

Museum Assessment Program (MAP) Survey

Welcome & Consent

As a past Museum Assessment Program (MAP) program participant, you have been asked to take part in this periodic evaluation of the program. The American Alliance of Museums (AAM) and its MAP Co-operator, the Institute of Museum and Library Services (IMLS) is conducting a study to explore museums' perceptions about how the program has informed their practice and influenced their operations.

If you agree to participate in this study, you will complete the following online survey which includes questions on:

- Your views on the assessment process over aall and its components.
- How you feel participation in MAP has changed or improved your institution (e.g.,operations, plans/policies, capacity building, etc.).

Your participation is greatly valued but is voluntary.

- There are no consequences to you if you choose not to participate. We do not anticipate any risks or benefits to you by participating in this study.

The survey will take approximately 30 minutes to complete.

- You may skip any questions that you do not want to answer, and you are free to quit the survey at any time. You must complete the survey in one session. If you exit the survey partway through, your answers will not be saved or included in any data analysis; however you can restart it again later.

Your responses remain confidential and will only be used in the aggregate.

- Individual responses remain confidential and will not be shared in a way that reveals the identity of the respondent, so we welcome your candor and thoughtfulness. The records of this survey will be kept private, accessible only by the researchers and AAM staff. Your e-mail address, name, or institution will not be associated with your responses. No identifying information will be included in any reports resulting from this study.

If you have questions about this study or would like a copy of this consent page, please contact the study evaluator:

Angie Ong
Spotlight Impact, LLC
angie@spotlightimpact.com
206.484.1953

By clicking "Next" below, I indicate that I have read the above information, had the chance to ask questions and receive answers, and I consent to take part in the research.

Museum Assessment Program (MAP) Survey

Your MAP Participation

Within the last 10 years, your organization participated in the Museum Assessment Program (MAP). As a reminder, your institution may have completed one or more of the following MAP assessment programs:

- **Organizational / Institutional**

This assessment places emphasis on strategic planning as well as ensuring operations align with a museum's mission.

- **Governance / Leadership**

The assessment places emphasis on enhancing the ability of the governing authority to advance the mission and engage in effective planning.

- **Collections Stewardship / Collections Management**

This assessment places emphasis on collections care, use, acquisitions, deaccessioning, legal, ethical, and safety issues.

- **Community Engagement / Public Dimension**

This assessment places emphasis on helping museums gain input from their constituents, develop a more nuanced view of their audience needs, form new community collaborations and strengthen existing partnerships.

Please answer the next sections with your *overall* MAP participation in mind whether you've completed one or more assessments. Later in the survey you will be asked to think about the individual assessments more specifically.

* 1. Were you working at your organization during the time of your last MAP assessment? Did you participate?

- Yes, I participated in the MAP assessment [> Go to Q2](#)
- Yes, but I did not directly participate in the MAP assessment [> Go to Q2](#)
- No, but I am aware of our museum's past MAP assessment participation [>Go to Q2](#)
- No, I am not aware of our museum's past MAP assessment participation [> Go to Thank You Page](#)

Museum Assessment Program (MAP) Survey

Your MAP Participation

2. On a scale of 1 to 7 (1=Not an influence, and 7= A big influence) indicate which of the following factors influenced your decision to participate in MAP.

	Not an influence						A big influence
	1	2	3	4	5	6	7
Peer review / consultive aspect	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Self-assessment aspect	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Desire to do an assessment of the museum's strengths and weaknesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eventual goal of Accreditation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The time commitment involved suited our institutional timeline and available capabilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Success a peer museum has had from the program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recommendation from a colleague	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chance to learn about standards and best practices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Desire to leverage institutional change	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Desire to get our board more engaged	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Desire to create a foundation for strategic planning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Desire to increase our community engagement/visibility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Desire to enhance fundraising efforts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. Did your MAP participation have a positive influence on your organization, in either the short or long term?

- Yes
- No
- I'm not sure

If you said "No" or "I'm not sure", explain why?

