

Evaluation Plan

The Central Kentucky Concert Band will use both quantitative and qualitative evaluation methods to assess the success of the 2027 Summer Concert and determine whether the project achieved its goals of increasing access to live music, expanding awareness of the concert band tradition, and reaching new audiences.

Quantitative measures will include estimated audience attendance, social media analytics, and voluntary donations received during the event. Attendance will serve as the primary performance measure and will be compared with previous concerts to evaluate the effectiveness of outreach and marketing efforts. As a benchmark for typical community engagement, the band's regular season concerts at Transylvania University generally attract an estimated audience of more than 100 attendees. For comparison, the band's 50th Anniversary Concert at the Lexington Opera House in spring 2026 attracted an estimated audience of more than 300 attendees, demonstrating the organization's capacity to draw larger audiences for special events. Social media metrics—including post reach, impressions, shares, comments, reactions, and event engagement—will be tracked to measure public awareness and audience interaction before and after the concert. Donations collected during the performance will provide an additional indicator of community support and investment in sustaining free public arts programming.

Qualitative measures will include informal audience feedback gathered through conversations with attendees, musicians, volunteers, and community partners. The organization will also review concert programs, promotional materials, photographs, media coverage, and other event documentation to evaluate the effectiveness of communication strategies and the overall audience experience. These observations will help assess the concert's impact on audience enjoyment, accessibility, and community engagement.

At the conclusion of the project, the band's board of directors will review all evaluation data to determine whether the project's anticipated outcomes and objectives were achieved. Evaluation findings will be used to identify strengths, improve future programming, refine marketing and outreach strategies, and enhance accessibility and audience engagement for future performances. Project success will be demonstrated through strong attendance, meaningful community participation, positive audience feedback, increased public awareness, and continued community support for the Central Kentucky Concert Band's mission of providing free, high-quality live music experiences.

Central Kentucky Concert Band

2027 Summer Concert Evaluation Form

Project Goals

- Increase access to free, high-quality live music.
 - Expand awareness of the concert band tradition.
 - Reach new and diverse audiences.
 - Provide a meaningful community arts experience.
 - Promote lifelong participation in and appreciation of the performing arts.
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Quantitative Evaluation Measures

Measure	Benchmark/Goal	Actual Result	Met Goal?
Estimated audience attendance	100+ attendees (typical season concert); aspirational goal to exceed this benchmark	_____	☐ Yes ☐ No
Social media reach	_____	_____	☐ Yes ☐ No
Social media engagement (likes, comments, shares, reactions)	_____	_____	☐ Yes ☐ No
Number of event shares	_____	_____	☐ Yes ☐ No
Voluntary donations received	\$ _____	\$ _____ —	☐ Yes ☐ No
Number of musicians participating	_____	_____	☐ Yes ☐ No

Reference Benchmarks

- Typical Central Kentucky Concert Band season concert: **100+ attendees**
- 50th Anniversary Concert (Lexington Opera House, Spring 2026): **300+ attendees**

Qualitative Evaluation Measures

Audience Feedback

What comments were received from audience members?

Musician & Volunteer Feedback

What feedback did participating musicians and volunteers provide?

Community Impact

Did the concert increase awareness of the band and encourage community engagement?

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree

Comments:

Accessibility

Was the concert welcoming and accessible for audiences of all ages and backgrounds?

- ☐ Yes
- ☐ Mostly
- ☐ Needs Improvement

Comments:

Promotional Effectiveness

Review the following:

- ☐ Social media campaign
- ☐ Concert programs
- ☐ Photographs
- ☐ Media coverage
- ☐ Community partnerships

What promotional efforts were most effective?

Outcomes

Did the project achieve its intended outcomes?

Outcome	Achieved?
Increased access to live music	☐ Yes ☐ No
Reached new audiences	☐ Yes ☐ No
Expanded awareness of concert band tradition	☐ Yes ☐ No
Strengthened community engagement	☐ Yes ☐ No
Demonstrated artistic excellence	☐ Yes ☐ No

Overall Project Assessment

Overall, how successful was the project?

- ☐ Excellent
- ☐ Very Good
- ☐ Good

- ☐ Fair
- ☐ Needs Improvement

Lessons Learned

Recommendations for Future Concerts

Completed by: _____

Date: _____