



# GWERTHUSO: DOES THE WORD EVALUATION SOUND LIKE A FOREIGN LANGUAGE?

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November 14, 2019  
Lafayette, Colorado

# TODAY'S GOALS



My goals for today are:

- Give you at least one new tool
- Have fun
- Learn one new fact about art in Boulder County
- Help you meet you goals!

# TODAY'S AGENDA



- Who is in the room?
- What is evaluation?
- Why is evaluation important?
- Key elements of evaluation
- Case study & small group exercise
- Wrap-Up
- Q&A

# Who is in the room?

- Name
- Organization
- Position
- Why you're in this session
- What you hope to learn



# WHAT IS Program Evaluation?

# What is Program Evaluation?

Program Evaluation is a systematic approach to:

- Gathering data
- Analysis data
- Telling your story
- Identifying future programming opportunities
- Inform your strategic direction
- Help guide your fundraising



WHY IS EVALUATION  
IMPORTANT?

# Because it helps:

- Informs program design
  - Measures success
  - Helps to inform strategic direction
  - Good management practices
  - Impact on the entire art community
- 
- Provides your funders with results





# Key Elements of Evaluation?



Most important– what is  
the Question!

# Key elements of evaluation?

- Engage stakeholders
- Describe the program
- Collect creditable data
- Analysis data
- Ensure use and share lessons learned

# Key elements of evaluation?

- Utility
- Feasibility
- Propriety
- Accuracy

# CASE STUDY

- Small Group
- Discuss
- Design a evaluation plan
- Report out to the larger group

# Arts for All

Mission: Advance and celebrate the arts through performance and education.

- ▶ Serving the community for 15 years
  - ▶ Annual budget \$450,000
  - ▶ Staff: 1 ED (3/4 time), 2PT staff (18 hrs. each)
  - ▶ 5 administrative/program volunteers
  - ▶ 25 other volunteers
  - ▶ Current evaluation strategies: # of performances; # of community educational series; # of people served
- Things to consider:
- ▶ How to measure impact
  - ▶ What data is important
  - ▶ Agency wants to move from quantity to both quantity and quality
  - ▶ What resources are needed
  - ▶ Growth?
  - ▶ Value?
  - ▶ Why?
  - ▶ Who?

# CASE STUDY

- What did you find easy?
- What challenges did you face?
- What strategies did you use for a program evaluation?
- What advise would you give to the program director?

# CONSIDER...

- Why are you evaluating?
- What do you want to know?
- Who will you share this information with?
- Qualitative or Quantitative or both and why?



QUESTIONS?



THANK YOU!



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