

Evaluation questions to be considered when reviewing a program

Goals:

1. What is the goal of the program: Is there a message you want the public to receive
2. Who is the audience: general public, members, special group
3. Why do the program: increased revenue, increase community awareness, increase attendance, public service, provide in-depth coverage of single issue
4. How would you define success?
5. What are the planned feedback mechanisms: survey, participant interviews, response of participants, visitor book comments, social media likes/dislikes

Do they work? Why or why not?

Outcomes:

1. Did it achieve the stated goals? Reach the desired audience?
2. Costs or resources expended versus costs budgeted:
 - Monetary
 - Staff/volunteer time
 - Lost opportunity costs: are there other activities/programs that you could not do because of money, staff, supplies used for this program
3. What worked in the program
4. What didn't work and why? Can these be fixed?
5. Should you do it again?

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