

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.

| 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) |
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| <p>Section I: More about the Museum</p> <ul style="list-style-type: none"> Data Gathering & Discussion Questions <i>Activity #1:</i> Organizational Life Cycles <p>Section II: More about Education & Interpretation</p> <ul style="list-style-type: none"> Data Gathering <i>Activity #2:</i> Scan <p>Section III: Audiences & Alignment</p> <ul style="list-style-type: none"> Data Gathering <i>Activity #3:</i> Audience Motivations <p>Section IV: Exploring Roles & Perceptions</p> <ul style="list-style-type: none"> Team Discussion Meeting <i>Activity #4:</i> All Shapes & Sizes | <p>(Section IV continued)</p> <ul style="list-style-type: none"> <i>Activity #5:</i> Guiding Principles | <p>Section V: After the Site Visit</p> <ul style="list-style-type: none"> <i>Activity #6:</i> Getting Focused After Your Site Visit <p>Section VI: Success</p> <ul style="list-style-type: none"> <i>Activity #7:</i> Assessing Priorities <i>Activity #8:</i> Success at our Museum <p>Section VII: Marketing & Communication</p> <ul style="list-style-type: none"> Data Gathering & Discussion Questions | <p>Section VIII: Preparing for and Implementing Change</p> <ul style="list-style-type: none"> <i>Activity #9:</i> Preparing for and Implementing Change |