

## Museum Evaluation Program - Scoring Guide 2020

	Value	How Scored
<b>Governance</b>		
Q.1	6	Review of acknowledgement in mission statement, mandate, vision statement or bylaws.
Q.2	8	Review of mission statement or statement of purpose.
Q.3a	4	2 points for each platform that has the museum's mission statement.
Q.3b	6	2 points for each communication method used to share museum's mission statement.
Q.4	6	Organizational chart in graphic form.
Q.5	8	Review of code of ethics or board meeting minutes documenting acceptance of guidelines.
Q.6	8	Review of statement in bylaws and/or board member job descriptions.
Q.7	4	4 points if board meets 5+ times, 3 points if 3-4 times, 2 points if 2 times, 1 point if one meeting per year.
Q.8	6	6 points awarded if staggered, set terms include one-year break after 2 or 3 terms of service. 3 points awarded if terms do not include a break. If no set terms of office, 1 point for each method of obtaining new perspectives and ideas.
Q.9	6	2 points awarded for each listed element included in the job description.
Q.10	6	2 points awarded for each listed element included in the job descriptions.
Q.11	8	2 points for each listed element included in committee terms of reference. 1 point if guidelines are included in other document(s).
Q.12	8	1 point for each listed element included in the strategic plan.
Q.13	6	Review of board meeting minutes.
Q.14	6	Review of nominating committee terms of reference or nomination process outlined in bylaws or other document.
Q.15	6	Review of organizational chart and board terms of reference or job descriptions. 6 points awarded if authority is shared with operating body such as municipal or provincial government.
Q.16	6	Review of meeting minutes outlining policies reviewed and/or schedule for policy reviews. 6 points awarded if authority is shared with operating body such as municipal or provincial government.
Q.17	4	1 point for each listed responsibility covered.
Q.18	7	1 point for each method of professional development. 1 additional point awarded for example of other method not included in the list.
Q.19	8	Review of blank performance review form. Full points awarded if authority is shared with operating body such as municipal or provincial government.
Q.20	8	8 points for review within the past year. 6 points for review within the past two years. 4 points for review within the past 5 years.
Q.21	5	1 point for each group represented on the board of directors.

Q.22	11	1 point for each listed provision included in orientation materials. 1 additional point for example of other information provided.
Q.23	5	1 point for each method used to ensure accountability.
<b>Community</b>		
Q.24	13	3 points for regional heritage group. 3 points for ANSM. 1 point for general CNSA. 3 points for institutional CNSA. 2 points for CMA. 2 points for example of other membership affiliation.
Q.25	8	8 points for attendance within the past year. 4 points for attendance within the past 2 years. 1 point for attendance within the past 3 years.
Q.26	8	8 points for relevant example within the past 4 years.
Q.27	20	2 points for each box checked with associated relevant example within the past 4 years.
Q.28	14	2 points for each year-round communication method. 1 point for each seasonal method.
Q.29	8	2 points for each type of acknowledgement. 2 additional points for example of other method.
Q.30	8	8 points for relevant example within the past 4 years.
Q.31	18	2 points for each partnership tool defined with associated relevant example.
Q.32	8	8 points for relevant example within the past 4 years.
Q.33	8	8 points for relevant example within the past 4 years.
Q.34	8	8 points for relevant example within the past 4 years.
Q.35	8	8 points for relevant example within the past 4 years.
Q.36	8	8 points for relevant example within the past 4 years.
Q.37	7	1 point for each type of visitor statistics collected.
Q.38	8	8 points for relevant example within the past 4 years.
<b>Management</b>		
Q.39	6	6 points for review within the past two years. 3 points for review within the past five years. 1 point for review within the past 10 years.
Q.40	6	1 point for each type of insurance. 1 additional point for other insurance coverage not included in the list.
Q.41	17	1 point for each listed element included in the human resources policy. If museum workers are left alone on-site but appropriate security measures are in place, 1/2 point awarded.
Q.42	8	2 points for each listed element included in job descriptions.
Q.43	8	1 point for each listed element included in the volunteer policy. If no application process/form, -1 point.
Q.44	8	2 points for each listed element included in volunteer job descriptions.
Q.45	10	2 points for each listed element included in work plans. 2 additional points for example of other inclusion.
Q.46	6	2 points for each group that has performance review.
Q.47	4	1 point for each element included in volunteer goal review.

