

Sample Community & Audience Engagement MAP Workbook Outline

This sample is to be used as a reference to better understand the outline of the Community & Audience Engagement MAP Workbook. The MAP Workbook is periodically updated and is subject to change.

Part One: Laying the Groundwork for Success (Before the Site Visit)	Part Two: Engaging on Site (During the Site Visit)	Part Three: Keeping Momentum (After the Site Visit)	Part Four: Moving Forward (After Receiving the Assessment Report)
<p>Section I: More About the Museum</p> <ul style="list-style-type: none"> Data Gathering & Discussion Questions <i>Activity #1:</i> Organizational Life Cycles <p>Section II: What You Know About Your Communities</p> <ul style="list-style-type: none"> <i>Activity #2:</i> Demographics Scan <i>Activity #3:</i> Communities Scan <p>Section III: How You Reflect your Communities and Audiences</p> <ul style="list-style-type: none"> <i>Activity #4:</i> Internal Demographics Scan <i>Activity #5:</i> Reflecting Communities <p>Section IV: How Your Community Experiences Your Museum</p> <ul style="list-style-type: none"> Data Gathering & Discussion Questions <p>Section V: What Engagement Means in Your Museum</p> <ul style="list-style-type: none"> <i>Activity #6:</i> What is Community Engagement? <i>Activity #7:</i> Community Issues and Opportunities 	<p>(Section V continued)</p> <ul style="list-style-type: none"> <i>Activity #8:</i> What is Your Comfort Level? 	<ul style="list-style-type: none"> <i>Activity #9:</i> Getting Focused After Your Visit <p>Section VI: How Your Community Knows About the Museum</p> <ul style="list-style-type: none"> Data Gathering and Team Discussion Questions <p>Section VII: How the Museum Gathers Data and defines Success</p> <ul style="list-style-type: none"> Data Collection Questions <i>Activity #10:</i> Success at Your Museum 	<p>Section VIII: Preparing for and Implementing Change</p> <ul style="list-style-type: none"> <i>Activity #11:</i> Preparing for and Implementing Change