



National
DIALOGUES on
IMMIGRATION

**THE INTERNATIONAL
COALITION OF SITES OF CONSCIENCE**

Evaluation Toolkit

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Welcome to The National Dialogues on Immigration Evaluation Toolkit

Whether or not you are brand new to the field of evaluation or are experienced in designing and implementing evaluations this toolkit will help make your job easier as you collect feedback about your dialogue programs.

Step One - Review

- Begin by reviewing these instructions and the accompanying materials
- This toolkit includes the following items:
 1. A **Checklist of Tasks** you will need to do to prepare and implement an evaluation
 2. An **Observation Sheet**
This sheet needs to be filled out by a volunteer or staff member who you will recruit to observe the group during the dialogue. At the end of the dialogue the observer and the facilitator will answer some of the questions on this form as you discuss how the experience went. This form will help you document visitor behaviors during the dialogue and also document the views of the facilitator and observer after the program ends.
 3. A **Survey** to give participants to fill out at the end of the program
You will notice that the observation form, onsite survey and the online survey have words that are in *Italics*. The attached surveys are templates for you to use with your audiences. Because every dialogue program is different on some questions you will need to insert things such as topics and issues relevant to your particular dialogue program. Do not change the questions on the survey.
 4. **Excel Sheet** where you will enter the data from the surveys

Step Two – Follow the steps outlined on the checklist

Step Three - Communication

- Meet with your staff involved in the program and explain that the purpose of this evaluation is to learn what visitors are thinking about the program
- Share this toolkit with any and all staff involved in the program
- This type of evaluation is called formative evaluation and it is used to make informed decisions about how to improve the experience for visitors
- Also tell them what this is not. This is not a performance review of the staff facilitating the programs. This formative evaluation is about “learning as we go” and the results of the evaluation will be used to make decisions about future dialogues

Questions?

Please do not hesitate Conny Graft via email at cgraft6@gmail.com or by phone at 757-870-9726 if you have any – and yes I mean ANY – questions about the items in this toolkit.

One more thing - A Very Important Thing – Have Fun!

2014 Sites of Conscience National Dialogues on Immigration Evaluation Checklist

| Activity | Person Responsible | Notes |
|---|--------------------|-------|
| 1. <i>2 weeks before program begins email cgraft6@gmail.com if you are doing an online survey (Optional)</i> | | |
| 2. Review and Edit Observation Form | | |
| 3. Review and Edit Onsite Survey | | |
| 4. If you are planning to do an online survey make sure you include the last question on the survey that asks visitors for their email | | |
| 5. <i>Review and Edit Online Survey (Optional)</i> | | |
| 6. <i>Select someone to facilitate the dialogue and someone to observe the dialogue</i> | | |
| 7. Review forms and instructions with observer(s) and facilitator(s) | | |
| 8. Make copies of onsite forms, supply pens, pencils | | |
| 9. Dialogues begin and Volunteer/Staff conduct observations and fill out form | | |
| 10. Ask visitors to fill out surveys after dialogue is finished | | |
| 11. <i>Send email out to visitors with link to online survey (no later</i> | | |

| | | |
|---|--|--|
| <i>than 2 days after program) Optional</i> | | |
| 12. One week later send a “thank you for responding” email out to everyone and remind those that have not responded and include the link to the survey. Optional | | |
| 13. Enter data from observation form on to Excel Spreadsheets | | |
| 14. Enter data from onsite survey to Excel Spreadsheets | | |
| 15. Review online results Optional | | |
| 16. Send excel sheets to cgraft6@gmail. com | | |
| 17. Meet with staff to discuss key findings and possible changes to dialogue program, marketing materials, outcomes | | |

When reviewing the results of the observations and surveys ask these questions:

- ✓ Are the original outcomes/goals realistic? Appropriate for the audience?
- ✓ Do we need to tweak the Arc of Dialogue questions?
- ✓ Do we need to change the training?
- ✓ Is the length of the program too short, long etc...?
- ✓ Do the marketing materials reflect the nature of the program?
- ✓ Are we getting the type of audiences we hoped to attract?



International Coalition of Sites of Conscience Dialogue Observation Form

Introduction: "My name is _____. I work with the _____ museum and I will be observing today's program. The _____ museum is part of a large national initiative to evaluate whether museums are a good place for people to discuss the issues surrounding contemporary immigration and civil rights issues. As part of this, we're evaluating programs, like this one, to see what's working and what's not. I'll be taking notes during the discussion. I'm happy to share my observations with you after the program if you are interested. Thank you for letting me join you today.

