MEASURING SOCIAL IMPACT FOR STRATEGIC CHANGE
PLACEMAT ACTIVITY

What does museum social impact mean to you?

How would you define it?

What does it look like in action?
WHY DID YOUR MUSEUM WANT TO PARTICIPATE?
Pam
SOCIAL IMPACT DEFINITION

The effect of an activity on the social fabric of a community and the wellbeing of the individuals and families who live there.

- Continued Learning & Engagement
- Health & Wellbeing
- Strengthened Relationships
- Valuing Diverse Communities
Now, the project is scaling up and testing the social impact tool at a national level.
SOCIAL IMPACT SURVEY
CONTINUED LEARNING & ENGAGEMENT

- I wonder about how things work.
- I incorporate recently learned information into my day-to-day life.
- I regularly visit local museums (could also include zoos, gardens, etc.).

INCREASED HEALTH & WELLBEING

- I am able to bounce back from adversity.
- I am open to new ideas.
- I am confident in contributing my opinion to a conversation.
STRENGTHENED RELATIONSHIPS

- It is easy for me to develop social relationships.
- I make it a point to spend time with my friends and/or family.
- I build strong and supportive relationships with a variety of people.

VALUING DIVERSE COMMUNITIES

- I learn new things from people who are different from me.
- I understand how cultures are similar and different.
- I am aware of the challenges faced by others with backgrounds different than my own.
OPEN-ENDED QUESTIONS

- How does this museum benefit your community?
- How did participating in this study change your perspective of museums/cultural sites?
- In what ways, if any, did (HOST MUSEUM) change the way you interact with others?
- What about your visits surprised you?
- What, if anything, did you dislike about your experience at the (HOST MUSEUM)?
- Is there anything else you would like to share?
PLACEMAT ACTIVITY

Review social impact indicator statements

What resonates with you?
What might you already be measuring?
QUANTITATIVE DATA ANALYSIS

- Continued Learning & Engagement: 10 of 10 indicators
- Health & Well-Being: 16 of 16 indicators
- Valuing Diverse Communities: 10 of 10 indicators
- Strengthened Relationships: 12 of 12 indicators
PLACEMAT ACTIVITY

How does this museum benefit your community?
### HOW DOES THIS MUSEUM BENEFIT YOUR COMMUNITY?

<table>
<thead>
<tr>
<th>Code</th>
<th>TOTAL</th>
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<tbody>
<tr>
<td>Continued Learning and Engagement</td>
<td>90</td>
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<tr>
<td>Increased Health and Well-being</td>
<td>10</td>
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<tr>
<td>Not Applicable</td>
<td>8</td>
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<tr>
<td>Other</td>
<td>22</td>
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<tr>
<td>Strengthened Relationships</td>
<td>33</td>
</tr>
<tr>
<td>Valuing Diverse Communities</td>
<td>13</td>
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</tbody>
</table>
HOW DOES THIS MUSEUM BENEFIT YOUR COMMUNITY?

Learning & Engagement

“There are not many places for young children to openly play and explore in the valley. This provides that space for our littlest learners.”

Strengthened Relationships

“It allows children to learn by exploring different careers and the rotating exhibits. And children love crafts and story time. It also allows parents a way to connect with their children.”

“The museum offers a safe place for family engagement and education.”

Inclusive

“offers access passes to those on government assistance, which allows those children to experience the museum and engage with interactive exhibits and learn about the world around them”
HOW DOES YOUR MUSEUM PLAN TO USE THE SOCIAL IMPACT DATA?
PLACEMAT ACTIVITY

Why do we (as Children’s Museum professionals) care about social impact?

What might the data say about our audience?

Who would you share social impact data with?
WHAT’S NEXT?
SAVE THE DATE

FREE

Museum Social Impact Toolkit

– JUNE 2023 –