



Annabel Jackson Associates Ltd  
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## RESEO CONFERENCE 2016: 21 WAYS TO IMPROVE YOUR EVALUATION

1. **Integrate.** Review your evaluation systems, create and embed one system across projects and time periods.
2. **Bring it forward.** Use evaluation to help clarify intended outcomes and capture your model from the very start of the project or programme.
3. **Focus.** Strip out questions or methods that you don't use and aren't meaningful.
4. **Plan.** Don't try to do too much. Work up to more complicated analysis.
5. **Read.** Evaluation is a profession. Let some of the great writers help you.
6. **Train.** Appoint evaluation ambassadors and give them the training in evaluation.
7. **Conceptualise.** Use a logic model to capture the theory of change behind your projects and the path to your intended outcomes.
8. **Identify key questions.** Think about questions before methods, and spend time finding the questions that capture what is special about your organisation.
9. **Use an observation form.** Capture learning about participative sessions systematically.
10. **Question check questionnaires.** Check that each question is clear, precise, meaningful and relevant to the respondent.
11. **Create audience panels.** Run focus groups with the same group and develop champions for the organisation.
12. **Measure culture change.** Use a staff survey to capture long term changes in values.
13. **Run a learning seminar.** Capture lessons systematically and keep a record for the future.
14. **Measure outcomes.** Analyse beliefs e.g. confidence, learning, skills e.g. creativity, feelings e.g. enjoyment, behaviour and attitudes, which are unified in wellbeing.
15. **Do discriminant analysis.** Analyse audience segments separately to see how experiences differ and allow for different response rates.
16. **Measure partnership.** Ask precise questions about how collaboration should change.
17. **Follow up participants.** Track participants to see long term outcomes and journeys.
18. **Code qualitative data.** Do not leave answers to open questions undigested.
19. **Track use.** Monitor implementation of recommendations.
20. **Publicise.** Ensure stakeholders know that you have acted on their comments.
21. **Share.** Collaborate with other arts organisations on methods, training, analysis and advocacy.