Q.48	8	2 points for each group that has exit interviews.
Q.49	6	1 point for each advertising method. 1 additional point for other method of recruitment.
Q.50	8	8 points for affirmative response.
Q.51	7	1 point for each professional development method included in plan. 1 additional point for example of other method.
Q.52	8	8 points for participating in training 4 or more times a year. 6 points for training 2-3 times a year. 4 points for training once a year. 2 points for training once every few years.
Q.53	5	1 point for every procedure in place. 1 additional point for other example of succession planning.
Q.54	8	2 points awarded for each type of worker with security check.
Q.55	11	1 point for each listed element included in orientations. 1 additional point for example of other inclusion.
Q.56	7	7 points for College/University Museum Studies program. 5 points for ANSM (or other provincial equivalent) training. 3 points for CNSA Core Curriculum training. 1 additional point for example of other relevant training.
Q.57	6	6 points for use of accounting software. 4 points for electronic recordkeeping. 2 points for paper-based recordkeeping.
Q.58	8	8 points for affirmative response.
Q.59	9	1 point for each listed tool available to workers. 1 additional point for example of other resource.
<b>Facility</b>		
Q.60	11	1 point for each listed item included in the facility management plan. 1 additional point for example of other inclusion.
Q.61	4	3 points if lease or management agreement has been reviewed within past 5 years. 1 additional point if document is signed by both parties.
Q.62	8	1 point for each listed item included in the Emergency Preparedness Plan if reviewed within the past 5 years. 1/2 point for each listed item included in the plan if older than 5 years.
Q.63	4	4 points for daily security checks. 3 points for weekly checks. 1 point for monthly checks. If schedule lessens in off-season, -1/2 point.
Q.64	4	4 points for 81-100% score. 3 points for 61-80% score. 2 points for 41-60% score. 1 point for 21-40% score. Half points may be awarded at the discretion of evaluators.
Q.65	5	1 point for each type of parking option.
Q.66	4	4 points for 81-100% score. 3 points for 61-80% score. 2 points for 41-60% score. 1 point for 21-40% score. Half points may be awarded at the discretion of evaluators.
Q.67	4	4 points for 81-100% score. 3 points for 61-80% score. 2 points for 41-60% score. 1 point for 21-40% score. Half points may be awarded at the discretion of evaluators.
Q.68	4	4 points for 81-100% score. 3 points for 61-80% score. 2 points for 41-60% score. 1 point for 21-40% score. Half points may be awarded at the discretion of evaluators.
Q.69	4	4 points for 81-100% score. 3 points for 61-80% score. 2 points for 41-60% score. 1 point for 21-40% score. Half points may be awarded at the discretion of evaluators.

