

## **Evaluating the Program's Effectiveness**

The process of evaluating the project's effectiveness should be implemented at the beginning of the project. Many arts and cultural organizations view evaluation as an enormous task imposed by some funders at the end of a project. Ideally, the evaluation process should be viewed as a helpful tool to keep the project on track.

Periodic evaluation of the project will allow the organization to celebrate successes and make adjustments along the way.

Effective evaluation involves gathering the appropriate information to determine how close, or far, you are from meeting the goals at key points throughout the project. Information and feedback can be gained from a variety of sources:

- Surveys
- Focus groups
- Meetings
- One-on-One conversations (word of mouth)
- Phone Calls

Start small and determine what you want to measure.

### **Process Worksheet 2.14 – Project Evaluation Worksheet**