



Museum _____

Date _____

Start Time _____

End Time _____

Museum Evaluation

2020

Site Evaluation

GOVERNANCE

Statement of Excellence:

The Board recognizes and articulates its key leadership role in building a strong, vibrant organization and its role in the community; understands the difference between its responsibility and that of staff for museum activities; accepts and is clear about its financial responsibilities; fulfils all responsibilities to the best of its ability; establishes goals and works toward achieving them.

3b. Does the museum communicate its mission/statement of purpose?

- yes no

If yes, how?

- Included in site brochure or promotional leaflet
 Prominently displayed in the museum
 Other:

Structure

21. Is the board of directors representative of the community?

- yes no

If yes, does it include:

- Demographic variety (age, gender, ethnicity, etc.)
 Business representation
 Educational representation
 Professional representation
 Regional/Subject matter representation (in accordance with mandate)

Information

22. Is orientation provided to new board members?

- yes no

If yes, does it include:

- By-laws &/or constitution
 Code of ethics
 Committee mandates
 History of organization
 Job descriptions
 Mission statement
 Organizational chart
 Policies
 Procedures
 Strategic plan
 Other:

23. Does the board (if no board, management) demonstrate accountability and communicate to the community?

- yes no

If yes, does it include:

- Annual general meeting
 Board nominations/elections
 Public meetings
 Year-end report
 Other:

2020

COMMUNITY

Statement of Excellence:

The museum knows and understands its nature, function and role in the service and development of its community and this is reflected in its mission statement/statement of purpose. It is an active member of its community and seeks input and involvement in planning, governance, decision making, resource acquisition/allocation, and program delivery; provides a safe space for dialogue; is helping to develop a sense of place.

35. Does the museum participate in long-term planning meetings/exercises with the community?

- yes no

If yes, provide date and explanation of most recent example.

36. Does the museum advocate for positive change and/or champion causes important to its community?

- yes no

If yes, provide date and explanation of most recent example.

37. What visitor statistics are collected?

- Demographics
- How they heard about the museum
- Number of visitors (individuals, family or groups)
- Purpose of visit
- Time of visit
- Where they are from
- Other:

38. Does the museum use its visitor statistics to better understand the needs and interests of its community and/or target audiences?

- yes no

If yes, provide date and explanation of most recent example.

MANAGEMENT

Statement of Excellence:

The museum staff recognize their obligations to the board and the community; understand the difference between staff responsibility and that of the board for museum activities; realize financial responsibilities and fulfil these to their best ability; translate the goals of the organization into plans and activities; maintain appropriate records in order to ensure accountability; generate regular reviews and reports.

Human Resources

Statement of Excellence:

The museum has established and adheres to comprehensive personnel policies; clarifies responsibilities and accountability of Board and staff/volunteers, clearly articulates duties/tasks of each; orients staff/volunteers to the museum, its expectations and work practices; facilitates professional development for staff/volunteers; evaluates staff performance at least yearly; coordinates volunteers; provides feedback on volunteer performance; recognizes or rewards volunteers for their contribution; recruitment of volunteers is ongoing.

54. Does the museum have security checks (e.g. criminal record and/or vulnerable sector) conducted on all museum workers?

- yes no some

If some, who:

- Full-time or year-round staff
 Part-time or seasonal staff
 Summer students (18yrs+)
 Board members/Volunteers

55. Are there orientation materials for museum workers?

- yes no

If yes, do they include:

- Building use
 Code of ethics
 History of the museum
 Job description for other positions (roles/responsibilities, etc.)
 Mission statement
 Organizational chart
 Policies
 Procedures (cash handling, open/closure of facilities, cataloguing, etc.)
 Security
 Strategic plan
 Other:

56. Does at least one museum worker have museological training?

- yes no

If yes, what?

- College/University Museum Studies Program
Which program? _____
- ANSM Museum Studies Program (or other provincial equivalent)
- CNSA Core Curriculum Program
- Other:

Information

Statement of Excellence:

The museum organizes both electronic and paper-based administrative information according to a documented, consistent filing system; makes information readily accessible to users.

