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.

<table>
<thead>
<tr>
<th>Part One: Laying the Groundwork for Success</th>
<th>Part Two: Engaging on Site</th>
<th>Part Three: Keeping Momentum</th>
<th>Part Four: Moving Forward</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Before the Site Visit)</td>
<td>(During the Site Visit)</td>
<td>(After the Site Visit)</td>
<td>(After Receiving the Assessment Report)</td>
</tr>
</tbody>
</table>

**Section I: More About the Museum**
- Data Gathering & Discussion Questions
- Activity #1: Organizational Life Cycles

**Section II: What You Know About Your Communities**
- Activity #2: Demographics Scan
- Activity #3: Communities Scan

**Section III: How You Reflect Your Communities and Audiences**
- Activity #4: Internal Demographics Scan
- Activity #5: Reflecting Communities

**Section IV: How Your Community Experiences Your Museum**
- Data Gathering & Discussion Questions

**Section V: What Engagement Means in Your Museum**
- Activity #6: What is Community Engagement?
- Activity #7: Community Issues and Opportunities (Section V continued)
- Activity #8: What is Your Comfort Level?
- Activity #9: Getting Focused After Your Visit

**Section VI: How Your Community Knows About the Museum**
- Data Gathering and Team Discussion Questions

**Section VII: How the Museum Gathers Data and defines Success**
- Data Collection Questions
- Activity #10: Success at Your Museum

**Section VIII: Preparing for and Implementing Change**
- Activity #11: Preparing for and Implementing Change