

MOI! Museums of Impact

Stakeholder Forum
Berlin 10.11.2020

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Museovirasto

Co-funded by the
Creative Europe Programme
of the European Union



MUSEUMS OF IMPACT

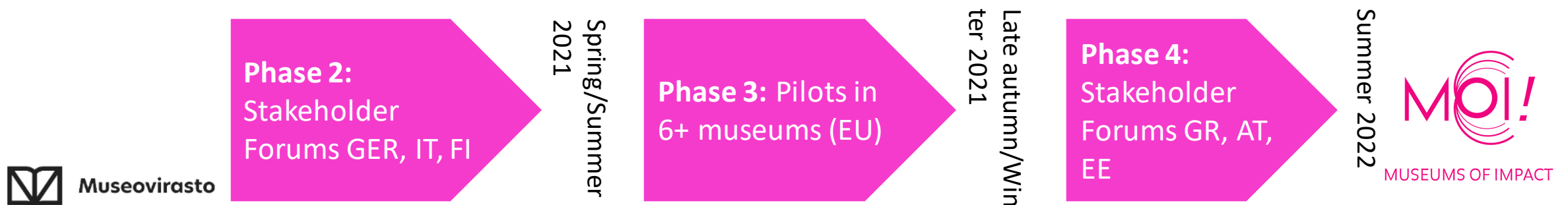
Content of the presentation

- MOI project in a nutshell (Pirjo)
- Developmental evaluation - old and new paradigm (Eeva)
- The concept of impact in the model (Eeva)
- How the framework works in practice (Pirjo)



MOI! Project in a nutshell

- Funded by the Creative Europe programme (CO-OP2)
- Duration until November 2022
- 11 partners from 8 countries across Europe
- Aim: to produce a **European museum self-evaluation framework** for museums of all sizes and types; to provide museums with a tool that helps them increase their impact in society
- Key activities: a series of **workshops** and **open stakeholder forums** to formulate the new model; a number of **pilots** in museums to test the model; **publishing the model** and disseminating information about it



Transformation in evaluation approaches

Old "paradigm"

- Linear explaining
- Top-down evaluation process
- Independent, neutral evaluation
- Emphasizes documenting and reporting
- "measuring frenzy"
- Objectivity of the results

New "paradigm"

- Non-causal interpretation
- Bottom-up evaluation process
- Evaluator involved, evaluator as a facilitator and learning coach (co-evaluation)
- Emphasizes learning and development
- Interpretation and understanding
- Shared view



Concept of impact

Impact goals:

- The change you want to make or be in the society
- Unique for every museum
- A constant dialogue and interaction between museum, its environment, audiences, communities etc.

➡ Impact goals form the basis for the existence of a museum and define for what reason and for whom the museum exists.

➡ When the museum has thoroughly considered its goals and is developing its operations based on these goals, it will be able to improve its impact on its communities and on society at large.



Concept of impact

Some of the key questions:

- For whom and with whom are the services planned and implemented in order to achieve the intended impacts?
- How are the resources (collections, information and data, competences, premises and financial resources) put into active use to produce the intended impacts?
- Has the museum's range of services been created on the basis of conscious choices to achieve intended impacts?



European Museum Evaluation Framework

IS:

- A simple tool to rethink your organization
- A self-evaluation tool
- Helps to think about museum's impact in society and increase it
- Allows developmental dialogue in museum organisation
- Can be used in modules – light and fast development process

IS NOT:

- Not about quality in museum processes, but can support and add to such evaluation or accreditation models - a step beyond
- Not an outside assessment of museum activities, nor metrics to measure impact
- Different museums' evaluation results are not compared or rated against other museums
- No required level against which the results are compared



How the framework works in practice

- A concrete (**but not final**) example: Finnish Museum Evaluation Framework
 - Stakeholder forums as tools to co-produce the content of the new European framework – your input is much appreciated!
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- ✓ The example framework rests on **six key evaluation areas** identified as important for impact.
 - ✓ All areas are divided into 3-5 evaluation themes.
 - ✓ Each evaluation theme consists of
 - Questions for discussion
 - Evaluation questions



https://www.museovirasto.fi/uploads/Museoalan_kehittaminen/MOI/Museum_evaluation.pdf



Operational environment, strategic choices and objectives

Evaluation Themes in this area:

- 1. Operational environment and the profile of the museum***
- 2. Strategic goals of the museum*
- 3. Implementation, monitoring and evaluation*

Key questions: What opportunities does the operational environment offer for the museum and its services, and what challenges do the changes in the operational environment cause for the museum?



The operational environment and the profile of the museum

For discussion:

- What effects do the changes in the operational environment have on your museum?

- Why and for whom does your museum exist?

- What is your museum's specific profile which sets it apart from other museums?

Based on the previous discussion, evaluate the performance of your museum:

1. The museum analyses its operational environment in different ways and makes choices based on this analysis (target audience/community, content, services) to develop its activities.

1 2 3 4 5 n/a

2. The museum has defined the where it wants to have an impact on in society.

1 2 3 4 5 n/a

3. The museum has set impact objectives for its operations.

1 2 3 4 5 n/a

4. The museum has a clear profile. The profile is in line with the values, choices, services, products and the whole operating culture of the museum.

1 2 3 4 5 n/a

5. The museum's staff, stakeholders, customers and communities know the museum's profile.

1 2 3 4 5 n/a

Museum of today

The key questions are the following: Is it possible to achieve the desired impacts through the museum's current services? Has the museum's range of services been created based on conscious choices?

1. Range of services

2. The role of an enabler

3. Accessibility

4. Opening and sharing of data, information and content

For discussion:

- What are the most important services in your museum today, and what are the most important target groups of these services?

- Do the museum staff share a common view on the services offered in your museum?

Based on the previous discussion, evaluate the performance of your museum:

1. The museum sees its activities in their entirety as services that benefit customers, communities and society.

1 2 3 4 5 n/a

2. The museum's range of services is based on strategic choices and decisions.

1 2 3 4 5 n/a

3. The museum's range of services is defined and justified from the point of view of the customer.

1 2 3 4 5 n/a

4. Staff members working in different positions recognise how their work connects to the museum's services..

1 2 3 4 5 n/a

5. The museum participates in discussions on current topics via its programme and other content.

1 2 3 4 5 n/a

6. The museum develops and offers services outside its premises, online and in other environments, for example.

1 2 3 4 5 n/a

7. The museum acquires information on the usage of its online materials and services and makes use of this information in its development work.

1 2 3 4 5 n/a



Interested to know more? Want to ask a question?



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