Event Evaluation

Fact Sheet
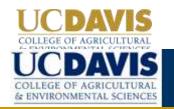
What is an Event Evaluation?

An event evaluation - sometimes called the "smile quotient" – assesses participant satisfaction with:

1. The trainers,
2. Content of the event, and
3. Facilities and other support factors.

Frequency. An event evaluation is often done each day or weekly.

Format. Evaluation is often made as a survey or questionnaire.

Use. Evaluations provide quick feedback to identify opportunities to improve content, materials and implementation.

Concerns. In many cultures, participants may be hesitant to provide what they perceive as negative feedback. Thus, evaluation has to take such "bias" in to account and a relative comparison of factors may become the useful way to interpret results.

Event evaluations provide opportunity to improve event production and delivery

Description

An Event Evaluation (See example on following pages) typically includes:

Introductory Paragraph - A brief statement thanking the participants for their input and indicating that their honest feedback will help improve future workshops.

1. **Overall Workshop**:

   1.1. Achievement of objectives. Participants assess the extent to which workshop objectives were achieved. ("Achieved", "Partially Achieved" or "Not Achieved").

   1.2. Strengths and weaknesses. Participants note up to 3 strengths and 3 weaknesses of the event.

   (*Use*: Assessing achievement of objectives improves meeting clarity as the organizers must be clear on their objectives and make sure the participants are informed. Identifying strengths and weaknesses provides opportunities to improve.)

2. **Components.** Participants assess each component (e.g., class or activity) with respect to content, usefulness and presentation.

   (*Use*. Trainers can identify components that need to be strengthened, added or deleted.)

3. **Support Factors.** Participants assess factors such as accommodation, meals, transportation, stipends (if appropriate), and other organizational support.

   (*Use*. These support factors are key as a good technical training might be under-appreciated due to poor accommodations or bad food, etc..)

(Sample) Event Evaluation—EL SHAMS
May 25, 2007

Dear Participants,

We appreciate your time to complete this evaluation of the workshop. We value your input and the patience and attention that you have had to the workshop. Your feedback will allow us to design and improve materials, and to conduct follow-up to the workshop. Thank you very much.

Part 1: Overall workshop

The following were the objectives of the workshop (Weeks 1 and 2): Did we meet the Objectives? Please make the appropriate response with an "X"

> **Objective1**: Introduce scholars to training techniques including TOT and Extension skills
> __Achieved   __Partially Achieved   __Not Achieved

> **Objective2**: Each scholar will develop an action plan which will include: Design of a workshop and production of two priority training or extension products such as short form manuals, flash cards, etc...
> __Achieved   __Partially Achieved   __Not Achieved

> **Objective3**: Develop individual areas of expertise, update scientific information
> __Achieved   __Partially Achieved   __Not Achieved

Please list three strengths of the workshop:
1.
2.
3.

Please list three weaknesses of the workshop:
1.
2.
3.

Part 2: Components

During Weeks 1 and 2, you have received lectures, gone on tours, and have had more than 20 hours of hands-on computer training. In this section of the event evaluation we would like for you to rate the content, usefulness and presentation of the topics. When rating **content,** you should consider such factors as rigor of material (theory, soundness, methodology). For **usefulness**, rate the topic for its applicability /relevance to your everyday job tasks. For **presentation**, you should consider clearness, logical structure, good use of visuals, etc. For each of the following components of the workshop, please check the appropriate column and provide comments as appropriate. 5=excellent; 4=good; 3=average; 2=fair; 1=poor.

Topic	Content Rating 5,4,3,2,1	Usefulness Rating 5,4,3,2,1	Presentation Rating 5,4,3,2,1
1. Overview of the program--Marcotte			
2. Extension Systems in the US: Hill			
3. Identifying your extension message: Bell and Atallah			
etc.			

5=excellent; 4=good; 3=average; 2=fair; 1=poor.

2.1 Are there elements of the program that should be expanded?

2.2 Are there elements of the program that should be deleted?

Part 3: Support Factors

Please assess the following factors of the program:

Factors	Rating 5,4,3,2,1	Comments
Transportation		
Accommodation		
Food		
Translation		
Materials		
Classroom/workroom		

5=excellent; 4=good; 3=average; 2=fair; 1=poor.

Please add any additional Comments that you may have: