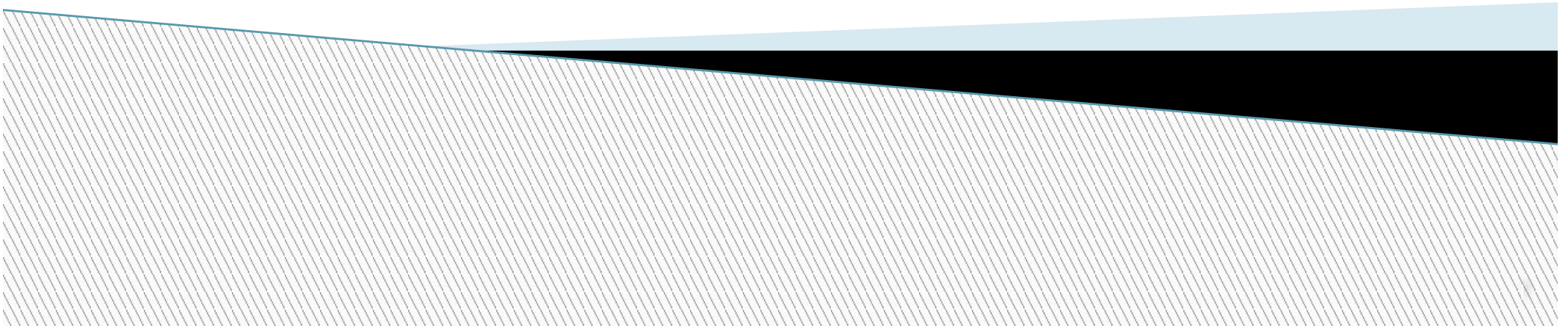


RESEO CONFERENCE ON EVALUATION: 21 STEPS

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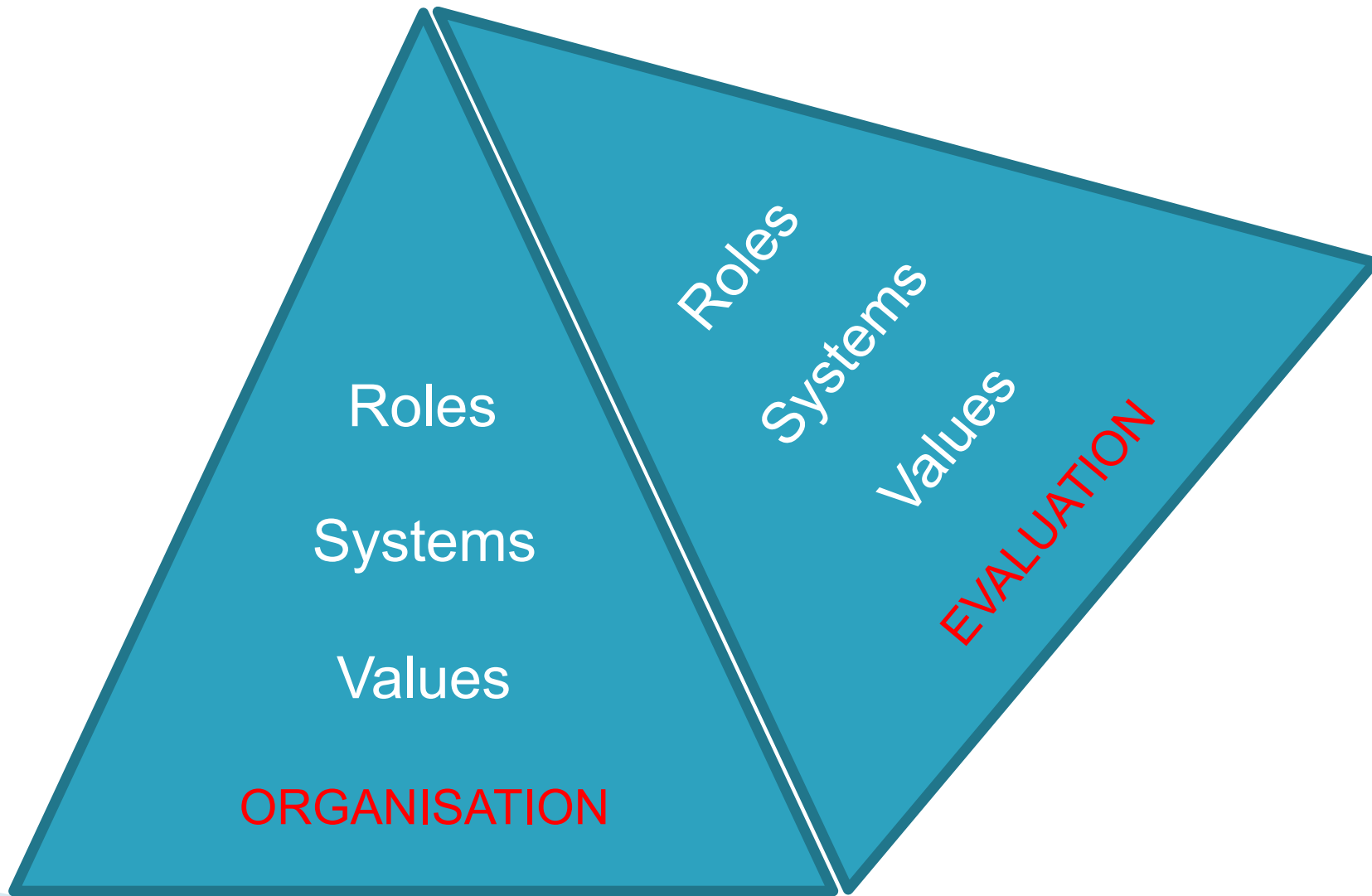
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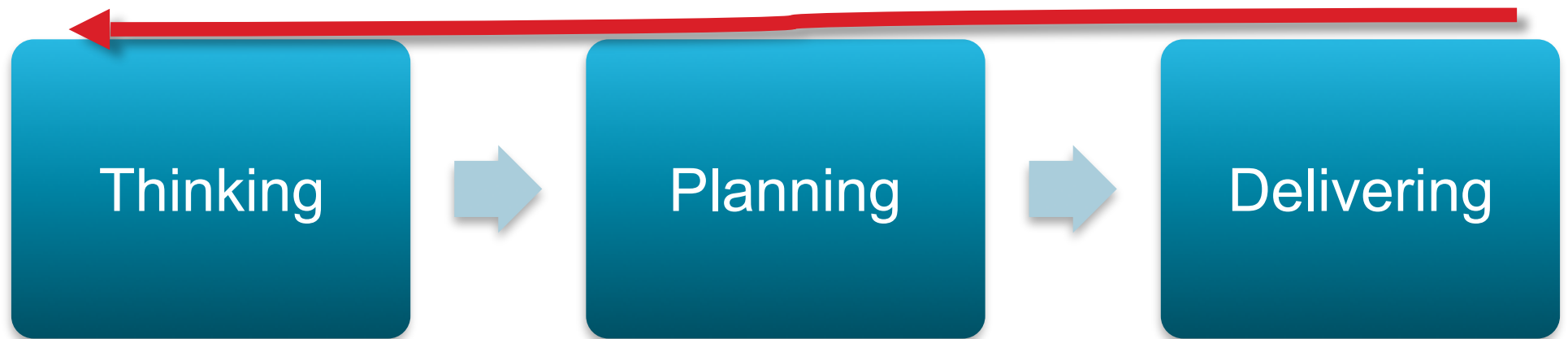
AUDIENCES DEVELOPMENT ORGANIZATIONAL MODEL



1. INTEGRATE



2. BRING IT FORWARD



3. FOCUS

Useful
questions

- Proxies
- Data you



- Things you

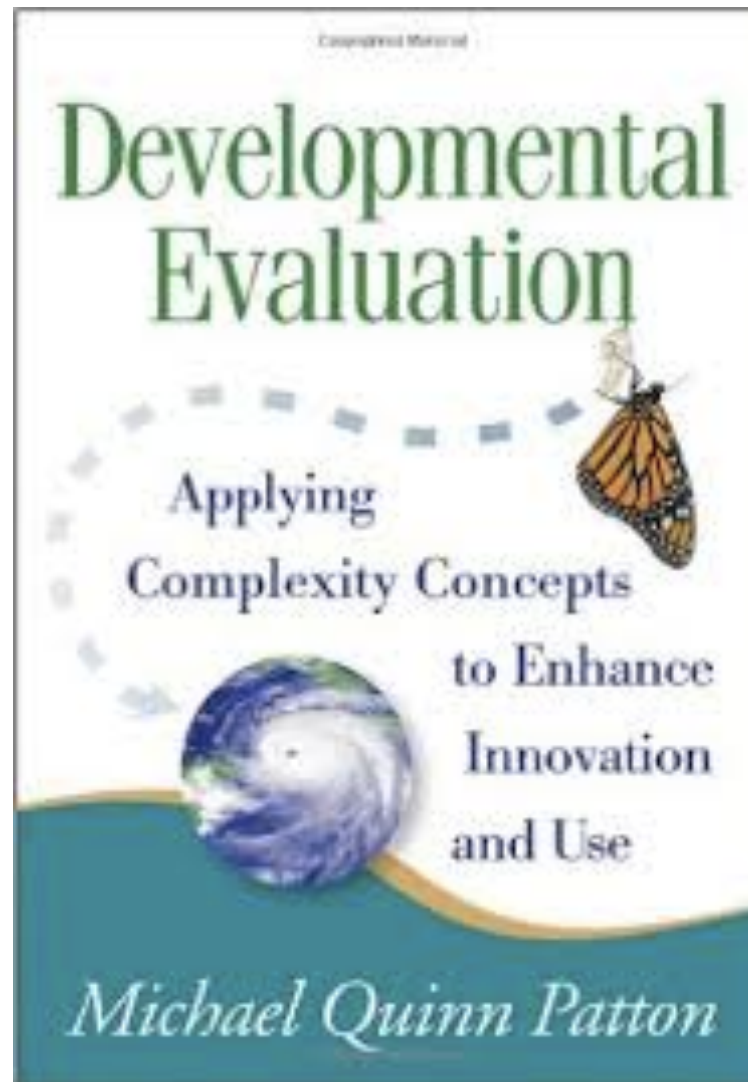
4. PLAN

Core
Near
Simple



Peripheral
Far
Complex

5. READ



6. TRAIN

- ▶ Methods
- ▶ Analysis
- ▶ Reporting
- ▶ Use

7. CONCEPTUALISE: LOGIC MODEL

ACTIVITIES	OUTPUTS	OUTCOMES	IMPACT
ASSUMPTIONS			

CONCEPTUALISE: MODEL

PARIS OPERA TOUR ON MONDAY

- ▶ To give an inspirational experience
- ▶ To open participants' eyes to encourage them to look at opera
- ▶ To give a behind scenes view so participants feel special
- ▶ To develop language /constructs to describe the buildings and opera
- ▶ To help participants to understand the different roles in opera so they can see that they can enjoy one aspect and not another
- ▶ To help participants make finessed judgements e.g. comparing the two opera houses so they can be a good audience
- ▶ To develop a habit so that participants want to come back
- ▶ To have a personal contact so that participants feel warmer towards the venue

8. IDENTIFY KEY QUESTIONS

- ✓ Special
- ✓ Actionable
- ✓ Unknown

“Evaluation is the art of asking provocative questions.”

