MOI

MUSEUMS OF IMPACT

ENABLER MODULE:
How our organisation
functions – Resources
and service development
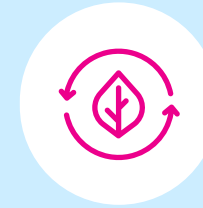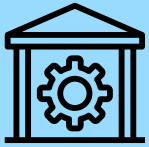
INTRODUCTION

When striving for impact, it is important for a museum to develop its ability to utilise its resources and to consider how they can be actively used to enable impactful activities. The collections and other knowledge resources form a unique resource for museums and a key cornerstone of museum activities. It is therefore important that this resource is used in the best possible way. Another important resource is financing, which should be managed responsibly and with impact goals in mind. It is also essential to have a good understanding in terms of for whom and with whom our services are planned and implemented. When a museum designs its activities, programmes and services, it is vital to consider whether the service range reflects the chosen impact goals. Inclusive and accessible services increase people›s opportunities to be active, to participate and to have meaningful encounters with heritage, all excellent goals for increasing the impact of museums.

MUSEUMS OF IMPACT

! How to use the MOI framework

Discuss and evaluate the statements found in this module. Each statement is evaluated on a scale from 1 to 5 depending on the performance of the museum.

Scale: ➤ ① ② ③ ④ ⑤

⑤ Realised extremely well:
The matter works in practice, it is being evaluated and developed, and it is a particular strength as far as operations are concerned

④ Realised well:
The matter works well in practice, and it is being evaluated and developed

③ Realised satisfactorily:
The matter is being implemented, but it has not been evaluated or developed

② Realised below average:
The matter is under discussion and will be developed, but there is not any proof of its existence yet

① Realised extremely poorly:
There is no proof of the existence of the matter, and it has not been discussed

If the question is irrelevant from the museum's point of view, there is no need to answer. This can be done by choosing the **skip-arrow**. ➤

The following steps might be helpful in the formation of a joint view:

○ The issues that are central in the evaluation process are identified. At the same time, the issues that are agreed upon and not agreed upon are identified. The most important observations and remarks are registered.

○ The main differences are discussed.

○ The goal is to form a joint view on the issue under evaluation.

Mutual understanding must always be based on concrete evidence from operations and the results achieved through operations. If it is difficult to form a clear view on the matter, the scale value 3 should not be used as a compromise. Rather, the issue in question should be examined in the light of the values of the scale (for example, 2 - the issue is under discussion and will be developed, but there isn't any proof for its existence yet), and considered from the point of view of the museum's current performance level.

For some questions, the descriptions on the scale may not be suitable and the evaluators will have to adapt to the scale.

There is a text field at the end of each evaluation theme. The most important observations and arguments regarding the evaluation answers can be recorded in this field.

! You can use the Tab and arrow keys *to navigate through the statements and their assesment scales in the document. The document is designed to be accessible on screen readers.*

! We recommend turning off Field highlighting *in your PDF reader to see the PDF forms as intended.*

In Adobe Acrobat: Go to Preferences > Forms > Highlight color. Untick the box «Show border hover color for the fields.»
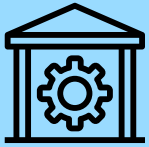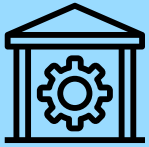
COLLECTIONS AND CONTENT

Do we make active use of our resources with our impact goals in mind?

1. We have a clear collection profile, and we keep refining it.

2. Our collections are in active use when we pursue our impact goals.

3. Our collections and content are accessible for and usable in all our processes.

4. Our entire organisation is engaged in the discussions about the meaning and relevance of our collections.
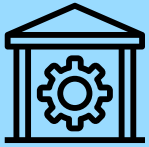
COLLECTIONS AND CONTENT

Do we make active use of our resources with our impact goals in mind?

5. We actively ensure the sustainable long-term preservation of our collections and resources (both physical and digital).

Discussion notes:

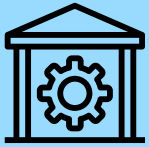**How our organisation functions – Resources and service development**

FINANCES

Are we able to utilise our financial resources well enough to reach our impact goals?

6. Our general funding structure allows us to allocate and prioritise resources according to our impact goals.

7. Our internal budgeting and financial management processes support us in our activities and in achieving our impact goals.

8. We seek outside funding and new partners that best support our impact goals.

Discussion notes:

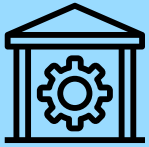**How our organisation functions – Resources and service development**

AUDIENCES

Are our processes and services sustainable?

9. We know, analyse and study our diverse in-person and online audiences.

10. We implement measures to broaden and diversify our audiences in line with our impact goals.

Discussion notes:

SERVICE RANGE

Does our service range reflect where we want to have an impact?

11. All our services – including digital ones – are designed in a way that supports our impact goals.

12. We develop our services – including digital ones – based on data-driven customer and audience understanding.

13. Our digital services complement and enrich the range of other services in the museum.

Discussion notes:
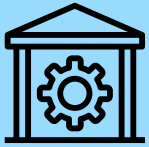
ACCESSIBILITY

Are our services inclusive and accessible?

14. We offer a safe place both mentally and physically for our customers and audiences.

15. Our services are inclusive and easily accessible for diverse customers and audiences.

16. We are capable of working with audience groups with special needs.

17. Our digital services are designed to accommodate different capacities to use such services.

Discussion notes:

SUMMARY

You have now gone through the module **Resources and service development module**.

Based on the observations and discussions, you probably have identified strengths, as well as areas to develop further.

You can record most relevant development objectives and notes here. These notes will serve as the first step on your museums' development path.

Discuss and evaluate the following statements:

What are the strengths of our museum concerning resources and service development, and how do we reinforce them further?

What do we need to improve?