



# Museum Assessment Program: Follow Up Visit General Information & Application Guidelines

*For Museums and Peer Reviewers*

## About Follow Up Visits

The Museum Assessment Program has funding (via IMLS) to offer a limited number of recent MAP participants a follow up visit—conducted by a museum’s *original Peer Reviewer*—at no cost to the museum.

The purpose of a follow up visit is to help guide, support, and further the museum’s efforts to implement recommendations that were laid out by the peer reviewer in the original assessment report. A follow up visit is most useful for museums which have begun working on MAP recommendation implementation steps, have kept in touch with their peer reviewers, and have a strategic and specific goal of continued institutional advancement. A museum must demonstrate it has made strides on the recommendations outlined by the Peer Reviewer during the first visit.

Museums are selected through a competitive process that requires a Follow Up Visit Request Form **jointly submitted by the museum and the peer reviewer**. The request must include a draft agenda and clear visit goals. See more details below.

Visits are 1-2 days and will be completed **between April 15 and October 15, 2020**.

A full narrative report like the one written after the original visit is not required. Instead, the Peer Reviewer completes a **1-2 page MAP Follow Up Visit Summary Form** provided by AAM (which documents the visit and captures results and recommendations) and **submits it to AAM and the museum within two weeks of the visit**.

## How to Apply

Deadline: **March 2, 2020**

1. If either the museum or peer reviewer has an interest in participating, contact one another to discuss.
2. If there is a mutual desire to work together again and a clear set of goals and outcomes, and role for the peer reviewer is agreed upon, begin to work on the **Follow Up Visit Request Form**. See below for examples of activities that are appropriate for the follow up visit.
3. When ready to submit, the **museum** should:
  - a. Email the completed paperwork to [map@aam-us.org](mailto:map@aam-us.org)
  - b. Copy the Peer Reviewer on the email

Both parties will be notified approximately of a decision four-to-six weeks after the deadline.

## Selection Criteria

Considerations in selecting museums for a follow up visit include:

- Eligibility: the museum must have completed MAP in the last 5 years (2012-2018)
- Visit objectives and activities: they must be appropriate, reasonable, and realistic; tied to the issues and/or recommendations in the museums’ original report written by the Peer Reviewer; and will meaningfully help the museum (see examples below)

- Progress: the museum must be able to show progress on issues or goals addressed in the original MAP report
- Engagement: the museum and peer reviewer must have demonstrated timeliness, responsiveness, and an overall high level and quality of engagement during the original assessment
- Priority: institutions that have not yet participated in a MAP follow up visit will be given priority

### **Examples of types of appropriate/eligible activities for Follow Up Visits**

Activities that give the staff and board guidance, motivation, and strategy to continue implementing MAP results and/or moving beyond them, e.g.:

- Observing and giving feedback/ further guidance on a practice, program, or key changes made per the original MAP Assessment
- Leading staff/board through an activity (e.g., a diversity or skills gap analysis)
- Facilitating a Board or staff Meeting/Retreat
- Reviewing and revisiting goals listed in original report to help prioritize/guide next steps
- Participating in or facilitating a strategic planning session
- Helping the museum conduct a community engagement/ roundtables/idea gathering session

### **Examples of types of unacceptable/ineligible activities for Follow Up Visits**

- Supplementing or replacing staff/volunteer day-to-day tasks or responsibilities (e.g., data entry, moving or rehousing collections, conducting inventory, giving tours)
- Handling or mediating personnel issues (staff/volunteers/governing authority)
- Writing grants or institutional policy documents
- Developing programs
- General “volunteering” tasks that do not require specialized experience
- Staffing special events
- Providing guidance or solutions to issues unrelated to the scope of/issues raised in the original assessment
- Planning a collections move or other large institutional project

### **Roles and Responsibilities**

#### *Museum*

- Email the completed form to the MAP office on behalf of the museum and peer reviewer (cc the Peer Reviewer)
- Inform assigned MAP Program Officer of the confirmed visit date as soon as it is decided upon and any substantial changes to the agenda or goals listed in the Follow Up Visit Request Form
- Complete a short post visit survey for the MAP staff

#### *Peer Reviewer*

- Conduct site visit
- Complete and submit the Follow Up Visit Summary Form (a 1 to 2 page form that documents the visit and captures results and recommendations) two weeks after the visit ends (email to MAP staff and the museum simultaneously)
- Submit travel expenses reimbursement paperwork within two weeks after the visit ends
- Complete a short post visit survey for the MAP staff

**Other Policies and Guidelines**

- Peer Reviewers are paid a \$250 honorarium and reimbursed by AAM for their travel expenses upon submission of the Follow Up Visit Summary Form
- Follow up visits are governed by the same travel, reimbursement, and other program policies that apply to any other MAP assessment. These can be found here for more information <https://www.aam-us.org/programs/peer-review/map-peer-reviewer-resources/>
- If you had a two-person site visit team, only one reviewer is covered under the process described here. Museums can bring the second person back at the same time or later at their own expense.