9. USE AN OBSERVATION FORM

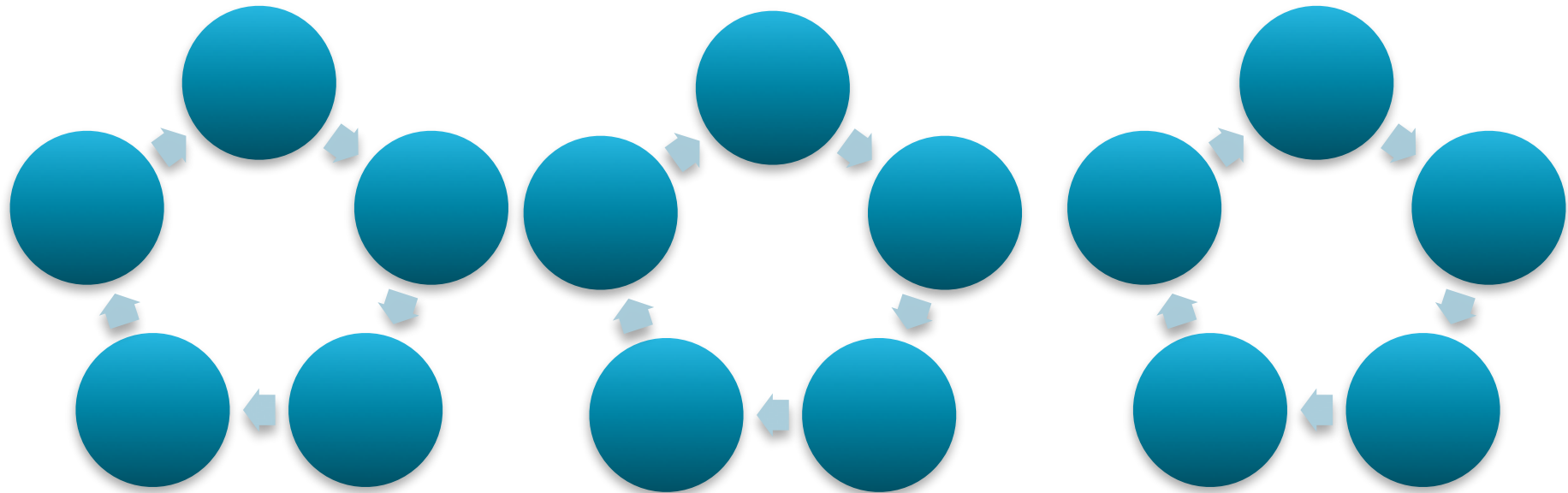
PREPARATION			
2. Was there a clear plan for the session?	Yes	No	NA
3. Was the plan communicated in advance?	Yes	No	NA
4. Was the session well structured?	Yes	No	NA
5. Did the session run according to plan?	Yes	No	NA
6. Were the appropriate health and safety regulations followed?	Yes	No	NA
7. Were all the resources well planned?	Yes	No	NA
LOGISTICS			
8. Did the leader(s) turn up on time?	Yes	No	NA
9. Did all the participants turn up on time?	Yes	No	NA
10. Did any participants leave early?	Yes	No	NA
11. Were the participants well prepared?	Yes	No	NA
12. Is the venue/space appropriate?	Yes	No	NA
13. Was the catering appropriate?	Yes	No	NA
14. Any external issues?	Yes	No	NA

10. QUALITY CHECK QUESTIONNAIRES

1. Respondents' perspective
2. Neutral
3. Not ambiguous
4. Plain English
5. Avoid assumptions
6. Check codes match
7. Avoid sub-clauses
8. Avoid calculations
9. Specify the context
10. Use open questions purposefully

11. CREATE AUDIENCE PANELS

asw.org.uk/documents/files/AJA%20Quality%20of%20Experience%20Final%20Report.pdf



12. MEASURE CULTURE CHANGE



13. RUN A LEARNING SEMINAR

What happened? Differences from plan? Explanation?
Lessons?

