Evaluation plan template

The first two pages have been completed as an example only of the type of information recorded in an evaluation plan. The objectives and measures will vary depending on the particular project or service being evaluated. A blank template is provided on page 3.

Objective	Outcome performance measure	Question	Data source	Who and when
Increased, high quality arts and cultural opportunities for a diversity of community members	*Increased number and more diverse range of arts activities offered in the local community*	*Has the project resulted in an increase in the number of activities on offer? What is the nature of the activities on offer? What have been some of the new offerings for the community they may not have had access to before?*	*Baseline estimation of number and type of arts activities on offer before project commenced* *Activity reports – count number and describe type of activities offered during project*	*Tim* *Dec 2011* *Tim* *Feb – Aug 2012*
	Diverse community participation in arts activities	*Has the project reached a diversity of community members?*	*Activity registration forms – collect information on age, ethnicity, gender, disability etc.*	*Tim* *Feb – Aug 2012*
	Participants are satisfied with the project and report positive impacts from their participation	*What proportion of participants is satisfied with experience of the project? What do participants identify as the main outcomes or impacts for them?*	*Written participant surveys following activities* *Focus groups with diverse sample of participants across range of activities*	*Tim* *July – Aug 2012*
	Key stakeholders are satisfied with project outcomes	*Do key stakeholders in the community believe the project has improved arts and cultural opportunities for the community? What do they see as the main outcomes and impacts?*	*In-depth interviews with:* *-key arts organisations* *-key community groups* *-local council staff*	*Jess* *July – Aug 2012*

Objective	Outcome performance measure	Question	Data source	Who and when
Increased skills and confidence of local arts workers	*Professional development opportunities are provided for local arts workers*	*Were new opportunities and support provided for local arts workers to increase their skills and confidence?*	*Project reports – count number and describe type of professional development opportunities provided; count number of participants in professional development*	*Sarah* *Feb – Aug 2012*
	Arts workers involved in project report increased skills and confidence as a result of their involvement	*Has the project increased the skills and confidence of local arts workers in doing this type of work in communities? What are the main learnings they take away from the project?*	*Pre-project online survey with arts workers to be involved in project – ask about their level of skills and confidence* *Post-project online survey with arts workers involved* *Case studies of two arts workers involved to track their progress throughout the project*	*Sarah* *Dec 2011* *Sarah* *July-Aug 2012* *Sarah* *Dec 2011 – Aug 2012*

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