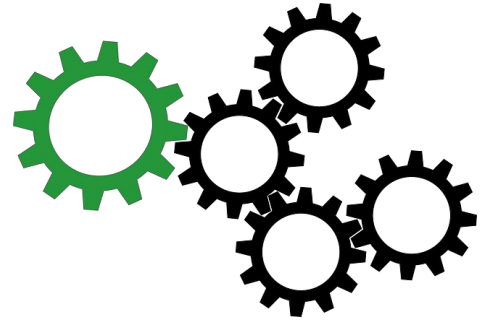


Evaluation as a Mechanism for Change



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What do you currently evaluate at your museum?

Do you intentionally evaluate at your museum?

What?

When?

Why?

How?

What do you do with the evaluation?

How do you know if the evaluation is any good?

What is one thing you would like to change or improve at your museum?

What is one thing you can/will do to improve evaluation at your museum?

Suggested Resources

Introduction to Museum Evaluation
Minda Borun and Randi Korn, editors

Visitor Surveys: A User's Manual
Susan K. Nichols, editor

Questioning Assumptions: An Introduction to Front-End Studies in Museums
by Lynn D. Dierking and Wendy Pollock

Paying Attention: Visitors and Museum Exhibitions
by Beverly Serrell

Practical Evaluation Guide: Tools for Museums and Other Informal Educational Settings
by Judy Diamond and Jessica J. Luke

Evaluation Essentials: From A to Z
by Marvin C. Alkin EdD

Website: informalscience.org