

Group Self-Assessment

ENGAGING YOUR COMMUNITY: A TOOLKIT FOR MUSEUMS

Category 1: Mission & Planning

Mission and Planning asks questions about the museum's mission and strategic plan and how it relates to the community.

On individual post-it notes, write down:

- Ways the museum's mission statement or strategic plan is communicated/shared with the community
- Ways the museum's mission statement or strategic plan serves the community
- Ways the strategic plan prioritizes deepening the museum's relationship with the community

Category 2: Audience & Community

Audiences and Community focuses on getting an understanding of the museum's target audiences, the community in which the museum lives, and its relationship to that community.

On individual post-it notes, write down:

- Ways the museum has defined its target audience
- Ways the museum has a clear understanding of the community and its needs
- The programs and services being run that reflect the community's needs
- The programs, activities and services that are intended for specific target audiences
- The programs, activities and services that integrate audiences that normally would not interact

Category 3: Community Perception

Community Perception focuses on how the museum keeps in touch with the community and how the community responds to the museum.

On individual post-it notes, write down:

- Ways in which the museum markets its programs/exhibits to the community
- The ways in which the museum gets an understanding of how the public perceives the museum and its programs
- Ways that the museum changes and adapts according to the community's needs
- Ways that museum staff, volunteers and board members act as ambassadors for the museum
- How the museum is portrayed in the media

Category 4: Community Experience

Public Experience is all about the community's interactions with and responses to the museum through exhibitions, programming, research and services.

On individual post-it notes, write down:

- What the public enjoys about your museum (key assets and strengths) and how you know it
- Ways the community is welcomed into the museum
- Activities that the museum offers outside of 'the norm' (regularly scheduled exhibits and programs) for the community to interact with the museum
- Ways that the museum gains information from the community to shape future programs, services and exhibits

Category 5: Community Involvement

Public Involvement examines the museum's interaction with the community through partnerships, volunteerism, staffing, board membership and financial planning.

On individual post-it notes, write down:

- Ways the museum profiles local community members or community groups
- Ways in which members of the community are involved in the museum in a deeper capacity than being a visitor
- Ways in which volunteers are recruited
- Ways the museum is involved in community events and programs organized by others
- Partnerships the museum has with community groups
- Ways in which the museum collaborates with the community
- The degree to which the demographics of the staff, volunteers, and board reflect the make-up of the community
- Ways that staff and board members interact with the community to inform their decision-making
- Any advisory committees or Friends groups that exist
- Training and development opportunities for staff, volunteers and the board to improve their knowledge and understanding about the community

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STEP 2

	1	2	3	4	5
	Early stage	Developing	Moderately Developed	Well-Developed	Exemplary
<i>Definition:</i>	<i>Have developed a plan but have not yet implemented it</i>	<i>Implemented X within the past year</i>	<i>Have been doing X for more than a year</i>	<i>Have been doing X for a number of years, it's going well and we are evaluating it</i>	<i>Have been doing X for a number of years, have evaluated it, and incorporated feedback</i>
Mission & Planning					
Audience & Community					
Community Perception					
Public Experience					
Public Involvement					

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Spider Diagram

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