

WORK SMARTER, NOT HARDER

Selecting an Assessment Approach to Tell Your Story

ASSESSMENT APPROACH

- **Needs:** Do you need something new
- **Participation:** Counting (how many people, cost per person, etc.)
- **Satisfaction/Relevance:** Impressions and opinions
- **Outcomes:** Were the objectives met

THE 5 WHYS

WHY...

WHY...

WHY...

WHY...

WHY...

5 WHYS EXAMPLE

WHY do I need to assess the event? I need to write a grant report.

WHY do I need a grant report? To show the Foundation how I used their funds/so the Foundation knows the money was used well.

WHY does the Foundation need to know how the money was used? So they can continue to raise money.

WHY do they need to continue raising money? Because we don't want to raise dues/registration costs.

WHY do we not want to raise costs? So we can continue to host an accessible event.

SELF-CHECK

How do you feel about your plan?

IS IT SPECIFIC?

Time, talent, treasure

IS IT MANAGEABLE?

In relation to total workload

IS IT ACHIEVABLE?

Does it answer the original ask?

IS IT RELEVANT?

How will the data be used?

IS IT TIME-BOUND?

Logistics—start and end, platform to be used, etc.