ACTIVITIES	OUTPUTS	OUTCOMES	IMPACT
ASSUMPTIONS			

14. MEASURE OUTCOMES

WELLBEING

Beliefs
e.g.
confidence

Learning

Skills

Feelings
e.g.
enjoyment

Attitudes

Behaviour

AJA THEORY OF SOCIAL IMPACT OF THE ARTS: BASIC PSYCHOLOGICAL NEEDS



KINAESTHETIC RATING SCALE

ENJOYMENT

1

2

3

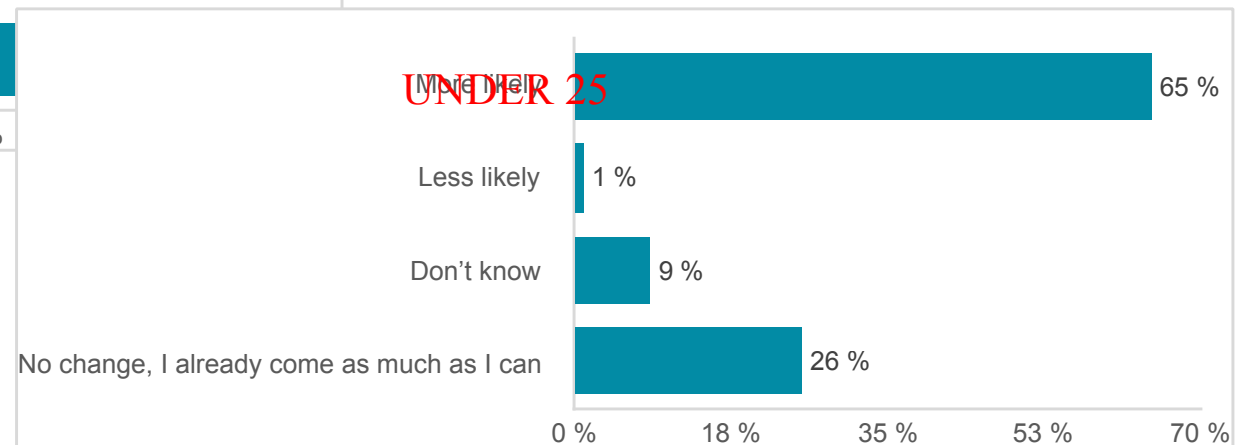
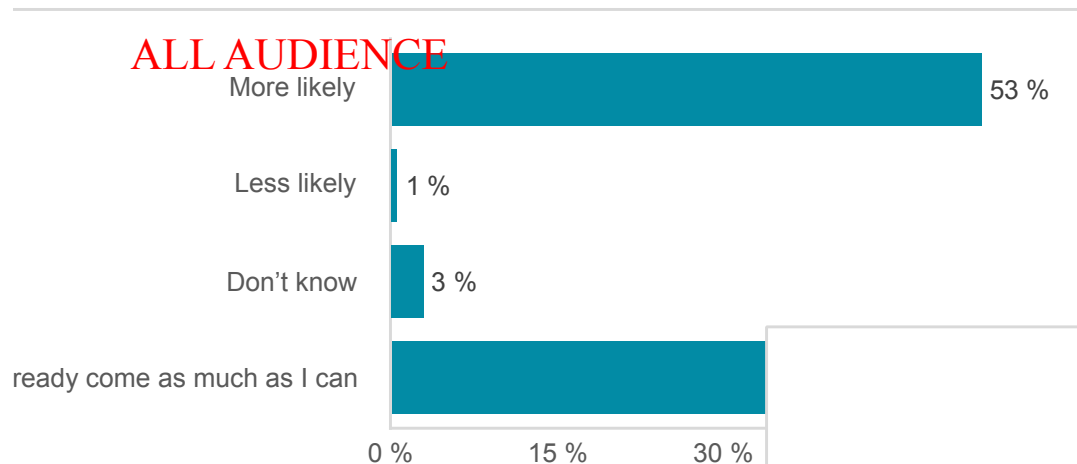
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5



15. DO DISCRIMINANT ANALYSIS

- ▶ Did this show make you more or less likely to come to other shows at this theatre? (n=2,600)



PARIS OPERA TOUR

Survey of teachers: compare results

- ▶ By schools
- ▶ By guides
- ▶ By whether teachers gave an introduction in class
- ▶ By age of pupils
- ▶ By length of talk
- ▶ By level of interaction

