

Europlanet Evaluation Toolkit

K. Bultitude (1, 2), **J. DeWitt** (1,2), Anita Heward (2) on behalf of the Europlanet 2020-RI NA2 Outreach Team (2)

(1) UCL, London, UK (2) Europlanet 2020 Research Infrastructure

Abstract

Europlanet 2020 RI has developed a dedicated evaluation toolkit to empower outreach providers and educators in measuring and appraising the impact of their activities. The toolkit is intended to provide advice and resources that can be simply and easily integrated into normal outreach and education activities. This poster will provide an overview of the toolkit, to increase awareness of it and encourage use.

The toolkit itself is a set of interlinked GoogleDocs. It begins with a brief introduction to evaluation generally, as well as the Toolkit specifically. It particularly emphasizes potential uses for evaluation, responding to the question of ‘Why evaluate?’ There is also a short description of the intended users for this Toolkit, as well as how it was developed.

The toolkit will be accessible from this link:
<http://www.europlanet-eu.org/europlanet-evaluation-toolkit/>

Major sections of the toolkit

We realise that for most users, evaluation (or even public engagement) is not a major part of their role. Thus, the toolkit was developed with this in mind, and includes the following sections:

Steps to choosing the right tools

This crucial advice takes the form of a series of questions which will help you design your approach, and especially make your evaluation as efficient and effective as possible within limited time and resources. It considers key questions such as:

- What do I want to find out?

- How will I use that information?
- What resource (time/budget) do I have available?
- How will I analyse the data that I collect?
- What methods will I use?

Data collection tools

The majority of the toolkit focuses on data collection tools. This section includes an overview table to help with the actual selection of which tool is most appropriate for particular situations (e.g. festival, lecture, school outreach etc). The tools are grouped according to when they might best be used (during, beginning/end, or after an event).

For some of these tools, members of the Europlanet community have generously provided details of how they applied such tools in their own evaluation of outreach activities. These case study examples include information about the event context, how data was actually collected and analysed and what conclusions were reached, based on the data gathered.

The tools featured in the toolkit are generally relatively easy to implement and appropriate for a variety of activities. Some of these tools include:

- Graffiti wall
- Mentimeter (and other interactive tools)
- 3 words
- Snapshot interviews
- Pre-post quizzes
- Post-event surveys
- Photograph diary

Analysis techniques

The toolkit includes descriptions and worked examples of how to use two analysis techniques – word-clouds and thematic coding – to analyse the data. These two techniques are common ways to analyse open-response (qualitative) data. Details are provided to help users select which might be best suited for their data and worked examples of how to carry out the techniques are also included. Additionally, the toolkit contains tips on analyzing and presenting numerical (quantitative) evaluation data.

Other sections

Finally, the toolkit also contains top tips and recommended resources. The *top tips* have been divided into categories according to the various stages of conducting an evaluation (planning, collecting data, coming up with conclusions, report writing and sharing your findings). Following these tips will help users design and conduct a more successful evaluation – one that answers questions they want to know and that helps them communicate and use the findings, so efforts don't go to waste.

In addition to the content provided within the Toolkit, there are references and links to some of the other excellent evaluation resources available for anyone who wants to take evaluation further.