

PROGRAM EVALUATION

Evaluation is an aspect of programming that often goes overlooked. However, the evaluation can be one of the most important aspects of a program. Evaluations allow an organization to review the things that were successful with the program and the areas that need improvement. They also make a historical record of the past events that an organization has done, which is helpful for future members. The evaluation below can be used to help your organization assess its programs and plan better events in the future.

1. Program/Event Title: _____
Date: _____

2. Brief Description of the Event: _____

3. Performer's Name, Contact Information and Agent Info (if applicable): _____

4. Estimated Number Attendance: _____

5. Budget Breakdown:

ITEM	AMOUNT (\$)	ITEM	AMOUNT (\$)
Artist		Venue	
Decorations		Security	
Catering		Sound	
Other _____		Other _____	

6. Assessment	Poor	Fair	Good	Very Good	Excellent
Quality of Presentation	1	2	3	4	5
Cooperation of Performer	1	2	3	4	5
Publicity	1	2	3	4	5
Facilities/ Set-up	1	2	3	4	5
Audience Reaction	1	2	3	4	5
Planning Process	1	2	3	4	5
Timeline	1	2	3	4	5
Overall Evaluation	1	2	3	4	5

(Over)

7. Successes and other Positive Feedback (what went well?):

8. Specific Problems, Frustrations, and Concerns (what should improve?):

9. What types of publicity were used?

10. What was the set-up like?

11. Recommendations for similar programs in the future:

This is one of many handouts available to you. Feel free to meet with any Student Activities staff member for more details about this topic or any others related to leadership or your student organization. We also have open advising hours every Wednesday from 3 p.m. to 6 p.m. The Office of Student Activities is located in the University Center, on the 2nd floor, or by telephone at (503) 370-6463. Visit our website at www.willamette.edu/dept/osa or email us at wustudentinvolvement@gmail.com.

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