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Formative Evaluation of Outreach: Student Experience Interview

As much as is feasible, collect reactions from a diverse selection of audience members during your outreach efforts so that you can continually improve your programs. Be sure you hear from a *variety* of individuals and *enough* individuals that represent your target audience so that you are not reacting to the opinions of a unique few. Note: More information about doing outreach into K- 12 can be found at: www.ncwit.org/roadshow.

Interview Questions

The purpose of this “roadshow” is to encourage students to consider enrolling in computing programs in their high schools and in college. We need your feedback to make sure we are hitting our mark. Please respond honestly to the following questions. Thinking back to the presentation you just watched

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1. What did you like most?

2. What did you learn?

3. What most surprised you?

4. How can we improve this presentation?

a. Is there any additional information we should cover in our presentation?

b. Should it be more interactive? Less interactive?

5. Did this presentation prompt you to consider studying computing in high school or college? (Why or why not?)

6. What did your friends think of the presentation?

7. Any additional comments?