57. Does the museum or the Board's Treasurer use accounting software or a manual system?

- database (MS Money, Sage, etc.) Software name: _____
- electronic (Excel, Word, etc.)
- paper-based

58. Does the museum keep sensitive records in a secured storage area that is only accessible by senior staff or Board members?

- yes no

59. Which of the following are provided for museum workers?

- Camera
- Computer
- Email
- Internet
- Phone
- Photocopier
- Printer
- Scanner
- Other:

FACILITY

Statement of Excellence:

The museum ensures that its property and buildings are well maintained and authentically reflect the site and community; takes every reasonable effort to make the facility accessible to all users; offers various services and conveniences at its site; adheres to public health and safety standards; ensures workers and visitors are physically and environmentally safe in all areas of the site; makes maximum efforts to secure the collection and building(s); adheres to the Standards and Guidelines for Historic Places in Canada.

Property

Statement of Excellence:

The property is in a good state of repair; the museum grounds and property are physically and environmentally safe, clear of all debris, obstacles, graffiti, mould, etc. The organization has accounted for the aesthetic or historical features of the site and community in its property design which considers the safety of users in all areas including parking, walkway and/or building access.

Note: Before you start, have museum workers describe the physical boundaries of the property and provide a list of exceptional elements (e.g. no eaves trough, etc.).

64. What percentage of museum roadways, sidewalks, interpretive trails, paving and paths is well maintained and shows little evidence of physical deterioration?

- 1 – 20% 21-40% 41 – 60%
 61 – 80% 81 – 100%

65. What parking options are available?

- Dedicated accessible parking spot(s)
 Dedicated parking for museum workers
 Parking lot
 Safe loading area for buses, RVs
 Street parking

66. What percentage of landscaping (grassy areas, trees, shrubs, flower/herb/vegetable gardens, etc.) is well maintained and shows little evidence of physical deterioration?

- 1 – 20% 21-40% 41 – 60%
 61 – 80% 81 – 100%

67. What percentage of museum-owned fences, ditches, retaining walls, guard rails, ponds, gazebos, playground equipment, lawn furniture, etc. is well maintained and shows little evidence of physical deterioration?

- 1 – 20% 21-40% 41 – 60%
 61 – 80% 81 – 100%

Building Exterior

Statement of Excellence:

Foundations, exterior cladding, structural openings, roofs, and service elements are in a good state of repair with an absence of cracks, leaks, rust, split shingles, missing tiles, rot, loose or broken pieces/sections; exterior surface finishes (paint, stain, trim, etc.) are in good condition and clear of graffiti, mould, etc.; exterior of structures appears to be in keeping with the aesthetic or historic character of the building/site.

Note: If site has multiple buildings, assessment should be preceded by a brief tour by museum workers to get a general sense of the site. Answers should apply to buildings as a group.

Foundation

68. What percentage of the foundation(s) is well maintained and shows little evidence of physical deterioration?

- 1 – 20% 21-40% 41 – 60%
 61 – 80% 81 – 100%

Exterior Cladding

69. What percentage of the exterior walls is well maintained and shows little evidence of physical deterioration?

- 1 – 20% 21-40% 41 – 60%
 61 – 80% 81 – 100%

Structural Openings

70. What percentage of the exterior of windows and doors (other than main entrance) is well maintained and shows little evidence of physical deterioration?

- 1 – 20% 21-40% 41 – 60%
 61 – 80% 81 – 100%

71. What percentage of main entrances is well maintained and shows little evidence of physical deterioration?

- 1 – 20% 21-40% 41 – 60%
 61 – 80% 81 – 100%

Roof

72. What percentage of roof(s) is well maintained and shows little evidence of physical deterioration?

- 1 – 20%
- 21-40%
- 41 – 60%
- 61 – 80%
- 81 – 100%

73. What percentage of the roof trim (includes soffits, fascia boards) is well maintained and shows little evidence of physical deterioration?

- 1 – 20%
- 21-40%
- 41 – 60%
- 61 – 80%
- 81 – 100%

Architectural Detail

74. What percentage of exterior architectural features attached to buildings (dormers), cupolas, towers, belvederes or walks, turrets, balconies, etc.) is well maintained and shows little evidence of physical deterioration?

