

Workshop 018: Expo Planning Assessment

**1 Activity – International Community Media Expo Engaging Participants**

- Open the DMU Commons Wiki International Community Media Expo page.
- [https://wiki.our.dmu.ac.uk/w/index.php/International\\_Community\\_Media\\_Expo](https://wiki.our.dmu.ac.uk/w/index.php/International_Community_Media_Expo)
- Open Talk on the DMU Commons <https://talk.our.dmu.ac.uk>
- Use the topic ‘**Community Media Expo**’ to share ideas about collaborative activities for the expo.
- Use the Community Media Expo category if you want to start other threads that are related.
- Review the information listed and identified on the wiki about International Community Media Projects.
- [https://wiki.our.dmu.ac.uk/w/index.php/International\\_Community\\_Media\\_Projects](https://wiki.our.dmu.ac.uk/w/index.php/International_Community_Media_Projects)

**2 Discussion – International Community Media Expo Planning Checklist**

- Use the whiteboard to create a mind map of the status of your planning for the International Community Media Expo.
- What media coverage are you planning for the event?
- Are you planning to use social media?
- Are you planning to record any video for the event and in what format?
- Are you planning to record any audio for the event and in what format?
- Are you planning to display any media content – how and where will this be shown?
- Are you planning to undertake any live-streaming of the event?
- How are you going to ensure that guests are aware that recording is in place?
- Will you be encouraging guests and visitors to share their experience using social media platforms?
- What technical resources are you going to need to facilitate the capture and recording of media content?
- What technical support will you need for the media provision?
- What access to networks and WIFI will you need?
- Do you need charging stations for the equipment you will be using?
- How will you make announcements?
- What apps and hashtags will you be using, and how will you let people know them?
- How will you communicate with volunteers?
- Do you need to undertake a risk assessment to ensure that any problems can be resolved?
- What will your media planning checklist look like?
- [http://web.mlbcommunity.org/downloads/baseball\\_tomorrow\\_fund/y2014/media\\_event\\_checklist.pdf](http://web.mlbcommunity.org/downloads/baseball_tomorrow_fund/y2014/media_event_checklist.pdf)

**3 Activity – International Community Media Expo Activity Planning**

- Open the DMU Commons Wiki page for the Expo.
- [https://wiki.our.dmu.ac.uk/w/index.php/International\\_Community\\_Media\\_Expo](https://wiki.our.dmu.ac.uk/w/index.php/International_Community_Media_Expo)
- The information that you have agreed on above needs to be structured as separate organisational sections and activities on the wiki page.
- Divide the wiki page into sections, identify who will take responsibility for which activity.
- What is the likely timescale that these activities will need to be undertaken?
- Identify the themes and issues that you want the communication about the expo to include.
- How can you write this information so that a potential volunteer or guest speaker can read the wiki page and make sense of what is being planned and what they can expect from the forms of communication you are using?
- Log in and open the Expo 2018 page on <https://civic.our.dmu.ac.uk>
- <https://civic.our.dmu.ac.uk/projects/international-community-media-expo-2018/>
- What public information can you add to this page that you can use to advise volunteers, guests, supporters, participants, and so on, about the forms of communication that you will be using?

#### **4 Activity – CiviCRM Database Input**

- Log-in to <https://civic.our.dmu.ac.uk>
- Locate CiviCRM on the dashboard.
- What data have you been adding to CiviCRM?
- Have you been building-up a contacts list in CiviCRM?
- Have you been building-up a volunteers and participants list in CiviCRM?
- Is each section of CiviCRM set up so that you can add data to the system in coming sessions?
- Who have you invited to the Expo?
- What contact details have you gathered?
- How are you communicating with the people that you are inviting?
- What if someone doesn't want to receive communication from you?

#### **5 Research Activity – Overview of Impact Evaluation**

- Visit <https://www.cdc.gov/obesity/downloads/cdc-evaluation-workbook-508.pdf>
- Open the document **Developing an Effective Evaluation Plan** (Prevention, 2011).
- Read through the sections below and identify any issues that you need to review and anticipate in order to develop an evaluation report.
- Note any issues that you think will be relevant to your report and the type of evaluation that it is using?

##### **5.1 How do you Write an Evaluation Plan?**

This workbook is organized by describing the elements of the evaluation plan within the context of using the CDC's Framework for Program Evaluation in Public Health (<http://www.cdc.gov/eval/>) and the planning process. The elements of an evaluation plan that will be discussed in this workbook include:

##### **5.2 Title page**

Contains an easily identifiable program name, dates covered, and basic focus of the evaluation.

##### **5.3 Intended use and users**

Fosters transparency about the purpose(s) of the evaluation and identifies who will have access to evaluation results. It is important to build a market for evaluation results from the beginning. Clarifying the primary intended users, the members of the stakeholder evaluation workgroup, and the purpose(s) of the evaluation will help to build this market.