Museum Assessment Program (MAP) Survey

MAP Outcomes in General

4. Since completing the MAP process, to what extent do you agree with the following statements?

	Completely Disagree						Completely Agree
	1	2	3	4	5	6	7
Staff and Leadership have a better understanding of standards and best practices in the museum field.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The staff and governing body (board) have a better understanding of their responsibilities within the organization.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We are better able to identify the challenges that face our institution.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We are better able to address the challenges that face our institution.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We have improved our capacity to develop effective processes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We have improved our capacity to develop effective plans and policies.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We have been able to increase our museum's engagement/visibility with the surrounding community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
MAP has made my museum a more professional organization.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. MAP aims to increase institutional capacity to improve knowledge, capabilities, processes and policies of your organization and staff. To what extent has your institution's MAP participation improved any of the following:

	No improvement						Great improvement	
	1	2	3	4	5	6	7	
Knowledge about your museum's community and stakeholders	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alignment of your <i>organizational structure</i> to your mission	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alignment of your museum's <i>operations</i> to your mission	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alignment of your museum <i>policies/activities</i> with your mission	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Capacity to apply for funding through grants or other sources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Success in obtaining new funding sources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall financial stability of your institution	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to identify and develop potential audiences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to better serve your audiences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your readiness for accreditation or reaccreditation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 6. Has your organization implemented changes in institutional practice since completing the MAP process?

- Yes > Go to Q8
- No > Go to Q7
- I'm not sure > Go to Q7

MAP Outcomes in General

7. What has prevented your organization from implementing changes? Were there specific circumstances that made implementing change difficult?

> [Go to Q38 \("Challenges"\)](#)

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MAP Outcomes in General

8. Please describe the most significant changes you've seen in your organization's institutional capacity since completing MAP. (Describe these changes in as much detail as possible)

9. Overall, to what extent can these institutional changes be attributed to your participation in MAP?

A little or no extent

To some extent

To a moderate extent

To a great extent

To a considerable extent

1

2

3

4

5

Clarify your answer above if necessary

Museum Assessment Program (MAP) Survey

MAP Components & Resources

10. Please indicate the degree to which the following MAP components contributed to your organization's ability to improve its practices and overall capacity.

	Little to no contribution							Considerable contribution	
	1	2	3	4	5	6	7	N/A	
Self Study Questionnaire	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Self Study Activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Online resources / Webinar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Peer reviewer site visit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Written report from peer reviewer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Follow-up work with / return visit from peer reviewer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

11. Of the components listed above, which one contributed most to your organization's change(s) in practice or philosophy? Please list and explain why in specific detail.

Museum Assessment Program (MAP) Survey

Organizational Assessment

* 12. Did your organization complete the Organizational / Institutional Assessment?

- Yes, my organization completed this assessment > Go to Q13
- No, my organization did NOT complete this assessment > Go to Q18
- I'm not sure > Go to Q18

Museum Assessment Program (MAP) Survey

Organizational Assessment

13. Approximately, when did your organization complete the Organizational / Institutional assessment?

- With the last year
- 1 - 3 years ago
- 3 - 5 years ago
- More than 5 years ago

14. How valuable was this assessment program to your organization?

Not at all valuable							Very valuable
1	2	3	4	5	6	7	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. If you rated this program a 1 or 2, how could this assessment have been more useful to your institution?

16. Would you recommend this assessment type to a colleague at a different organization?

- Yes
- No

17. The following is a list of possible outcomes that could result from an Organizational/Institution Assessment. Please indicate if/when your organization has undertaken, or plans to undertake, any of these changes or improvements.

	Short-Term: Completed within a year of completing MAP	Mid-Term: Completed between 1-3 years of completing MAP	Long-Term: Completed after 3 years of completing MAP	We have yet to do this, but are planning to	We are not planning to do this
Increase staff/board knowledge about museum standards and best practices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improve alignment of museum operations to your mission	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improve alignment of organizational structure to your mission	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Develop a mission statement or refine the existing mission statement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Develop an institutional code of ethics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Develop an institutional plan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Develop an interpretive plan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Develop an investment plan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Develop a personnel plan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Develop/review/revise policies and procedures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Assess facilities management needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Become financially sustainable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

List any other outcomes that resulted from your Organizational Assessment and when they took place.

Museum Assessment Program (MAP) Survey

Governance / Leadership Assessment

* 18. Did your organization complete the Governance / Leadership Assessment?

