

Which MAP Assessment is Right for Your Museum?

See the instructions on the reverse	A	B	C	D	E
We've never done an assessment of our museum before					
We want to improve our educational materials					
We handle challenges as they come, but want to function more strategically					
We'd like to identify and reduce risks to our collections					
We'd like to serve more diverse audiences					
We have a paid director, bylaws, steady fundraising and a good board that is ready to go to the next level					
Our founder is our director or serves on the board					
We want to attract more funding, donors and supporters					
We want to be stronger partners and collaborators with our community					
We'd like to evaluate our tours and programs					
We have draft and/or basic collections management documents and want to formalize them					
Our board is heavily involved in day-to-day operations					
We want to assess the voices and stories currently represented in our collections, exhibits and programs					
Our board is enthusiastic, but unclear about its roles & responsibilities					
We want to assess our collections needs and seek funding for improvements					
Our museum wants to become more professional					
We'd like to know why our visitors come and who is not visiting our museum					
We are concerned about becoming irrelevant to our changing community					
We want to get physical and/or intellectual control of our collection					
We are concerned about who is going to replace our founder/leadership in the future					
We hope to expand and want to plan this strategically					
We are comfortable with how our museum is running and would like to reinvigorate ourselves					
We'd like to be valued partners with our local schools					
We want to address ethical, cultural and/or legal issues related to our collections					
We'd like to align our tours and programs to our mission and community needs					
Our board would like to develop trustee recruitment, onboarding, and orientation more strategically					
Our museum functions pretty well, but the board needs to take a greater strategic leadership role to advance the institution beyond status quo					
We'd like to realistically align our capacity with our goals					
We're not certain which museum function to focus on first					
We'd like to create an interpretation plan					
TOTALS					

Turn over for instructions on how to use this quick diagnostic tool



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The Museum Assessment Program (MAP) offer five different assessments to choose from. Take this quick questionnaire to help zero in on which assessment might be the best fit for your institution.

Directions

1. Read each statement. If it accurately or mostly accurately describes your museum's situation and goals place a check mark in the empty (non-shaded) box on that row. . Leave the row blank if it doesn't fit your museum right now.
2. Count the number of marks you have in each column and write the number at the bottom .
3. Use the Interpreting your Scores, below, to find out which assessment might suit your museum best.
4. Follow-up with the next steps listed below

Interpreting your Scores

If most of your check marks are in:

- Column A, the Organizational Assessment is likely a good fit for your museum
- Column B, the Collections Stewardship Assessment is likely a good fit for your museum
- Column C, the Community & Audience Engagement Assessment is likely a good fit for your museum
- Column D, The Board Leadership Assessment is likely a good fit for your museum
- Column E, the Education & Interpretation Assessment is likely a good fit for your museum

If you had about the same amount of check marks in Columns B, C, and E, the Organizational Assessment is probably your best match.

Next Steps

- Visit www.aam-us.org/map to read more detailed descriptions of the assessment(s) identified as the best fit for your museum
- Invite others at your museum to take the *Which MAP is Right for You?* Quiz and see how your scores match up!
- If you're still not sure about which assessment to choose, contact the MAP staff for some personalized guidance: map@aam-us.org or 202-289-9118.