Measuring effectiveness of youth services

Methods for collecting data

* **Quick session feedback**
  * Satisfaction survey/ Facebook poll
  * Ratings (scale of 1-10, voting, corners of room)
  * Sticky notes
  * Smiley faces

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* **Detailed feedback**
  * Interviews
  * Small discussion groups/focus groups
  * Video diaries
  * Surveys
  * Blogs

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* **Participatory or arts-based methods**
  * Role plays
  * Games/competitions
  * Arts – music, theatre, dance, photos, film, sculpture, art

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* **Feedback from staff**
  * Debriefing
  * Interviews 1:1
  * Focus groups
  * Surveys
  * Journals

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* **Observation**
  * Atmosphere
  * Group dynamics

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* **Monitoring levels of engagement/record-keeping**
  * Attendance records – who, frequency, duration
  * Activities – most popular, least popular
  * Level of participation – number of requests and suggestions
  * Attrition – rate, ages/gender, who (staff/youth)

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Evaluation ideas and templates (from Kent County Council, UK)

QUICK EVALUATION IDEAS FOR USE WITH YOUNG PEOPLE		
What you do:	How you do it:	Why you do it:
TALKING STICK/MICROPHONE (or any other object young people choose)	Pass the object round the group - whoever has the object has their say without interruption	• If the group is noisy • If you have young people who are reluctant to participate (but don't force them!)
THUMBS UP/DOWN	Ask a question to which young people can respond with a thumbs up or down	• Non verbal responses • Capture feelings • Use as a springboard for group discussion
AGREE/DISAGREE	One end of the room is 'agree' the other end 'disagree'. Ask questions and get young people to go to the appropriate end of the room	• A visual representation of how young people feel • Non verbal responses
TRAFFIC LIGHTS	Have three sheets of flip chart paper with red, amber & green lights drawn on them. Encourage young people to discuss/write down the following: Red light = things young people don't like, would change Amber light = something they'd like to continue doing Green light = things young people don't do yet but would like to/have started to do and would like to do more of	• Personal goal setting • Generating evidence • Reflecting on experience

QUICK EVALUATION IDEAS FOR USE WITH YOUNG PEOPLE		
What you do:	How you do it:	Why you do it:
SPIDER'S WEB	The group sits in a circle. The first person who wants to say something is given a ball of wool. When they've finished talking, they throw the ball to someone else, gradually creating a spider's web around the group. Note: make sure this is inclusive!	• Shows how the group interacts
FACES	Young people are given a sheet of faces with different expressions (or you could draw these on flip chart paper). Ask young people which expression best reflects their reaction to evaluation questions	• Can be non verbal • Can be used to reflect young people's journey through the session • Can be used to generate evidence
LUCKY DIP REVIEW	Write evaluation questions on pieces of paper and put in a bowl or other receptacle. Pass this round the group & encourage young people to take out a question, read and facilitate the discussion	• Encourages young people to facilitate the discussion
STAR RATING /REVIEW	Ask young people to give a star rating for the activity/session and then review it overall – think of an Amazon rating/review!	• Can be non verbal • Encourages reflection through review • Can be used to generate evidence

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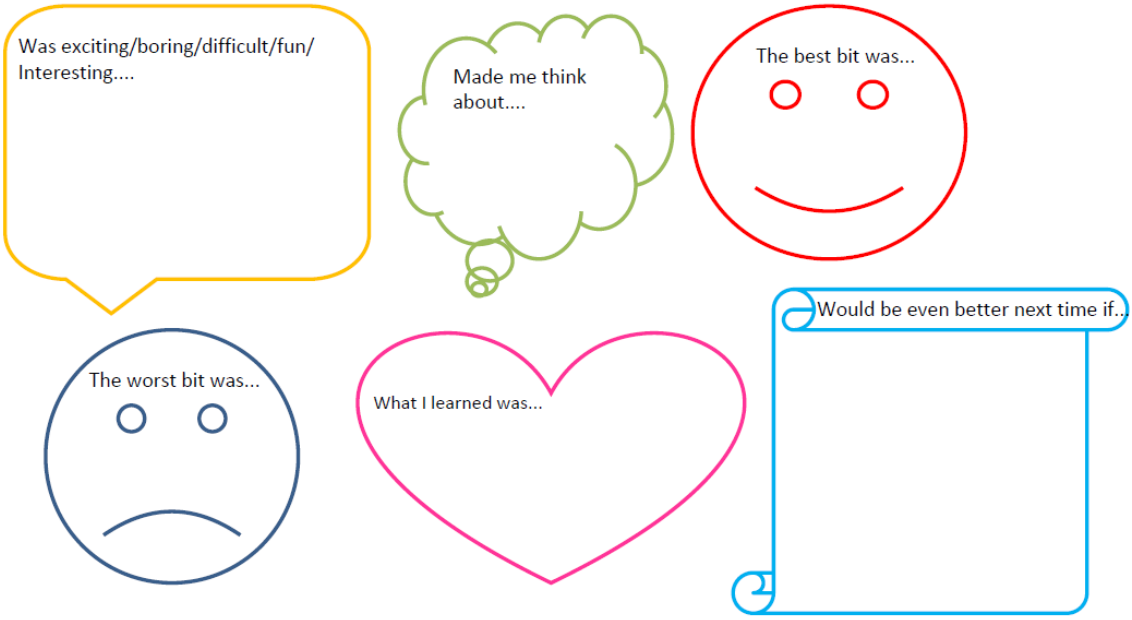
What do I want to say about:

