

## **Sample Evaluation Tools**

(not a definitive list)

**1. Surveys** – “Surveys can be a few key questions on a postcard or extensive questionnaires. The challenge... to ask the right questions in the right way to ensure that you get the information you need and in a form that can be analyzed.”

*Fundamentals of Local Arts Management, second edition, Dreeszen and Korza*

**2. One-on-One Interviews** – Characterized by flexible length, level of structure/formality, and location; typically conducted in person, especially if you want a reaction to specific materials. However, you may be able to do interviews over the telephone if you're gathering impressions and ideas from key informants (especially if you already know them).

### **3. Focus Groups** –

A focus group interview is an inexpensive, rapid appraisal technique that can provide you with a wealth of qualitative information on performance of activities, services, and products, or other issues. A facilitator guides 7 to 11 people in a discussion of their experiences, feelings, and preferences about a topic. The facilitator raises issues identified in a discussion guide and uses probing techniques to solicit views, ideas, and other information. Sessions typically last one to two hours. *For more information, go to the [USAID Center for Development Information and Evaluation's website](#).*

### **4. Data Collection from Internal and External Sources** –

- a. Counting – the number of people who participate in the program, demographic information, etc.
- b. Review of records – project/program budgets, newspaper reviews, etc.

### **5. Observation – Example one:**

VSA also measures the success of programs through a qualitative evaluation of the participants' joy. Several observations can be made to determine whether or not the artistic experience is authentic.

Observable participant behaviors include: 1) talking about art or music activity with others; 2) concentrating on techniques; 3) using vocabulary learned during programs and 4) demonstrating eagerness to continue - doesn't want to stop.

Example two: If you make a change with the goal of increasing the number of men who attend art exhibit openings in your space, begin counting the number of men who come through the door every other Tuesday and Friday evening between 6:00 and 8:00. Start the count several weeks prior to making the change that you want to evaluate, and continue counting for four months after making the change. Did the number increase?

Also check out the [W. K. Kellogg Foundation's Evaluation Handbook](#).