Ancient Egypt and East Asia National Programme

Partner Measuring Social Impact Toolkit

National Museums Scotland

MUSEUMS ASSOCIATION

Esmée Fairbairn Collections Fund

Toolkit Overview

As part of the *Ancient Egypt and East Asia National Programme*, we want to work with our museum partners to help measure and articulate the social impact of our work with **children and young people on the autism spectrum and their families** or **young people**.

We have developed a suggested methodology and framework to help you measure and articulate this. This document outlines our pilot method and provides you with ready to use tools to capture the social impact of your work as part of this national programme with your target audience.

We have developed this framework based on the feedback from colleagues at our **Social Impact Symposium** in November 2018, the **Museum Associations Measuring Social Impact Toolkit** and the Scottish Government's **National Performance Framework**.

Our framework is based on **three core outcome areas** which relate to **enriching learning experiences**, **cultural citizenship** and **improvements in health and wellbeing** of our audiences as a result of experiences they take part in as part of the *Ancient Egypt and East Asia National Programme* at your museum.
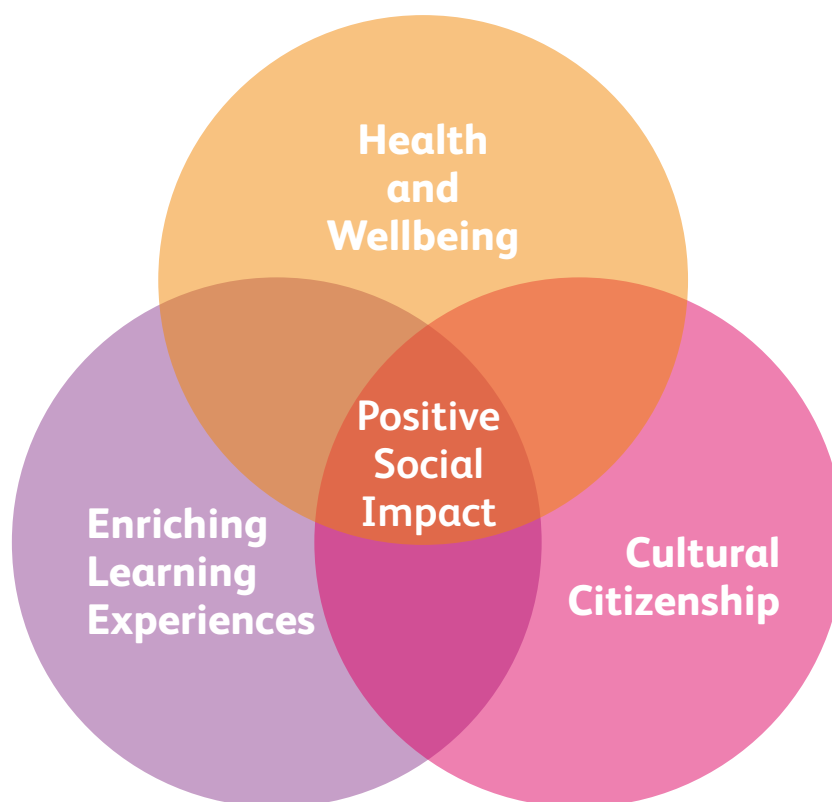
We believe that the learning experiences we deliver with our audiences are enriching, will develop them as cultural citizens and improve a person's sense of positive health and wellbeing.

For each of these outcome areas, we have developed three outcomes for each audience/area of collections. This will ensure each partner is working to measure the same outcomes across the programme and help us build an evidence bank.

Social Impact Outcomes

	Children and young people on the autism spectrum and their families *Ancient Egyptian collections*	**Young people** *East Asian collections*
Cultural Citizenship	Families will make repeated visits to their local museum; Leading to a feeling that the space is a valuable and important place for them to spend quality time together.	Young people will make repeat visits to the museum; feeling that the space is a valuable and important social place for them to spend time with family, friends where they can be engaged in world cultures, and other topics that matter to them.
Enriching Learning Experiences	Children, young people and families will take part in enriching learning experiences that help them learn something new and develop them as individuals.	Young people will develop skills that matter to them and learn something new about the cultures of East Asia.
Health and Wellbeing	Families will feel welcome and included in their local museum, more confident about visiting again in the future and will identify the museum as a space which contributes positively to their sense of wellbeing.	Young people will develop confidence and identify the museum as a space which contributes positively to their sense of wellbeing.

There are always ethical considerations in evaluation practices

Whilst all of the data collected from audiences as part of this project is anonymous, it's important that we let audiences know that we're collecting evaluation data and using this to improve the quality of our programme, to report back to our funders and stakeholders, and talk about the programmes we're delivering in print and digital form. We should also make it clear to audiences if we're carrying out observational evaluation as part of a session, which they may otherwise be unaware of as they're not completing this actively themselves.

Audiences should feel confident in letting us know if they're unhappy with any aspect of our approach, and if we're in *any* doubt of the suitability of the approach with the audience in question, we shouldn't use it.

