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.):