



StEPs-UT AUDIENCE MODULE

Introduction to Audience

HANDS-ON ACTIVITY #3 = 25 minutes

Evaluation Planning

INSTRUCTIONS:

- 1) Complete Part 1 (Focus Your Evaluation) with your museum team members (15 minutes).
 - 2) Complete Part 2 (Make a Plan) with your museum team members (10 minutes).
 - 3) Later, after the workshop, complete Parts 3 (Collect Data) and 4 (Analyze & Interpret Data)
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Part 1: Focus Your Evaluation (15 minutes)

What is the program you plan to evaluate?

What are the goals of the program?

- 1.
- 2.
- 3.

What are indicators of success?

- 1.
- 2.
- 3.

What is the purpose of the evaluation?

We are evaluating this program in order to:

Who will use the findings and what decisions will they make with it?

What questions need to be answered?

By when do they need to be answered?



Part 2: Make a Plan (10 minutes)



What information do you need to answer the questions?

Who has the information you need?

Are there existing sources of this information already?

What data collections method(s) can you use to gather information?

- Surveys Observations Interviews
 Document Review Pilot Testing Other?

Where will you collect data?

When will you collect the data? *Before, during, after a program?*

How will you organize the data? *Spreadsheets? Text documents?*

How will you analyze the data?

Quantitative data (numbers): graphs, charts

Qualitative data (words): frequency counts, general or specific responses

Part 3: Collect Data (not included in workshop time)

Carry out your plan!

Part 4: Analyze, Interpret and Use Your Data! (not included in workshop time)

What does the data say? Remember to analyze this against your initial goals and indicators of success. Answer the questions you originally posed, and make decisions based on it.