- Yes, my organization completed this assessment > Go to Q19
- No, my organization did NOT complete this assessment > Go to Q24
- I'm not sure > Go to Q24

Museum Assessment Program (MAP) Survey

Governance / Leadership Assessment

19. Approximately, when did your organization complete the Governance / Leadership assessment?

- With the last year
- 1 - 3 years ago
- 3 - 5 years ago
- More than 5 years ago

20. How valuable was this assessment program to your organization?

Not at all valuable

1

2

3

4

5

6

7

Very valuable

21. If you rated this program a 1 or 2, how could this assessment have been more useful to your institution?

22. Would you recommend this assessment type to a colleague at a different organization?

- Yes
- No

23. The following is a list of possible outcomes that could result from a Governance/Leadership Assessment. Please indicate if/when your organization has undertaken, or plans to undertake, any of these changes or improvements.

	Short-Term: Completed within a year of completing MAP	Mid-Term: Completed between 1-3 years of completing MAP	Long-Term: Completed after 3 years of completing MAP	We have yet to do this, but are planning to	We are not planning to do this
Improved understanding of the roles and responsibilities of the governing authority	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improvements in board recruitment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improvements in board retention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improvements in board engagement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increased ability to obtain / manage resources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improved clarity regarding the roles of auxiliary groups	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improved communications among members of the governing authority, staff, and auxiliary groups	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

List any other outcomes that resulted from your Governance/Leadership Assessment and when they took place.

Museum Assessment Program (MAP) Survey

Collections Stewardship Assessment

* 24. Did your organization complete the Collections Stewardship / Collections Management assessment?

- Yes, my organization completed this assessment > Go to Q25
- No, my museum did NOT complete this assessment > Go to Q30
- I'm not sure > Go to Q30

Museum Assessment Program (MAP) Survey

Collections Stewardship Assessment

25. Approximately, when did your organization complete the Collections Stewardship / Collections Management assessment?

- With the last year
- 1 - 3 years ago
- 3 - 5 years ago
- More than 5 years ago

26. How valuable was this assessment program to your organization?

Not at all valuable							Very valuable
1	2	3	4	5	6	7	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

27. If you rated this program a 1 or 2, how could this assessment have been more useful to your institution?

28. Would you recommend this assessment type to a colleague at a different organization?

- Yes
- No

29. The following is a list of possible outcomes that could result from a Collections Stewardship Assessment. Please indicate if/when your organization has undertaken, or plans to undertake, any of these changes or improvements.

	Short-Term: Completed within a year of completing MAP	Mid-Term: Completed between 1-3 years of completing MAP	Long-Term: Completed after 3 years of completing MAP	We have yet to do this, but are planning to	We are not planning to do this
Increase staff / board knowledge about collections standards and best practices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Short-Term: Completed within a year of completing MAP	Mid-Term: Completed between 1-3 years of completing MAP	Long-Term: Completed after 3 years of completing MAP	We have yet to do this, but are planning to	We are not planning to do this
Improve alignment of collections with your mission	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improve alignment of collections with the institutional plans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Write a collections plan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Write a conservation plan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Write a facilities management plan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Write an emergency management plan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Write/revise a collections management policy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Write/revise collections management procedures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improve collections care (storage, environmental conditions, security, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prioritize long-term collections management issues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Assess needs in the area of collections management staffing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increase number/capacity of staff dedicated to collections care	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improve collections documentation (accessioning, cataloguing, database, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Raise funds to support collections	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

List any other outcomes that resulted from your Collections Stewardship Assessment and when they took place.

Community Engagement Assessment

30. Did your organization complete the Community Engagement / Public Dimension assessment?

- Yes, my organization completed this assessment > Go to Q31
- No, my organization did NOT complete this assessment >Go to Q36
- I'm not sure > Go to Q36

Museum Assessment Program (MAP) Survey

Community Engagement Assessment

31. Approximately, when did your organization complete the Community Engagement / Public Dimension assessment?

- With the last year
- 1 - 3 years ago
- 3 - 5 years ago
- More than 5 years ago

32. How valuable was this assessment program to your organization?

Not at all valuable

1

2

3

4

5

6

Very valuable

7

33. If you rated this program a 1 or 2, how could this assessment have been more useful to your institution?

34. Would you recommend this assessment type to a colleague at a different organization?

- Yes
- No

35. The following is a list of possible outcomes that could result from a Community Engagement Assessment. Please indicate if/when your organization has undertaken, or plans to undertake, any of these changes or improvements.

