A good way to make sure that your organization is on the right track is to evaluate your organization. How has your organization done over the course of the year? Was your event successful? It is always a good idea to evaluate the progress and accomplishments of your programs, projects, mission, constitution, publications, activities, and collaborations with other organizations or campus departments. Taking a deeper look into these aspects of your organization will help you to continually improve, evolve, and remain sustainable over the years.

Goals
The foundation for evaluation is the goal or goals that your organization determined in advance. What did you hope to accomplish?

For project or program goals might include recruiting a certain amount of new members, raising a certain level of revenue, creating awareness, or involving a certain percentage of our organization's members.

In evaluating a year or semester, goals to consider might include the membership level that you want to be at, the success of annual programs and projects that you do, the experiences that your members have in the organization and the impact that you hope to have on campus.

Whatever it is that you will be using to measure your levels of accomplishment, determine them in advance and be sure to include many members in the process. See *Setting Organizational Goals* for guidance on developing goals for your organization.

Questions to Consider
In addition to assessing the respective goals for your organization and programs, consider these basic questions when developing effective evaluations:

- Is our group fulfilling its goal or mission?
- Are our members taking an active role in the organization?
- Are our meetings run effectively?
- Is there a positive climate among group members?
- What made this project/program or year a success (to what extent were goals met)?
- What could be done to improve this project/program or year?
- What additional recommendations would you like to make to members who will be involved with this program/project next year?

Method
Evaluation can be done in writing or through a group discussion, whatever you find to be more appropriate in the given situation. For a program or event, make sure to evaluate participants before they leave, either on paper or electronically. Consider sending an anonymous electronic evaluation to all organization members a few times during the year to get their feedback. Hold listening sessions to allow members, officers, and advisors of your organization to provide their input and voice in planning and implementing goals, programs, projects, and activities.

On that note, evaluations should always involve all relevant parties – members, officers, those who attended or participated and your organization's adviser. Successors in your organization will appreciate the thoughtfulness and help that you will be providing them by doing a good job of evaluating your efforts. It will allow them to see the world from your shoulders, rather than from the ground!

Frequency
Organization evaluation should take place at least once a year — more frequently if problems occur. Good times to evaluate are before officer transition and during goal-setting sessions

Evaluations for specific programs or projects should be conducted as soon as possible after completion.
References

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