Session name: centre/project:



Young People's Evaluation Sheet

Club/Centre: _____ Date: _____

Description of the activity:

What did you do?:

What did you want to get out of it?:

What *did* you get out of it?:

Did you learn anything new?:

Did you make any new friends/contacts?:

Any criticisms, comments and suggestions?: RATE IT!

Would you get involved again? YES ☐ NO ☐

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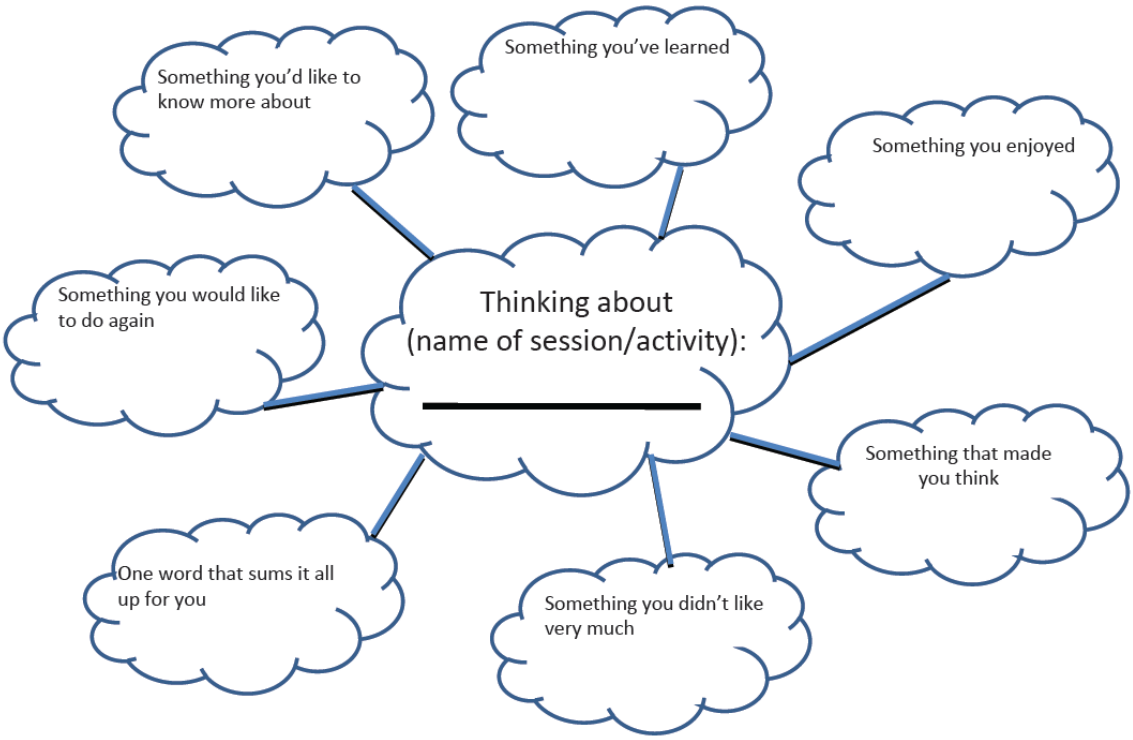

Name _____

Date _____

What was the aim of the session?

What was your personal goal for the session?

