

Pillar 2: Community - Part C: Submission for Peer Coaching

To what extent is the museum engaging with its community to support needs and opportunities for dialogue, collaboration, and action?

Email:

Name of museum:

1. Compare how the museum defines its community with visitor statistics, users not captured in visitor statistics, research queries, website visits, and/or social media engagement. Provide a short answer (maximum 500 words) that includes the following information:

- Explanation/definition of community.
- What visitor statistics do you collect and how? Is any sensitive information kept secure? Do your visitor statistics reflect who comes through the door?
- How do you use this information to inform decisions being made at the museum?
- Are museum visitors reflective of your defined community? Who is coming and who is not?
- Other than people who identify as not interested in museums, why would individuals or groups not want to or not be able to visit your museum?
- Do you have a plan to reach out to those not engaged?
- What assistance would be helpful in putting your visitor statistics to better use?