##### **5.4 Program description**

Provides the opportunity for building a shared understanding of the theory of change driving the program. This section often includes a logic model and a description of the stage of development of the program in addition to a narrative description.

##### **5.5 Evaluation focus**

Provides the opportunity to document how the evaluation focus will be narrowed and the rationale for the prioritization process. Given that there are never enough resources or time to answer every evaluation question, it is critical to work collaboratively to prioritize the evaluation based on a shared understanding of the theory of change identified in the logic model, the stage of development of the program, the intended uses of the evaluation, as well as feasibility issues. This section should delineate the criteria for evaluation prioritization and include a discussion of feasibility and efficiency.

##### **5.6 Methods**

Identifies evaluation indicators and performance measures, data sources and methods, as well as roles and responsibilities. This section provides a clear description of how the evaluation will be implemented to ensure credibility of evaluation information.

##### **5.7 Analysis and interpretation plan**

Clarifies how information will be analysed and describes the process for interpretation of results. This section describes who will get to see interim results, whether there will be a stakeholder interpretation meeting or meetings, and methods that will be used to analyse the data.

## **5.8 Use, dissemination, and sharing plan**

Describes plans for use of evaluation results and dissemination of evaluation findings. Clear, specific plans for evaluation use should be discussed from the beginning. This section should include a broad overview of how findings are to be used as well as more detailed information about the intended modes and methods for sharing results with stakeholders. This is a critical but often neglected section of the evaluation plan (Prevention, 2011, p. 3).

## **6 Planning for Conclusions**

“Justifying conclusions includes analysing the information you collect, interpreting, and drawing conclusions from your data. This step is needed to turn the data collected into meaningful, useful, and accessible information” (Prevention, 2011, p. 30).

- The planning for conclusions step is needed to turn the data collected into meaningful, useful, and accessible information for action.
- Including your stakeholder group in this step is directly tied to the previous discussion on credibility and acceptance of data and conclusions.
- Errors in planning in this step can create serious delays in the final evaluation report and may result in missed opportunities if the report has been timed to correspond to significant events.
- It is critical that your plans include time for interpretation and review from stakeholders (including your critics) to increase transparency and validity of your process and conclusions (Prevention, 2011, p. 31).

## **7 Activity - Basic Elements of an Evaluation Plan**

- Often, programs have multiple funding sources and, thus, may have multiple evaluation plans.
- Ideally, your program will develop one overarching evaluation plan that consolidates all activities and provides an integrated view of program assessment.
- Then, as additional funding sources are sought and activities added, those evaluation activities can be enfolded into the larger logic model and evaluation scheme.
- Your plan should be adapted to your specific evaluation needs and context.
- Additionally, it is important to remember that your evaluation plan is a living, dynamic document designed to adapt to the complexities of the environment within which your programs are implemented.
- The plan is a guide to facilitate intentional decisions. If changes are made, they are documented and done intentionally with a fully informed ESW (Prevention, 2011).

### **7.1 The basic elements of an evaluation plan include:**

- Title page
- Question overview
- Intended use and users
- Program description
- Evaluation focus
- Methods
- Analysis and interpretation plan
- Use, dissemination, and sharing plan

## **8 Discussion - Evaluation Purpose Statement**

- Can you complete a short statement that identifies the main issues that are being examined in your evaluation, and the process by which your evaluation will be conducted?
- Who is this evaluation intended for?
- What kind of information do the users of your evaluation need?
- What are the development stages that you need to work through to produce the evaluation?
- What model are you basing your evaluation on?
- How will you present this information?

## **9 Activity – Blogging & Wiki Reflection Coursework C**

- Visit the assessment criteria for Coursework C: [https://wiki.our.dmu.ac.uk/w/index.php/TECH3501\\_Community\\_Media\\_Leadership#Component\\_C - Running International Community Media Day .2830.25.29](https://wiki.our.dmu.ac.uk/w/index.php/TECH3501_Community_Media_Leadership#Component_C_-_Running_International_Community_Media_Day_.2830.25.29)
- How will you write-up your planning activities in your blogs, so that they illustrate and demonstrate the thinking, researching and planning that you are undertaking?
- What process of evaluation do you need to undertake to understand how the planning and organising for the International Community Media Expo is proceeding?
- How will you undertake these evaluation tasks?
- How will you share your thoughts and insight about the principles you have established for the development of the expo?
- How will you keep a check of your progress?
- Are there any resources or support that you need to help along the way?
- What are your thoughts and feelings about this project and how it is being developed?
- What do you think will be a useful measure of success?

## **10 References**

Prevention, C. f. D. C. a. (2011). Developing an Effective Evaluation Plan. Retrieved from <https://www.cdc.gov/obesity/downloads/cdc-evaluation-workbook-508.pdf>