

2020 Northeast 4-H Evaluation Workshop: Audience Assessment Worksheet

Think about an evaluation question you have, and write it here.

How will you use the findings from answering this evaluation question?

What stakeholder groups should be considered?
(Policy and decision-makers, program sponsors,
evaluation sponsors, target participants, program
managers, program staff, program competitors,
contextual stakeholders, evaluation and research
community) Be as specific as possible.

Which of the four categories would you put each
into? (latents, promoters, apathetics, defenders)
