Sample Education & Interpretation MAP Workbook Outline

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

<table>
<thead>
<tr>
<th>Part One: Laying the Groundwork for Success (Before the Site Visit)</th>
<th>Part Two: Engaging on Site (During the Site Visit)</th>
<th>Part Three: Keeping Momentum (After the Site Visit)</th>
<th>Part Four: Moving Forward (After Receiving the Assessment Report)</th>
</tr>
</thead>
</table>
| Section I: More about the Museum  
- Data Gathering & Discussion Questions  
- Activity #1: Organizational Life Cycles | (Section IV continued)  
- Activity #5: Guiding Principles | Section V: After the Site Visit  
- Activity #6: Getting Focused After Your Site Visit | Section VIII: Preparing for and Implementing Change  
- Activity #9: Preparing for and Implementing Change |
| Section II: More about Education & Interpretation  
- Data Gathering  
- Activity #2: Scan | Section VI: Success  
- Activity #7: Assessing Priorities  
- Activity #8: Success at our Museum | Section VII: Marketing & Communication  
- Data Gathering & Discussion Questions |  |
| Section III: Audiences & Alignment  
- Data Gathering  
- Activity #3: Audience Motivations | | |  |
| Section IV: Exploring Roles & Perceptions  
- Team Discussion Meeting  
- Activity #4: All Shapes & Sizes | | |  |