

Program Evaluation Plan: Black History Live Tour 2025

Evaluation Purpose

The evaluation aims to measure the effectiveness of the Black History Live (BHL) Tour in achieving its goals, assess its impact on attendees and participating stakeholders, and identify areas for improvement to enhance its implementation and outcomes. This evaluation seeks to determine to what extent BHL fosters widespread public knowledge of Black history, deepens appreciation for Black contributions to U.S. history, and strengthens connections with Colorado communities.

Evaluation Questions

1. Outcomes and Impact

- To what extent does BHL increase attendees' knowledge and understanding of the diverse lived experiences of Black people?
- To what extent does BHL cultivate an appreciation for Black people's contributions as integral to American history?
- To what extent does BHL reinforce cultural pride for Black community members?
Windsor Gardens, one person in Cañon City
- What is the perceived relevance of the program's content to current times?
- Do attendees feel a meaningful and/or personal connection to the program's content?
- How well do attendees understand the historical context of the portrayed figures and their impact on contemporary issues?
- What are the measurable outcomes related to audience learning, emotional impact, and historical curiosity? Just share data highlights from surveys

2. Implementation and Process

- How well do the Chautauquan performances and Q&A sessions support learning and engagement?
- Are the supplemental historical resources helpful in deepening attendees' understanding of the historical figures?
- What implementation challenges do partners or venues experience?
- How effective are marketing and promotional strategies in reaching target audiences and raising awareness about the program?

3. Stakeholder Engagement

- To what extent do attendees, partners, and scholars find the program relevant and impactful?
- Are participants (audience members, Chautauquan scholars, and partners) satisfied with the program's content and delivery?
- Do participants feel inspired to learn more about Black history or seek further engagement with program partners?

- How well does the program build or strengthen relationships with local communities and partner organizations?

Evaluation Methodology

1. Data Collection Tools:

- **Data Spreadsheets:** Track participation and marketing metrics (e.g., number of performances, attendees, venues, partners, etc.).
- **Audience Surveys:** Gather insights on audience perception of program value, emotional impact, and connection to historical content.
- **Partner Feedback Forms:** Collect qualitative and quantitative feedback on program delivery and community impact.
- **Staff Observations:** Take notes on performance quality, audience engagement, and interaction during events.
- **Focus Groups/Interviews:** Conduct in-depth discussions with partners and Chautauquan scholars to explore program impact and relevance.
- **Marketing Analytics:** Track social media engagement, website traffic, and digital outreach to assess the effectiveness of promotional efforts.

2. Timeline:

- **Pre-Tour:** Facilitate program mapping, develop key evaluation questions, and draft evaluation plan and tools.
- **During the Tour (February):** Collect survey data and conduct observations. Track participation and engagement metrics.
- **Post-Tour (March–April):** Hold focus groups and/or interviews, synthesize data, analyze results, and compile findings into a comprehensive evaluation report.

Evaluation Indicators

- **Outputs:**
 - Number of performances, attendees, partner organizations, and promotional reach.
 - Social media and digital outreach engagement metrics.
- **Outcomes:**
 - Documented increases in historical knowledge, cultural appreciation, and personal connection to Black history.
 - Audience-reported shifts in empathy, historical curiosity, and interest in ongoing learning.
 - Strengthened relationships with community partners and expanded audience reach.

Analysis and Reporting

- **Quantitative Analysis:** Statistical analysis of survey responses, participation data, and marketing analytics.

- **Qualitative Analysis:** Thematic analysis of focus group discussions, interviews, and open-ended feedback.
- **Reporting:** Present findings, highlighting achievements, challenges, and actionable recommendations. Share insights with stakeholders to inform future collaborations.

Utilization of Results

The findings from the evaluation may:

- Inform future program design, resource allocation, and partner collaboration.
- Strengthen stakeholder relationships by demonstrating the program's value and fostering ongoing dialogue.
- Support fundraising with evidence of program success and community benefit.
- Guide the refinement of historical resources and promotional strategies to best serve Colorado communities.