



## Preparing a Program Evaluation

If your group is like most organizations, you probably have to reinvent a program that has become a tradition with your organization. Leaving a detailed and complete program evaluation will not only help next year's event coordinators but future coordinators in years to come. Below is a sample evaluation outline that has proven helpful with many programs. Feel free to revise the evaluation form for your program or organization.

### I. Introduction

- A. Program coordinator name, position, event and date
- B. History of program (paragraph or two)

### II. Statistical Information

#### A. Demographics

1. participants (whatever information you have available)
  - a. gender
  - b. classification
  - c. race/ethnicity
  - d. college/major
2. recruitment efforts(include any copies of materials used--advertisements, letters, email messages, etc.)
  - a. publicity (dates, type, targeted audience)
    - i. advertisements
    - ii. other
  - b. promotion (dates, type, targeted audience)
    - i. articles
    - ii. press releases
    - iii. electronic mail messages
    - iv. other
3. retention efforts (dates, type, targeted audience)
  - a. mailings
  - b. phone calls
  - c. other

### III. Participant Evaluations

The participants of the program should have completed an evaluation; include a copy of evaluations compiled in this report as an appendix (do not include all the evaluations, just the compilation). Note the appendix number in this section. Write a paragraph or two highlighting the participant evaluations. If other evaluative comments were sought, explain the nature of the comments (verbal, other written notes, etc.) and the compiled comments.

### IV. Organization Evaluation

The program should be evaluated in an organizational meeting or an evaluation form should have been completed by the group members. Compile a written evaluation sheet (as outlined) and include it in the appendix (do not include all the evaluations, just the compilation). Write a paragraph or two on the verbal comments from the group.

## **V. Coordinators Evaluation**

- A. This is your opportunity to evaluate your own performance as well as the program/event (in a paragraph or two).
- B. In this section write:
  - 1. the goals you set for the program/event
  - 2. the status (achieved, not achieved or still in progress); and
  - 3. the explanation of how the goal was achieved, why it was not achieved or how it is still in progress.

## **VI. Recommendations**

List specific recommendations for the program. Include updated materials (for example, if a recommendation is to redesign a flier, include it as an appendix in this section). Include dates for when the recommendations should be completed, who should implement the recommendations and how.

## **VII. Learning**

This is your opportunity to reflect on your experience as a program coordinator. This section may include what you learned from working on this program. How did this experience change your work style? What can you take from this experience for future work situations? What advice would you like to share with future coordinators?

It is your decision how you will write your report. Look through old program notebooks to see how other reports have been completed. A draft of the report should be shown to your adviser for feedback. When corrections are made, copies should be placed in the transition notebook and given to officers, your adviser and a copy for yourself.