

National Programmes

Social Impact Toolkit

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The Toolkit templates

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observational evaluation

■ For an online session
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■ Questionnaire

■ For adults
■ For children
■ For a new audience
■ For projects with
long term engagement

Session Register

Tally each visitor in appropriate column

Visit info	First visit	Attended before	Additional comments If visited before, have previous sessions inspired any cultural engagement e.g. visiting another museum, reading further on topic, attending a similar session elsewhere, having a conversation afterwards.
Date Number of people 			

Guidance for observational evaluation sessions:

1. Spend some time thinking about what types of social impact you would like to record. Are you looking for indications of engagement? Enjoyment? Learning? Social connection?
2. Brainstorm ideas for what behaviours you could observe that might best demonstrate those types of social impact. For example, participants smiling and laughing could show that your session is having a positive impact on well-being. Participants asking questions, nodding, and participating in an activity could show evidence of engagement. The types of questions participants ask could provide insight into their learning and interest in particular topics.
3. Practice using the observation grid during a session or two. Often when you start observing, you may see other behaviours that you realise you would like to capture. For example, you might notice participants leaning forward when watching a Zoom presentation and want to add that category as an indication of engagement.
4. In the space below the observation grid, there is space for your own notes. You may wish to write down quotes from the participants, or the **topics of the questions** asked, or even take note of what makes participants **laugh/smile**.
5. Keep in mind that you want to be as unobtrusive as possible when taking your observation notes. Always explain who you are and why you are there at the beginning of the session – for example, “I’m here to take some notes about what you like about the session, what’s working, and what we can improve.” If you can, try to stay engaged with the session as a participant rather than an outsider – nodding, smiling, and making eye contact can help participants feel more comfortable with your presence.
6. Remember to maintain the anonymity of your participants when taking your notes.

Finally, here’s an example of what part of your observation grid/notes might look like as you start coding:

Learning and Engaging	Mark down observation of any instance of the following -	Health and Wellbeing	Mark down observation of any instance of the following -
Discussion		Smiling	
Asking questions		Surprise, shaking head, “wow”	

Notes

Questions asked:

“Did the Romans have birthday parties?”

“How do conservators clean old paintings?”

Made participants smile/laugh:

- discussion of coprolites

“I always learn something new when I’m here.”

Observation Sheet for Online Sessions

Learning and Engaging	Mark down any instance below	Health and Wellbeing	Mark down any instance below
Discussion		Smiling	
Asking questions		Surprise, shaking head, "wow"	
Sharing own experiences		Leaning forward (showing interest)	
Conversation/interaction between participants		Nodding	
Participation in quiz/activity		Laughing	

Notes:

Observation Sheet for In-Person Sessions

Learning and Engaging	Mark down any instance below	Health and Wellbeing	Mark down any instance below
Discussion		Smiling	
Asking questions		Laughing	
Sharing own experiences		Making social connections with other participants	
Touching objects		Making emotional connections with objects, appreciating aesthetics	

Notes:

We'd love to hear what you thought about your visit today.

How often have you visited the museum?

- This is my first visit It's been a long time since I've visited
 I've been a few times I visit a few times a year I visit here often

Today at the museum...

Please circle your response to each statement

I enjoyed this experience.	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
I learned something new about the museum and its collections.	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
This experience prompted me to think differently about something.	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
I am curious to know more about this topic	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
I would like to bring my family/friends back to the museum	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree

Circle the words that describe your feelings about your experience today:

- surprised jittery cheerful nervous optimistic
 proud wonderful calm bored afraid sad
 angry tired confident relaxed
 worried refreshed engaged happy anxious
 excited great disappointed confused

Or write your own words:

What did you enjoy most about today?

What would you improve?

Following this session, do you think you will...

