

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 a low 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 – 1 ½ days and:

- If applying for the June 1st deadline, the site visit cannot occur no earlier than June 28th and must be completed by October 15, 2021.
- If applying for the September 1st deadline, the site visit cannot occur no earlier than September 27th and must be completed by December 5, 2021.

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: June 1, 2021 or September 1, 2021

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 the 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
 - b. Copy the Peer Reviewer on the email

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

Selection Criteria

Considerations in selecting museums for a follow up visit include:

- *Eligibility:* the museum must have participated in a MAP during the years 2013 to 2020
- *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.:

- Reviewing and revisiting goals listed in original report to help prioritize/guide next steps
- 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., diversity or skills gap analysis)
- Facilitating a Board or staff Meeting/Retreat
- 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
- Conducting a general information session on how to become Accredited or Re-accredited
- An assessment of challenges to address in order to prepare for Accreditation or Re-accreditation

Museum Fee Schedule

Through a Cooperative Agreement with the [Institute of Museum and Library Services](#), the Alliance is able to offer MAP Follow Up Visits at a low cost to museums. The participation fee is based on your 2020 annual operating expenses and is due at the beginning of the MAP Follow Up Visit process.

\$0 – \$125,000 in 2020 annual operating expenses

\$150

\$125,000 – \$400,000 in 2020 annual operating expenses

\$250

\$400,000 – \$1 million in 2020 annual operating expenses

\$350

\$1.1 million – \$5 million in 2020 annual operating expenses

\$500

Greater than \$5 million in 2020 annual operating expenses

\$750

Roles and Responsibilities

Museum

- Reach out to your original Peer Reviewer and share this information and your thoughts on goals and objectives for a potential follow up visit
- Complete the **Follow Up Visit Request Form** together and get all signatures, including the Peer Reviewer's
- Email the completed **Follow Up Visit Request Form** to the MAP office on behalf of the museum and Peer Reviewer (cc the Peer Reviewer on this email) on or before the Application Deadline you've chosen
- Pay invoice after acceptance
 - Please note that no site visit can occur until this invoice has been paid in full or documentation is provided that demonstrates payment is in process.
- Complete all modules in the online Follow Up Visit Portal after receiving login instructions
- Inform assigned MAP Program Officer of the confirmed **site 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
 - For the June 1st deadline, site visits cannot occur earlier than June 28th and must be completed by October 15, 2021.
 - For the September 1st deadline, site visits cannot occur earlier than September 27th and must be completed by December 5, 2021.
- Complete a short post visit survey for the MAP staff

Peer Reviewer

- Collaborate with the museum to complete the **Follow Up Visit Request Form** together and sign the form
- Work with the museum to finalize the Follow Up Site Visit agenda
- Sign and return Peer Reviewer agreement
- Complete all modules in the online Follow Up Visit Portal after receiving login instructions
- Conduct short 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 and MAP travel expense 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.