- 1 – 20%
- 21-40%
- 41 – 60%
- 61 – 80%
- 81 – 100%

Service Elements

75. What percentage of drainage systems (eaves troughs, downspouts) is well maintained and shows little evidence of physical deterioration?

- not applicable, no external drainage elements
- 1 – 20%
- 21-40%
- 41 – 60%
- 61 – 80%
- 81 – 100%

76. What percentage of exterior features attached to buildings (chimneys, fire escapes, flagpoles, lightning rods, etc.) is well maintained and shows little evidence of physical deterioration?

- 1 – 20%
- 21-40%
- 41 – 60%
- 61 – 80%
- 81 – 100%

77. What percentage of furnace and/or equipment rooms are free of clutter and/or provide easy access to service elements?

- 1 – 20%
- 21-40%
- 41 – 60%
- 61 – 80%
- 81 – 100%

Appearance

78. What percentage of the materials, style, and craftsmanship of the exterior of the building reflect the period or intent of its construction?

- 1 – 20%
- 21-40%
- 41 – 60%
- 61 – 80%
- 81 – 100%

Building Interior

Statement of Excellence:

Interior elements (walls, ceilings, windows, doors, trim, stairs, decorative components, etc.) are in good condition with absence of cracks, chipping, leaks, mould, rot loose or broken pieces/sections, etc.; interior finishes (paint, stain, trim, wallpaper, etc.) are in good condition and clear of dirt, graffiti, mould, etc.; interior of structures with historic significance appears to be in keeping with the age/character of the building/site; interior is well maintained with washrooms, floors, exhibit cases, staff rooms, etc., clean and free of dirt.

Condition

79. What percentage of the interior is well maintained and shows little evidence of physical deterioration?

- 1 – 20% 21-40% 41 – 60%
 61 – 80% 81 – 100%

Appearance

80. What percentage of the interior is in keeping with the aesthetic or historic character of the building/site?

- 1 – 20% 21-40% 41 – 60%
 61 – 80% 81 – 100%

81. What is the overall impression of the main entrance?

- Favourable, welcoming
 Free of clutter
 Not effective
 Orients the visitor and explains the museum's subject/theme

Housekeeping

82. What percentage of the washrooms are neat and clean, with surfaces free of dirt, dust, mould, mildew, etc., and have adequate soap and towel supplies and waste receptacles?

- 1 – 20% 21-40% 41 – 60%
 61 – 80% 81 – 100%

83. What percentage of public areas are neat and clean; surfaces free of dirt, dust, mould, mildew etc., and/or are appropriate to the interpretive context (living history)?

- 1 – 20% 21-40% 41 – 60%
 61 – 80% 81 – 100%

84. What percentage of non-public areas & staff rooms are neat and clean; surfaces free of dirt, dust, mould, mildew etc., and not used as inappropriate extra storage space for artifacts, files, books, etc.?

- 1 – 20% 21-40% 41 – 60%
 61 – 80% 81 – 100%

Accessibility/Services

Statement of Excellence:

The museum offers various services and conveniences for its workers and visitors to make the site as accessible and user-friendly as possible, through level and well-maintained walkways, ramps, elevators, providing assistance on stairs, lowering and enlarging labels, and providing digital access to areas that are less accessible.

85. Has the museum taken measures to provide access for individuals with mobility issues or physical disabilities?

- yes no

If yes, do they include:

- All areas of the museum are accessible Partially wheelchair accessible
 At least one washroom is accessible Other:

86. Does the museum provide any of the following supports for visitors?

- Hearing aids such as audio-guide of a museum tour or sign language interpretation
 Unique arrangements based on individual needs (e.g. fidget kits or quiet/reduced sensory experiences)
 Visual aids such as large type or enlarged labels, braille, magnifying glasses, artifacts/specimens to describe and illustrate the content of those floors/areas of the museum that are not accessible
 Other:

87. Which of the following services are available to the public?

- Bike rack
 Coat rack/coat check
 Compost bin
 Designated diaper changing station
 Family and/or gender neutral washroom
 Meeting room
 Multilingual services
 Phone
 Picnic area
 Recycling bin
 Seating at appropriate areas throughout the museum

- Water bottle refill station/access to drinking water
- Wi-Fi
- Other:

Safety & Security

Statement of Excellence:

The museum considers the safety of workers and visitors in all areas and at all times on site; has written an emergency preparedness plan; trains workers on procedures pertaining to fire, visitor injury or other disasters, ensures that workers' safety certifications are up to date; secures the building and collection to the best of its ability.

