Creating a Program Evaluation

To create an evaluation for your program or service, you need to know a few things:

1. Who do you want to serve?
2. What do you want to achieve?
3. How will you measure success?
4. What story do you want to be able to tell your stakeholders?

The questions in your evaluation or assessment can be formed based on those responses. Here is a checklist to get you started, and links to templates that you can modify to create your own tools to measure success.

1. Who do want to serve?
- Who did you market the program/service to?
- How did you market it?
- Who attended?
- Who are the stakeholders in the success of the program/service?
  - ☐ Director
  - ☐ Friends
  - ☐ Board
  - ☐ Patrons
  - ☐ City hall
  - ☐ Library administration
  - ☐ Local media
  - ☐ Funders
  - ☐ Individual supporters
  - ☐ Community/taxpayers

2. What do you want to achieve?
- What is the goal of the program?
  - ☐ Outreach
  - ☐ Providing access
  - ☐ Bringing in more users
  - ☐ Bringing in new users
  - ☐ Introducing new technologies
  - ☐ Marketing other library services & programs
  - ☐ Building a cohort of experts
  - ☐ Expanding gaming programs to branches/locations
  - ☐ Expanding gaming programs beyond gaming
  - ☐ Raising library visibility

☐ Getting additional funding
☐ Increasing circulation
☐ Building community partnerships
☐ Other:

3. How will you measure success?
☐ Demographic survey
☐ Attendance count
☐ Pre & post perception survey
☐ User satisfaction survey
☐ User anecdotes
☐ Staff survey
☐ Staff observation

Assessment is all about IMPACT.

What is the impact of gaming experience?
What are the next steps?
What are the stories you can tell about the session?