

PROGRAM/EXHIBITION PREPARATION AND EVALUATION FORM

[name of museum]

Name of program/event:

Date of program/event exhibition:

Date of template completion:

Dates of subsequent revisions:

Person completing template and contact information:

Mission/Mandate: [museum's mission/mandate]

Part A - Preparation

Aims/goals:

[statement of intent, midway in generality between mission/mandate and objectives that describe the purposes of the program/exhibition, for example, target audience, educational expectations]

Evaluation:

[from previous year(s) if a repeat event or refer to past exhibition surveys/evaluations]

Description of exhibition/special event/education program: [please underline which]

[a rich description of your program as if you are promoting your museum to potential funders to sponsor it, encouraging people who have not yet visited to attend, or orienting new board members, staff, volunteers. This is the beginning of creating a brand identity with target audiences related to your museum's offerings and visitor benefits. Include date event established (if an event), general history and information about event]

Research Materials/Artifact Loans:

Conservation Issues:

Security:

Technology:

Target group(s):

[who you want to visit the museum, both traditional and non-traditional visitors, for this program, i.e. members and current visitors, local communities (ethnic/racial groups, artists/historians, subject matter enthusiasts, novices), tourists, professionals from other communities nationally and internationally, elementary, secondary and post-secondary students and educators, touring and special interest groups, outreach and extensional activities to educational and community groups]

Education and Public Programs:

[connections with the curriculum, involvement of education staff in exhibition production, hands-on activities to be incorporated into exhibition, special events to occur in conjunction with exhibition (talks, meetings, special days)]

Web Presence:

Timelines:

[timelines for exhibition or special event production]

Objectives for the visitor experience:

[Objectives focus on opportunities that will be provided for the visitor experiencing an exhibition or program, or intentions of museum staff designing an exhibit or program. If objectives are clearly articulated in exhibition and program planning, they should provide a basis for assessing the extent to which an exhibition or program is effective, and ways to improve; specific statements of what individuals will be able to do during their experience in an exhibition or program – behaviors, performance, problems to solve, emotions, hands-on activities; for example, to present exhibitions of..., to ... for public audiences, to foster confidence in the viewer's own interpretation and reading of ..., to present an exhibition program which offers..., to benefit a broad range of age groups by...]

- 1.

Outcomes after a visitor experience:

[Outcomes focus on what a visitor who interacts with objects in an exhibition or participates in a program will know, or value as a result of that experience, or the result of the visitor's experience at the museum. If outcomes are clearly articulated in exhibition and program planning they should provide indicators for measuring the success of the museum's exhibition program for visitors. What one ends up with, intended or not, after an exhibition program (new appreciation, sensitivity, understanding, a strong feeling, wanting to do something, find out more, valuing an idea, topic, person, object, for example, by participating in your museum's exhibition/program, individuals will be interested and ask questions relative to the objects/displays they have experienced, have contributed a written response, ask for printed material, ask to be on the mailing list, ask to participate in a workshop, have increased awareness of the museum's programs]

1.

Activities for achieving goals, objectives and outcomes:**Marketing & Promotion:****Funding and resources:****Budget:****Facilities for program/exhibition:****Community linkages:****Location:****Leadership and Staffing:**

[full-time, part-time, volunteer]

Evaluation Tools/Methods/Strategies:

Program success indicators [directly linked to achieving outcomes]:

[what are the signs or evidence indicating to museum staff that visitors have experienced what was expected during their experience? What indications are there that individuals may use or apply knowledge gained, do something to learn more, or value their experience after they leave the museum? Generally, these indicators can serve as benchmarks to compare the success of your museum’s program from year to year]

quantitative outputs [number of invitations sent and accepted, number of visitors attending opening, number of people attending special event, number of people booking special programs, requests for other exhibitions, sales from the gift shop]

qualitative indicators [what was learned from the exhibition, behaviors that changed as a result of the experience, visitor comments in guest book or on comment cards, results compile as a result of interviews with visitors]

Part B – Evaluation/Impact

Weather:

Other community Events or Factors:

Total Attendance:

Estimated expenditures:

Estimated revenue:

Actual expenditures:

<i>Item</i>	<i>Cost</i>	<i>Comments</i>
	<i>Total:</i>	

Actual Revenues:

<i>Item</i>	<i>Revenue</i>	<i>Comments</i>
<i>Gift Shop Sales</i>		
<i>Donations</i>		
<i>Admissions</i>		

Praise/constructive criticism for the coordinator/staff/volunteers:

Critical Assessment of the program/event:

Please evaluate the level of staff and volunteer involvement, the success of the program/event and make recommendations for future improvement including a recommendation not to repeat [please continue on following pages according to need]