WICKED STRATEGIES

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Creating an Evaluation Plan Cheat Sheet

a wicked strategy is just over the horizon

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Evaluation promotes continuous growth and improvement

Good evaluation is planned at the same time you plan your project and is part of the project rather than separate to it. Consider a combination of informal and formal evaluation methods:

Statistics / Survey – Your KPI's, targets, social media data, budget etc provide the key baseline results you're aiming for. Measure the forecast V outcomes. Use surveys to receive feedback and identify future opportunities.

Formative Process – Performance based review that allows changes during the project to achieve the best results. A simple method of monitoring and could be formal or informal. Consider approvals required for changes.

Agile Retrospective – Post project delivery effectiveness that scores the elements using Plus (+) what worked well, Minus (-) what didn't work well and Delta (Δ) what could be improved or introduced. Popular informal process.
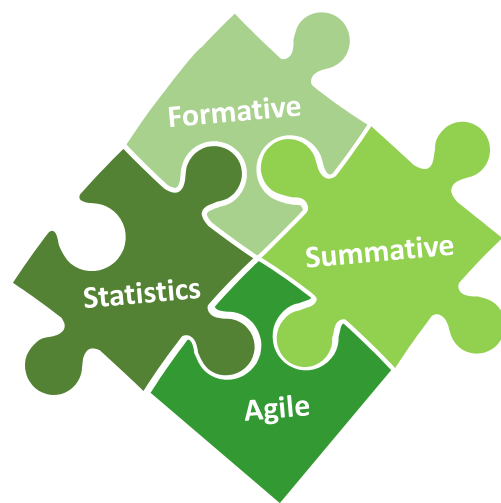
Summative Report – Outcome based with all results and analysis. A key document to identify direction and priorities for next project. The most formal process.

Monitoring and feedback are key to an Evaluation Plan, with observations and conclusions on the project or activities.

Considerations

- ✓ Timing
- ✓ Budget
- ✓ Resources
- ✓ Sufficient and clear information
- ✓ Expert's knowledge and effectiveness

- ✓ Engagement methods
- ✓ Inclusiveness and audience reach
- ✓ Promotion and advertising
- ✓ Community satisfaction

Performance indicators measured through actual results and analytics

Measuring forecast targets against actual result provides baseline statistics. Include a percentage change comparison against last year for a full performance overview.

GENERAL	2019 TARGET	2019 ACTUAL	% CHANGE ON 2018
Participation			
Spectator attendance			
Volunteers			
Average spend			

General – Participation, spectator attendance, volunteers, average spend
Social Media – Facebook / Instagram reach, engagement, impressions
Web Traffic – Page views, unique views, average time on page, bounce rates
Marketing – EDM open rates, click through, subscribe/unsubscribe, advertising reach
Income – Participant fees, ticket sales, program sales, catering sales, sponsorship

Survey Analysis

Surveys contribute to stakeholder engagement and are a key tool for feedback as well as identifying future opportunities.

DESCRIPTION	MEASURMENT
Participant / Spectator / Volunteer feedback	Online survey for satisfaction, marketing effectiveness, brand perception, reason for entering, uniqueness of event, if expectations were met, website ease, awareness of sponsors, future attendance, general feedback and demographics.
Sponsor feedback	Sponsor satisfaction, benefits, marketing visibility, if expectations were met, future sponsorship, general feedback.
Media support	Free media coverage. Review size, position, photo inclusion, cost, sentiment and volume. Consider how support can be increased by media outlets and journalists.
Labour / resources	Review the labour and resources of the Project.
Budget	% over/under budget. Cost per person to participate / attend.