

Book-It Evaluation Plan 09-10

Evaluation Area	Key Questions to Answer	General Approach (schedule, data collection, sample size)	Outcomes / Deliverables
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.