Q.70	4	4 points for 81-100% score. 3 points for 61-80% score. 2 points for 41-60% score. 1 point for 21-40% score. Half points may be awarded at the discretion of evaluators.
Q.71	4	4 points for 81-100% score. 3 points for 61-80% score. 2 points for 41-60% score. 1 point for 21-40% score. Half points may be awarded at the discretion of evaluators.
Q.72	4	4 points for 81-100% score. 3 points for 61-80% score. 2 points for 41-60% score. 1 point for 21-40% score. Half points may be awarded at the discretion of evaluators.
Q.73	4	4 points for 81-100% score. 3 points for 61-80% score. 2 points for 41-60% score. 1 point for 21-40% score. Half points may be awarded at the discretion of evaluators.
Q.74	4	4 points for 81-100% score. 3 points for 61-80% score. 2 points for 41-60% score. 1 point for 21-40% score. Half points may be awarded at the discretion of evaluators.
Q.75	4	4 points for 81-100% score. 3 points for 61-80% score. 2 points for 41-60% score. 1 point for 21-40% score. Half points may be awarded at the discretion of evaluators.
Q.76	4	4 points for 81-100% score. 3 points for 61-80% score. 2 points for 41-60% score. 1 point for 21-40% score. Half points may be awarded at the discretion of evaluators.
Q.77	4	4 points for 81-100% score. 3 points for 61-80% score. 2 points for 41-60% score. 1 point for 21-40% score. Half points may be awarded at the discretion of evaluators.
Q.78	4	4 points for 81-100% score. 3 points for 61-80% score. 2 points for 41-60% score. 1 point for 21-40% score. Half points may be awarded at the discretion of evaluators.
Q.79	4	4 points for 81-100% score. 3 points for 61-80% score. 2 points for 41-60% score. 1 point for 21-40% score. Half points may be awarded at the discretion of evaluators.
Q.80	4	4 points for 81-100% score. 3 points for 61-80% score. 2 points for 41-60% score. 1 point for 21-40% score. Half points may be awarded at the discretion of evaluators.
Q.81	3	1 point for each box checked except 'not effective'.
Q.82	4	4 points for 81-100% score. 3 points for 61-80% score. 2 points for 41-60% score. 1 point for 21-40% score. Half points may be awarded at the discretion of evaluators.
Q.83	4	4 points for 81-100% score. 3 points for 61-80% score. 2 points for 41-60% score. 1 point for 21-40% score. Half points may be awarded at the discretion of evaluators.
Q.84	4	4 points for 81-100% score. 3 points for 61-80% score. 2 points for 41-60% score. 1 point for 21-40% score. Half points may be awarded at the discretion of evaluators.
Q.85	6	Cumulative score. 3 points if all areas are accessible (1 point if partially accessible). 2 points for one accessible washroom. 1 point for providing individual assistance. 1 point for example of additional measure taken.
Q.86	6	Cumulative score. 2 points each for visual and audio aids provided. 1 point for individual arrangements. 1 point for example of other support provided.
Q.87	7	1/2 point for each listed service provided to the public. Additional 1/2 point for example of other service available.

Q.88	13	1 point for each of the listed safety systems in place. 1 additional point for example of other inclusion.
Q.89	4	4 points for clear separation of public/non-public areas. 2 points for some areas being clearly distinguished.
Q.90	4	4 points for 81-100% score. 3 points for 61-80% score. 2 points for 41-60% score. 1 point for 21-40% score. Half points may be awarded at the discretion of evaluators.
Q.91	4	4 points for excellent supervision/security. 3 points for very good. 2 points for good. 1 point for fair.
Q.92	4	4 points for clearly identified/apparent exits.
Q.93	4	4 points for emergency contact list posted next to phone(s).
Q.94	4	Cumulative score. 2 points for environmentally friendly products with up-to-date SDS. 1 points for standard cleaning products with up-to-date SDS. Additional 2 points if someone received WHMIS training within the past 3 years.
Q.95	2	2 points for SDS for gasoline/propane. 2 points for workplace label.
Q.96	2	2 points for copy of Occupational Health & Safety Act & Regulations on-site.
Q.97	8	8 points for First Aid training within the past 3 years.
Q.98	6	6 points for up-to-date First Aid kit on-site.
<b>Collection &amp; Access to Information</b>		
Q.99	9	1 point for each listed component included in policy.
Q.100	9	1 point for each listed component included in procedures.
Q.101	8	2 points for each listed element included in terms of reference.
Q.102	4	4 points for 81-100% score. 3 points for 61-80% score. 2 points for 41-60% score. 1 point for 21-40% score. Half points may be awarded at the discretion of evaluators.
Q.103	4	1 point for each element checked during inventory.
Q.104	8	2 points for each box checked with relevant, up-to-date plan to address the issue.
Q.105	6	2 points for each method of providing care & handling resources.
Q.106	4	Review of incident report form.
Q.107	4	Review of condition report form.
Q.108	4	2 points for following CNSA co-operative acquisition strategy. 2 points for use of Rules for Archival Description. If no archives, question is removed from evaluation and does not impact score.
Q.109	6	6 points for affirmative response with positions & meeting date provided. 2 points for affirmative response with no additional information.
Q.110	6	6 points for use of collections database. 3 points for electronic files. 1 point for paper-based records.
Q.111	4	4 points for affirmative response.
Q.112	8	8 points for affirmative response.
Q.113	12	Cumulative score. 10 points for each box checked. 1 point for accurate storage location. 1 point if artifact aligns with collection mandate.
Q.114	12	Cumulative score. 11 points for each box checked. 1 point if artifact aligns with collection mandate.