What did you think about:

The event overall ☺ 😐 ☹

The activities ☺ 😐 ☹

The venue ☺ 😐 ☹

The rules ☺ 😐 ☹

The youth work ☺ 😐 ☹

Let's make it even better!

What I liked

What I didn't like

What I got out of the session:
☐Skills ☐ New Friends
☐ Confidence ☐ Something else

My one idea for making it even better!

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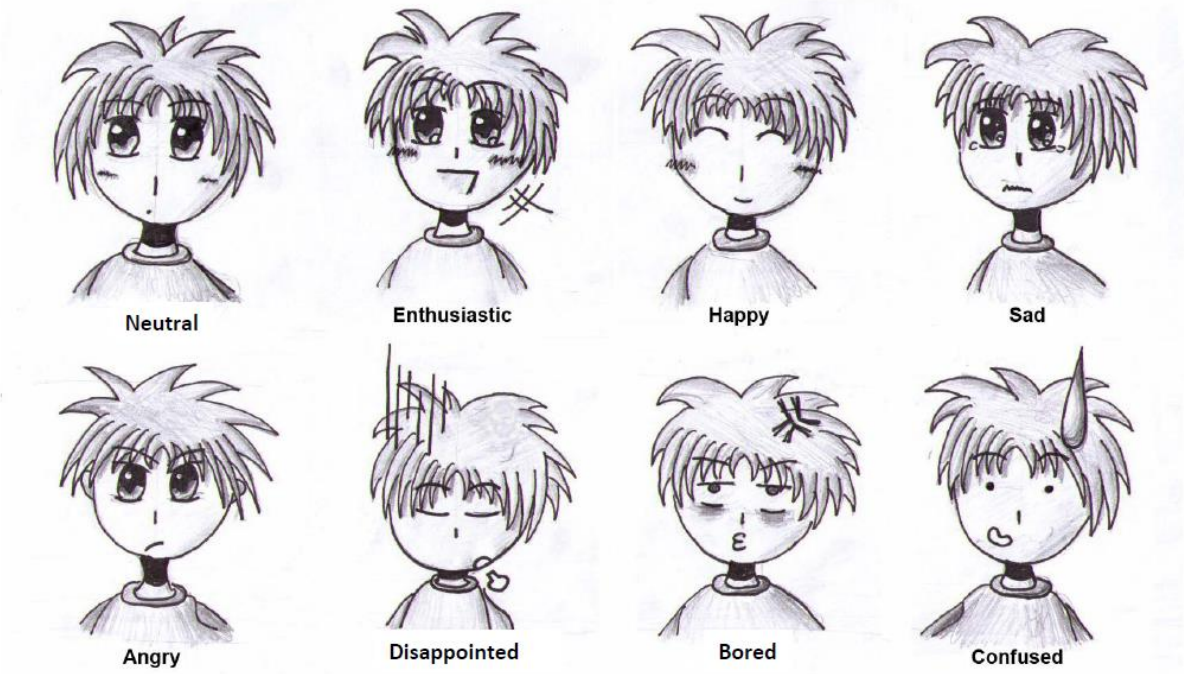