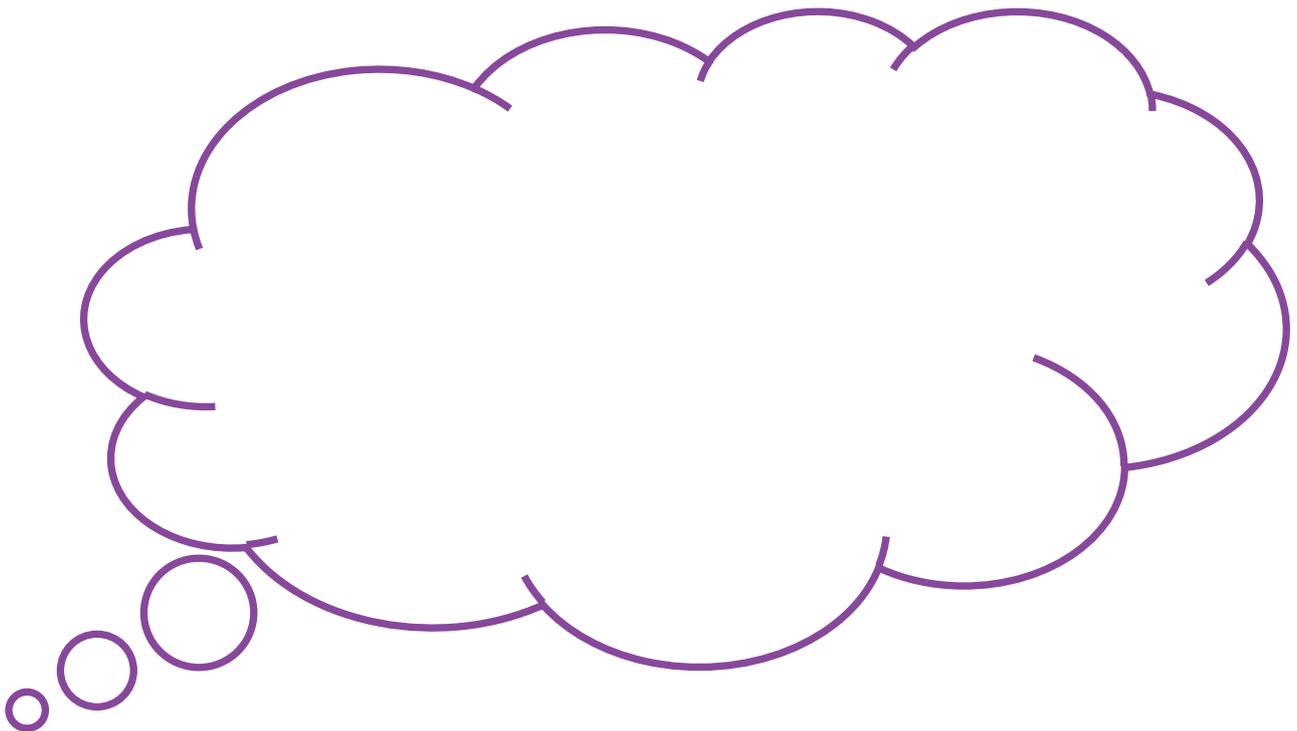
Think more about the topic of this session.	Yes	Maybe	No
Share what I've learned with someone else.	Yes	Maybe	No
Find out more about the topic online.	Yes	Maybe	No
Attend future sessions like this one.	Yes	Maybe	No

Thank you very much for your feedback.
We hope to see you here at the museum again soon.

Today at the museum...

I had fun	 Agree	 Neither agree nor disagree	 Disagree
I felt happy	 Agree	 Neither agree nor disagree	 Disagree
I learned something new	 Agree	 Neither agree nor disagree	 Disagree
I would like to come back	 Agree	 Neither agree nor disagree	 Disagree

My favourite part was...



We'd love your feedback on your visit today.

Please circle your response to each statement.

Today at the museum, I felt welcomed.	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
I learned or tried something new today.	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
I was surprised by what the museum had to offer.	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
I feel comfortable returning to the museum in the future.	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
I would like to bring my family/friends back with me to the museum.	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree

What three words would you use to describe your visit today?

What could we do to encourage you to come back?

We'd love your feedback on our _____ programme, including your thoughts on what you liked, and how we can improve in the future.

How many sessions have you previously attended?

- This is my first one 1 or 2 sessions 3 or 4 sessions 5 or more sessions

Please circle your response to each statement

I have enjoyed participating in this programme.	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
I learned something from this experience that I wouldn't have otherwise.	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
I will use something I learned in my everyday life.	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
The museum is a place that awakens my curiosity.	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
I like spending time at the museum.	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree

Circle the words that describe how you feel after attending a session:

surprised jittery cheerful nervous optimistic
 proud wonderful bored afraid sad
 angry tired calm confident relaxed
 worried refreshed engaged happy anxious
 excited great disappointed happy anxious
 confused

Or write your own words:

What have been the best parts about this programme?

If you could change one thing, what would it be?

Following these sessions, have you...

Thought more about the topics.	Yes	No	Not sure
Shared what you've learned with someone else.	Yes	No	Not sure
Investigated more about the topic online.	Yes	No	Not sure
Visited the museum with friends or family.	Yes	No	Not sure

Would you like to participate in a programme like this one again in the future?

Yes Maybe No