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|  | **Swindon and Wiltshire Careers Hub**  **Evaluation Short Guide for Careers Activities and Programmes**  **Edition 1 – February 2021** |

**What is evaluation?**

Evaluation is an ongoing process whereby you are making judgements about the quality of your careers’ activities and programme, with the aim of making it as effective as possible.

**Why evaluate?**

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| Gatsby Benchmarks | Requirement for Benchmark 1 - [Good Career Guidance](https://www.gatsby.org.uk/uploads/education/reports/pdf/gatsby-sir-john-holman-good-career-guidance-2014.pdf) (pg. 22) |
| Ofsted requirements | Evidence needed of Careers activities for Personal Development [Ofsted guidance from the Careers and Enterprise Company](https://resources.careersandenterprise.co.uk/resources/ofsted-education-inspection-framework-guide) |
| Quality assessments | Evidence needed for The [Matrix](https://matrixstandard.com/) Standard or the [Career Mark](https://complete-careers.com/career-mark/) or The [Quality in Careers](https://www.qualityincareers.org.uk/) Standard |
| For the students | Evaluation helps with continuous improvement |

**✓ Top Tips ✓**

**Evaluation Methods – One-page guide**

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| **Methods of evaluation and gaining feedback** | **Students** | **Parents** | **Employers** | **Staff / Governors** |
| **Quick feedback: Face-to-face** | | | | |
| Red/amber/green cards | ✓ |  |  |  |
| Dart board/target board | ✓ |  |  |  |
| Post-it notes or postcards – 1 sentence feedback | ✓ | ✓ | ✓ | ✓ |
| Physical movements | ✓ |  |  |  |
| One more question slips | ✓ |  |  |  |
| **Quick feedback: virtual** | | | | |
| Poll within Teams/Zoom | ✓ | ✓ | ✓ | ✓ |
| Online poll like Mentimeter | ✓ | ✓ | ✓ | ✓ |
| Poll with email | ✓ | ✓ | ✓ | ✓ |
| Padlet page | ✓ | ✓ | ✓ | ✓ |
| Hands up/like features and reactions | ✓ | ✓ | ✓ | ✓ |
| Online quiz | ✓ |  |  | ✓ |
| **Surveys** | | | | |
| Paper surveys | ✓ | ✓ | ✓ | ✓ |
| Electronic surveys | ✓ | ✓ | ✓ | ✓ |
| Face to face surveys | ✓ | ✓ | ✓ | ✓ |
| **Qualitative methods** | | | | |
| Email conversations | ✓ | ✓ | ✓ | ✓ |
| Verbal conversations and questioning | ✓ | ✓ | ✓ | ✓ |
| Focus groups | ✓ | ✓ | ✓ | ✓ |
| Case studies | ✓ |  | ✓ |  |
| Student council/PTFA | ✓ | ✓ |  |  |
| Networking events |  | ✓ | ✓ | ✓ |
| Suggestion box | ✓ |  |  | ✓ |
| **Quantitative methods and self-assessments** | | | | |
| Attendance and engagement figures | ✓ | ✓ | ✓ | ✓ |
| Compass | ✓ | ✓ | ✓ | ✓ |
| Destination data | ✓ |  |  |  |
| Using LMI data | ✓ |  | ✓ |  |
| Skills assessments | ✓ |  |  |  |
| Self-assessment frameworks |  |  |  |  |
| CDI Framework | ✓ | ✓ | ✓ | ✓ |