16. MEASURE PARTNERSHIP

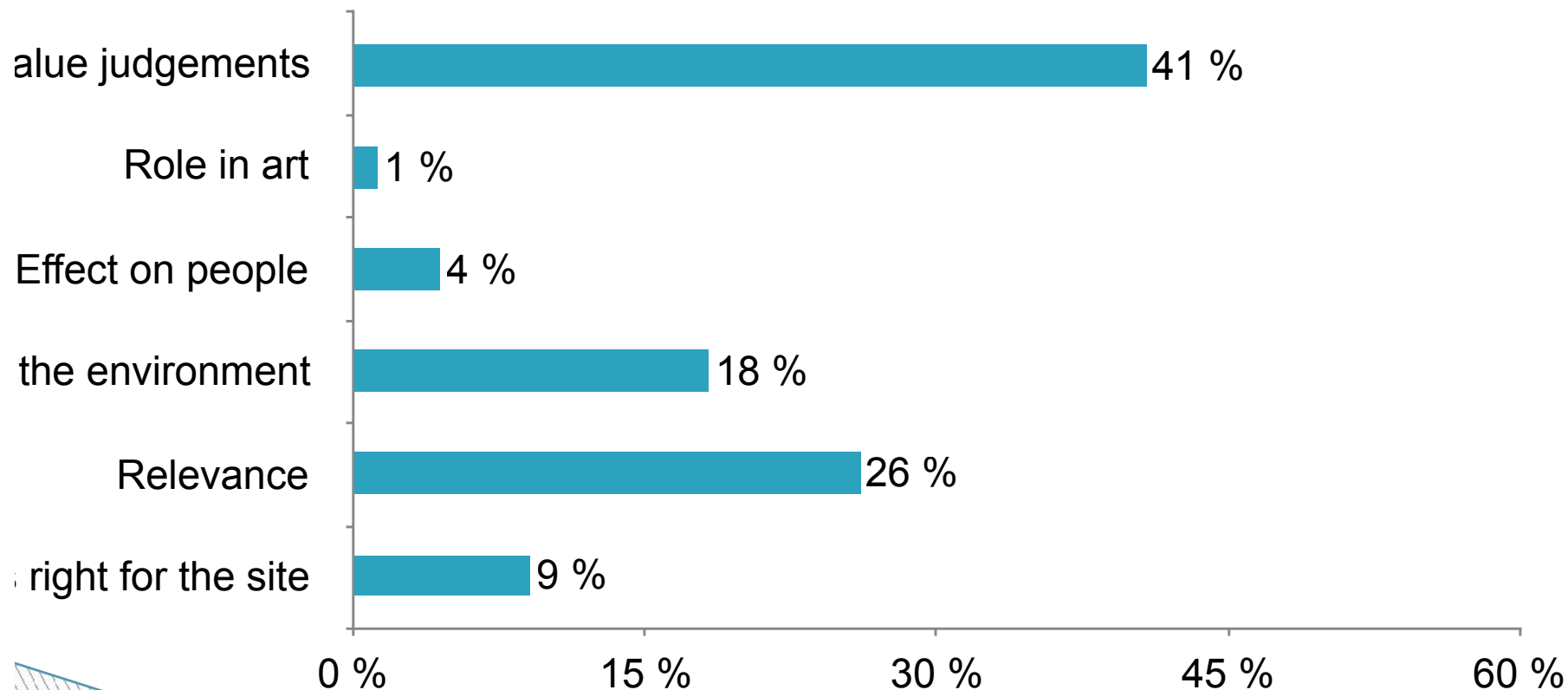
	STRENGTHS	WEAKNESSES	OVERALL RATING
Clarity of objectives			
Commitment			
Communication			
Delivery			
Legacy			

17. FOLLOW UP PARTICIPANTS

- ▶ **Overall, we know that participants in our projects go through different experiences after projects end. Do any of these apply to you? Please tick all that apply**
- ▶ ☐ I felt the project was self-contained and moved onto other interests not related to the Old Vic
- ▶ ☐ I felt I wanted to work with the Old Vic again and am working on, or looking for, other similar projects
- ▶ ☐ I felt more comfortable coming to the Old Vic and have come to, or want to come to, more performances or events
- ▶ ☐ I felt more interested in the arts generally, and have attended, or planned to attend, other shows or exhibitions
- ▶ ☐ I felt more creative and have continued, or expanded, my creative practice at home or in a studio
- ▶ ☐ I felt more connected socially and have expanded, or planned to expand, my social or community activities
- ▶ ☐ I felt more interested in self development and have started a course or other aspect of education

18. CODE QUALITATIVE RESPONSES

What do you think about having high-profile contemporary art in public spaces in London, Such as on the Fourth Plinth in Trafalgar square? Classification by headings



19. TRACK USE

RECOMMENDATION	
Responsibility	
Deadline	
Budget	

20. PUBLICISE

- ▶ Tell participants
- ▶ Tell staff
- ▶ Put actions on the website

21. COLLABORATE

SHARE

RESEO!

- Data
- Findings
- Training

• Act