

Learning Outcomes

(ACM Landscape Survey, Jessica Luke)

- Cognitive Learning
- Emotional Growth
- Social Development
- Attitude Change

Museum Outcomes

(Museums Association, UK)

- Empowering People
- Enriching Places
- Inspiring Ideas

Categories of Public Purpose

(From MODS)

A. Add to community's quality of life

Serve as a community gathering place; reach underserved audiences; use institutional resources to solve community issues; and/or celebrate local identity and community pride

B. Create economic value

Contribute to tourism; provide workforce development; contribute to economic welfare of the community; and/or participate in neighborhood development

C. Contribute to heritage preservation

Care for an historic property; provide landscape and site preservation; conserve significant collections; and/or offer services in research and scholarship

D. Serve as a center for lifelong learning

Provide exhibits, theaters and programs for adult and family audiences; teach and support object-based literacy; provide opportunities for intergenerational learning; and/or partner with other centers for informal learning.

E. Partner with formal education

Develop programs for K-12 students; offer teacher workshops; develop outreach materials for schools; and/or train future museum professionals

F. Serve as places of memory

Preserve a memorial or shrine; build on history/experiences as a source for understanding and tolerance; provide a respite for those seeking solace; and/or preserve and display collections that are touchstones to emotional events

Public Values (Impacts)

- Education
- Culture
- Recreation
- Social Identity
- Economic Impact
- Community Gathering
- Civic Engagement



Personal Values (Outcomes)

- Learning
- Exploration, Play, Adventure
- Quality Leisure Time
- New Experiences
- Building Personal Identity



Guiding Principles (aka Values)1 of 2

- Whole Child Learning
- Respect
- Trust
- Family Values
- Attunement
- Symbolic Play
- Local and Regional Values
- Public Participation
- Partnership Collaboration



Guiding Principles (aka Values) (2 of 2)

- Diversity
- Questioning, Critical Thinking
- Excellence
- Fairness
- Effective & Efficient
- Relevance
- Social Justice/Access
- Local/Regional Values



Symbiotic Partners

- Tourism Development
- Corporate Community
- Public Agencies (Government)
- Academic and University
Communities
- Cultural and Community
Organizations
- School and Educational Systems
- Media Partners
- Community Groups
- Retail Promotional Partners
- Other Museums



Visitor Segments

Member Visitors

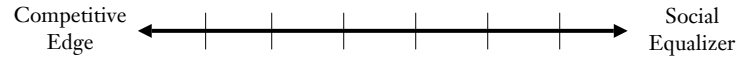
General Visitors

School Groups (K-8)

Pre-K Groups



Social Development Focus



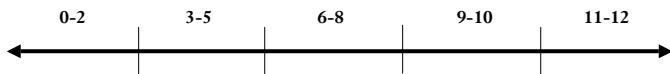
October 4, 2013



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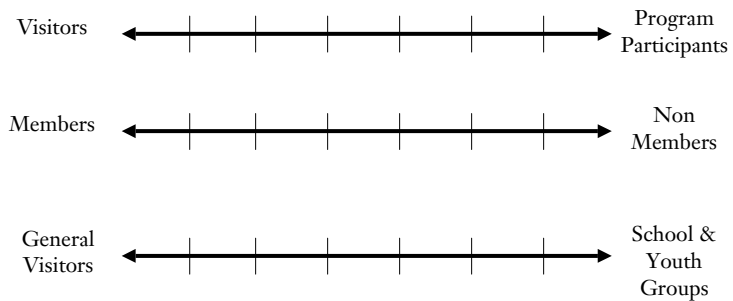
Adults with Children (Mean Age) (Years Developmentally)



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Audience Mix



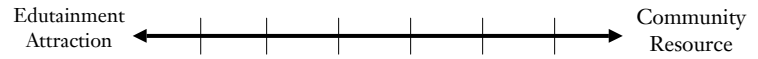
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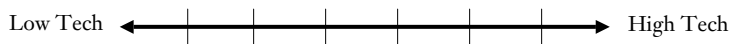
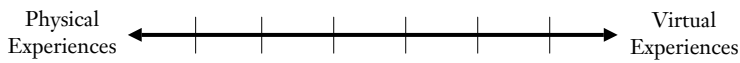
Degree of Institutional Change Desired



Institutional Positioning



What Kind of Museum?

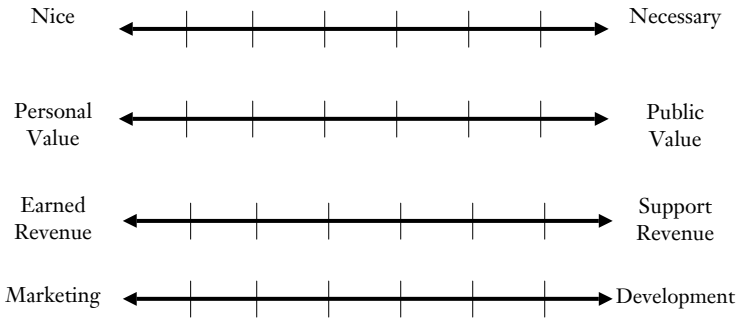


Ability to Change Galleries

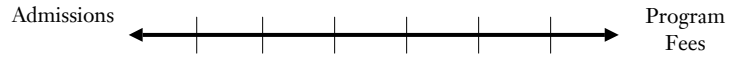




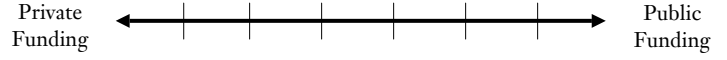
Serve Individuals or Society?



Earned Revenue Portion



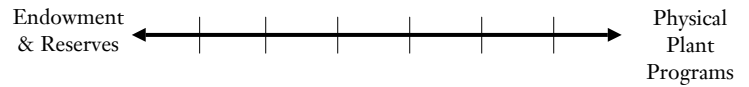
Support Revenue Portion



Program Characteristics

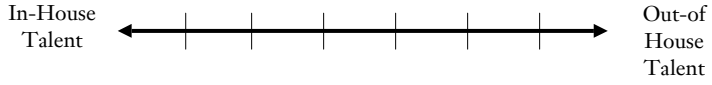


Investment Priority





Sourcing



Pricing Policy