	Short-Term: Completed within a year of completing MAP	Mid-Term: Completed between 1-3 years of completing MAP	Long-Term: Completed after 3 years of completing MAP	We have yet to do this, but are planning to	We are not planning to do this
Increase understanding of museum's community and stakeholders	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increase understanding of how the museum is perceived by its audiences and community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improve alignment of mission with your audience and community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Better communicate with your community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Identify and develop potential audiences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gain / Connect with new audiences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Create collaborations to address community needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Incorporate community needs into long-range plans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Conduct audience evaluation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enhance visitor services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meet audience needs through exhibitions and programming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Write a marketing plan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Write/review/revise policies and procedures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

List any other outcomes that resulted from your Community Engagement Assessment and when they took place.

Museum Assessment Program (MAP) Survey

Core Documents Verification, Accreditation or Reaccreditation

* 36. Is your organization planning on applying for Core Documents Verification, accreditation or reaccreditation? When?

- Yes, within 1-3 years > Go to Q37
- Yes, within 3-5 years > Go to Q37
- Yes, but not sure when > Go to Q37
- No > Go to Q38

Museum Assessment Program (MAP) Survey

Core Documents Verification, Accreditation or Reaccreditation

37. How has the MAP process helped your organization be better prepared to pursue Core Documents Verification, accreditation or reaccreditation? (Be specific)

Museum Assessment Program (MAP) Survey

Challenges to Implementing Change

38. We know that implementing institutional change and building institutional capacity is often a difficult task. Did any of the following situations act as barriers to implementing change at your organization? (You may check all that apply)

- Lack of engagement from staff
- Lack of engagement from organization's governing authority
- Director turnover
- Other staff turnover
- Lack of agreement about institutional priorities
- Loss of funds or other financial resource issues
- Problems sharing the information internally
- Lack of process to implement change
- Lack of ownership for change
- Other (please specify)

39. How, if at all, could the MAP process be more useful in supporting the development of institutional capacity and/or enabling positive change in museums?

Museum Assessment Program (MAP) Survey

Institutional Profile

40. Which of the following best describes your region? [Please select only one]

- | | |
|---|--|
| <input type="radio"/> New England (NEMA) | <input type="radio"/> Mountain-Plains (MPMA) |
| <input type="radio"/> Mid-Atlantic (MAAM) | <input type="radio"/> Southeastern (SEMC) |
| <input type="radio"/> Midwest (AMM) | <input type="radio"/> Western (WMA) |

41. Which of the following best describes your institution? [Please select only one]

- | | |
|--|--|
| <input type="radio"/> Aquarium | <input type="radio"/> History museum |
| <input type="radio"/> Arboretum / Botanic garden | <input type="radio"/> Natural history / anthropology museum |
| <input type="radio"/> Art museum / center | <input type="radio"/> Nature center |
| <input type="radio"/> Children's / Youth museum | <input type="radio"/> Planetarium |
| <input type="radio"/> Ethnically/Culturally/Tribally specific | <input type="radio"/> Science / technology museum |
| <input type="radio"/> General museum (a museum representing two or more disciplines equally) | <input type="radio"/> Zoological society |
| <input type="radio"/> Historic house / site | <input type="radio"/> Specialized museum (a museum with collections limited to one narrowly defined discipline - e.g., stamps, textiles, maritime) |

If you indicated Specialized museum, please list the specialty

42. What is your museum's total operating budget for the most recent fiscal year? [Please select only one]

- | | |
|--|---|
| <input type="radio"/> Under \$50,000 | <input type="radio"/> \$1,000,000 to \$2,999,999 |
| <input type="radio"/> \$50,000 to \$124,000 | <input type="radio"/> \$3,000,000 to \$4,999,999 |
| <input type="radio"/> \$125,000 to \$249,999 | <input type="radio"/> \$5,000,000 to \$10,000,000 |
| <input type="radio"/> \$250,000 to \$399,999 | <input type="radio"/> Over \$10,000,000 |
| <input type="radio"/> \$400,000 to \$999,999 | |

43. Approximately how many staff members/volunteers work at your organization?

Full-time paid staff:

Part-time paid staff:

Full-time unpaid staff:

Part-time unpaid staff:

44. In an effort to learn more about MAP participants and their experiences we are conducting brief telephone interviews in the coming months. This conversation will expand upon the responses you have provided here, and allow AAM to gain a better understanding of how MAP has contributed to your institution, and how the process can be improved upon.

If you would be willing to be contacted please provide your information below:

Name:

Email:

Phone Number:

Best day(s) and time(s) to call you: