Evaluation Resources

Conducting Evaluation

Team-Based Inquiry – Developed through the Nanoscale Informal Science Education Network (NISE Net) project, TBI was conceived to empower all museum professionals to incorporate aspects of evaluation in their daily work. TBI is focused on the smaller questions and immediate needs that museum professionals have as they build programs or exhibits, develop partnerships, consider new opportunities, and more. The materials and tools built to support you in TBI are flexible enough to suit many situations and needs. The limitations are really your imagination!

We put a lot into fleshing out TBI, so here are a bunch of links to different resources: The Guide and related materials; Training videos (or an alternate way to experience the Guide); Cohort participant presentations of their TBI studies - 2014 and 2015; a Google Drive of the Guide and Word-based tools.

BetterEvaluation – This group shares materials, processes, resources, and suggestions.

University of Wisconsin – Extension – Though a terrible website, this is a treasure trove of useful templates, guides, and resources for tackling any aspect of evaluation!

Organizations

Visitor Studies Association – VSA is focused on “understanding and enhancing learning experiences in informal settings through research, evaluation, and dialogue.”

American Evaluation Association – AEA is the leading association focused on all aspects of evaluation, regardless of content area. There is an Topical Interest Group focused on arts, culture, and audiences.

Alliance of American Museums – the Committee on Audience Research and Evaluation professional network is a great group to connect you with others across the field who are grappling with how to do or incorporate evaluation into their institutions.

Audience Research Insights

Know Your Own Bone – Using data collected through her work with IMPACTS, Colleen Dilenschneider presents compelling cases about how museums and cultural organizations need to change to respond to various market trends.

Presenting Data

Evergreen Data – Stephanie Evergreen is a great tester of different ways to present research and other information. She is a fantastic presenter and teacher.

Visualizing Data – A smorgasbord of resources, blog posts, and options for ways to look at your data, be it zip codes, size of households or more!

There is SO MUCH MORE! Check out these resource lists, too:

VSA’s resource list
AAM CARE’s resource list
Center for the Advancement of Informal Science Education (CAISE) resource list