



University
of Glasgow

Evaluating Engagement

Collect the evidence



Evaluating Public Engagement

How do you know if your public engagement is having an impact?
Evaluation should be embedded as part of your project planning.

1. What is the key **aim** of your public engagement?
2. What factors will indicate that you have achieved your aim? What will **change** as a result of your engagement? Understanding or knowledge? Access to culture or science? Skills? Attitudes? Future behaviour?
3. How will you **measure** this change? Questionnaires, comment cards, interviews, graffiti walls, voting? Is your method appropriate to the audience and environment? Can you collect both **quantitative** and **qualitative** data? Can you establish a **baseline** prior to your engagement?
4. Analyse and **share** the results. Use them to inform future planning.

For support, contact Dr Zara Gladman: zara.gladman@glasgow.ac.uk
gla.ac.uk/myglasgow/publicengagement