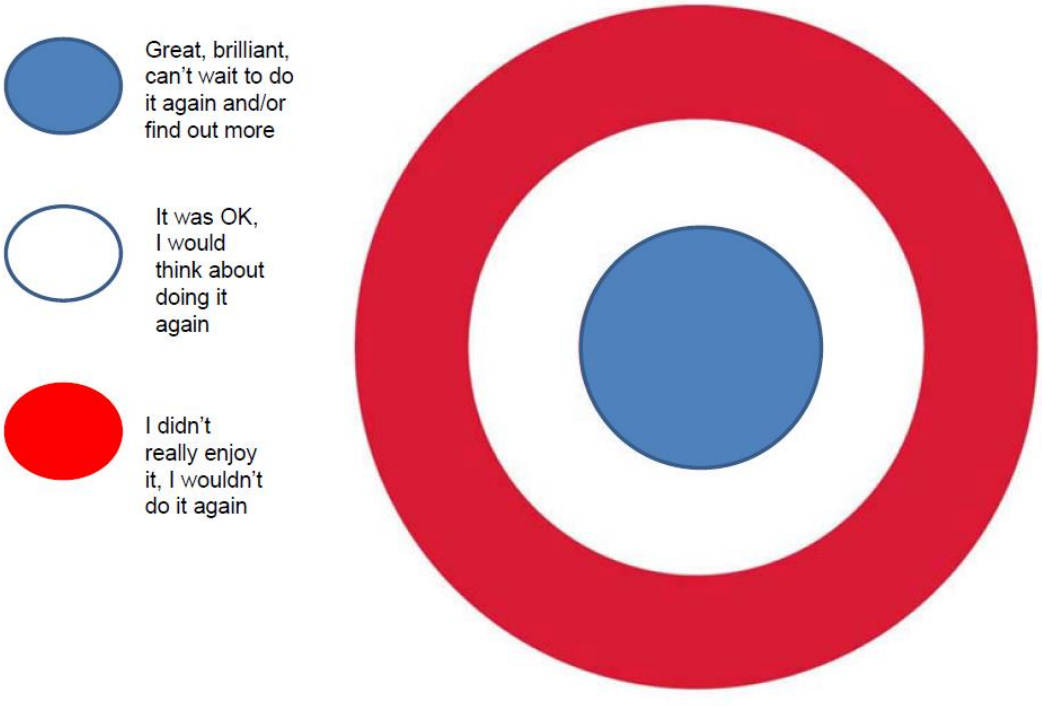

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Youth worker evaluation templates you can adapt

Area:	Venue:	Session type:
Date:	Time:	Volunteers/Partners:
Curriculum issues covered:		
Individual/group development:		
YOUNG PEOPLE'S INVOLVEMENT:		
Before session:	During session:	After session:

Session Aim		Was this achieved? ☐ YES	☐ NO
		Comments:	

Youth work values score 1-5 (1 is low)	Fun	☐	Empowerment	☐	Informal education	☐	Participation	☐	Equality of opportunity	☐

What worked well:	What didn't work well:
Actions/follow up for future planning:	

Event:	Date:	Venue:
Staff (inc. Volunteer/partners):	Session leader:	
Brief description:		
Share of work – were tasks properly assigned? Did the leader delegate?	Successes & failures? ☐ ☐ ☐ ☐	

ISSUES (Please comment)

☐PLANNING ☐SUPPORT
☐ COMMUNICATION ☐ TIMEKEEPING
☐ ORGANISATION ☐ HEALTH & SAFETY
☐ OTHER

Action Points/Ideas	When?	Who?

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Stall evaluation templates you can adopt (from Doing Events Better: a health promotion toolkit for community events)

Qualitative evaluation

1. Visitor comments and conversational feedback

Aim: To gauge effectiveness of the stall and key messages, based on feedback from participants who attend the stall.

Resources required:

- pens/pencils
- comment books or clipboard folders
- sufficient quantity of blank templates to record responses

Method: Record any comments and feedback that you may receive from visitors throughout the day. Comments may be filled out by the visitors or you may wish to record any comments that the visitors have made to you. This will help in evaluating the thoughts of the participants and what parts of the stall they found most beneficial and enjoyable. You can use the template listed below or refer to page 43 for the *Post-Evaluation Debrief Template*, which includes a section on participant feedback.

Suggested template:

AGE OF THE VISITOR (APPROX.)	ACTIVITIES THEY UNDERTOOK	RESPONSE/FEEDBACK

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Suggested stocktaking template

STOCKTAKE ITEM	ORIGINAL QUANTITY	END QUANTITY	DIFFERENCE	SUCCESS OF THE RESOURCES
What is the item you are wanting to measure For example: • brochures • stickers • one-page handouts • taste-test items such as plastics plates and cups	Number of selected items that you started with	Number of selected items that are remaining after the stall has finished	Difference between the original quantity and the end quantity = the number of people that took the resource/tried the activity/taste-tested the food	You can identify which resources were more popular and the level of engagement of visitors, especially if they had to complete an activity before being allowed to take a resource. Write a brief description of the popular resources taken.

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Post-evaluation debrief template

Assessing quality and delivery of the stall

Stall coordinators and staff can use this template to evaluate the effectiveness and performance of their stall.

QUESTION	RESPONSE
What did you find worked well?	
Were you able to network at the event and have you built any connections?	
What would you do differently next time?	
What evaluation method worked the best?	
Was the stall positively viewed by the visitors?	
What were the main outcomes from the event?	
Did the stall achieve the desired outcome?	
Did some activities draw more people than others? If so, which ones?	
What aspects of the day were time consuming? How could you modify this in the future?	
What recommendations can you suggest for future events?	

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