88. Are the following safety systems in place?

- Emergency evacuation map
- Emergency preparedness plan training for workers
- Date of last training session:
- Exit signs
- Fire alarm
- Fire extinguisher
- Date of last inspection, or note if tag is missing:
- Personal protective equipment for workers
- Security lighting
- Security system
- Smoke alarm
- Water alarm
- Other:

89. Are public areas and non-public/staff areas clearly distinguished and kept separate by restricted access, closed doors, staff only signs, etc.?

- yes
- no
- some

90. What percentage of public areas have adequate space for easy navigation, ensuring personal and artifact safety (i.e. considering wheelchairs, walkers, strollers, etc.)

- 1 – 20%
- 21-40%
- 41 – 60%
- 61 – 80%
- 81 – 100%

91. How are museum workers deployed to provide supervision and security for visitors, the building and collection?

Excellent

Worker(s) visible and available during the entire visit, no matter what public floor or area of the museum or site.

Very good

Worker(s) readily available and visible to visitors and/or security cameras/systems provide real-time monitoring of all areas

Good

Worker(s) visible and available during most of the visit, but absent or not visible depending on the public floor or area of the site

Fair

Worker(s) visible and available only at the reception area or at the beginning and end of the visit

Poor

Worker(s) difficult to find at any time during the visit

92. Are exits clearly identified (or apparent if living history museum)?

yes

no

93. Is there an up-to-date list of emergency phone numbers posted near telephone(s)?

yes

no

94. How does the museum deal with chemicals, cleaning supplies, and controlled products?

Evaluators will check chemical supplies and associated Safety Data Sheets (SDS)

The museum (or outside contractor) uses all-natural and environmentally friendly products, and SDS are up-to-date and close by for quick reference

The museum (or outside contractor) uses standard household cleaning products and other chemicals, and SDS are up-to-date and close by for quick reference.

The museum uses standard household cleaning products and other chemicals but has not reviewed the SDS within the past three years or is lacking SDS.

Is someone trained and certified in WHMIS GHS?

yes

no

If yes, date of training:

95. Does the museum have gasoline or propane on the property?

yes no

Is there a workplace label? yes no

Is the up-to-date SDS nearby? yes no

96. Are there copies of the Occupational Health & Safety Act and Regulations on site?

yes no

If yes, where:

97. Is there at least one museum worker on site with up-to-date first aid training (such as St. John's Ambulance)?

yes no

If yes, list the specific training and the date(s):

98. Is there an up-to-date first-aid kit on the premises?

yes no

If yes, where:

COLLECTION & ACCESS TO INFORMATION

Statement of Excellence:

Museum workers are guided by a code of ethics, policies, and a procedures manual to fulfil their public trust obligations. They follow a standardized approach to documentation; use a collections management database system and/or other formal documentation method; record all actions, enable access to collection and related documentation in-house and online; store and exhibit artifacts/specimens in ways which ensure longevity; have a strategy to improve existing information and learn more about the collection and its historical context.

Collections Management

Statement of Excellence:

The museum adheres to up-to-date policies concerning the collection; rationalizes acquisition decisions using a pre-acquisition review form in a team setting; records any procedures pertaining to artifacts/specimens as comprehensively as possible; performs procedures in a consistent manner resulting in a high standard of collections care and documentation.

108. Does the museum have an archives?

- yes no

If yes, does it adhere to the following:

- Council of Nova Scotia Archives co-operative acquisition strategy
 Rules for Archival Description

109. Does the museum have an acquisitions/collections team (ie more than one person) that reviews all potential acquisitions in accordance with professional and ethical standards?

