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.

Part One: Laying the Groundwork for Success (Before the Site Visit)	Part Two: Engaging on Site (During the Site Visit)	Part Three: Keeping Momentum (After the Site Visit)	Part Four: Moving Forward (After Receiving the Assessment Report)
 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 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

Copyright ©2020. All rights reserved. No part of this publication may be reproduced or transmitted in any form or media or stored by any means in any information storage retrieval system, without prior written permission of the American Alliance of Museums.