ‘how many’ or ‘how much’ questions  COMPARATIVE  • Information allowing comparisons between two (or more) events, types of interaction, etc  • Good for tracking changes over time or measuring changes (in knowledge, attitudes, perceptions) in visitors  NARRATIVE  • Informal, often personal reflections of the event and the visitor experience  • Good for capturing ‘softer’ aspects of events, such enjoyment and enthusiasm  *Managing evidence:*  *Creating a baseline*: it is important to create a baseline from which you can measure and evidence any change  *Sampling*: you do not have to evaluate everyone and every activity – just a representative sample  *Ethics*: What ethical issues, considerations or sensitivities do you need to take into account when collecting data?  *Collecting evidence: methods:*  When deciding how you will be collecting your data, remember to consider the following:   * how suitable is the technique for the audience? * are you asking the correct questions? * is there enough time for both you and the participants to fully engage? * is the space and location suitable? * is the technique relevant for the situation? | |
| **How will you analyse the evidence you have collected?**  This involves analysing, interpreting and reflecting on the evidence you have gathered. Refer back to your original pupose/objectives and your evaluation questions and group your data into categories. Look for patterns and trends as well as contradictory data. Remember to allow plenty of time and be critical of your interpretation of the data | |
| **REPORTING/ACTIONS:** | |
| **What will you do with your findings?**  This is about making use of your findings. There is no point in spending energy on collecting data unless you use the information, learn from it and share it with others.  Are you going to produce a written report or case study; a verbal report or video or an infographic? | |