

Book-It Evaluation Plan 09-10

| Evaluation Area | Key Questions to Answer | General Approach (schedule, data collection, sample size) | Outcomes / Deliverables |
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| Staff Baseline | a) What questions and wants do you have for Book-It around literacy? b) What partnerships already exist? c) What do you envision for Book-It regarding a new space and programs? | a) Gather 5 questions/wants from key staff b) Gather partnership lists from staff c) Vision Exercise | a) Use responses to inform literacy research, partners. And to share ideas and dreams. |
| Literacy | a) What does literacy mean? b) What is the state of literacy in our community? c) Where are the gaps? d) How can Book-It serve those gaps? e) What does literacy mean for Book-It? | a) Interviews and focus groups with: <ul style="list-style-type: none"> o UW faculty – ELL, bilingual Ed, Literacy o Seattle University faculty – adult literacy o Literacy Centers/Non-profits b) Data Collection: Statistics on literacy (adult, child, immigrant): Seattle, King County, WA c) Literature review | a) Summary of findings for key staff to review in order to determine outcomes and metrics to measure programs |
| Book-It Mission: <i>To transform great literature into great theatre through simple and sensitive production and to inspire our audiences to read.</i> | a) In what ways does the Book-It Style inspire its audiences to read? b) What are the Book-It Style key elements? c) What impact does the mainstage have on audiences? <i>Specifically, the reading behaviors of the mainstage audience.</i> d) What impact does the education program have on students and teachers? <i>Specifically, the reading and writing skills of students in Book-It All Over (BIAO).</i> | a) Audience survey b) Artistic Director Book-It Style key elements document c) Focus groups/Interviews: <ul style="list-style-type: none"> o Subscribers, single ticket buyers o Adapters, directors, actors o Teachers d) Assessment plan for BIAO | a) Compiled data for audience survey b) Final document, “Book-It Style Key Elements” (AD, adapters, directors, actors) c) Summary of findings for focus groups/Interviews d) Quantitative assessment system(s) for BIAO program(s) |
| Outcomes and Metrics <i>(working this out)</i> | a) What do we want to do regarding literacy? b) What impact do we want to have in our community? c) How do we make this happen? | a) Meetings with staff to determine outcomes. b) Meetings with other organizations to determine partnerships (programs and facilities) | |
| Literacy Center | a) What is the “Literacy Center”? | a) Compile data and research | a) Final report to be used in developing a facility assessment/capital campaign by Venue Committee. |