- yes no

If yes, who is part of the team (job titles/positions) and when did they last meet? If last meeting was not recent (3 months or more), explain why:

Documentation

Statement of Excellence:

The museum ensures that each artifact/specimen has acquisition records organized in a clear filing system; records, where applicable, the distinction between working and permanent collections; maintains comprehensive records which are regularly updated; regularly backs up database and media files and keeps copies off-site.

110. How are artifact records maintained?

- Collections database system (e.g. CollectiveAccess)
 Electronically (e.g. MS Excel with organized file structure)
 Paper-based (e.g. index cards with organized file structure)

111. Are all hard copy collection records located in one area? (gift & loan agreements, pre-acquisition review forms, donor questionnaires, catalogue worksheets, etc.)

- yes no

112. Are back-up copies of collection-related files/records kept off-site?

- yes no

If yes, where:

Information Integrity Review:

113. Each evaluator will select an accession number from the collection documentation:

Which of the following fields contain accurate information about the object:

- Accession number
- Acquisition date
- Acquisition method
- Begin/end date (when the object was made)
- Category/classification (e.g. Nomenclature.info)
- Description
- Digital image
- Object name (e.g. according to Nomenclature.info)
- Provenance (history of use and/or narrative)
- Source

Location listed:

Was the object found in the same location as indicated in the collection record?

- yes no no location in record

Does the artifact align with the museum's collection mandate?

- yes no

If no, explain:

114. Each evaluator will select an artifact from an exhibit or storage area.

Accession number:

Object name:

Location:

Find that item's primary collection record. Which of the following fields contain accurate information about the object:

- Accession number

- Acquisition date
- Acquisition method
- Begin/end date (when the object was made)
- Category/classification (e.g. Nomenclature.info)
- Description
- Digital image
- Object name (e.g. according to Nomenclature.info)
- Provenance (history of use and/or narrative)
- Source
- Location

Does the artifact align with the museum's collection mandate?

- yes no

If no, explain:

115. Did the museum worker who retrieved the objects for the Information Integrity Review:

a. disturb other artifacts because of overcrowding?

- yes no handling not required

b. demonstrate proper handling techniques (use of gloves, boxes to transport items, removal of jewelry or objects that can scratch or snag artifacts, carrying artifacts by the base, etc.)?

- yes no handling not required

Research

Statement of Excellence:

The museum uses research as both a program and service, a method of rationalizing the collection and facilitating access between the collection and the public. It adheres to an up-to-date research policy; encourages and directs research; involves people within and outside the museum and the museum's immediate community in research which is ongoing; supervises individuals who are conducting research to protect the collection and the integrity of the collection information.

116. Does the museum have a designated research area where both staff and members of the public may work when undertaking research in the museum?

- yes no

If yes, does it include:

- Files pertaining to the museum's theme or mandate
- Information on commonly asked visitor questions
- Museological reference materials
- Other:

117. Is research information organized according to a system (can be unique to the museum)?

- yes no

Care & Handling

Statement of Excellence:

The museum ensures that its collection, on display or in storage, is maintained according to professional standards; trains and ensures that museum workers use proper care and handling procedures for artifacts/specimens/archives on a daily basis; monitors and controls fluctuations in relative humidity, temporary, light levels and ultraviolet levels on an ongoing basis; inspects regularly for potential pest and water problems; undertakes active and aggressive interventions immediately when problems or discrepancies are discovered; protects artifacts/specimens from dust accumulation; controls access to neat, clean and well organized storage area(s); uses an identification system for storage locations enabling easy retrieval of objects.

118. Are incoming acquisitions temporarily isolated, protecting the collection from infestations, etc.?

- yes no

If yes, where?

119. What percentage of various object types and materials are displayed according to recognized preservation standards?

- 1 – 20% 21-40% 41 – 60%
 61 – 80% 81 – 100%

120. Does the museum conform to federal regulations that require all firearms are secured?

- not applicable yes no

121. Is there a cataloguing, examination or workspace for processing artifacts?

- not applicable, cataloguing not done on-site
 yes no

If yes, is it:

- Neat, clean, separate, designated workspace
 Multi-use space that is neat and clean, no food allowed
 Not neat or clean; it is inappropriate for collections work

122. Is the consumption of food restricted to designated areas that can be properly monitored and maintained?

- yes no

Lighting

123. Does the museum take measures to mitigate light damage to the collection?

- yes no

If yes, do they include:

