| **Process Evaluation** | **Outcome Evaluation**  |
| --- | --- |
| **Inputs** | **Activities****(Exhibit or Exhibition)** | **Participation** | **Reactions** | **KASA** | **Practice Change** | **Impact (SEEC)** |
| **Budget**--$700,000 Funded—Healthy Cities Foundation, IMLS**Staff Members** \* Developer & Project Manager\* Exhibit Designer\* Digital Experience Designer\* Graphic Artist\* Program/education Staff \* Museum Theater staff \* Evaluation Staff  **Advisory Board**University professor in environmental studies, two city government officials, two owners of waste management firms, landfill owner, state biologist **Membership in Green Museum Alliance** | **Big Idea**: Waste reduction/ management can be impacted at home, at work, in their community, and in the world through personal action and advocacy. **Themes and topics**Cartoon-like theme with strong primary colors. **Description**: 4,000 square feet traveling exhibition; Paid; 24 exhibit elements along with 20 seat theater**Organization and pathways** –organized by the story of a city recognizing the need to change waste management. Six Chapters in the story will mark areas. Visitors will take character roles and receive feedback about the impact of their actions. Exhibits: dioramas, graphics, interactives, videos, and theater Signage: Chapter heading Label strategies: cartoon bubblesStaff/volunteer roles: actors for city council meeting | **Target Audience:****Adults & families****Developing Organization Museum:***Demographics:* 60% Adults with Children & 40% Adult Groups; Education of Adults – some college;80%White, 15% African American, 5% Asian*Previous experience*: currently practicing some level of home recycling but little experience in civic engagement. **Nature of participation:** Taking character roles, reading, talking, using computer to make decisions, handling objects.**Counts:** 50,000 people served per month, tickets $12A/$8C | Visitors will find the exhibition satisfying, interesting, fun, and informative. 90% of visitors will get the Big Idea that waste reduction and management can be impacted by people of all ages at home, school, work, in their community, and in the world through personal action and advocacy.  | **Knowledge** (Awareness)Increased knowledge of levels and types of: \*household waste \*business waste Increase knowledge of:\*impacts of previous initiatives\*municipal policies & waste & how they can be affected\* how waste can be reduced \*impacts of waste on environment & specific species of plants & animals. **Attitudes**\*Increased level of urgency about reducing waste\*Increase self-efficacy **Skills**Increased skill in identifying how to reduce household & how to contact business and government to affect policies **Aspirations**: Increased aspiration to reduce household waste &get involved in waste policy develop in local government | \*Implement and sustain waste reduction in household management. \*Advocate sustainable waste management practices at work and school\*Advocate and implement sustainable waste management practices in community organization to which he/she belongs. \*Attend city council meetings when waste management policies and contracts are discussed. \*Write representatives to share position on waste management policies and contracts. \*Share knowledge and skills with children, neighbors, and family.  | Reduced levels of waste in city. Sustainable waste management policies that affect the environment.  |