

Evaluating public engagement

Have you ever wondered how to effectively evaluate your public engagement work? This unique workshop will provide you with the ability to effectively evaluate any engagement situation. Evaluation is a valuable tool for improving what you do and demonstrating the value of your work, and can bring you closer to your participants by hearing their thoughts. This workshop is designed to practically assist you to plan evaluation for an existing or upcoming project.

Schedule

Time	Content
10:00	When and Why to evaluate: Short introduction looking at when (and when not) to evaluate and what you can hope to get from it.
10:20	Clarifying objectives: How to crystallise your engagement objectives into clear and monitorable outputs and outcomes.
10:40	Data reliability: What makes a compelling case for impact? By comparing and contrasting evidence statements from the REF you will explore what good evidence looks like.
11:00	Evaluation methods and tools: Exploring the various methods for audience data capture along with the advantages and limitations of each.
11:20	Break
11:30	Planning evaluation methods and tools: Choosing situation specific evaluation and planning data capture.
11:50	Question preparation: Evaluation is not about asking as many questions as possible, it is about asking the correct questions.
12:10	Break and working lunch served
12:30	Impact narratives: How to build a compelling case using a narrative structure supplemented by expert testimony.
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13:10	Open Space and discussion

Pre-course work:

We would like to begin the evaluation discussion before the Glasgow based morning. You will be provided with three REF Impact Case Studies which focus on public engagement. Please read through these and make notes on the following:

- Are the case studies convincing?
- Choose some examples of good and bad evaluation.
- Is there any missing evidence which would strengthen the Case Studies?
- Case Studies are graded between 0 and 4 in terms of their reach and significance with 4 being the highest, what score would you give each of these?

You will need to attend a virtual review meeting before the workshop. Please indicate your preference on the registration form.