Data Capture Tools

Type of tool	Who uses it?	When to use?
Cultural Citizenship **Session Register** Records visits and repeat visits including any comments and if the visit prompted further interest or exploration into the subject.	*For staff / volunteer to complete*	At the **start** of the session.
Enriching Learning Experiences **Ancient Egypt Question Cards** To help the visitor communicate their learning experience.	*Families and young people*	At the **end** of the session.
Enriching Learning Experiences **East Asia Questionnaire** A double sided questionnaire sheet to capture learning experiences and how they change from initial session to the final session.	*Families and young people*	At the **start** of the **first** session and at the **end** of the **last** session.
Health and Wellbeing **Quick Response Cards** To record the emotional experience of the visitor.	*Families and young people*	At the **end** of the session.
All three outcome areas **Observation Grid** To record instances of engaging behaviours and other qualitative expressions made by the visitor	*For staff / volunteer to complete*	**During** the sessions.

Session Register

Ancient Egypt

Which session is this? *please tick*			Session 1 question Do you know anything about ancient Egypt? Session 2 question After the first session did you do anything related to the topic, e.g. watch a documentary, google the topic, visit another museum? Session 3 question What are you planning to do going forward?	Additional comments
1	**2**	**3**		

Session Register

East Asia

Which session is this? *please tick*			Session 1 question Do you know anything about East Asia? Session 2 question After the first session did you do anything related to the topic, e.g. watch a documentary, google the topic, visit another museum? Session 3 question What are you planning to do going forward?	Additional comments
1	**2**	**3**		

Do you feel your visit today helped you and your family find out more about ancient Egypt?

Yes ◯   No ☐

Can you tell us why?

What were the best parts about your experience with us today?

Which of these things have we helped your family with today?

Please tick all that apply

◯ Have fun together

◯ Be inspired in the world

◯ Be surprised about something

◯ Helped you think differently about something

◯ Changed an attitude or perception

◯ Helped you reflect on something

◯ Develop social skills

◯ Develop communication skills

Can you tell us a bit more about something we have helped with today?

Do you want to come back to the museum with your family?

Yes ◯   No ☐

First Session Questionnaire

East Asia

Have you visited this museum before?

Yes ⬭   No ☐

How many times have you visited this museum in the past 5 years?

[ ]

Do you think you're visiting cultural places (museums, galleries, theatres) more regularly, less regularly or about the same now compared to when you were younger?

More ⬭   Less ▷   Same ☐

Do you feel museums do enough to attract young people?

Yes ⬭   No ☐

Can you tell us why?

[ ]

How do you feel about each of these skills?

1 = *I think I can develop this skill more*
10 = *I think my skill in this is pretty well developed*

	1	2	3	4	5	6	7	8	9	10
Presenting	1	2	3	4	5	6	7	8	9	10
Team Working	1	2	3	4	5	6	7	8	9	10
Leadership	1	2	3	4	5	6	7	8	9	10
Using Technology *e.g. PowerPoint*	1	2	3	4	5	6	7	8	9	10
Decision Making	1	2	3	4	5	6	7	8	9	10
Problem Solving	1	2	3	4	5	6	7	8	9	10
Self Confidence	1	2	3	4	5	6	7	8	9	10
Listening	1	2	3	4	5	6	7	8	9	10

Select three skills from the list that you would like to develop more as a result of taking part in this project.

[ ]   [ ]   [ ]

Last Session Questionnaire

As a result of taking part in this project, do you think you'll visit cultural places (museums, galleries, theatres) more regularly, less regularly or about the same as you did before?

More ◯ **Less** ▷ **Same** ☐

Which skills did you identify at the start of the project as wanting to develop?
Write them in the three boxes below

- Presenting • Team Working • Leadership • Using Technology •
- Decision Making • Problem Solving • Self Confidence • Listening •

1		2		3	

I feel I have developed these skills through taking part in this project.
Tick the box

1 Yes ◯ No ☐   **2** Yes ◯ No ☐   **3** Yes ◯ No ☐

What were the best parts of taking part in this project for you? Can you tell us three things you thought went well?

[ ]

[ ]

[ ]

Do you feel confident that the museum will take your feedback seriously and try to make changes happen in the museum for young people as a result of the project?

Yes ◯   **No** ☐

Do you agree ?

	1	2	3	4	5
Today, the museum was an engaging and fun place to be	1	2	3	4	5
Please tell us why:					
I felt welcome and included in the museum today	1	2	3	4	5
Please tell us why:					
Today, my experience at the museum made me feel good	1	2	3	4	5
Please tell us why:					
My visit to the museum today made me feel confident about visiting again in the future	1	2	3	4	5
Please tell us why:					
The museum is an important place for me to spend quality time, either by myself or with others	1	2	3	4	5
Please tell us why:					
Today, the museum made me feel inspired in some way	1	2	3	4	5
Please tell us why:					

Do you agree?

Circle the words which describe the experience today

surprised

jittery

nervous

cheerful

optimistic

wonderful

bored

afraid

sad

proud

calm

confident

angry

tired

worried

refreshed

engaged

relaxed

great

disappointed

happy

anxious

excited

Or write your own words:

confused

Today I feel

Observation Grid

Ancient Egypt and East Asia

Group	Learning and Engaging Mark down any instance of: *discussing, asking questions, reading, making connections, talking, touching, playing etc*	Health and Wellbeing Mark down any instance *smiling, laughing, expressions, crying, appreciating objects aesthetics*
A		
B		
C		
D		
E		

Use the speech bubbles to capture any comments you have heard