

ATA 365: Program Plan
Part 4 Assessing Your Program

Step 1 - Review:

Pull the following from your previous assignments. (Copy/Paste)

- A. Q2, Part C from Your Program Plan Overview and Logic Model:

How you will know that your project was successful?

If the students in the class feel that their writing has improved and if they feel able to better approach or appreciate the craft. The students will employ new writing techniques and learn how to master them throughout their career or time writing. Of course, the students will not be able to master creative writing in a short semester, but they can certainly improve and feel that the craft of writing is not as daunting as before. If the students, perhaps through a survey after the class is over, state that the class helped them become more confident in their writing skills or their creative skills, then this project was successful. If students continue writing and working on the craft, then this project has exceeded its intended goals.

- B. Excerpt from Public Impact in Your Grant narrative:

How you will know that your project was successful?

The project will be successful if the students in the class feel that their writing has improved or if they feel a deeper appreciation for the craft. Additionally, if the students continue writing and working on the craft, this project has exceeded its goals.

- C. Marketing Strategies:

How will you track the impact of each method?

At the beginning and end of each class, the organization can hand out surveys to students or parents participating in the program that asks how they found out about the organization.

Step 2 - Reflect:

1. What data have you planned to collect to measure your “how” statements?

The data that would be beneficial for our organization would be impact data. This would help us answer if the effects of our organization are beneficial to the participants and community. Entertaining Pens would also be able to see the outcomes in students’ ability to learn more about writing, their reasons/goals for participating in the program, if their goals were met, and if they felt they needed more time to grow as writers. This data would help our organization

better understand how to market to our participants and understand our role in the community. We would also need to consider our immediate impacts on the community and students as well as long-term impacts.

2. At what stages of your project will you collect this data?

Entertaining Pens will have a registration form that includes a survey at the end. This means the beginning of the program will include the collection of impact data (as well as some data on marketing). The organization will then go on to collect data in the “mid-term” of the program on how students feel their writing ability has progressed since enrolling in classes. This survey will also include questions about the instructors in the program to see if students feel the instructors are effective. A few questions on this survey will ask how students feel they have connected to their community via the workshops. The last survey, an “exit survey,” will include questions that ask students about their achievements in the class and if they have learned how to discipline themselves via the art of writing. The exit survey will also ask similar questions from before to see if students have changed their opinions on instructors and their abilities.

3. Looking back – is there any additional data you should be collecting to tell the full story of your program?

Additional data that the organization would like to collect would be financial data and marketing data. Entertaining Pens should consider if the registration fees are too high for the community or too low for the organization to sustain activity. Another aspect of this data would be whether the students attending have access to class materials that would be necessary to complete assignments in the classes or outside of the classes (in their regular school schedule). Marketing data would help to see how effective the promotional materials have been in reaching the target audience. Some of the data we would collect would include how participants heard about the event and how they registered. We could also include what the students thought of the promotional materials as well, and if they found out about the organization through their parents or if they found out about the organization themselves.