

Experiences in using an Evaluation Framework for Museums

THE MUSEUM OF CENTRAL FINLAND
K E M U
KESKI-SUOMEN MUSEO

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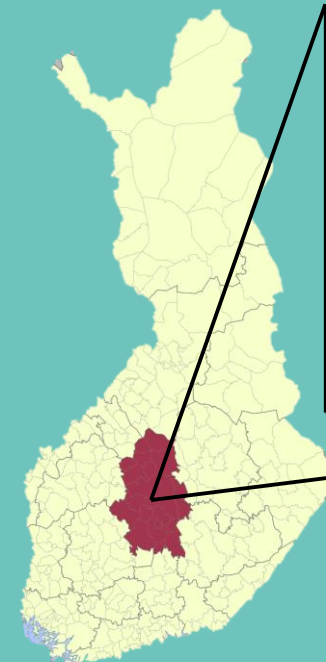
The museum of Central Finland

Founded in 1932

The museum building is designed by Alvar Aalto

Central Finland's regional museum, together with the Jyväskylä Art Museum

- *Responsible for promoting cultural heritage and art in the region and be the authoritative of the cultural environment*



work community perspective

BENEFITS AND HOW THE MODEL HAS HELPED MOVE FORWARD :

- Good subcategories where you can choose.
 - *everyone finds a category to which they can give experience and benefit from discussions*
- The categories are very comprehensive / cross-sectional, does not only apply to a specific task of the museum's area.
 - *Helps to see your own role in the work community as a whole*

EXAMPLES OF WHAT WE HAVE LEARNED:

- Pay attention to the quiet ones
- The facilitator is chosen from among the employees, and it varies from event to event. The conversation is freer this way.
- The conversation opens possible locks and clears up misunderstandings.

work development perspective

SITUATIONS WHERE EVALUATION HAS BEEN USED:

- before and after the anticipated changes
 - *before: renewal of the main exhibition and museum renovation*
 - *after: new collection management system, new museum act and the change of museum role in society, the operational concept of the forthcoming museum center*
 - *future 202X: new museum center, renovation and expansion of collection facilities, lots of personnel changes, retirements*

EXAMPLES OF WHAT WE HAVE LEARNED:

- Changes in the surrounding society will create needs for changes in activities
 - *Helps direct the content of strategies*
 - *Good for anticipating changes and evaluation afterwards*
- Helps see community-wide priorities for development
 - *1-3 development target / category*

SAVED EVALUATION AND SAVED NOTES ALLOW ONE TO RETURN TO THE DISCUSSIONS AFTERWARDS AND IT ALLOWS THE DEVELOPMENTS TO BE SEEN.

perception of a common goal

OPERATIONAL AND DEVELOPMENT RELATED COMMUNICATION BENEFITS FROM EVALUATION FOR EXAMPLE IN THE DIRECTION OF THE FINANCIER

- Easier is to show how and what work has been done and where we are going
 - *Decision makers can monitor more closely the action*
 - *Highlights strategic priorities for long-term planning and annual action planning*

HOW EVALUATION COMPLEMENTS OTHER STATISTICS

- Bring content information on top of visitor numbers and financial figures
- Helps to evaluate the effectiveness of activities

EXAMPLES OF WHAT WE HAVE LEARNED:

- A GOOD OPPORTUNITY TO STOP BY TO LOOK AT IF WE ARE GOING TO THE RIGHT DIRECTION
- Provides an opportunity for brainstorming and discussion and helps to see the interfaces and common issues of different areas.

How to use self-evaluation

practical instructions

1. Take time, divide the whole into parts.
2. Be true to yourself and look at the present moment “from the outside” without preconceptions.
3. Implement themes in small groups of 6-8 people
4. Record/save/take notes from conversations without names.
5. Agree on how to start to move things forward. Prioritize.

BONUS

The opportunity of empowerment as a work community!

Thank You.



KEMU
KESKI-SUOMEN MUSEO

