1. REVISIT THE MISSION: LEARNING SHOULD BE THERE
Our museum-based contributors constantly pointed to foundational change as the root of optimizing conditions for effective museum learning. Changes in mission always go back to visitor centricity and support for learning.

2. TRANSFORM WAYS OF WORKING
Change the way the museum works as an organization to effect visitor centric outcomes. Use new procedures, organizational arrangements, and attitudes to change the institutional culture. This can look like more or improved cross-departmental collaboration and communications. Create a commitment to better partnerships, and deeper consultations with the museum’s publics.

3. SUPPORT LEARNING
Read Chapter 4 on the “Learning for change” framework and “Supports for learning”. Supports can be prompts, facilitators, contact zones, platforms for practice, feedback, projects, programs, networks, and volunteers. Use tools, technologies, interpretive planning, and many other methods to support learning in the museum.

4. THINK OF ALL STAFF AS POTENTIAL MUSEUM EDUCATORS
Provide staff and volunteers with the training needed to better engage visitors. Revise job titles, descriptions, operational procedures, guidelines, and organizational charts. Learning is everyone’s responsibility.

5. APPROACH SPACE HOLISTICALLY
Facility planning for audience needs is central, and means much more than multipurpose classrooms. Be prepared to accommodate partner needs. Provide spaces for innovative learning initiatives such as blended learning. Include public areas for visitors to reflect on what they are experiencing.

6. MEASURE WHAT MATTERS
Fine-tune the learning experience using visitor data. Track operational issues such as length of stay, peak times etc. not only to maximize attendance and revenue but also to service the museum’s learning mission.

7. MAKE CHANGE A WAY OF DOING BUSINESS
Organizational the museum becomes process-oriented — and the process is continuous.

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