

CU / CAMPUS EVALUATION

Evaluation is one of the essentials in a leader's toolkit. Whether you're right at the beginning of your time in leadership, finishing off, or somewhere in between, evaluation should be one of your best friends. Evaluation is the process of finding out and expressing the current state of an organisation or project, in your case the CU you lead, and it fundamentally benefits leaders because it improves your understanding of and insight into what you are leading and dealing with. It is useful...

⇒ ***At the beginning of your CU leadership year***

Spending time evaluating the CU when you initially take over is helpful for several reasons:

- It is a good way to quickly get a firm grasp on what you're dealing with; the state of the CU you have just been handed leadership of. This will help to ensure you start well.
- It helps you to form your vision. Given that vision arises from a deep dissatisfaction with what is and a clear grasp of what could be, you need to know what the current situation is before you can be dissatisfied with it! A firm and realistic understanding of your CU allows your vision to be tailored specifically to your situation. For example, if evaluating your CU shows you that prayer is currently a weak area in the life of your CU, your vision can then reflect your desire to see that change.
- It provides a good base from which to begin planning. Evaluation puts you on the map, showing you where your CU is at the moment, which in turn allows you to begin to work out how to get to where you want to go to.
- Doing an evaluation exercise together can be a great teambuilding activity, helping you to begin working together and allowing you to benefit from each others' insights into CU.

⇒ ***At any point during your time in leadership:***

- As a 'progress check', evaluating the CU or specific aspects of CU life during your leadership year will allow you to see what progress you have (or haven't!) made in accomplishing your plans and attaining your vision. This could serve as an encouragement to you to keep going, or perhaps an incentive to get your act together! It will also enable you to see whether or not you need to adjust any of your initial approaches or change any plans. For example, if an evaluation at the end of semester 1 shows that exhortations in main meetings have not fostered friendship evangelism as hoped, you could reassess your approach to motivating the CU and perhaps consider running an evangelism training course in small groups.

⇒ ***At the end of your year leading the CU:***

- Evaluating your CU will help you to see not only where you've brought the CU in your year as its leaders, but also what you're handing over. This will enable you to hand over to your successors intelligently, bringing them up to speed on where the CU is at, which will help them to get off to a good start and ensure a smooth change in leadership.
 - In addition it could help you to decide who to choose as next year's leaders and which posts to put them in. For example: if you feel that work amongst international students is weak you would do well to choose a strong leader, with plenty of vision and passion for international students, able to bring in change over the coming year. Evaluating the CU enables you to be strategic about how you place future leaders.
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So how do you do it?

The next few pages contain a couple of different evaluation methods.

- ***Assessing Your Campus*** is a fairly detailed and comprehensive questionnaire covering four key aspects of the life of your CU:
 - Background – understanding the university your CU finds itself in, your campus context
 - Evangelism – considers evangelistic activities/events, friendships, training, accessibility of CU
 - Spiritual maturity – looks at CU teaching, nurture of new Christians, fellowship, unity, support
 - Global and long-term vision – fostering global concern and preparing people for life after CU
 - A ***S.W.O.T. analysis*** is one of the simplest and easiest ways of making a valuable and meaningful evaluation. All you do is ask yourself: What are the strengths of our CU? In what areas is it weak? What opportunities (not yet taken) do we have? What is threatening the CU at the moment? Opportunities are often, but not exclusively, internal factors. Threats are often, but not exclusively, external factors. There is also space to make other notes you find helpful.
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Assessing Your Campus

1. Background

- ⇒ Size of student body:
 - total number

 - % full time / part time

 - % undergraduate / postgraduate / other

 - % residential / commuters / other

 - ⇒ Size of CU:
 - answer questions as above

 - number of Christians not attending CU

 - % of CU involved in other clubs and societies

 - areas of college that have no / few Christians

 - % of CU who have become Christians since coming to college

 - ⇒ From this information write a 30 word description of your campus

 - ⇒ What are the 5 most popular things students do when they are not studying? How do you know this?

 - ⇒ What are the predominant worldviews on campus? Do any groups / factions have a disproportionate influence on attitudes in the college? If so, which?

 - ⇒ How would you say the CU is perceived in your college? How would you describe its 'Image'? If negative, why, and how could that be changed?

 - ⇒ What is the overriding attitude towards religion? Towards the spiritual dimension of life? Towards Christianity as an organised religion? Towards the message of Jesus Christ?
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2. Evangelism

- ⇒ How does the CU programme include a commitment to evangelism?

- ⇒ Do Christians have real and meaningful friendships with non-Christians? How is that demonstrated?

- ⇒ How are people being trained in evangelism?

- ⇒ To what extent would an outsider feel welcome / relaxed in CU meetings? If not, why not?

- ⇒ What observations can you make about responses to the gospel message? Are there particular aspects of the gospel which people react against in your college?

- ⇒ Are there evangelistic Bible studies running at present? How would you set one up if students expressed an interest next week?

3. Spiritual Maturity

- ⇒ To whom is the teaching programme geared / directed?

 - ⇒ How are new Christians followed up? Who is responsible for follow-up and does it actually get done?

 - ⇒ What role do small groups play in your CU?
(How and when are small group leaders chosen and trained? How effective is the training and in what way is the effectiveness of a group evaluated?)
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- ⇒ How well do CU members know each other? How could that be improved without becoming inward looking?
- ⇒ Are there particular frictions / tensions within your CU? If so, how could these be addressed?
- ⇒ Is Bible teaching relevant, practical and applied? Are CU speakers geared to student audiences?
- ⇒ What kinds of Christian books does the CU read? How much per head do you sell in books?
- ⇒ Apart from IFESI staff, who are the senior advisors for the CU and who can cope with counselling and encouragement?

4. Global and long-term vision

- ⇒ How are people prepared for life after college?
 - ⇒ How is missionary vision developed? Is this effective?
 - ⇒ What is being done to reach international students in your college?
 - ⇒ What % of the CU would be involved in summer mission projects either in Ireland or further afield?
 - ⇒ In what ways are CU members seeking to apply their faith to their areas of study and the world of work?
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Campus S.W.O.T. Analysis

University/College:

Date:

Strengths	Weaknesses

Opportunities	Threats

Notes