

**North Carolina Science Festival**

**Evaluation Checklists**

**For Expo Events**

**Before the Expo**

1. Make sure you are comfortable with the survey protocol and that you know the data that you will you will need to collect on the secret shopper protocol. The initial training will be provided as part of class and you will have access to all training materials on Blackboard as well. You will check in with the Expo Evaluation Coordinator and start collecting data immediately for your Expo shift, so make sure you are ready!

**On the day of the Expo**

1. Wear your Festival t-shirt. Also bring/wear another shirt that you can use when you collect Secret Shopper data.
2. Arrive at your event on time, and sign in with the Expo Evaluation Coordinator. See Table 1 for a list of Coordinators and Meet Up locations.
3. The Evaluation Coordinator will assign you to two zones at the Expo. You will work in these zones to collect the data. A separate zone will be assigned for survey data collection and secret shopper data collection.
4. Each tablet has a document on it called Festival Links. You will use this document to collect your survey and Secrete Shopper data.
   1. Alternate between Form A and Form B when collecting the survey data.
   2. For Secret Shopper data, record the booth name and start time before approaching the booth. Record all other data after you have participated in a booth activity.
5. The Evaluation Coordinator will also assign you a specific tablet. At the end of your shift you will sign out and return the tablet.

Table 1

List of Expos, Coordinators, and Meet-Up Locations

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| --- | --- | --- |
| **Expo** | **Coordinator** | **Meet-Up**  **Location** |
| Mountain Science Expo: From Beakers to Backyards, Asheville | Jane Robertson | Main entrance to the  NC Arboretum |
| UNC Science Expo, Chapel Hill | Karen Peterman | Outside the Business Office at the Morehead Planetarium |
| Life is Your Lab and Your Studio...Full STEAM Ahead!, Charlotte | Priscila Baddouh | In front on the main entrance to the Discovery Place museum |
| 2012 Earth Day Expo, Greenville | Sharon Schleigh | In front of the main entrance to the Howell Science Complex |
| Rutherford County Science and Technology Expo, Rutherfordton | Jane Robertson | In front of the main entrance to the KidSenses museum |
| Super Science Fun Fest, Fayetteville | Karen Peterman | In front of the main entrance to the Fascinate-U Children’s museum |
| SciWorks Science Fest, Winston Salem | Jane Robertson | Ticket counter at the SciWorks Science Center |
| UNC Charlotte Science and Technology Expo, Charlotte | Priscila Baddouh | In front of the main entrance to the UNC-C Student Union building |

**After the Expo**

1. You can/will use your Expo data as part of your final project for your professor’s class. All data will be stored online as they are collected. We will download the data each morning and send an updated file to your professor to ensure that you can work with your data as soon as possible.

**For All Other Events**

**Before the Event**

1. Double-check the Festival Web site to make sure that your event is still listed for the date and time you plan to attend. If the schedule has changed, and you need to choose another event, contact your professor for an updated list of events that have not yet been selected.
2. If the event will be an “open” event, try to check out a tablet from your professor. You can also use your own iPad or tablet to collect these data, if you have one.
3. Tablets will need to be picked up and returned with quick turn-around to make sure as many people can use them as possible. The tablets are already reserved for an event on April 21st and so they will not be available for check out on that day. The tablets will be available through the 27th.
4. If you event is a “contained” event or if a tablet is not available to use for your “open” event, plan to use the paper copies of the survey to collect your data. We have decided to limit the number of paper surveys used to 50 per event for this year. Half of the surveys collected at each event should be Form A and the other half Form B.
5. If using the paper surveys, organize them beforehand so that every other survey is Form A and Form B. This will ensure that we get a good mix of data on each survey form and make it easier to distribute and/or administer the surveys on the day of the event.
6. If you are working at a “contained” event, make sure you have enough pencils for every survey.
7. If you are working an “open” event, plan to bring a clipboard or some other hard surface for people to use as they complete their survey. If you use a clipboard, it is handy to tie the pen to the top to prevent people from taking it with them after completing the survey. Bring an extra pen or two, just in case.
8. If you are working a stargazing event or any other event that takes place outdoors and at night, bring a flashlight.
9. Some events have paid parking; if your event falls into this category you may want to investigate free parking options beforehand.

**On the Day of the Event**

1. Wear your Festival t-shirt. It will be your “admission ticket” to events.
2. Arrive at least 30 minutes before you plan to begin collecting data so you can check out the venue and decide how to distribute/collect the survey data. If it is clear who is coordinating the event, feel free to say a quick hello and get their advice about collecting the data. Note that these folks will be VERY busy making last-minute arrangements for the event. Do not take more than five minutes of their time. If you do touch base with a coordinator:
3. Introduce yourself and tell him/her that you are part of the evaluation team.
4. Ask how many people he/she is expecting at the event
5. Ask if he/she has a preference for how the data are collected: should we put surveys under seats, hand them out at the door as people come in, distribute them at tables (for a tasting event or an event with a reception after), other ideas?
6. Remember that you are an observer at the event, not a participant. If an event has a reception or includes food/drink, you may only eat/drink yourself if you are invited to do so by the person running that event. You should not participate in any hands-on activities at any event.

**After the Event**

1. Return the tablet, if you borrowed one, no later than the day after your event.
2. If you collected paper survey data, enter the data as soon as possible after the event. You can use the survey link provided below to enter the data in an online form.
3. Turn in the hard copies of your surveys to your professor no later than one day after they have been entered.
4. You can/will use your data as part of your final project for your professor’s class. We will download the data each morning and send an updated file to your professor to ensure that you can work with your data within 24 hours of entering it.

**Link for data entry:**  
https://unc.qualtrics.com/SE/?SID=SV\_3qLchX7LB4LC8V6

**For Thorp Science Night (TSN) Events**

**(i.e., Elementary School Science Nights)**

**Before the TSN**

1. Double-check BlackBoard to make sure that your TSN event is still listed for the date and time you plan to attend. If the schedule has changed, and you need to choose another event, contact your professor for an updated list of events that have not yet been selected.
2. All TSN parents and students will complete the same survey. Parents complete the front page of the survey and students complete the back page, with the parent’s help. If a family has more than one child, feel free to have all children complete the back page. When this happens, please clip the group’s surveys together. Data will be entered by family (see below).
3. Make sure you have enough pencils for several people to do the survey at the same time. The teacher organizing the event should have some, but plan to bring some as back-up.

**On the Day of the TSN**

1. Wear your Festival t-shirt.
2. Arrive at least 30 minutes before the event begins. Find the teacher coordinating the event, say a quick hello, and get their advice about collecting the data. Note that teachers will be VERY busy making last-minute arrangements for the event. Do not take more than five minutes of their time:
   1. Introduce yourself and tell him/her that you are part of the evaluation team; the teacher should be expecting you.
   2. Ask if he/she has a preference for how the data are collected: should they be at the welcome table, should you ask people to complete them as they are leaving the event, other ideas?
3. Remember that you are an observer at the event, not a participant. If a TSN event includes food/drink, you may only eat/drink yourself if you are invited to do so by the teacher running that event. You should not participate in any hands-on activities at any event.

**After the TSN**

1. Enter the data as soon as possible after the event. You can use the survey link provided below to enter the data in an online form.
2. Turn in the hard copies of your surveys to your professor no later than one day after they have been entered.
3. You can/will use your data as part of your final project for your professor’s class. We will download the data each morning and send an updated file to your professor to ensure that you can work with your data within 24 hours of entering it.

**Link for TSN data entry:**<https://unc.qualtrics.com/SE/?SID=SV_e8J5av0hgZjvKpm>