Bring Creativity and All the Voices into Research and Evaluation

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1. PURPOSE
2. STORY
2. DESIGN
3. METHOD
5. KNOWLEDGE

"Be a part of the change you want to see"

Why evaluate?

1. Purpose

to:
- learn
- discover
- record
- reflect
- validate

- improve
- advocate -
- communicate
- account for
- something else?

What is the specific purpose of the evaluation? (This may be about a specific aspect of your project, rather than the over-arching purpose of the project)

CORE VALUES

VALUE

take into account

leave space to acknowledge failure!

2. Story

What happened?

What is the story you want and need to tell about your project?

What did it mean to the people involved?

What is the change or shift you want to capture and share?

What did others think about it?

What could you or other stakeholders in the process do better/differently?

What aspects of your work or group experience should be shared?

3.Design

Who designs the evaluation plan?
How does it evidence the story of change that you want to tell?

ASK YOURSELVES:

What do you want or need to evidence?

What resources do we have?

people
money
space
time
equipment
software

participants
creative team
audiences
stakeholders
specific communities

Whose voices need to be represented?

Evaluate from the get-go! The Co-design process with stakeholders is data!

Co-design & representation

Language(s) and tone, open, closed and leading questions..

What can you evaluate?

1. Captivation
2. Knowledge and Awareness
3. Behaviour and attitude
4. Emotional and spiritual resonance
5. Aesthetic growth

6. Change in professional practice
7. Impact on others - influence, funding, copying
8. Impact on local or national policy

What do people think, feel, know and do as a result of your activity?

and who are the people? This is where monitoring comes in

a. Quantitative

How?

👉

data which enables you to measure numbers/percentages/statistics

4. METHODS/2

Quantitative

data which enables you to measure
numbers/percentages/statistics

Monitoring data: Attendance/demographics/ticket sales etc.

Ticketing, enrolment forms, surveys, observation and logging of numbers (e.g. unticketed workshop)

Demographic information on participants: Surveys, enrolment forms, observation data

Project documentation (grant applications/budgets/planning milestones, minutes etc.) Log, quantify, analyse

Programme: Number, type and duration of activities -Log, categorise

Budget :Analysis of cost per head or Social Return on Investment SROI

Website activity, social media - Log, categorise, analyse

Press and media coverage: articles, broadcast, etc. Log, categorise, analyse

But only count what you need to count!

4. METHODS/3

b. Qualitative

What would be a credible and achievable sample size?

IMPACT: Capture baseline data so that you can capture what has changed at the end of the project
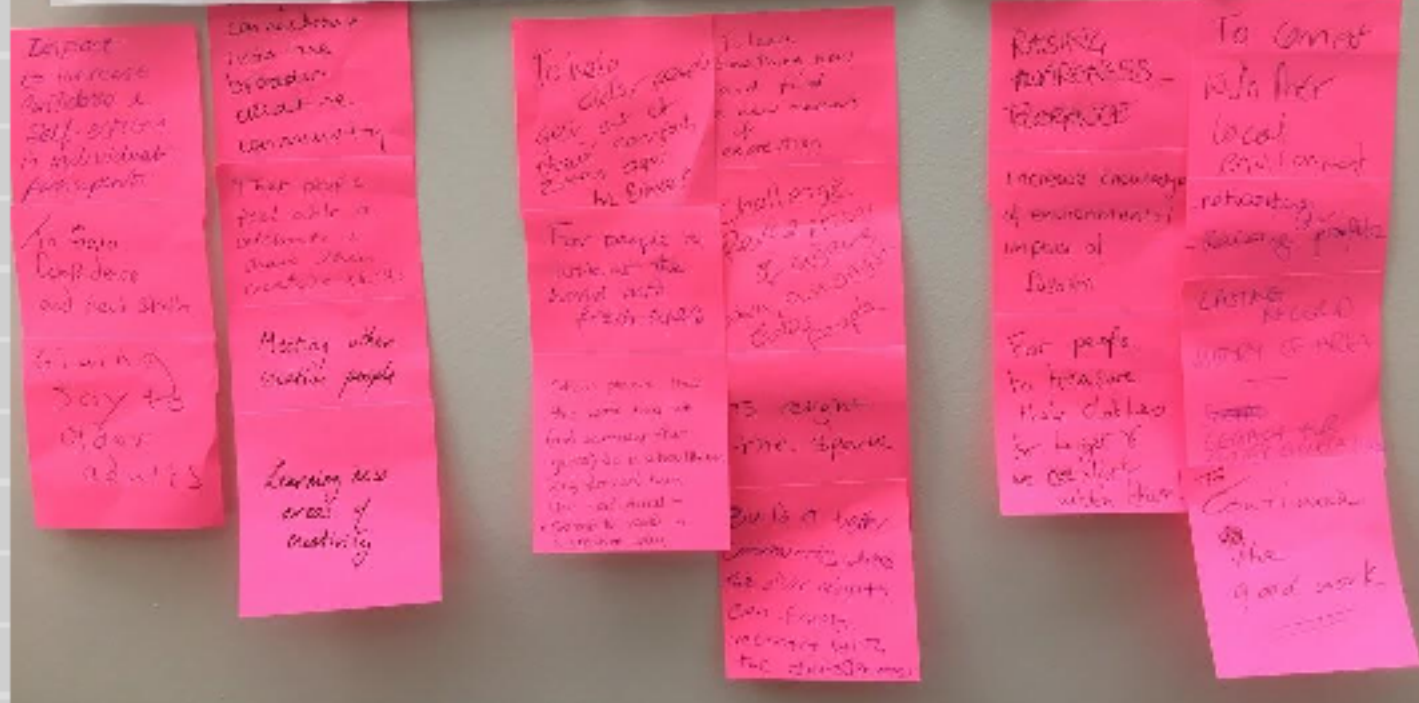
Classify your qualitative data

Acknowledgement, confidentiality, anonymity, trust

2. If your activity for Age Against the Machine could have one impact, what would that be?

evidence of people's thoughts, opinions, ideas, feelings

Interviews
facilitated workshops
observation
vox-pops
grafitti walls and blackboards
games
questionnaires, postcards
letters
Documentation: photographs, films, artworks, journals, podcasts, diaries, social media, logged quotations and individual reports.

5. Knowledge

Sharing
what you have learned:
film
report
exhibition
roundtables,
seminars, webinars
discussions

Visual minutes can capture discussions and speakers

Evaluation Planning checklist:

1. Clear aims and objectives for your project
2. Clear aims and objectives for evaluation
3. Project planning schedule that includes evaluation
4. Allocate budget and capacity/resources/equipment
5. Awareness of the context and landscape for your project
6. Clarity around limitations/assumptions/subjectivity
7. Focus of the evaluation and asking the right questions
8. Ensure credible sample size and range
9. Systems in place to collect and store data
10. Methodology that builds in checks and balances
11. Opportunities to review and reflect on evaluation feed back during project
12. Assemble findings
13. Analysis and interpretation
14. Observations, conclusions, recommendations, questions
15. Sharing and dissemination – print/online/events
16. Ending the project with participants and stakeholders