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 form 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.

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

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