Event Evaluation: Developing a Rubric

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AGENDA

- BRIEF HISTORY
- CONTEXT
- DEVELOPMENT
- IMPLEMENTATION
BRIEF HISTORY

CAST 1,000 SEEDS
VIBRANT VISIBLE
DISTRIBUTED GRASSROOTS

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NEW IDEAS

MORE STRATEGY

RIGHT-SIZED

STRUCTURED DECISION MAKING

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BUILDING A TOOL

GROWTH OPPORTUNITY

CONVERSATIONS

LITERATURE REVIEW

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INITIAL MODEL

- Success
- Efficiency
- Effectiveness
- Value

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TRANSITIONAL MODEL

Success
Efficiency
Effectiveness
Value

HOW WELL?

WHAT GOOD?

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BUFFET APPROACH
ONE SIZE FITS ALL REALLY FITS NO ONE

SELF-SERVE
MODULAR

SUSTAINABLE

ITERATIVE
EXPANDABLE

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INITIAL ROLLOUT

LOTS OF FEEDBACK

LIGHTNING ROD

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FEEDBACK CONTEXT
CULTURE EATS STRATEGY FOR LUNCH

OLD MODELS
LOSS OF AUTONOMY
STIFLE INNOVATION

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FEARS & CONCERNS

BURDENSOME

WHAT ABOUT UX?

BARRIER

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OVERSIGHT

KEEPING TRACK

WHAT DO I GET?

SNOWFLAKES

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MANAGING THE PROCESS

- DEGREE OF BUY-IN
- WHITE KNIGHT SYNDROME
- SHARED GOALS
- TOOLS (VS. THEORY)

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OPERATIONALIZED MODEL

KICK BACK IN THE STACKS

HOW WELL?

WHAT GOOD?

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ABOUT THAT RUBRIC

IMPROVE PERFORMANCE

DECISION MAKING

ANALYTIC
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