

Program Assessment Template

Name of program:

Frequency (annual, monthly, etc.):

Staff required:

Volunteers required:

Cost of program:

Admission/directly related sales:

Does it make/cost money to produce:

How well does it serve our mission and related objectives?

Audience: #

Who attends this program (our usual/new audience, a younger/older audience, etc.):

How popular is it (not just number of tickets sold, but how many want to come back, evaluation feedback, media coverage, etc.):

What perceptions does this program convey to the participants about our organization (hi-brow, fun, accessible, educational, family oriented, etc.):

Why do we do this event (to build new audiences, to challenge our usual audience, to take a risk, to get a grant, etc.):