



Preparing to Evaluate

Welcome to Culture Counts. There are a number of tasks to perform prior to evaluating your work. Take a look at the short checklist below to see what is required, for each event you wish to evaluate.

Choosing Your Event

Choosing your event wisely is vital to achieving good outcomes and good data. As the events you have chosen to evaluate have been agreed in consultation with both Arts Council England (ACE) and Culture Counts as part of the EOI process, you can give yourself a tick.

Understanding the Quality Metrics

Culture Counts uses a set of core dimensions, which provide comparability across organisations nationally and internationally, and will create a standardised data set for benchmarking. In order to generate some interesting insights across the trial as a whole, ACE has identified 9 dimensions that they would like all organisations to use in their public surveys and an additional 3 dimensions that they would like all organisations to use in their peer and self surveys.

Each dimension describes a different element of artistic quality, so the ones that suit your event may vary. Therefore it is important to realise that you should not expect to score highly across all dimensions; the aim is to see a similar trend in your surveys from all angles: self, public and peer.

Creating Your First Evaluation

When you login for the first time you will see an evaluation template. This template is to be copied and configured for your own usage. Before you begin copying the surveys, you should create your own evaluation by clicking on 'New Evaluation'. Upon selecting this option you will be prompted to provide a name for the evaluation. We suggest naming it the title of your project or event, so that it is easy to find later on.

Now open up the evaluation template and you will see three surveys: a public survey; a self prior survey; a peer and self post survey. In the 'Edit' dropdown list adjacent to these surveys, you will see the option to 'Copy'. This is the option you should select.

You are now able to rename the survey something that is more suitable for you and your event. In addition you will be requested to select the evaluation to clone the survey into. On the dropdown list here you should choose your newly created evaluation.

Repeat the process for the remaining two surveys; now you will have your own evaluation containing the three required surveys.

Configuring Your Surveys

It is now time for you to add your own introduction and customise your survey so that it is suitable for your event.

When you select your survey, you will be directed to the 'Summary' page. Upon the selection of the 'Configure' option, you will be able to add an introduction, specify the dates for completion of the survey and even upload your logo or an image you wish to use for the evaluation. The 'Type' and 'Delivery' methods have been set for each of your surveys. The 'Type' relates to whether it is a stand alone survey (e.g. the public one where you do not do a survey prior to the event) or if it is a survey that should be linked to another, in order to draw comparisons (e.g. the self surveys where you have a prior and a post event survey). The 'Delivery' options enable the assessors to record their results in various fashions, e.g. 'Online', via a link that they can access from their device; 'Interview', a tablet that will be used to interview assessors on a rolling system; 'Display', a static display tablet that is available at the location of the event. Again, these have been selected for you to enable flexibility and accessibility for you and your evaluating processes.

Choose and Contact Potential Peer and Self Assessors

The Culture Counts platform has a three-pronged evaluation process - with participation from peer, self and public assessors. Self assessors are asked to complete a pre-event survey identifying event objectives (e.g. I intend for this event to be thought-provoking), which will be compared with the actual experience of audiences and peers.

You will need to think about which peers you would like to include in the evaluation process. Peers can be people who are familiar with your work, and experts in a relevant field. For example, critics, fellow artists, curators, producers or academics are often chosen as peers. There is no maximum number of peers you can choose (besides the time it takes to contact them), but we recommend around five peers. Peers also appreciate being contacted in advance, so we ask that you send them a personalised email or phone call asking if they would like to participate prior to sending them an evaluation. In addition to your own peers, you will need to select one peer from the pool of peer assessors; these contacts will be sent to you shortly.

You will also need to nominate staff within your organisation that will be answering the self assessment. This can be just one person or a range of key personnel involved in the event (such as the artists, managers or board members).

Once your peer and self lists are finalised and you have confirmed that they'd like to participate, please invite them through the Culture Counts dashboard. You can do this by accessing the 'Invite' page on your survey and following the instructions. It is possible to invite assessors independently of the Culture Counts dashboard; however we strongly recommend that you use the dashboard as this will enable you to track details such as who has completed the survey, and whose response is pending etc. The presentation of the results can also alter if the surveys are not sent via the Culture Counts dashboard, making the data more difficult to analyse and the final conclusions less reliable.

Survey Delivery

Surveys can be delivered via a number of methods, including email and intercept interviews.

Intercept interviews would involve staff and volunteers from each organisation surveying the public at the event with tablet computers. The Culture Counts interview system works on Android tablets, Windows tablets and iPads. This method allows for the capture of larger sample sizes and helps to minimise self-selection bias. In order to deliver the survey in this way, organisations will need to identify volunteers or staff who will be available to interview the public on the date(s) of the event. To use this method use the "Interview" URL.

If audience email addresses via your box office or social media networks are available, using the "Online" URL for email distribution option might work well for your organisation.

You can also collect responses in your foyer or gallery space via a tablet computer by using the URL for "Display".

We will be happy to discuss these distribution options during project start-up and will provide remote assistance to interviewers, should it be required.

Where to From Here?

Culture Counts staff will set up the evaluation template for you and discuss any questions.

Prior to your event, you will need to check that the pre-event survey has been completed by the nominated self assessors. This survey assesses expectations of the event, with future tense questions such as 'I expect that it will be thought-provoking'. It is easy to track who has and who has not completed the survey on the Culture Counts dashboard.

After the event, the same people will need to complete the post-event survey, in which they will record their actual experiences. This will also need to be completed by the nominated

peer assessors. Once again, you can easily track who has and has not completed the survey via the Culture Counts dashboard.

The public/audiences will be surveyed at the actual event (via tablets) or will be sent an email with the survey link if email addresses are available. In order to achieve the most insightful data, you should aim to receive a minimum of 30 public responses, dependent on the size of your event. Of course, if your event is on a much larger scale, you should aim for a larger sample size to ensure a better validity to your results.

After the event we will send you further details on how to make the most of analysing and reporting the data you've collected. We would also appreciate any feedback about your experience with using Culture Counts for your event.

Further Support

Throughout the process the team at Culture Counts will be happy to support you with any queries or technical problems you may have.

We will be hosting web drop-in sessions for general support, and the schedule for these will be sent to you shortly. This will enable any queries to be discussed openly with other organisations and directly with the Culture Counts team.

Regarding technical support, you will see a 'Help' button on your Culture Counts dashboard. By clicking on this and following the instructions, your query will be directed to the support helpdesk and will be dealt with promptly. If for some reason you are unable to access the 'Help' button, you may email the support team: support@culturecounts.zendesk.com

Please contact Siân Tattersall on sian.tattersall@culturecounts.cc with questions or any specific accessibility requirements.



Checklist

1. Choose event
2. Understand the quality metrics
3. Create your first evaluation
4. Configure your surveys
5. Identify and contact peer and self assessors
6. Distribute your pre-event survey to self assessors
7. Identify staff and volunteer interviewers for public interviewing, if applicable
8. Ensure the pre-event survey has been completed by self assessors
9. Enjoy your event and ensure that your post event surveys are completed by all assessors: public, peer and self.

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