

Program Evaluation

I. Basic Information

Program Title: _____

Sponsoring Organization (s): _____

Event Date: _____ Time: _____

Total Cost of Event: _____

Please attach a breakdown of the final budget

Location of Event: _____

Type of Event:

Music Comedy Dance Film Lecture Multicultural Novelty/ Variety Leadership Program Service Contest/ Give away

II. Statistical Information

Please attach a copy of any advertisements used (posters, fliers, handbills, announcements, mass emails, Press releases)

Publicity:

Targeted audience: _____

Types of advertisements and dates posted: _____

Attendance Demographics:

Total number of attendance: _____ Total staff attendance: _____

Student attendance: _____ Percentage of Males: _____

Percentage of Females: _____ Nontraditional students: _____

1. Rating of Event

Artist's cooperation with and attitude toward working with Austin Peay.

Outstanding Very Good Good Fair Poor N/A

2. Audience reaction

Outstanding Very Good Good Fair Poor N/A

3. Cooperation of agent/middle agent

Outstanding Very Good Good Fair Poor N/A

III. Organizer Evaluation

Please list the challenges of organizing this event:

Please list any on -campus resources used (i.e. facilities, housing, catering):

Please rate the success of the program in your opinion:

- Outstanding Very Good Good Fair Poor

IV. Recommendations

Please list any suggestions to improve the program:

Please list any suggestions for improving attendance:

Person Completing Form: _____

Position: _____

Signature: _____

Date: _____