ATA 365 Program Plan: 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?

We will measure success by monitoring attendees and counting our patrons from program to program. We will succeed if our number of patrons increases from event to event.

B. *Excerpt from Public Impact in Your Grant narrative:*
How you will know that your project was successful?

This program was created to have an impact on the community emotionally and politically. We will hold a forum after our production and the feedback we receive will be our way of measuring success.

C. *Marketing Strategies:*
How will you track the impact of each method?

Have our patrons sign into our events and ask how they found out about our organization. Tracking based on the engagement statistics of posts. We can ask patrons how they found out about the organization.

Step 2 - Reflect:

1. **What data have you planned to collect to measure your "how" statements?**

Data measuring patron attendance, post engagement, and surveys asking where patrons found out about our organization.

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

All stages and before each major event.

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

There could be a way to measure the diversity of our patrons, their age ranges, and their occupations.