

ASSOCIATION OF NOVA SCOTIA MUSEUMS

## Museum Evaluation Program

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## Background

- Agreement with CCH
- MEP Working Group
- Report & Observations to CCH
- Implementation: 2016 – 2019
- Accreditation Program

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## Evaluation Timeline

- Winter 2019/20 – Evaluator recruitment
- October – May – Evaluation preparation support
- March/April 2020 – Submission of blackout dates & development of site evaluation schedule
- May 1, 2020 – Documentation review deadline
- July 2, 2020 – Evaluator Training

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## Evaluation Timeline

- July 7-23, 2020 – Site Evaluations
- September 11, 2020 – Evaluation reports released
- October 9, 2020 – Deadline for museums to respond to reports
- November 2020 – Report to CCH
- December 18, 2020 – Deadline for museums to apply for Accreditation

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## Why Evaluate?

- Provide valuable feedback to museums
- Promote self-improvement and learning within the heritage community
- Validate the use of taxpayer funds
- Public acknowledgement of excellence

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## Evaluator Criteria

- 10 years experience
- Relationship with ANSM
- Range of skills
- No conflicts of interest



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### Sections

- Governance
- Community
- Management
- Facilities
- Collections & Access to Information
- Interpretation
- Marketing & Revenue Generation

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### Documentation Review


- Adherence to standards
- More time on-site
- Orientation for Evaluators
- Policies <5 years old



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### Site Evaluation

- 30 mins to orient evaluators – includes 10 min tour
- Share the visitor experience
- Explain things not obvious



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### Governance

- Board structure
- Recruitment & orientation
- Code of Ethics
- Strategic Plan
- Fundraising Strategy



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### Community


- Active in Community
- Participant in events & efforts
- Professional Affiliations
- Regional Meetings



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### Management


- Job Descriptions & Work Plans
- Performance Reviews
- Professional Development



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## Facilities

- Facilities Management Plan
- Up-to-date Emergency Preparedness Plan
- Safe, secure, well-kept



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## Collections & Access to Info

- Collections Management Policy
- Information Integrity Check
- Storage Areas
- Condition & Incident Reports



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## Interpretation

- Interpretation Plan
- Exhibition Policy
- Variety in Methods
- Programs



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## Marketing & Revenue Generation

- Marketing Strategy
- Online Presence & Media Activity
- Retail Section
- Designated Committee or Individuals



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## Changes & Updates

- Fillable forms!
- Organizational profile
- Board terms of office & bringing new perspectives
- Off-season communications
- Meeting community needs



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## Changes & Updates


- Relationships with other groups
- Long-term planning
- Advocate for positive change
- Visitor statistics
- Professional development



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### Changes & Updates


- Succession planning procedures
- Parking
- Public areas & adequate space
- Chemicals & Safety Data Sheets (SDS)
- First Aid kits



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### Changes & Updates

- Collections management procedures
- Digitization progress
- Exhibit elements
- Engaging with exhibits and content
- Interpretive text elements



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### Changes & Updates


- Regular inventories
- Dirty laundry procedures
- Lighting
- Collections storage
- Material handling equipment



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### Changes & Updates

- Interpretation Plan implementation
- School programs
- Personal interpretation elements
- Interpretive programs & evaluation
- Outreach through interpretation



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### Changes & Updates


- Website content
- Social media
- Fundraising plan
- On-site signage
- Retail area & items



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### Evaluation Reports


- Process & background info
- Comparison with previous evaluation
- Comments & photos from evaluators
- Resources & recommendations
- Scoresheet



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### Report Feedback

- Internal review with board and key workers
- Submit queries to ANSM by deadline
- ANSM review & response
- Results set – analysis begins



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### Annual Report

- Review of Process
- Trend Analysis
- Observations
- Feedback from museums



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### Top Tips

- Use your 2016 report
- Work as a team
- Involve your board
- Ask questions
- Pick your battles
- Start now!



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Karin Kierstead  
Manager  
Museum Evaluation Program

902 423 4677  
support@ansm.ns.ca

[www.ansm.ns.ca](http://www.ansm.ns.ca)