



CAP TIPs is a series of periodic messages to assist in the planning and implementation of NCVRW Community Awareness Projects. Please feel free to send your individual questions or requests for assistance to Anne Seymour at annesey@atlantech.net

CAP TIP #13

To Improve Public Awareness

Evaluating the Effectiveness of your Community Awareness Project

Introduction

In order to continue improving victim/survivor and public awareness and outreach during National Crime Victims' Rights Week observances, it's helpful to assess the overall effectiveness of the activities you sponsor. There are two types of evaluations addressed in this CAP TIP:

- *Quantitative evaluations* that document the scope of your outreach and planning efforts
- *Qualitative evaluations* conducted with those who attend and participate in your special events, and people involved in planning your activities

The data and feedback you receive from these evaluations are also useful to the Office for Victims of Crime and National Association of VOCA Assistance Administrators, and can be helpful in improving future Community Awareness Projects.

Quantitative Data

You can use the statistics you are required to collect and include in Section 3, "Public Awareness Activities/Materials" of the After-Action Report/Reimbursement Request can help you consider the scope of your activities. This includes data on the events and activities you conduct as well as the various mass media and printed/promotional items you produce and distribute. In addition, you may want to collect the following data to help you evaluate your projects:

- Administrative data
 - Number of planning committee members
 - Number of planning meeting held
 - Number of volunteers (planning and advance efforts)
 - Number of volunteers (on-site for specific activities)

- Special Events
 - Proclamations, resolutions or other “official salutations” obtained to recognize 2013 NCVRW
 - Victims/survivors who attended special events
 - Dignitaries who attended special events
 - All participants who attended special events
 - Evaluations completed and documented/processed
 - Thank you letters/emails sent to volunteers and key participants

Qualitative Data

Evaluation forms provide important feedback to NCVRW event sponsors about the overall impact and effectiveness of special events (such as training programs, forums, vigils, awards ceremonies, etc.). It’s also helpful to ask your NCVRW Planning Committee members and volunteers to assess your overall planning efforts.

Two sample evaluations forms are featured on the next two pages that measure:

1. The satisfaction of participants at events you sponsor during NCVRW.
2. The satisfaction of Planning Committee members and volunteers.

Both evaluation/satisfaction surveys should be adapted to the specific events and planning activities you sponsor prior to and during 2013 NCVRW. Once all evaluations are received, you can develop a brief “survey findings” report that highlights cumulative data and any “additional comments.” The information you collect from these survey can also be reported in Section 5, “Impact/Feedback’ of the After-Action Report.



Thank you for participating in *(name/type of public awareness event or activity)*. We appreciate your support of our efforts to promote victims' rights and services in our *(jurisdiction)*, and to honor crime victims and those who serve them.

Please take a moment to complete this brief evaluation form. Your feedback will help us improve our victim/survivor and public outreach efforts during future observances of National Crime Victims' Rights Week and throughout the year.

1. I am more knowledgeable about the "new challenges" facing the field of victim services.

1	2	3	4	5	6
<i>STRONGLY DISAGREE</i>					<i>STRONGLY AGREE</i>

2. I am more knowledgeable about "new solutions" to the challenges facing the field of victim services.

1	2	3	4	5	6
<i>STRONGLY DISAGREE</i>					<i>STRONGLY AGREE</i>

3. I am more knowledgeable about crime victims' rights in *(state)*.

1	2	3	4	5	6
<i>STRONGLY DISAGREE</i>					<i>STRONGLY AGREE</i>

4. I am more knowledgeable about services available to crime victims and survivors in *(jurisdiction)*.

1	2	3	4	5	6
<i>STRONGLY DISAGREE</i>					<i>STRONGLY AGREE</i>

5. If I or someone I know ever needs to access victim services, I am confident I will know where to go for help, or be able to provide a referral.

1	2	3	4	5	6
<i>STRONGLY DISAGREE</i>					<i>STRONGLY AGREE</i>

6. The logistics of the *(event)* were well-planned, and attention was paid to my personal comfort in participating.

1	2	3	4	5	6
<i>STRONGLY DISAGREE</i>					<i>STRONGLY AGREE</i>

ADDITIONAL COMMENTS:

THANK YOU FOR TAKING TIME TO COMPLETE THIS BRIEF SURVEY!
(PLEASE RETURN THIS SURVEY TO [LOCATION])



Evaluation for Planning Committee Members and Volunteers

Thank you so much for your volunteer efforts that contributed to the success of our 2013 National Crime Victims' Rights Week activities. We appreciate your time and support to help promote greater awareness about crime victims' rights and services in (*jurisdiction*).

Please take a moment to complete this brief survey. Your feedback will help us improve our planning efforts to promote National Crime Victims' Rights Week and victims' rights and services in the future.

1. The number of planning meetings and teleconferences was appropriate and not excessive.

1	2	3	4	5	6
<i>STRONGLY DISAGREE</i>					<i>STRONGLY AGREE</i>

2. The goals and objectives of the (*NCVRW activities/events*) were made very clear to me.

1	2	3	4	5	6
<i>STRONGLY DISAGREE</i>					<i>STRONGLY AGREE</i>

3. The expectations of me as a volunteer were very clear.

1	2	3	4	5	6
<i>STRONGLY DISAGREE</i>					<i>STRONGLY AGREE</i>

4. I received appropriate guidance and support in fulfilling my volunteer duties related to (*NCVRW activities/events*).

1	2	3	4	5	6
<i>STRONGLY DISAGREE</i>					<i>STRONGLY AGREE</i>

5. I enjoyed my NCVRW volunteer experience, and would like to volunteer for future victim/survivor and public outreach initiatives in my community.

1	2	3	4	5	6
<i>STRONGLY DISAGREE</i>					<i>STRONGLY AGREE</i>

ADDITIONAL COMMENTS:

THANK YOU FOR TAKING TIME TO COMPLETE THIS BRIEF SURVEY!
(PLEASE RETURN THIS SURVEY BY EMAIL TO [NAME/EMAIL ADDRESS])

For More Information

Please contact National Crime Victims' Rights Week Community Awareness Project Consultant Anne Seymour via email at annesey@atlantech.net; or by telephone at 202.547.1732.
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