Make a Plan to Evaluate BEFORE, DURING, and AFTER the Project

As soon as you set your project goal, ask, “How will we know how close we get to our goal?” Think of information you can collect and actions you can observe that will show progress. You may want to collect the same types of information before and after your project. This is sometimes called a “pretest” and a “post-test.”

For example, some of these indicators might be:

- more people agreeing, on a survey, with the big ideas your project promotes
- more teens participating in positive activities related to the topic
- more teens choosing positive behaviors
- more people who know the information taught through your project
- fewer students who indicate they support negative or risky choices
- fewer examples of negative behaviors by young people
- increased use of resources highlighted through your project
- increased participation in FCCLA

Collect information that shows what things are like BEFORE you begin your project. Collect information that relates to the project’s specific goal. This information gives a base for comparing after you complete your project.

Evaluation Methods

You need to evaluate BEFORE, DURING, and AFTER a project to really make sure that you’re making a difference.

- Evaluate before to see what exists now. You need to show what things are like.
- Evaluate during to understand how your project is working and if you need to make any changes.
- Evaluate after to see if you made a difference and to celebrate your accomplishments!

Use these ways to evaluate:

- review documents
- notes from meetings
- project/event attendance sheets
- participant journals or portfolios
- website’s “hit” counter
- social media “likes”
- leaders
- participants
- nonparticipants
- teachers
- parents

Survey/Quiz

- public awareness
- pre- and post-surveys of attitudes (participants and nonparticipants)
- pre- and post-surveys of skills (participants and nonparticipants)
- pre- and post-surveys of resources (participants and nonparticipants)

What we’ll use to evaluate BEFORE the project: _____________________________________________________________
Why: ______________________________________________________________________________________
__________________________________________________________________________________________

What we’ll use to evaluate DURING the project: _____________________________________________________________
Why: ______________________________________________________________________________________
__________________________________________________________________________________________

What we’ll use to evaluate AFTER the project: ______________________________________________________________
Why: ______________________________________________________________________________________
__________________________________________________________________________________________