

# Internal Program Evaluation Template

## Program

1. Did this program help your organization achieve its mission?
2. To what degree did the program achieve its own program goals and objectives?
3. How would you evaluate the artistic quality of the program?
4. How would you describe the audience's response to the program?
5. How would you evaluate the program's impact on the audience?
6. Was the program's design effective in meeting artists', participants' and audience's needs?

## Technical/Logistics

7. How would you evaluate the site/location in terms of:
  - Suitability for program needs
  - Size for accommodating audience and program
  - Aesthetics
  - Accessibility to the differently abled
  - Visibility
  - Image
  - Cost
8. How would you evaluate the date in terms of:
  - Availability of desired spaces(s)
  - Conflicts with other programs competing for the same audience
  - Do timeframe and targeted date given enough planning and implementation time
  - Weather risks
9. Comment on logistical aspects of the program which deserve discussion. Comment on availability, affordability, skills needed, manageability.

- Space design
- Permits/licenses/regulations
- Equipment
- Security
- Insurance
- Amenities
- Information/signage
- Utilities
- Special services required

## Marketing

10. What are the program's attendance figures? How does this compare to projected attendance and income?
11. Who is the program reaching?
  - Age
  - Racial/ethnic composition
  - Income
  - Geographic draw
  - Lifestyle
  - Values
12. Is the program sufficiently reaching its primary targeted audience(s)? If not, why not? Evaluate product, price, place, and promotion.
13. Evaluate the effectiveness of the marketing tools you used.
  - Publicity
  - Promotion
  - Public relations
  - Advertising

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## Administration

14. Evaluate the personnel needs of this program:

- a) Does the program have board endorsement?
- b) Did you collaborate with any other organizations on this project? Did the collaboration achieve the anticipated objectives for all collaborators?
- c) How much time is invested in this project?  
Board \_\_\_ days \_\_\_ weeks  
Staff \_\_\_ days \_\_\_ weeks  
Volunteers \_\_\_ days \_\_\_ weeks  
Is this more than planned? Less? About the same?  
How did this impact on the organization?

15. Evaluate the finances of the program:

- a) Did the program meet its financial objectives?  
Break even?  
Make money? What is your profit objective? \$ \_\_\_\_\_  
Lose money? How much do you plan to lose? \$ \_\_\_\_\_  
If it did not meet financial objectives, why not?
- b) What income sources are realistic to support the costs of this program?  
Earned program revenues \$ \_\_\_\_\_  
Business/corporate \$ \_\_\_\_\_  
Foundation \$ \_\_\_\_\_  
Public funding \$ \_\_\_\_\_  
Individuals (fees, donations) \$ \_\_\_\_\_  
In-kind \$ \_\_\_\_\_
- c) What is the risk factor to implement this program?

16. Evaluate the timeline and planning of this program?

- a) Did/do you have enough time to plan and implement the program? Consider:  
Research  
Development/fundraising  
Staffing  
Implementation
- b) How does the work for this program relate to other things going on in your organization and staff, board commitments to those things?
- c) What things happened which were unanticipated which you should plan for next year?

Adapted from  
Americans for the Arts Fundamentals of Arts Festival Management