Q.115	6	3 points for not disturbing other artifacts. 3 points for proper handling. If handling not required, 1/6 value removed from question per evaluator who checked that box.
Q.116	8	2 points for each type of research material. 2 points for additional example of other materials.
Q.117	4	4 points for affirmative response.
Q.118	6	6 points for affirmative response.
Q.119	4	4 points for 81-100% score. 3 points for 61-80% score. 2 points for 41-60% score. 1 point for 21-40% score. Half points may be awarded at the discretion of evaluators.
Q.120	8	8 points for secured, disabled firearms.
Q.121	6	6 points for clean, designated workspace. 4 points for clean, multi-use space. 2 points for designated space that is not appropriate.
Q.122	4	4 points for affirmative response.
Q.123	6	Cumulative score to maximum of 6 points. 3 points each for dimmer switches, motion sensors and track lighting. 2 points for UV filters. 1 point for drapes/shutters. 2 additional points for other light mitigation.
Q.124	5	1 point for each box checked. 1 additional point for other OH&S equipment available.
Q.125	6	1 point for each box checked except "none of the above".
Q.126	4	4 points for 81-100% score. 3 points for 61-80% score. 2 points for 41-60% score. 1 point for 21-40% score. Half points may be awarded at the discretion of evaluators.
Q.127	4	4 points for 81-100% score. 3 points for 61-80% score. 2 points for 41-60% score. 1 point for 21-40% score. Half points may be awarded at the discretion of evaluators.
Q.128	4	4 points for 81-100% score. 3 points for 61-80% score. 2 points for 41-60% score. 1 point for 21-40% score. Half points may be awarded at the discretion of evaluators.
Q.129	4	4 points for 81-100% score. 3 points for 61-80% score. 2 points for 41-60% score. 1 point for 21-40% score. Half points may be awarded at the discretion of evaluators.
Q.130	4	4 points for 81-100% score. 3 points for 61-80% score. 2 points for 41-60% score. 1 point for 21-40% score. Half points may be awarded at the discretion of evaluators.
<b>Interpretation</b>		
Q.131	10	2 points for each listed element included in the interpretation plan.
Q.132	8	2 points for each listed element included in outline of interpretive offerings.
Q.133	7	1 point for each element included in the exhibition policy.
Q.134	4	4 points for relevant example within the past 4 years.
Q.135	7	1 point for each platform that contains collections content. 1 additional point for other platform that contains collections content.
Q.136	7	1 point for each box checked with associated relevant example within the past 4 years. 1 additional point for other group with associated example.

