



Evaluating Your Trainings, Workshops, & Presentations

In this Section you will find:

- ❖ Information concerning the purpose of the Evaluation Form, why it is useful, and how it should be used;
- ❖ A visual guide of the various components of the form; and
- ❖ Information concerning how you can analyze your training, workshop, or presentation feedback.

What is the Evaluation Form?

Trainings, workshops, and presentations are an important way to disseminate information about KIDS COUNT issues, as well as an opportunity to reach new KIDS COUNT users. The effectiveness of your presentation has a direct impact on how successfully your audience retains the information, and how your attendees will use KIDS COUNT information in their own organizations. The **Evaluation Form** is a survey that is designed to be given to your participants after any type of presentation, in order to gain immediate feedback on how successful the presentation was. The Evaluation Form will allow you to capture valuable presentation feedback that can help your organization reach audiences more effectively in the future.

Why is it important to evaluate your trainings, workshops, and presentations with the Evaluation Form?

- Learn whether your presentation was easy to understand;
- Determine if your audience took away the key points that were intended;
- Learn what issues interest your audience the most;
- Learn the strengths and weaknesses of your presenters;
- Gain suggestions for the improvement of future presentations;
- Collect contact information of attendees to use for follow up, and determine if/how they are using the information.



What information should be included in an evaluation form?

The survey should ask questions related to the quality of the training, workshop, or presentation. Remember, it doesn't take a complicated form to collect plenty of useful feedback about your presentations. Some suggestions are below:

- Given the chance, would the constituent attend the conference or workshop again?
- Was the presentation appropriate for the given audience?
- Was the presenter articulate and easy to understand?
- Were the main points of the presentation clearly understood?
- Do participants have suggestions for improvement?

You might also want to include some general background questions in the introduction or conclusion of your evaluation form. Questions such as these will provide a context to better understand the constituent's response:

- Have you used KIDS COUNT data in the past?
- What did you use the data for?
- How is your organization using the data in their daily work?
- How useful to you find the data?
- Have you visited the [state project] website?

Lastly, here are some tips from experienced KIDS COUNT staff for administering the evaluation form.

- Offer an incentive for completing the evaluation form (a small prize or reward).
- Distribute feedback forms *during* an event, rather than the end when participants are ready to leave.
- State how long the form will take to complete; this encourages people to complete it.

This is what the first page of the Evaluation Form looks like:

Name of Presentation/ Workshop				
Date				
Name:	Phone number:			
Name of Organization:	Email:			
1. As a result of this workshop, to what extent do you understand the following topics?				
	Not very well	Fairly Well	Completely	Already knew
Topic				
Topic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Topic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Topic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. To what extent has this workshop prepared you to:				
	Not much	Somewhat	A lot	
Topic				
Topic				
3. For my experience level, this workshop was:				
<input type="checkbox"/>	Too basic			
<input type="checkbox"/>	About right			
<input type="checkbox"/>	Too advanced			
4. To what extent did the workshop leaders:				
	Not Much			Great Deal
Provide adequate opportunities for interaction/participation	1	2	3	4
Provide specific answers to your questions	1	2	3	4
Respect your knowledge and experience	1	2	3	4
Use appropriate examples	1	2	3	4
Provide clear explanations	1	2	3	4

Did your audience leave the presentation comprehending the intended topics?

Was the presentation appropriate for the level of your audience?

How well did the presenters deliver the information? What areas could be improved?



Find the right balance between delivery of information, group tasks, and individual tasks	1	2	3	4	5
5. What were the strongest elements of this workshop?					
6. What elements of this workshop needed improvement? Is there anything that was covered that is still unclear?					
7. Please share any additional comments you may have regarding this workshop.					

What topics were of greatest interest to attendees? What parts of the presentation were most clear?

What were the weakest points of the presentation? Gaining feedback that is critical is a useful way to improve future presentations.

Open-ended questions are a great way to gain more descriptive feedback, not captured by scaled questions.



Analyzing Your Feedback

After collecting the completed surveys of your training, workshop, or presentation, it is important to compile and analyze the data. Creating a one to two page summary of your presentation responses is a great way to quickly determine how well your presentation was conducted. Below are three simple steps to analyze feedback received through the Evaluation Form.



- 1) **Make a tally of the responses for each scaled question.** Quantifying your results to each question is a clear way to summarize your results. Observing which responses were most common is a good indication of your attendees' general response to a question.
- 2) **Compile open-ended questions in a bulleted list.** Creating a list of the open-ended responses is an efficient way to compare and contrast attendees' comments to a certain question.
- 3) **Learn from your evaluation feedback.** The one purpose of distributing the Evaluation Form is to gain critical feedback from your attendees, which will help improve your organization in the future.
- 4) **Use your evaluation feedback!** There are plenty of useful ways to utilize the feedback you gain through the Evaluation Form. In the past, KIDS COUNT members have used the data to help create newsletters, form a report for a presentation to board members, or to market future events.

Your organization is as effective as the presentations it conducts. Evaluate your presentations for maximum success in reaching your audiences.