



national
co-ordinating centre
for public engagement



HE Stem Evaluation Masterclass

Creative ways to evaluate –
beyond the questionnaire.....

Introduction

This one hour masterclass aims to inspire delegates to develop their confidence in evaluative practice.

Learning outcomes

Participants will have the opportunity to

- Reflect on their own evaluation work
- Explore several evaluation methodologies that could be adopted as part of an evaluation plan
- Assess the strengths and weaknesses of different evaluation methodologies
- Develop confidence in utilising creative methods to evaluate activity



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Join the line up.....

- **How many years experience do you have of evaluation?**
- **How highly do you rate evaluation questionnaires?**
- **How confident do you feel to evaluate your own events?**

Creative ways to evaluate

Before you start:

- Develop an evaluation plan
- Make sure you know your aims and objectives
- Don't collect data you can't analyse and/ or use
- Integrate your evaluation as activities within the event
- Remember that participants; colleagues; and the event organisers can all contribute to the evaluation
- Make it fun and more people will participate

What goes in an evaluation plan?

1. **Aim** (what do you want to achieve? Big picture!)
2. **Objectives** (what you need to do to achieve your aim?)
3. **Evaluation questions** (what do you want to know?)
4. **Methodology** (what strategy will you use?)
5. **Data collection** (what techniques will you use to collect your evidence?)
6. **Data analysis** (how will you analyse your data?)
7. **Reporting** (who will be reading your report?)



Creative ways to evaluate

We are going to explore a range of ways of evaluating activity.

We will consider the pros and cons of each one

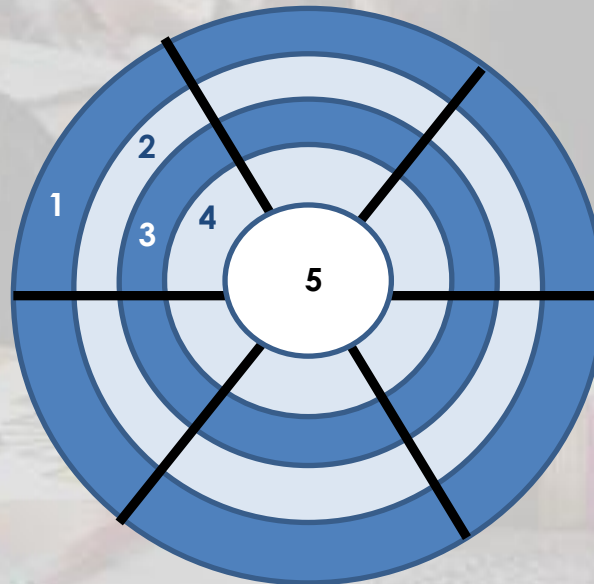
Assess the line up activity?

On a scale of 1 to 5 where 1 is strongly disagree and 5 is strongly agree assess the following things

The facilitation of activity was poor

I have used this activity before

The activity was well organised



The activity was relevant to me

I really enjoyed taking part in the activity

I did not understand the instructions

Creative ways to evaluate

Method	Pros	Cons
Lines	Quick and easy Participatory Everyone joins in	No record unless you take notes Peer pressure (people cluster or won't stand at ends of the line!)
Bulls Eye	Visual All information in one place	No qualitative information If lots of people can take time to participate

Picture this

Think of a project that you have recently been a part of. Draw a picture that captures how you feel about it.

Talk to your partner and describe your picture.



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Pictures	More creative Does not rely on reading/ writing Opportunity to get reflective input from people	Can inhibit some people Qualitative only Need to beware of how you interpret people's images (where possible let them do the interpretation for you.)

Snowball

In pairs consider your experience of the picture this activity.

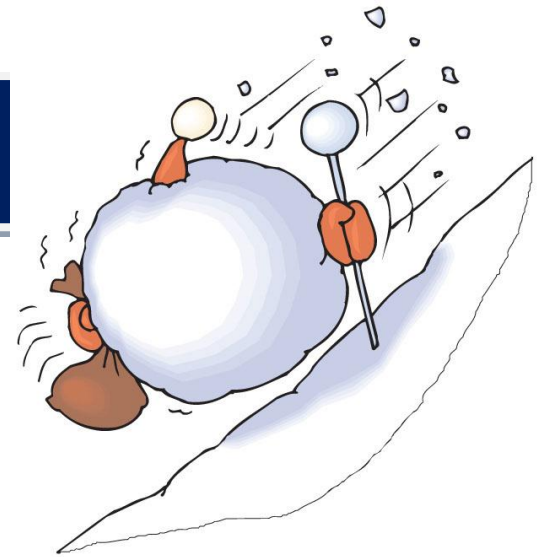
What did you like?

How would you improve it?

Make a note of your top three answers (for each question).

Find another pair and talk through your responses. Agree your top three answers.

Find another four and talk through your responses. Agree your top three answers.



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Snowball	People enjoy opportunity to discuss the activity Involves everyone	Takes long time so good as part of longer course Strong voices can dominate discussion Record is only headlines – so you miss the nuanced discussion

Consequences

- Stand in a circle in groups of 10.
- On your piece of paper write three statements in response to the following questions:
 - What was the best thing about today's workshop?
 - What was the worst thing about today's workshop?
 - What one thing would you do to improve this workshop?
- Pass your paper to the person on the left
- Assess the statements from 1-5.
 - 1: I strongly disagree to 5: I strongly agree.
- Repeat until each paper has returned to the author.

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Consequences	Good record Involves everyone Helps determine how representative comments are	Can take time – although can do in smaller groups to minimise this May not cover things of importance to you (although you could participate in the group)

Other

- Are there other creative tools you use in your evaluation?

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Useful Resources

NCCPE

<http://www.publicengagement.ac.uk/how/guides/evaluation/resources>

Manchester Beacon Evaluation Guide

<http://www.manchesterbeacon.org/about/>

UCL Evaluation Toolkit

[http://www.ucl.ac.uk/public-engagement/research/toolkits/Event Evaluation](http://www.ucl.ac.uk/public-engagement/research/toolkits/Event_Evaluation)

RCUK Evaluation Guide

<http://www.rcuk.ac.uk/documents/publications/evaluationguide.pdf>

HE STEM <http://www.hestem.ac.uk/evaluation>

Inspiring Learning for All

<http://www.inspiringlearningforall.gov.uk/toolstemplates/>



Concluding thoughts



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