- Dimmer switches
- Drapes/shutters on windows
- Motion sensors or timers to keep lights off when areas not in use
- Track or other directionally adjustable lighting
- UV filters on windows
- Other:

124. Is material handling equipment available for workers?

- yes no

If yes, does it include:

- Cotton and/or nitrile gloves
- Masks and/or other protective clothing
- Trays and/or trolleys for moving artifacts
- Cushioning or padding in boxes/containers
- Other:

Storage

125. Is the museum storage area used for archival/artifacts/specimen storage purposes only?

- not applicable, no storage on-site
 yes no

If yes, does it include:

- Appropriate materials (e.g. acid-free boxes and tissue, mylar, sealed wood or enameled metal shelving, etc.)
- Environmental controls and monitoring
- Labelling and clear organization
- Neat and clean space
- No food or drink allowed
- Security measures (e.g. staff only signs, locked cases/doors, security system, etc.)
- None of the above, it is inappropriate for collections storage use

126. What percentage of storage areas are well-organized with shelf units, etc. labelled for easy retrieval and return of objects?

- not applicable
- 1 – 20%
- 21-40%
- 41 – 60%
- 61 – 80%
- 81 – 100%

127. What percentage of storage areas are clean, ie no evidence of visible dust or dirt, or non-collection items such as cleaning/maintenance equipment and supplies, food, pest infection?

- not applicable
- 1 – 20%
- 21-40%
- 41 – 60%
- 61 – 80%
- 81 – 100%

128. What percentage of storage areas are appropriately constructed, ie sturdy cabinets/shelves, racks etc., wood surfaces sealed; surface cushioning to prevent damage to artifacts; artifacts raised off floor?

- not applicable
- 1 – 20%
- 21-40%
- 41 – 60%
- 61 – 80%
- 81 – 100%

129. What percentage of storage areas have appropriate environmental conditions, ie no obvious threat from extreme fluctuations in temperature and/or relative humidity, flooding, high light levels; poor ventilation creating damp pockets; fumes from fuel or solvents?

- not applicable
- 1 – 20%
- 21-40%
- 41 – 60%
- 61 – 80%
- 81 – 100%

130. What percentage of the storage areas' physical space includes adequate area and arrangements for size of collection; a lack of overcrowding; minimized contact between artifacts; safe access to all parts of the collection?

- not applicable
- 1 – 20%
- 21-40%
- 41 – 60%
- 61 – 80%
- 81 – 100%

INTERPRETATION

Statement of Excellence:

The museum satisfies a diverse audience for enjoyment, learning and social interaction; identifies major interpretive themes that connect directly to the museum's mandate; supports interpretation through research, including audience research; uses a variety of interpretive methods in-house and online including exhibits, programs, personal interpretation and extension services; interprets themes/messages and communicates these clearly to its audience; makes the audience experience enjoyable and educational through skilled staff/volunteers.

138. Do the majority of the museum's interpretive offerings, including exhibits, reflect its mission statement?

- yes no somewhat. Explain:

139. What perspectives are incorporated into interpretive offerings?

- Indigenous
 Local history and/or folklore
 Personal stories from the community
 Scientific information (e.g. evolution of technology, natural history, relationship to landscape, industrial, etc.)

140. Is the museum located (or partially located) in a heritage property?

- not applicable yes no

If yes, is the property's history interpreted through:

- Artifacts on display and/or long-term exhibit
 Facilities, including the landscape
 Interpretive signage

Exhibits

Statement of Excellence:

The museum ensures that exhibits are relevant to its mission statement; tell stories and present factual information; are supported by research, communicate clear themes/messages and interpret artifacts/specimens; are presented in an interesting and attractive manner and are safe for audiences; have a clear beginning and end; incorporate interactive opportunities and are enhanced by other interpretive methods; demonstrate a strong commitment to preserving artifacts/specimens through display methods, monitoring and environmental control; temporary and travelling exhibits supplement and enhance permanent exhibits or raise awareness concerning community activities.

