

Territories Languages Treaties

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Search

Territories

Languages

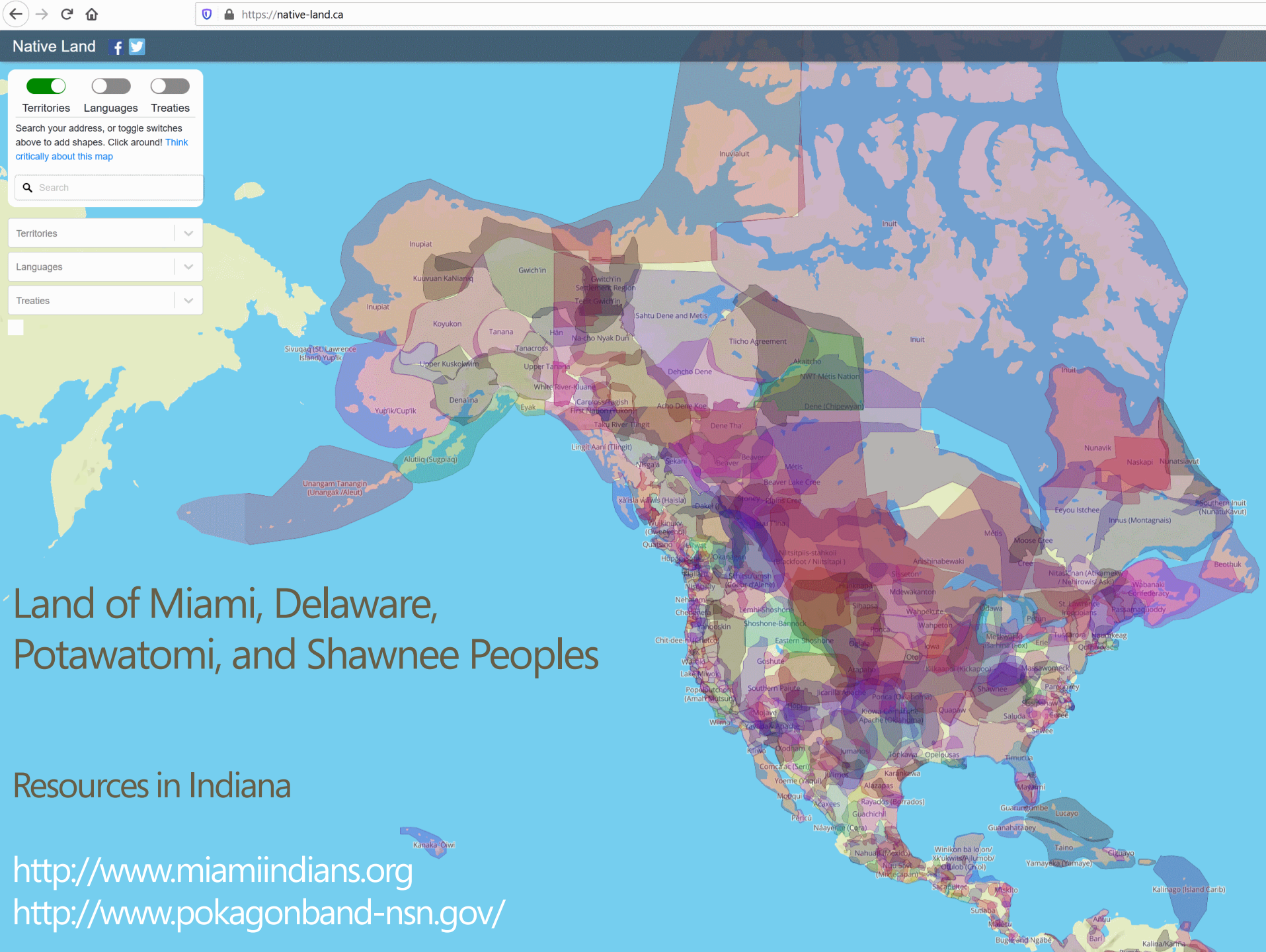
Treaties

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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**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**

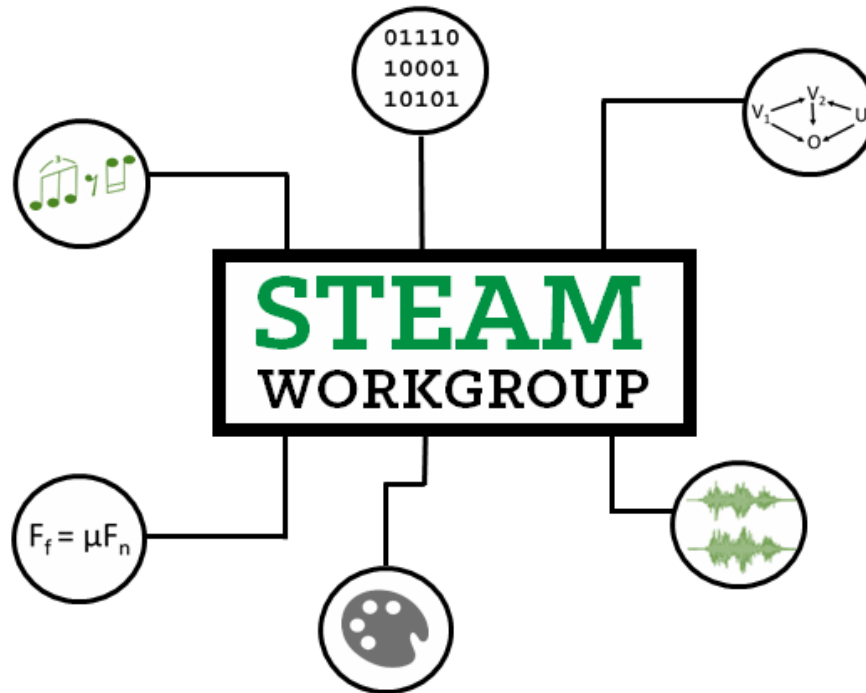
Focus with methodologies

- 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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