

InnOVATION Arts Academy - 2026-27 Productions Evaluation Sample

Evaluation Methods

Evaluation methods will include: Ticketing metrics, Publicity Tracking, Patron Feedback, and Student and Parent Feedback.

Ticket Metrics/Track Patron Metrics: determine patron metrics, such as ticket type, number of tickets purchased in 2026-27 after fall and spring productions.

Ticket Metrics/Increased Audience: track new ticket buyers within the ticketing system with a goal of 10% increase in new ticket buyers from fall to spring.

Increased Publicity: increase public marketing by 30% in 2026-27 and track engagement whenever possible

Patron Feedback: Allowing patrons/families/schools to offer feedback about their experience at the performance, positive and constructive, whether they would return, recommend, student/child response, etc after fall and spring productions

Student and Parent Feedback: Allow InnOVATION families the opportunity to communicate through survey regarding the impact of their student's participation in the fall and/or spring production, and to report on their experience as an audience member.