Why It Matters: Supporting Change through Educational Program Evaluation in Art Museums

Think, Pair, Share

1. Pressing Questions
   - Think of an educational program at your museum (its goals, objectives etc.).
   - What is one pressing evaluation question you have related to this program?
   - What methods would you select to provide the information needed to evaluate the program against its stated goals and objectives and answer your question?

2. Rethinking A Past Evaluation
   - Think of a past program evaluation that you were involved in.
   - What were you trying to evaluate and how did you evaluate it?
   - How could the evaluation process have been improved to help you learn more about the program at hand?

3. Considering Report Findings
   - In a 2004 study of museum education evaluation in the United States, the Smithsonian Institution (2004) reported that practitioners working in large museums still struggle to get support for program evaluation from their institutions.
   - How does this finding compare to your own experiences with program evaluation?

Bibliography


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**Presenter Contacts**

**Natasha S. Reid**: natasha@visualartscentre.ca

**Agnieszka Chalas**: a.chalas@queensu.ca