Note: Historic houses and living history sites are recognized as exhibits in their entirety. In this section, information provided by interpretive staff (costumed or not) will be evaluated as the long-

term exhibit in place of labels, panels, etc. Small exhibits, isolated display cases, etc., will be evaluated as short-term exhibits.

141. Do exhibits include the following:

- Artifacts and/or specimens
- Graphics, maps and/or photographs
- Hands-on and/or interactive elements
- Interpretive text
- Multisensory elements (sight, sound, touch, smell, taste)
- Opportunities to view details of select objects

142. What percentage of exhibits open with a clear introduction that explains the exhibit objective/theme (e.g. brochure, interpreter, label, panel, video, etc.)?

- 1 – 20%
- 21-40%
- 41 – 60%
- 61 – 80%
- 81 – 100%

143. What percentage of exhibits go beyond simple display of the artifacts/specimens to tell a story or illustrate an idea (e.g. interpreter, layered information, etc.)?

- 1 – 20%
- 21-40%
- 41 – 60%
- 61 – 80%
- 81 – 100%

144. What percentage of exhibits effectively use graphics and text to complement the exhibit objective/theme?

- 1 – 20%
- 21-40%
- 41 – 60%
- 61 – 80%
- 81 – 100%

145. What percentage of exhibits provide opportunities for visitors to engage with the exhibit objective/theme (e.g. have conversations, share their story, ask questions, etc.)?

- 1 – 20%
- 21-40%
- 41 – 60%
- 61 – 80%
- 81 – 100%

146. Does the site/exhibit include active elements to make the exhibit objective/theme accessible to people of varying ages and development?

- yes
- no

If yes, do they include:

- Area with hands on activities
- Comparisons with contemporary society
- Family/group activities or challenges
- Layered information (e.g. apps, books, websites, etc.)
- Other:

147. What percentage of exhibits is comprised of artifacts/specimens that are in good condition and show no signs of active deterioration?

- 1 – 20% 21-40% 41 – 60%
 61 – 80% 81 – 100%

148. What percentage of artifacts/specimens are protected in public areas?

- 1 – 20% 21-40% 41 – 60%
 61 – 80% 81 – 100%

149. Is there a short-term exhibit that either examines an historical interest/story in detail or speaks to a current community interest?

- yes no

Interpretive Text

Statement of Excellence:

The museum provides interpretive text (catalogues, information sheets, labels, panels, self-guided tour material, etc.) which assists in explaining objects/themes of the exhibit; imparts information about the artifacts/specimens in the exhibit; is visible, attractive, clear and concise; is user-friendly and allows access to information for a diverse audience.

Note: This section is applicable to long-term and short-term exhibits only. Do not include travelling exhibits in assessment. Where there is no interpretive text, artifacts/specimens or display must be self-explanatory or there must be a reason for exclusion. Record reasons next to questions.

- Not applicable (only if restored period building or living history museum)

150. Does the museum use interpretive text?

- yes no

If yes, does it include:

- Accurate and current information/research
 Appropriate language/reading level for target audience
 Content relating to exhibit objective/theme
 Easily readable fonts (size and type)
 Exhibit panels
 Individual artifact/specimen labels
 Titles

151. What percentage of interpretive text has a uniform appearance within an exhibit?

- 1 – 20% 21-40% 41 – 60%
 61 – 80% 81 – 100%

152. What percentage of interpretive text is well maintained?

- 1 – 20% 21-40% 41 – 60%
 61 – 80% 81 – 100%

153. What percentage of interpretive text is easy to find and not directly attached to or obscuring artifacts/specimens?

- 1 – 20% 21-40% 41 – 60%
 61 – 80% 81 – 100%

Personal Interpretation

Statement of Excellence:

The museum ensures that information is delivered by interpreters is relevant to its mission statement; is supported by research; communicates clear objects/themes in an educational and entertaining way; takes into account age, interests, background, needs, abilities of audience; evaluates interpreters' delivery.

154. Does the museum offer personal interpretation?

- yes no

If yes, does it include:

- Adaptations to visitor interests and knowledge
 Animation or conversational interpretation
 Demonstrations
 Guided tours
 Personalization for visitor needs (e.g. abilities, age, background, etc.)

