Guiding Your Museum to Greatness through The Museum Assessment Program

Interactivity 2017
10:30-11:45am Thursday May 4
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i.d.e.a Museum

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Portland Children’s Museum
The Continuum of Excellence
Supporting and celebrating your museum’s commitment to standards

**MEMBERSHIP**
The foundation for excellence

**PLEDGE OF EXCELLENCE**
A commitment to the field

**CORE DOCUMENTS**
A demonstration of professionalism

**ACCREDITATION**
A mark of distinction from the Alliance and AZA

MAP, StEPs, CAP, SMMAA
Customized roadmaps for improvement
The Museum Assessment Program

- Consultative
- Self-Assessment
- Peer Review
- Low Cost (IMLS funded)
- 1 year
Three Assessment Options

• **Organizational**
  *All areas of museum operation reviewed*

• **Collections Stewardship**
  *Focuses on collections policies, planning, ethics, access, documentation, emergency planning, and collections care*

• **Community Engagement**
  *Assesses the relationship between the museum and community*
The 3 Key Players in MAP

- Peer Reviewer
- MAP Staff
- The Museum
Your Peer Reviewer

- Listen, guide & advise
- Offer realistic steps
- Provide resources
- Site Visit + Report

- Make institutional decisions for you
- Be a Band-aid fix
- Provide specific museum consulting services
You Get....

- “Orchids & Onions”
- Practical recommendations
- Expert advice
- Practices benchmarked to standards
- Resources
- Prioritized roadmap for change
Results

• Alignment of Mission-Operations-Resources
• Improved policies and plans
• Increased funding success
• Stronger community relationships
• Increased board engagement/education
Qualities of a Successful MAP:

• Leadership
• Broad Involvement and Buy-in
• The Right Motivation
• Good & Honest Communication
• Commitment to Change
• Accuracy/Openness/Transparency
• Preparation and Planning
• Making the time
Eligibility

• 1 professional staff or FTE (paid or volunteer)
• Public or Private Non-profit
• In U.S. state or territory
• Open 90 days a year
• Care for/own/use tangible objects—incl. living collections
Process

1. Apply
2. Self-Assessment: Workbook & Activities
3. Site Visit (1 peer reviewer; ~2 days)
4. Receive report
5. Act: implement recommendations/integrate into plans
6. Follow-up with your Peer Reviewer (optional)
## Costs

<table>
<thead>
<tr>
<th>Operating Budget</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>$125K or less</td>
<td>FREE</td>
</tr>
<tr>
<td>$125,001 - $400K</td>
<td>$350</td>
</tr>
<tr>
<td>$400,001 - $1M</td>
<td>$550</td>
</tr>
<tr>
<td>Greater than $1M</td>
<td>$750</td>
</tr>
</tbody>
</table>

Total services and materials valued at $4000
Children’s Museum participation in MAP

~ 2 museums per application cycle (4%)

Most common assessment types:

- Community Engagement
- Organizational Assessment
Learn more

www.aam-us.org/map

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