

Program Evaluation

Program Title/Artist: _____

Agency/Middle Agent Used: _____

Type of Event: Music Comedy Dance Family Programming Film
 Lecture Multicultural Novelty/Variety Leadership Program Service
 Other: _____

Sponsoring Organization(s): _____

Total Cost of Program: _____ Event Date(s): _____ Attendance: _____

Artist/Attraction Report

1. 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. Condition of attraction/agency equipment
 Outstanding Very Good Good Fair Poor N/A
4. Quality of publicity materials
 Outstanding Very Good Good Fair Poor N/A

Organization/Committee Work

Please rank the following areas and add comments to justify score:

Adviser Assistance: Outstanding Very Good Good Fair Poor N/A

Comments: _____

Organization Officer Support: Outstanding Very Good Good Fair Poor N/A

Comments: _____

A/V Tech/Facilities Support: Outstanding Very Good Good Fair Poor N/A

Comments: _____

Committee Cooperation: Outstanding Very Good Good Fair Poor N/A

Comments: _____

GOC/Student Life Assistance: Outstanding Very Good Good Fair Poor N/A

Comments: _____

Additional Comments: _____

Event Chair Feedback

Please answer the following:

1. **Did actual attendance meet your expectations?** Yes No
If no, what do you see as the problem? _____

2. **Do you think Austin Peay should have more activities of this kind in the future?** Yes No

Explain: _____

3. **Did you follow your marketing plan?** Yes No
List any creative ideas used: _____

4. **If doing this program again, what would you do the same and/or different next time?**

Person Completing Form: _____ Position: _____ Signature: _____ Date: _____

*Please provide copies of flyers, newspaper ads, newspaper articles, and press releases with this evaluation. Submit completed evaluation to the Office of Student Life & Leadership.