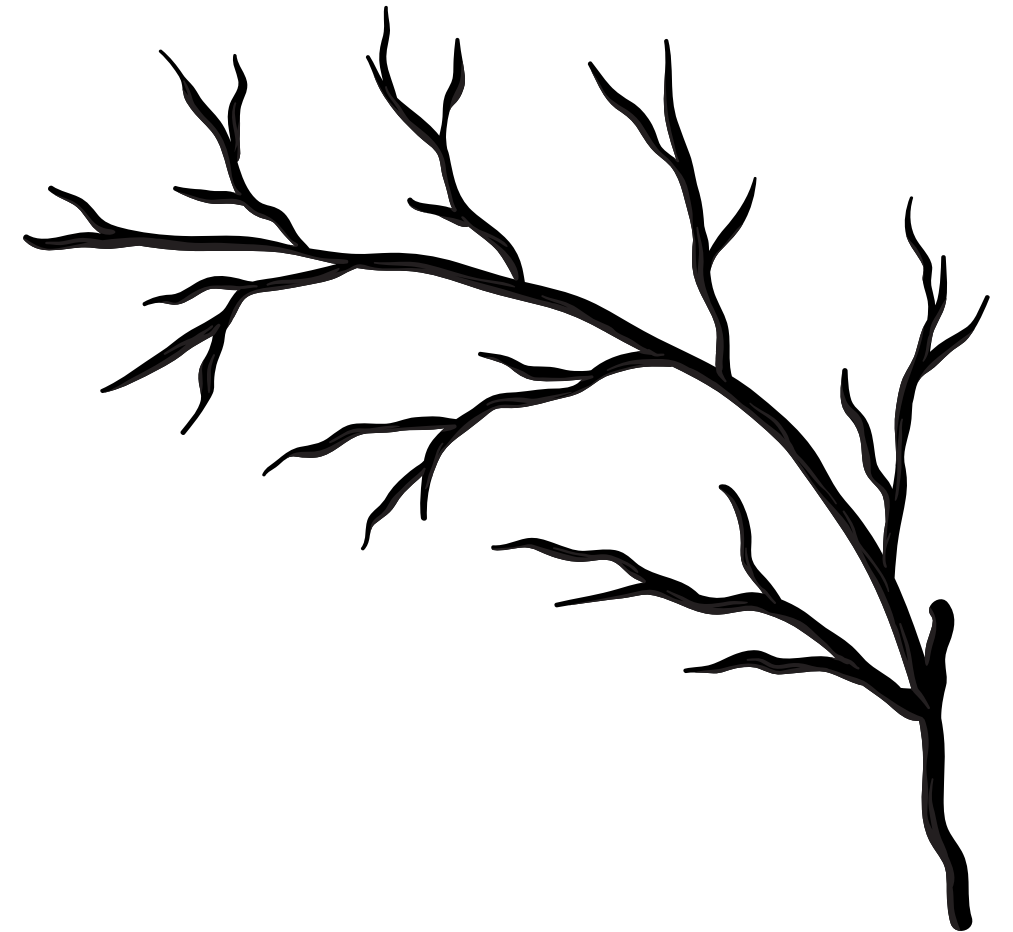
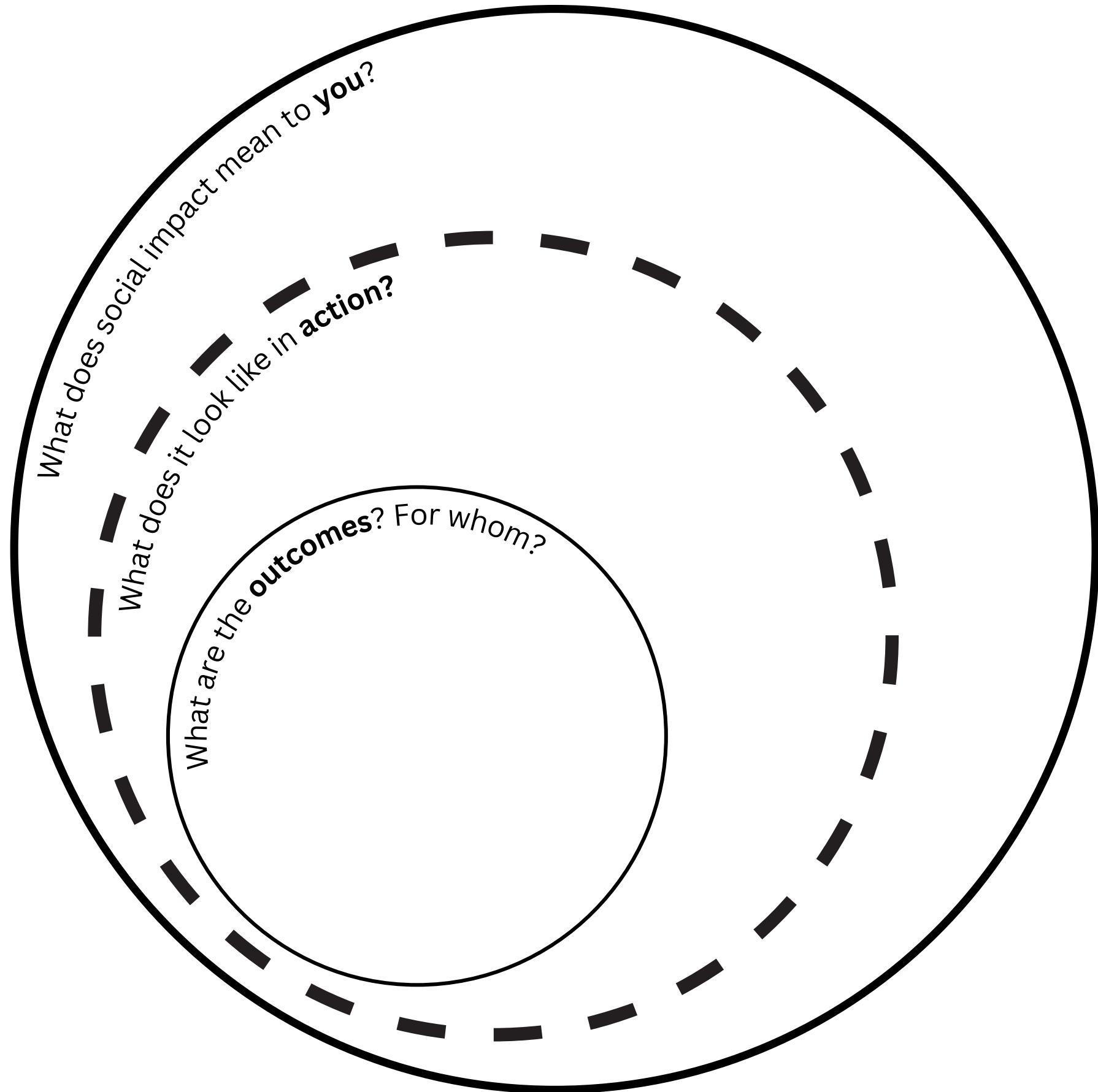


