



Measuring Museum Impact and Performance: Theory and Practice

John W. Jacobsen

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Based on extensive research and decades of experience, museum analyst and planner John W. Jacobsen provides both the theoretical underpinnings and the operational pragmatics of measuring any museum's intentional impact and performance by using 1,025 indicators drawn from 51 expert sources. *Measuring Museum Impact and Performance: Theory and Practice* provides museum professionals internationally with a clear, very open process that will improve their museum's value and performance by selecting indicators that monitor whether they are realizing their desired public, private, personal and institutional values. The book is not prescriptive, but liberating, as the framework recognizes that each museum needs to decide on its own purposes and priorities.

The book is organized in two parts: "Part 1: Theory" is scholarly and builds on the museum field's rich literature; and "Part 2: Practice" provides step-by-step methods for any museum to set up its own dashboard of prioritized impact and performance indicators. Substantive attachments include: the list of the 51 source documents for the MIIP indicators; definitions of terms and data fields; a long list of precedented museum impacts; measurement formulas and worksheet templates, filled in for a sample museum; and the MIIP 1.0 database available online.

Readers will get the following benefits:

- A literature review of prior work on measuring museum value
- An analysis of eleven well-established evaluation frameworks that synthesize into a revolutionary, yet practical, Museum Theory of Action
- A robust and searchable menu of 1,025 existing and aspirational indicators (the MIIP 1.0 database) that you can use to start your own selection
- An analysis of the MIIP database using the Theory of Action that reveals 14 areas of potential museum impacts and benefits
- A process to select and prioritize your museum's intentional purposes and desired impacts
- A process to determine, measure and compare your museum's key performance indicators (KPIs)
- A process to set-up and conduct peer museum comparisons
- Procedures and examples of how to capture and report data used in your selected indicators
- Principles for using indicator data to inform museum management decisions

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Book is to be different for each and every grade. Book for children till adult are different content. To be sure that book is very important normally. The book Measuring Museum Impact and Performance: Theory and Practice seemed to be making you to know about other knowledge and of course you can take more information. It is extremely advantages for you. The book Measuring Museum Impact and Performance: Theory and Practice is not only giving you considerably more new information but also to get your friend when you experience bored. You can spend your personal spend time to read your book. Try to make relationship using the book Measuring Museum Impact and Performance: Theory and Practice. You never experience lose out for everything should you read some books.

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Typically the book Measuring Museum Impact and Performance: Theory and Practice will bring you to definitely the new experience of reading the book. The author style to explain the idea is very unique. Should you try to find new book to learn, this book very ideal to you. The book Measuring Museum Impact and Performance: Theory and Practice is much recommended to you to learn. You can also get the e-book from the official web site, so you can more easily to read the book.

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Robert Poulin:

A lot of people always spent their free time to vacation or even go to the outside with them friends and family or their friend. Were you aware? Many a lot of people spent they free time just watching TV, as well as playing video games all day long. If you wish to try to find a new activity that is look different you can read the book. It is really fun for yourself. If you enjoy the book which you read you can spent all day every day to reading a e-book. The book Measuring Museum Impact and Performance: Theory and Practice it is quite good to read. There are a lot of those who recommended this book. These folks were enjoying reading this book. In case you did not have enough space bringing this book you can buy the e-book. You can m0ore easily to read this book from a smart phone. The price is not too expensive but this book possesses high

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