

Museum Assessment Program: Follow Up Visit General Information, Application Guidelines & Sample Application *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 through a short, focused site visit. 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 Application **jointly agreed upon by the museum and the Peer Reviewer and submitted by the museum online**. The application 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 must occur between June 26, and October 15, 2023.
- If applying for the August 1st deadline, the site visit must occur between August 28, and December 5, 2023.

Peer Reviewers will not write a full narrative report like the one written after the original site visit. 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, 2023, or August 1, 2023

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, both the museum and the Peer Reviewer should have a copy of the **PDF Sample Follow Up Visit Application Form** (attached at the end of this document) to help plan the visit and the application.
3. Then, the museum can begin to work on the [online Follow Up Visit Application Form](#). (The Peer Reviewer’s signature is required for the application form, but the museum will complete and submit all materials.)
4. Review and see below for examples of activities that are appropriate for the Follow Up Visit.
5. When ready to submit, **the museum should:**
 - a. Complete the online Follow Up Visit Application Form, gather the necessary signatures for the application, and submit all materials online (a copy of [the signatures page can be found here](#)).
 - b. When the museum submits their application, both the museum and the Peer Reviewer will

receive an email confirmation that includes a copy of the submitted application.

Both parties will be notified approximately of a decision two to three 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 in 2014 or later
- *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 with each other and with MAP staff
- *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 2022 annual operating expenses and is due at the beginning of the MAP Follow Up Visit process.

\$0 – \$125,000 in 2022 annual operating expenses

\$150

\$125,000 – \$400,000 in 2022 annual operating expenses

\$250

\$400,000 – \$1 million in 2022 annual operating expenses

\$350

\$1.1 million – \$5 million in 2022 annual operating expenses

\$500

Greater than \$5 million in 2022 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 [online Follow Up Visit Application Form](#) together and get all [signatures](#), including the Peer Reviewer's.
- Submit the [online Follow Up Visit Application Form](#) on behalf of the museum and Peer Reviewer on or before the application deadline you've chosen.
- Pay invoice after acceptance.
 - *Please note:* no site visit can occur until this invoice has been paid in full or documentation is provided that demonstrates payment is in process.
- 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 must occur between June 26, and October 15, 2023.*
 - *For the August 1st deadline, site visits must occur between August 28, and December 5, 2023.*
- Complete a short post visit survey for the MAP staff.

Peer Reviewer

- Collaborate with the museum to complete the [online Follow Up Visit Application Form](#) together and sign the [application signatures page](#).
- Work with the museum to finalize the Follow Up Site Visit agenda.
- Sign and return Peer Reviewer agreement.
- Conduct the 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 \$300 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 Peer 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.

MAP Follow Up Visit Application Form

OMB Control #3137-101 Expiration 3/31/2025

Before You Get Started: A Couple Frequently Asked Questions

Will I be able to have a copy of my completed online application for our records?

- Yes, you will be able to print and save this application on the final page, and both the museum and the Peer Reviewer will receive email confirmations with copies of the submitted application.

Can I begin the online application and then save it to work on later?

- Yes! At the bottom of each page you will find a “save” button. By clicking this button, you will be able to save your information and receive a unique link to return to that page in the application later to finish it.
 - Please note: you do not need to sign up for a JotForm account to save and continue. Click the link at the bottom of the pop up that will appear that says “skip create an account” and you’ll be prompted to enter your email address.
- Do not exit the application until after you’ve clicked the “save” button each time you want to exit the application to ensure that your responses are saved each time. You’ll get an email with an updated link to use to return to the most recent page you’ve completed.
- But, online application data will only be saved for 90 days. After 90 days, the online data will be automatically deleted, and you will need to start the online application over.
- And, remember, the online version only allows you to progress to the next page after you’ve completely answered all questions on the first page. There are six total pages in the application.

Part One

Museum Name *

TIN (EIN) Number *

A TIN (Taxpayer Identification Number) or EIN (Employer Identification Number) is a nine-digit number that the internal Revenue Service (IRS) assigns to business entities. The IRS uses this number to identify taxpayers who are required to file various business tax returns. This is a free service offered by the IRS and you can get your EIN immediately. To apply and learn more, click [here](#).

Name of Museum Primary Contact *

First Name Last Name

Job Title of Museum Primary Contact *

Museum Primary Contact Email *

example@example.com

Name of Peer Reviewer (Please note: only one Peer Reviewer conducts the visit) *

First Name Last Name

Peer Reviewer Email *

example@example.com

Original MAP Assessment Type *

- Organizational
- Collections Stewardship
- Community & Audience Engagement
- Education & Interpretation
- Board Leadership

Dates of Original Site Visit *

Has your museum participated in a previous MAP Follow-Up Visit? *

- Yes
- No

If yes, when: *

Annual operating expenses for your most recently completed fiscal year: (Include all expenses, regardless of funding source.)

Fiscal Year

Operating Expenses

SAMPLE ONLY
APPLY ONLINE

Part Two

List your goals and objectives for the follow-up visit and explain how they relate to the recommendations made in the Final Report. (Limit your answer to 150 words) *

0/150

Which application deadline are you applying for? *

June 1, 2023

August 1, 2023

Please note:

- For museums applying to the June 1st deadline: site visits must occur between June 26, and October 15, 2023.
- For museums applying to the August 1st deadline: site visits must occur between August 28, and December 5, 2023.

List your preferred dates for the Follow-Up Visit. (This visit must be 1-1.5 days in length.) *

At this step in the online application form you will be required to upload a copy of your draft agenda for the Follow Up Visit. Please provide an outline that includes the basics of who/what/when/where and include a list of proposed meetings, interviews, and tours.

Part Three

Describe the actions your museum has already taken in response to the recommendations and findings of the Final MAP Report, and if applicable, from prior Follow-Up Visits. (Limit your answer to 250 words; you do not need to itemize every recommendation in the report.) *

0/250

SAMPLE ONLY
APPLY ONLINE

Part Four

Signatures

At this step in the online form you will be required to upload a copy or copies (multiple sheets can be submitted) of the signatures page.

Please download the following agreement statement, read and agree to the terms, and have the Museum Primary Contact, the Head of the Governing Authority and the Peer Reviewer sign the statement. The signatures page is available [here](#).

The submit button will appear after you preview your answers. Once your application has been submitted, you can no longer make any edits or changes to your answers. Both the museum and Peer Reviewer will receive emails with a copy of your submitted application.

SAMPLE ONLY
APPLY ONLINE