This activity is designed to guide you and your team as you think about museum social impact. You can use this activity before collecting social impact data or after you have data as a way to test assumptions.



If visitors were asked how this museum **benefits the community**, what would they say? Add your ideas to the branches.



What might your data say about your **audience**? Who do these statements resonate with?

LEARNING & ENGAGEMENT

I wonder about how things work.
I experiment to create new ways of doing things.
I can see how exploration leads to learning.
I regularly ask thought-provoking questions to get at the root of the problem.
I ask insightful 'what if' questions that provoke exploration of new possibilities.
My mind is actively engaged in new ideas.
I challenge the way things are currently done.
I regularly visit local museums (could also include zoos, gardens, and aquariums).
I incorporate recently learned information into my day-to-day life.
I appreciate the value of museums (could also include zoos, gardens, and aquariums).

Review the museum social impact indicator statements.

Put a ★ by statements that resonate with you, your work, or your team.

Are there statements that your museum already measures? Underline them.

HEALTH & WELL-BEING

I manage my emotions effectively.
I am able to bounce back from adversity.
I regularly volunteer in my community.
I am open to new ideas.
I am content with my life.
I often contemplate the positive aspects of my life.
I am confident in my ability to generate creative ideas.
My life feels in control.
I am motivated to maintain my physical health.
I take time to relax.
I often feel the stress of life.
I have difficulty concentrating.
I often compare myself to others.
I become defensive when others try to give me feedback.
I often criticize others.
I am confident in contributing my opinion to a conversation.

VALUING DIVERSE COMMUNITIES

I learn new things from people who are different from me.
I am able to see things from the point of view of others.
I am concerned for the well-being of others.
When interacting with others, I recognize their deeply held beliefs.
My values are based on the collective well-being and not on my own gains.
I am open to multiple perspectives.
I understand how cultures are similar and different.
I can adapt when working with others of different cultural backgrounds.
I am aware of the challenges faced by others with backgrounds different than my own.
I enjoy meeting people who are different from me.

STRENGTHENED RELATIONSHIPS

I build strong and supportive relationships with a variety of people.
I keep my commitments to others.
I make it a point to spend time with my friends and/or family.
I often engage in meaningful conversations with my friends and/or family members.
I help my friends and/or family members explore their hopes and dreams.
I am aware of the challenges my friends and/or family members face.
I turn to my friends and/or family when I face challenges.
I learn new things from my friends and/or family members.
I recognize the importance of my friends and/or family members in my life.
I am excited when something good happens to a friend and/or family member.
I get upset at friends and/or family members when they make mistakes.
It is easy for me to develop social relationships.

Who might you **share** your data with? How?

