

Tracking and Measuring Engagement “Purposes Worksheet”

Purposes (Why do we want to TAME?)	
Audiences: Who do we seek to influence and to what end?	
Based on above answers, what are key data elements we need?	
What data do we already have available?	
Who will be responsible for managing TAME?	
Who can help build, support, analyze?	
In what form or timeline will data be shared/presented with audiences?	
Is it meant to be ongoing?	() Yes () No If Yes, note how data records will be maintained – Self-maintained by those submitting data? Or, by an episodic universal survey process? Or, other strategy?

Barbara A. Holland, 2011. Adapted From: **Assessing Service-Learning and Civic Engagement: Principles and Techniques**, by Sherril B. Gelmon, Barbara A. Holland, Amy Driscoll, Amy Spring, and Seanna Kerrigan. Campus Compact, 2001; p. 11, Table 2