Land of Miami, Delaware, Potawatomi, and Shawnee Peoples

Resources in Indiana

http://www.miamiindians.org
http://www.pokagonband-nsn.gov/
Ask an Evaluator: Balancing Data Needs with Reality

Association of Midwest Museums
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Image from https://haeschecollectibles.net/
Audience Research in a Time of Crisis: Don’t
General Guidelines

• Know why you’re doing evaluation
• Balance the many contexts
• Prioritize your data needs
• Focus with methodologies
• Re-balance with access and privilege
Remind me, why are we doing this?

• Exploring usage, outcomes, and/or impacts for recently ended programs or online offerings

• Learning of needs during the crisis of your audience, sometimes of vulnerable populations

• Exploring the nature of museum life when some normalcy returns and we can safely gather

• Exploring the impact of the crisis for audiences on mission-specific topics
Balancing the many contexts

• **Practice compassion** and consider the contexts of your audience and/or participants

• **Equity in evaluation is a step beyond culturally responsive evaluation (CRE),** though they exist on the same continuum

• **Proactively talk with internal and external stakeholders** to understand any changes to their situation which influence your work
Resources

• **Considerations for Conducting Evaluation Using A Culturally Responsive and Racial Equity Lens** (from Public Policy Associates and Michigan State University)

• **LGBTQ Welcoming Guidelines** (from American Alliance of Museums)

• **Culturally Responsive Research Framework** (from Oregon Museum of Science and Industry’s REVEAL project)
You can’t always get what you want

- Focus on what you need to know now vs what you want to know
- Keep the data requests small
- Evaluation still has real costs – preparation, data collection, platforms, analysis, incentives, reporting, staff/contractors
Focus with methodologies

• For exploring usage of online materials, get your evaluators and IT professionals together

• **Online surveys** have a function but need supplement

• Consider **old-school data collection methods** and **new ways of listening** to your visitors

• Keep **data security and audience privacy** as a **priority**

• **Know the limits** of your methodologies
Rebalance with access and privilege

• Participatory evaluation methods can help mitigate inequity of privilege

• Mobile internet access is widespread, but not everywhere

• Make sure your instruments are mobile-friendly

• Patience

• Revisit equitable evaluation frameworks throughout the evaluation process
Thank you!

Please reach out with questions, ideas, or comments!

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