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Ways to Transform MUSEUM LEARNING ✓

1. REVISIT THE MISSION:

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. Commit to developing better partnerships and fostering deeper engagement with the museum's publics.

3. SUPPORT LEARNING

Use tools, technologies, interpretive planning and supports for learning which can be prompts, facilitators, contact zones, platforms for practice, feedback, projects, programs, networks and volunteers.

7. MAKE CHANGE A WAY OF DOING BUSINESS

Organizationally the museum becomes process-oriented — and the process is continuous.



4. THINK OF ALL STAFF AS 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.

6. MEASURE WHAT MATTERS

Fine-tune the learning experience using visitor data. Track operational measures such as length of stay and peak times not only to maximize attendance and revenue but also to service the museum's learning mission.

5. APPROACH SPACE HOLISTICALLY

Facility planning for audience needs is central. 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.