

Checklist - Year 2

Please note: The purpose of this document is simply to act as a tool to track your progress as you work through each section, therefore the questions in each pillar have not been written out in full in the checklists below. Please refer to each section's corresponding Google Form to view the question in its entirety.

Pillar 3: Interpretation	Pillar 4: Communications
Needs Assessments - Due February 14, 2025	
<ul style="list-style-type: none"> <input type="checkbox"/> 1. Does the museum have inclusive interpretive offerings? <input type="checkbox"/> 2. Does the museum have accessible interpretive offerings? <input type="checkbox"/> 3. Does the museum have interactive interpretive offerings? <input type="checkbox"/> 4. Consider methods used to evaluate interpretation. <input type="checkbox"/> 5. Consider how interpretation is addressing community needs. <input type="checkbox"/> 6. Does the museum consider the environmental impact of interpretive offerings? <input type="checkbox"/> 7. What is the museum's top interpretation-related goal in the next four years? 	<ul style="list-style-type: none"> <input type="checkbox"/> 1. Consider the museum's advocacy efforts. <input type="checkbox"/> 2. Consider the museum's marketing efforts. <input type="checkbox"/> 3. Consider the museum's online presence. <input type="checkbox"/> 4. What is the museum's top communications-related goal in the next four years?
Submissions for Peer Coaching - Due May 16, 2025	
<p>Submit photographs/examples of a recent (within the past four years) program/exhibit/interpretive offering the museum developed. What is the goal (idea or story this offering is meant to interpret) of this offering? In under 200 words, explain why it was developed, what the museum was responding to, whether it met those needs, and who was included in the process.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Photo(s)/example(s) submitted <input type="checkbox"/> Explanation written 	<p>Submit three marketing files for review, from different projects and platforms if possible (e.g., social media post, on-site signage, poster, etc.). In under 200 words, explain the museum's goal for the examples submitted.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Three marketing files submitted <input type="checkbox"/> At least one example includes the museum's logo <input type="checkbox"/> Explanation written

Standards Questions - Due September 12, 2025

Submit the museum's Interpretation Plan. It should include:

- Comments on how the Interpretation Plan supports the Purpose Statement, Mandate, Land Acknowledgement, and/or Commitment Statement
- Reference to exhibit and/or interpretation policy
- Accessibility (e.g., identification of barriers to participation and how to remove them)
- Interpretive goals/objects that contribute to community initiatives and/or participant-led/community-driven opportunities
- Target audiences and their needs
- Calendar/list of interpretive offerings (e.g., activities, exhibits, programs, etc.)
- Evaluation of programs and activities
- Planning tools (e.g., program descriptions, logistics, scripts)
- Date last reviewed/revise

1. Submit the museum's marketing strategy. It should include:

- Engagement analysis
- Products
- Promotion of museum and community activities
- On- and off-site signage
- Individual/committee and their responsibilities
- Social media plan

2. Submit the link to the museum's website.

- Website URL submitted.

The website should include:

- About the Museum
- Land acknowledgement
- Contact information
- Membership and support
- Visits
- Collections
- Exhibits
- Education
- Events
- Store

Training - Due October 31, 2025

- Interpretation webinar - watched live OR submitted feedback submitted after watching the recording

- Communication webinar - watched live OR submitted feedback after watching the recording