

Evaluation Plan guide and template

Overview

What does the EP template plan to do?

The Evaluation Plan (EP) guide and template is intended to provide support and structure for the development of a plan to assess the outcomes and impact of a proposed festival or event.

The EP template is designed to assist organisations to ask and answer three key questions that are at the core of evaluation. These are:

- What change, result or effect do you hope to produce by delivering your project? (These are expected **Outcomes**)
- What things will you look at (proxies for the intended change/result/effect) to determine if you have achieved this change, result or effect? (These are **Indicators**)
- How will you look at and measure these things to determine if you have achieved this change, result or effect? (These are **Methods and tools**)

These three questions are directly connected, and an answer to any one of them must have a correlating answer to the other questions. That is to say, for every Outcome there must be a related Indicator; for every Indicator, there must be a related Method and tool to measure it.

In order to keep an evaluation manageable, it is best to have *no more than 3-4 Outcomes* that you seek to assess. It is recommended that for each Outcome there be a maximum of two Indicators that you will observe and measure; often, one well-chosen Indicator will be sufficient.

Who is the EP template for?

The EP template is for those organisations that are seeking \$50,000 or more in funding.

Those organisations that are successful in their application and receive a grant of \$50,000 or more will be required to implement their EP and report back the findings as a part of the grant Accountability Report.

The EP in practice

What would the EP look like in a real world example?

This section describes a hypothetical community event and details what the development of an EP could look like, as well as how an organisation could implement the EP.

The hypothetical event is a one-day festival to be held in September 2017 that will take place in an inner suburb of Melbourne, and will bring together residents from multiple suburbs to celebrate Victoria's multiculturalism. The event will include a parade, food stalls and musical performances. Sixty thousand people are expected to attend. The total expected expenditure for the event is \$100,000. The application is requesting \$50,000 from the grant program.

The table below is a completed EP and details the possible Outcomes, Indicators and Methods and tools that could be used evaluate this hypothetical event:

Outcomes	Indicators	Methods and tools
Increase attendees' understanding of different cultures.	Attendees' self-reported understanding of different cultures, as affected by the festival.	Method - Volunteers circulate through the crowd and complete questionnaires with a minimum of 200 people. Tools – online questionnaire (e.g. Survey Monkey), smartphones.
Increase attendees' acceptance of cultural diversity.	Attendees' self-reported respect for the contribution of diverse communities, as affected by the festival.	Method - Volunteers circulate through the crowd and complete questionnaires with a minimum of 200 people. Tools – online questionnaire (e.g. Survey Monkey), smartphones.
Increase long-term collaboration between partner organisations involved in the planning and delivery of the festival.	Willingness and interest of each partner organisation in working with the others in the future.	Method – Post-festival small group discussion reflecting on benefits of the partnerships, ways to improve, and interest in working together again in the future. Tools – prepared questions, facilitator.

In this case, the implementation of the EP might involve the following:

The lead organisation or a partner develops a short **questionnaire** on Survey Monkey. On the day of the festival, volunteers with smartphones are responsible for circulating through the festival crowd to complete the questionnaire with a certain number of randomly selected attendees (e.g. 200 people). Survey Monkey automatically compiles the data and can provide a basic report on the findings.

Following the festival, the lead organisation arranges a convenient time for representatives from all partner organisations to have a 30 minute **debrief discussion** covering the questions noted in the EP.

Effective use of questionnaires

The use of a questionnaire is optional in the development/implementation of an EP. However, a questionnaire can be a relatively easy way to collect information and measure the impact of an event.

What are some things to keep in mind when developing a questionnaire?

Questionnaires can be designed in a wide range of ways. However, it is essential that questionnaires for this purpose (i.e. measuring the impact of a funded community events) be kept simple and short. Also, questions must be designed to collect information as it directly relates to the event and how it has affected the people in attendance (e.g. increased knowledge, changed attitudes, influenced behavior). Questions should also be specifically tailored to link with the Outcomes you have identified for your event.

In the case of the hypothetical festival detailed above, the questions could be based on a 1-5 scale for ease of use. For example:

On a scale of 1-5 (1 being 'totally disagree' and 5 being 'totally agree'), indicate the extent to which you agree or disagree with the following statements –

- | | | | | | |
|----------------------------------------------------------------------------------------------------|---|---|---|---|---|
| A. This event has helped me to better understand other cultures. | 1 | 2 | 3 | 4 | 5 |
| B. Because of this event I have more respect for the contribution of diverse cultures to Victoria. | 1 | 2 | 3 | 4 | 5 |
| C. Events like this make Victoria a better place to live. | 1 | 2 | 3 | 4 | 5 |
| D. Events like this show that all Victorians should welcome people from different cultures. | 1 | 2 | 3 | 4 | 5 |
| E. Events like this are a waste of money and time.* | 1 | 2 | 3 | 4 | 5 |

Asking questions in this way helps to be able to quantify Outcomes. Questions that require qualitative or written out answers are much more difficult to collate and report.

*Note: In a questionnaire of this type, where respondents are dis/agreeing on a scale, a mixture of positive and negative statements increases the reliability and integrity of the data produced.

What other expectations does the funder have in relation to questionnaires?

Questionnaires used to assess funded activities should also collect basic information about each respondent, including:

- Age (with age brackets: under 10, 10-18, 19-29, 30-39, etc.);
- Gender;
- Cultural background;
- Religious background;
- LGA/suburb of residence; and
- Whether this is the first time the respondent has attended a community event like this.