

## Developing Evaluations for Program Attendees

- Think about the goals of the library program.
- The key to creating good questions is to think about the answers that the questions will generate, and then consider the stories that can be told using those answers.
- If the answers can't be used to tell a compelling story, the questions should be changed.

### ***Are we developing regular patrons?*** Sample 1

Have you been to the library's xxx before today?

- Yes. How many months ago? \_\_\_\_\_
- Did you come to the library between xxx programs?
- How many times? \_\_\_\_\_
- No

What did you do in the library between xxx programs?

- Checked out books
- Checked out other things (movies or music or something else)
- Used the computers
- Talked to my friends
- Came for another library event
- Something else

### ***Is it making a difference?*** Sample 2

How did you feel about coming to the library *before* today? (Check one.)

- I didn't like coming to the library.
- I liked coming to the library, but there was not much for me to do.
- I liked coming to the library and there were things for me to do.
- Or did you feel another way?

After today's xxx program, how do you feel about the library?

- I feel the same way about the library.
- I want to come back to the library and see what else is here.
- I want to come back to the library but only for more xxx programs.
- Or do you feel another way?

### ***Is it changing behavior?*** Sample 3

Talk to attendees. A quick show of hands during a break to answer the question "*Who is coming to the library more often because of these library programs?*" can then lead to a quick focus group interview with volunteers about how the xxx program has changed attendee perspective on the library.

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