

Project Evaluation Plan: KACLT Lunar New Year Celebration

To measure the success and community impact of the festival, KACLT will implement a multi-tiered evaluation strategy utilizing both quantitative data tracking and qualitative community feedback. [\[1\]](#)

1. Quantitative Metrics (Data Collection)

- **Attendance Tracking:** Total participant headcount via digital venue check-ins and door clicker counts to measure overall community reach.
- **Youth & Student Engagement:** Tracking the exact number of K-12 student performers, student emcees, and youth workshop participants.
- **Workshop Participation:** Registration logs for hands-on interactive sessions (calligraphy, paper cutting, and traditional music workshops).
- **Digital & Media Outreach:** Monitoring page views on the event site, social media engagement metrics, and localized press distributions.

2. Qualitative Metrics (Impact Assessment)

- **Participant Experience Surveys:** Distributing bilingual (English/Chinese) digital QR-code surveys at the venue exit to evaluate public satisfaction, cultural learning, and community connection.
- **Performer & Partner Debriefs:** Conducting a post-event review session with local artists, school faculty, and venue staff to assess operational success and logistical execution.
- **Community Feedback Forms:** Collecting open-ended testimonials from local families regarding how the event advanced arts equity and representation in Lexington. [\[1\]](#), [\[2\]](#)

3. Success Benchmarks

The project will be deemed highly successful if it achieves the following baseline targets:

- Attracts a diverse regional audience of at least **350+ attendees**.
- Integrates **30+ local K-12 students** into active performance or event leadership roles.
- Secures a **90% positive rating** from surveyed participants regarding cultural education value and inclusivity.