155. From your own experience throughout your visit and from your observations of museum workers interacting with visitors, were museum workers:

- Courteous Engaging Knowledgeable

156. Area museum workers able to communicate the site's significant (or major) interpretive themes?

- yes no

157. If guided tours are not offered or visitors decline a tour, what resources are available?

- Not applicable, visitors must always be accompanied by a worker
 Self-guided tour app or brochure
 Workers are available to answer questions or provide assistance

Programs

Statement of Excellence:

The museum ensures that programming is relevant to its mission statement; is supported by research and communicates clear themes/messages; is evaluated at least yearly to ensure programs satisfy the interests and expectations of audiences; addresses issues that matter to the community; uses learning situations to interpret artifacts/specimens.

158. Does the museum offer interpretive programs?

- yes no

If yes, does this include:

- Day camps or children's programs
- Special tours or walks (e.g. cemetery, historic homes/gardens, etc.)
- Talks or presentations
- Travelling exhibits
- Workshops or experiential programs

159. Does programming refer to artifacts/specimens in the collection?

- yes no

160. Does the museum conduct evaluations on its programs and personal interpretation?

- yes no

If yes, how?

- Comment books and conversations with visitors
- Conversations among museum workers
- Meetings and formal review of program objectives
- Visitor surveys, focus groups, or program pilots

Outreach

161. Do the museum's interpretive offerings include outreach?

- yes no

If yes, does this include:

- Exhibits displayed outside the museum (e.g. pop-up museums, community displays, etc.)
- Visits or loans to community groups (e.g. care homes, clubs/societies, etc.)
- Other:

MARKETING & REVENUE GENERATION

Statement of Excellence:

The museum establishes itself as a community leader by increasing awareness and support of its unique programs and products; increases self-generated revenue; raises visitation, increasing social, cultural and economic benefits for the museum and the surrounding community; establishes appropriate promotion methods which recognize the integrity of the museum; collaborates with other museums and local groups; links retail sales to the collection and mission/statement of purpose; realizes profitability by meeting or exceeding established targets.

Marketing

Statement of Excellence:

The museum increases awareness of its programs and products, raises visibility and visitation, and relates key messages to its mission statement; identifies and researches its many target audiences; develops programs and strategies which best promote the museum's credibility; defines specific promotional goals for which evaluation methods are set and adhered to; reviews and evaluates its efforts on completion.

Planning

174. Is there a designated individual or committee responsible for:

- Advertising
- Media contact
- Social media
- Website

Implementation

175. Does the museum have its own logo?

- yes
- no

Signage

Statement of Excellence:

Clear signage attracts and guides visitors to the museum and outlines use of facilities and grounds.

176. Does on-site exterior signage include the following?

- No sign
- Museum is open or closed
- Season/hours of operation
- Program/Event information
- None of the above

177. How would you categorize the on-site exterior signage?

Very good

Signs are very neat, readable, visible from a distance, accurate in the information they convey; extra signage is appropriately located, flagpole, banner, etc., is in use and is an effective addition to the on-site exterior signage.

Good

Signs are neat, readable, visible from a distance, accurate in the information they convey

Fair

Signs are readable and accurate in the information they display; improvements to the signs will improve the image of the museum

Poor

Signage is difficult to locate; signage is difficult to read; lack of accurate information on signs; improvements to the signs will improve the image of the museum

178. Does off-site exterior signage assist in way-finding for the museum?

yes no

somewhat. Explain:

Revenue Generation

Statement of Excellence:

The museum financially supports its operations from a diverse range of sources; designs its retail activity as an integral component of a positive visitor experience; links retail sales to the collection and mission/statement of purpose; makes a positive financial contribution to the community.

Retail

179. Does the museum have a retail space?

yes no

If yes, does it include:

Small selection of items

Gift shop with variety of merchandise

Snacks and drinks

Other:

180. Is the retail area:

Easily identifiable to visitors when they enter/leave the museum

Well-labelled with prices clearly visible

Well-organized with items neatly displayed and easy to access

181. Do retail items:

- Have limited or environmentally friendly packaging
- Include additional information to tell more of the “story” about makers and/or products
- Include locally produced items
- Relate to the museum’s mission and mandate

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