Evaluation and Feedback

Purpose

- Proposes an approach to understand and assess the effectiveness of STEM engagement activities aimed at secondary school students.
- Establish systematic evidence collection to support reporting and comparison across activities (e.g., across formats, audiences, or delivery contexts).

Evaluation Framework and Data Collection

- Collect baseline (pre-event) and post-event data to assess participation, engagement, and perceived value, and use findings to inform refinement of activity design and delivery.
- Gather pre-event data on student demographics, educational context, prior exposure to STEM, and interests.
- Capture post-event feedback on engagement, motivation, and overall experience (e.g., clarity, relevance, and perceived usefulness of activities).
- Consider selecting or adapting suitable questions from the proposed questionnaire templates to support consistency and minimise respondent burden. Consult the external document "***Questionnaires Examples***" for sample templates.

Stakeholder Feedback and Engagement Quality

- Assess educational relevance, delivery effectiveness, and identify aspects of facilitation, communication, and inclusivity requiring adjustment (e.g., pacing, accessibility of materials).
- Collect input from teachers and school representatives to complement student feedback.
- Use repeated feedback to detect patterns and inform future planning and delivery.

Data Governance and Ethical Compliance

- Ensure all data collection activities comply with GDPR, national legislation, and institutional data protection and ethical requirements, including the preparation of consent forms and adherence to applicable ethical approval procedures. For participants below the applicable age threshold, obtain verified parental or legal guardian consent prior to data collection.
- Limit data collection to what is strictly necessary, define clear purposes for its use (e.g., evaluation and improvement of STEM engagement initiatives), and ensure participants and parents are informed in clear and accessible language about data use and retention.
- Maintain secure storage, controlled access, and appropriate data retention practices, ensuring that data are retained only for a limited period (e.g., anonymised data stored within institutional systems).
- Ensure voluntary participation, apply appropriate consent procedures, and report data in anonymised and aggregated form.

Impact Assessment and Follow-up Indicators

- Define a set of indicators (impact scoreboard) to assess the effectiveness of the STEM initiatives, including student engagement, awareness of STEM pathways, and confidence (e.g., expressed interest in STEM subjects).
- Analyse results to identify self-reported changes associated with participation and use evidence to support ongoing evaluation and programme refinement.
- Consider follow-up indicators, where applicable, such as continued engagement with related activities or use of information resources.
- Consult the external document "***Evaluation & Feedback - Scoreboard***" for details on assessment metrics.

External documents – available under the section *"Useful detail info"* of the Discover Digital Programme web page on the EU Code Week platform

- *Evaluation and Feedback – Scoreboard* (06_Evaluation_and_Feedback-Scoreboard.pdf).
- *Questionnaires Examples* (08_Questionnaires_Examples.pdf).

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