

Evaluation Plan: Airing Your Dirty Laundry

Instrument	Personnel	Timing	Fri. hours [pilot 1-8]	Sat. hours [11-4]	Sun. hours [11-4]
Cutout use assessment (A)	Evaluator	Post-event/day-end	N/A	N/A	N/A
Facilitator report on engagement (A)	All	Post-event debrief	N/A	N/A	N/A
A-to-B movement	Facilitators	Post-event debrief	N/A	N/A	N/A
Traffic compare (B)	1	1 hr/day during, 1 hr/day post	2-3	11-12	12:15-1:15
T&T map (B)	1		4:30-5:30	2:45-3:45	11-12
Interview? (B & C)	1, possibly across teams		TBD (5:45-6:45)	TBD (1:30-2:30)	TBD (2:45-3:45)
Gallery track (C)	1		3:15-4:15	12:15-1:15	1:30-2:30

Things for facilitators to remember

- Be aware of the pitches you're using on people: what works, what doesn't
- Be aware of the people who are participating without writing secrets: watching, leaving & returning, conversing with secret-writers, etc.
- Remember to steer people inside w/instructions or buttons
- Remember to MARK the backs of secrets somehow, as people write them (or when the hamper gets taken inside)
- We'll be doing a little debrief (sometime next week, maybe?) to talk about this as an observational aspect of the evaluation.

Activity A: Sharing your dirty laundry (outside)

Measuring participation:

Counts x3 **[can be assessed post-event]**:

- number of cards consumed
- number of cards retained / deposited in hamper (ratio of # consumed : # deposited)
- number of cards deemed substantive / used in Activity B (ratio of # consumed : # used)

Measuring movement to next activity:

Informal account by facilitators of how many people move from deposit hamper to enter Henry **[can be assessed post-event]**

Measuring interest & engagement:

Facilitators' informal / anecdotal observations of participant conversation, peer pressure, etc. – including non-secret-sharers: watching, returning, etc. **[can be assessed post-event]**

Activity B: Sorting dirty laundry (inside, mezzanine staircase)

Measuring attendance:

count visitors for a couple hours [crossing the threshold of the mezzanine hallway?] on 02/11, 02/12 & 02/13; compare to 02/04, 02/05 & 02/06.

Measuring attention & participation:

tracking with convenience sample of participants; map of hallway to indicate metrics:

- talk
- pointing
- laughing
- attends to baskets of cutouts or clothesline(s)
- moves cutout to line or between lines

Measuring interest & engagement [with VP / Henry]:

Two more metrics for tracking instrument above:

- attends to VP below
- continues down mezzanine stairs into VP
- **TBD** possible open-ended exit interview – code for presence / absence of:
 - positive experiences
 - what drew them in
 - what they did OR saw / noticed
 - what talked about in the museum (if visit group)
 - identifying connections between activities & art

Activity C: Artists' dirty laundry (inside, VP gallery)

Measuring attention & participation:

gallery map a la ND Aquarium group to indicate metrics:

- talk
- pointing
- laughing
- attends to baskets of cutouts and/or related works
- number of works attended to
- moves cutout down from upstairs

Measuring interest & engagement:

TBD possible open-ended exit interview – code for presence / absence of:

- positive experiences
- what drew them in
- what they did OR saw / noticed
- what talked about in the museum (if visit group)
- identifying connections between activities & art

Framing the report:

Making opaque points clearer / relating them to visitors

Secrets of the collection

Messages encoded in everyday objects

Disjointed conversation
Connections between artworks