Q.137	9	1 point for each element included in school programming.
Q.138	6	6 points for affirmative response. 3 points for interpretive offerings partially supporting mission.
Q.139	4	1 point for each perspective included in interpretive offerings.
Q.140	6	1 point for each technique used to interpret the facility/property/landscape.
Q.141	6	1 point for each element/technique included in exhibits.
Q.142	4	4 points for 81-100% score. 3 points for 61-80% score. 2 points for 41-60% score. 1 point for 21-40% score. Half points may be awarded at the discretion of evaluators.
Q.143	4	4 points for 81-100% score. 3 points for 61-80% score. 2 points for 41-60% score. 1 point for 21-40% score. Half points may be awarded at the discretion of evaluators.
Q.144	4	4 points for 81-100% score. 3 points for 61-80% score. 2 points for 41-60% score. 1 point for 21-40% score. Half points may be awarded at the discretion of evaluators.
Q.145	4	4 points for 81-100% score. 3 points for 61-80% score. 2 points for 41-60% score. 1 point for 21-40% score. Half points may be awarded at the discretion of evaluators.
Q.146	5	1 point for each element/technique included in site/exhibits.
Q.147	4	4 points for 81-100% score. 3 points for 61-80% score. 2 points for 41-60% score. 1 point for 21-40% score. Half points may be awarded at the discretion of evaluators.
Q.148	4	4 points for 81-100% score. 3 points for 61-80% score. 2 points for 41-60% score. 1 point for 21-40% score. Half points may be awarded at the discretion of evaluators.
Q.149	4	4 points for affirmative response.
Q.150	7	1 point for each element included in interpretive text.
Q.151	4	4 points for 81-100% score. 3 points for 61-80% score. 2 points for 41-60% score. 1 point for 21-40% score. Half points may be awarded at the discretion of evaluators.
Q.152	4	4 points for 81-100% score. 3 points for 61-80% score. 2 points for 41-60% score. 1 point for 21-40% score. Half points may be awarded at the discretion of evaluators.
Q.153	4	4 points for 81-100% score. 3 points for 61-80% score. 2 points for 41-60% score. 1 point for 21-40% score. Half points may be awarded at the discretion of evaluators.
Q.154	5	1 point for each type of personal interpretation.
Q.155	3	1 point for each box checked.
Q.156	4	4 points for affirmative response.
Q.157	4	2 points for each box checked except "not applicable".
Q.158	5	1 point for each type of program offered.
Q.159	4	4 points for affirmative response.
Q.160	4	1 point for each type of evaluation conducted.
Q.161	6	2 points for each box checked. 2 additional points for other example of interpretive outreach.

<b>Marketing &amp; Revenue Generation</b>		
Q.162	6	2 points for each listed element of the marketing strategy.
Q.163	8	4 points for relevant example within past 4 years.
Q.164	6	Review of brochure or rack card.
Q.165	6	1 point for each element included on the website.
Q.166	6	Cumulative score. 3 points for multiple social media platforms (1 point for one platform). 3 points for public engagement. 1/2 values assigned if social media is only active during museum's open season.
Q.167	6	Review of media coverage or similar materials.
Q.168	8	2 points for each box checked. 2 additional points for other promotion method.
Q.169	10	2 points for each element included in the fundraising plan.
Q.170	6	2 points for each person/role involved in financial management.
Q.171	8	8 points for affirmative response.
Q.172	8	1 point for each box checked. 1 additional point for relevant other examples of assistance received.
Q.173	8	Cumulative score. 2 points for each good rating. 1 point for each fair rating.
Q.174	8	2 points for each specific person/committee linked to marketing role.
Q.175	6	Review of logo.
Q.176	6	Cumulative score. 2 points each for season/hours of operation, open/closed, and program/event info.
Q.177	8	8 points for very good signage. 4 points for good. 2 points for fair.
Q.178	8	8 points for effective wayfinding signage. 4 points if signage is only somewhat effective.
Q.179	4	Cumulative score to maximum of 4 points. 2 points for gift shop. 1 point each for small selection of items and snacks/drinks. 1 additional point for other type of retail offering.
Q.180	6	2 points for each box checked regarding retail organization.
Q.181	8	2 points for each box checked regarding retail items.