Date: _____ Museum: _____ Dialogue Program: _____

Number in group: _____ Observation Sheet # _____ Group (if applicable): _____

- 1) As you observe the program place a check mark in the middle column each time you observe one of the behaviors. At the end of the program add up the total for each behavior and enter it into the third column.

| Type of Behavior | Number of Times Observed | Total Number of Times Observed |
|---|--------------------------|--------------------------------|
| Guest(s) ask questions of facilitator(s) | | |
| Guest(s) ask questions of other guests | | |
| Beyond Introductions, guest(s) share stories | | |
| Guest(s) talk to each other | | |
| Guest(s) share opinions about an issue | | |
| Guest(s) get emotional about an issue* | | |
| Guests linger and talk with facilitator(s) after program ends | | |
| Guests linger and talk with each other after program ends | | |

*After the dialogue has ended please describe what types of emotions you observed and discuss with the facilitator how well she or he handled those emotions.

After the program ends meet with the facilitator and answer the following questions.

- 2) Did you hear guest(s) indicate in any way (i.e. "I never knew that") that they learned something new about _____ (fill in the blank with the subject of the dialogue program) then or now? If so, what did they say they learned?

- 3) Did you hear or see any evidence that guests were making connections between issues of the past and the present? If so, what were they?

- 4) Suggestions you have for ways to improve the arc this program was based on?

- 5) Suggestions for ways the facilitator(s) and you might have for improving the way she/he facilitated the dialogue?

- 6) Were there any factors outside of the control of the facilitator(s) that impacted this program in any way? If so, what were they? What did the facilitator do to ameliorate those factors?

For facilitator(s): Please keep this form attached to the onsite surveys that the participants completed.



International Sites of Conscience Museum Survey

This section to be filled out by the facilitator

Your opinions are very important to us. This survey is only about this program, not the entire museum.

1) Please rate the following statements below:

| | Strongly Disagree | Disagree | Undecided | Agree | Strongly Agree |
|---|-------------------|----------|-----------|-------|----------------|
| A) The facilitator made me feel comfortable expressing my opinion | 1 | 2 | 3 | 4 | 5 |
| B) The facilitator made me feel comfortable asking questions | 1 | 2 | 3 | 4 | 5 |
| C) I gained insights into different perspectives from fellow participants | 1 | 2 | 3 | 4 | 5 |

2) If you rated any of the above items a "4" or below please tell us what we could do to make it a "5" for you.

3) For me the dialogue program was *(please circle one of the numbers on the scale below)*:

1 2 3 4 5 6
Not Valuable Moderately Valuable Extremely Valuable N/A

Please tell us why this dialogue program was or was not valuable for you:

PLEASE CONTINUE THIS SURVEY ON THE NEXT PAGE



4) Please rate the following statements below:

| | Strongly Disagree | Disagree | Undecided | Agree | Strongly Agree |
|---|-------------------|----------|-----------|-------|----------------|
| A) The dialogue program gave me an increased understanding of the history of <i>(fill in topic)</i> | 1 | 2 | 3 | 4 | 5 |
| B) The dialogue program gave me an increased understanding of contemporary immigration issues | 1 | 2 | 3 | 4 | 5 |
| C) The dialogue program helped me connect <i>(fill in topic)</i> issues of the past to <i>(fill in topic)</i> issues today | 1 | 2 | 3 | 4 | 5 |
| D) The dialogue program gave me an increased awareness of opportunities to engage in contemporary <i>(fill in topic)</i> issues | 1 | 2 | 3 | 4 | 5 |
| E) I would recommend this program to others | 1 | 2 | 3 | 4 | 5 |

5) If you rated any of the above items a “4” or below please tell us what we could do to make it a “5” for you

6) Which of the following reflects how you self-identify?

African American/Black Caucasian/White Hispanic/Non-White Asian
Hispanic/White Native American Other: _____

7) What is your age?

7 – 10 years of age 11 – 17 years of age 18 – 29 years old 30 – 49 years old
50 – 64 years old 65 years of age and over

8) How did you hear about the dialogue program?

The question below is optional and should only be included if you are doing an online survey. If you decide not to do an online survey DELETE the question below. Email cgraft6@gmail.com to get the link to the survey.

9) We would like to gather some additional feedback about this program after you have had more time to think about the experience. Your feedback will help us find ways to improve the experience for other participants.

Would you be willing to take a 10 minute survey online after you get home? Your email address will remain confidential and will only be used for sending you an invitation to the survey.

Yes No Email address: _____

Thank you so much for giving us your feedback.