



360 Degree Project Evaluation for a dance performance or event

Prepared by Elizabeth Isaacs
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In order to make New Zealand dance stronger and develop our professional practice it is important to evaluate our work and learn from this. DANZ provides this tool to facilitate that process.

A 360 degree evaluation involves getting feedback from all the people involved in a project including:

- director/producer
- dancers
- choreographers
- designers
- administration
- technical staff
- publicist
- advisory panel
- venue
- stakeholders

This information is then used to identify areas for improvement and change.

Ideally this evaluation would be handled by an independent person to ensure that **confidentiality** and anonymity is maintained.

If you are undertaking a major project, which includes public funding and want assistance with post project evaluation please contact DANZ at danz@danz.org.nz, phone 801 9885.

DANZ encourages you to use these tools to improve professional practice in your dance.

Best wishes DANZ

Evaluation Form Template

Part A – Project description

To be filled in by the Producer/Director to clarify the framework for the performance/event/project.

This information would come from the project plan and grant applications.

The project description would be supplied to all those undertaking the evaluation (Part B) and used as a context for their evaluation of the project.

1. Context

Description of the project – vision

2. Purpose

Project goals and objectives

3. Key partnerships in your project

List all the key people, including:

Producer/director
Dancers
Costume designer
Set designer
Photographer
Venue
Publicist

Choreographer(s)
Understudy
Lighting designer
Technical staff
Management/administration
Advisory panel
Key stakeholders
(e.g. supporters, sponsors, other organizations who helped)

Part B - Evaluation of the project (*name of project, dates and venue*)

To be filled in by **ALL** those involved in the project, including the producer/director

(*name of project*) wishes to undertake this 360 degree evaluation in order to develop best practice. We value your feedback on (*name of project*). All information will be treated **confidentially**.

Please answer the questions **relevant to the role you played** in this project.

Your project role:

1. Evaluation

Comment on the effectiveness of the following:

1.1 **Promotion and publicity**, including identifying and reaching target audience, promotion relationship, service and skill, range of promotional styles used, clarity, visibility, point of difference, relationship created with audience.

1.2 **Project processes and planning**, including organization timeframe, problem solving, and conceptualization

1.3 **Funding and financial processes**, including funding/sponsorship, budgeting, payment processes and rates of pay

1.4 **Communication** between the people involved in the project (director/producer, dancers, choreographers, administration, technical, publicist, advisory panel, venue and stakeholders)

1.5 **Contract** negotiation, process and content

1.6 **Administration**, including schedules and support

1.7 **Risk management, OSH** (occupational safety and health), **codes of conduct** refer to DANZ resources page for codes of conduct for choreographers, dancers, teachers and dance safety

1.8 **Venues** – for rehearsal and performance, including appropriateness and facilities (e.g. heating, floors, rest space, kitchen and toilet facilities)

2. Key outcomes

Linked to the projects goals and objectives (See the project description, Part A)

2.1 Artistic

2.2 Performance

3.3 Financial

4.4 Audience feedback

3. Analysis

3.1 What went well, what didn't go well

3.2 Recommendations – what will you do differently next time

3.3 Future directions

Can you give us a quotable quote on the project.

Thank you for filling in this project evaluation. This information will be treated **confidentially** and written up as an evaluation project report for future project development and funding.

Please return this form to (*email or postal address*) by (*date*)

For more DANZ resources see DANZ website resources page, www.danz.org.nz/resources.php

Thank you Creative New Zealand for supporting the development of professional resources.