

National Programmes

Partner Measuring Social Impact Toolkit



National
Museums
Scotland

MUSEUMS
ASSOCIATION

Esmée
Fairbairn
Collections
Fund

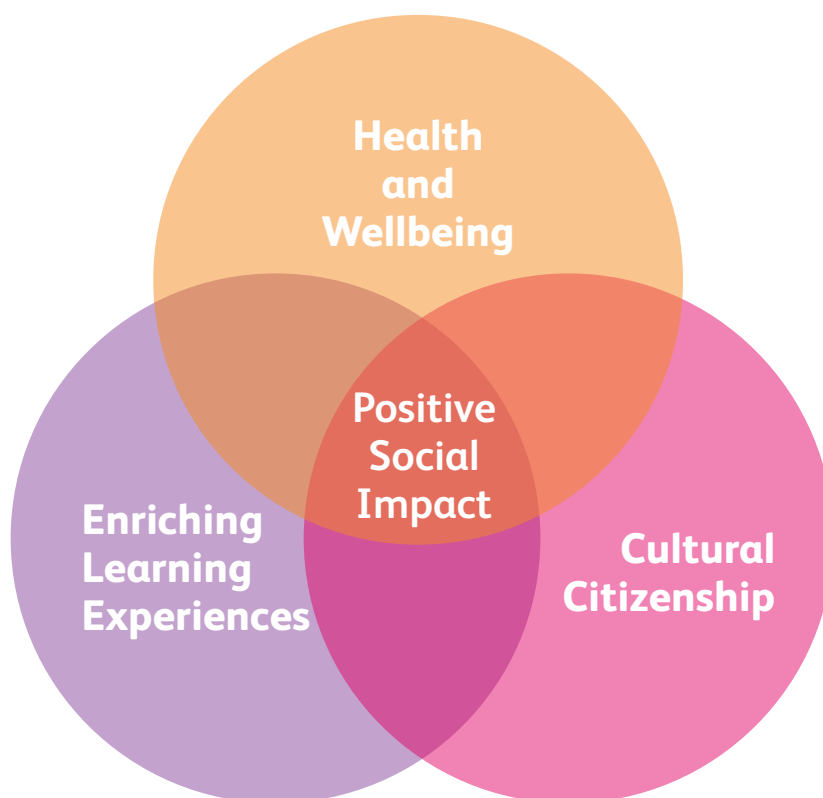
Toolkit Overview

This toolkit has been created to enable us and our museum partners to help measure and articulate the social impact of our work.

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 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

Core area	Outcome
Cultural Citizenship	Visitors will make repeated visits to their local museum; leading to a feeling of being valued and the belief that the museum and the experience it offers are valuable.
Enriching Learning Experiences	Visitors will take part in enriching learning experiences that help them learn something new and develop them as individuals.
Health and Wellbeing	Visitors will feel welcomed and included in their local museum and will identify the museum as a space which contributes positively to their sense of wellbeing. As an enjoyable space where they can make connections and be stimulated.

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. Evaluation should not be carried out to the detriment of the quality of engagement we are providing.

Data Capture Tools

Type of tool

Who uses it?

When to use?

Cultural Citizenship

Session Register

Records visits and repeat visits and, if possible, 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.

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.

Enriching Learning Experiences

Question Card

To help the visitor communicate their learning experience.



Visitors

At the **end**
of the session.

Health and Wellbeing

Question Card

To record the mental wellbeing of the visitor.



Visitors

At the **end**
of the session.

Session Register

tally each visitor in appropriate column

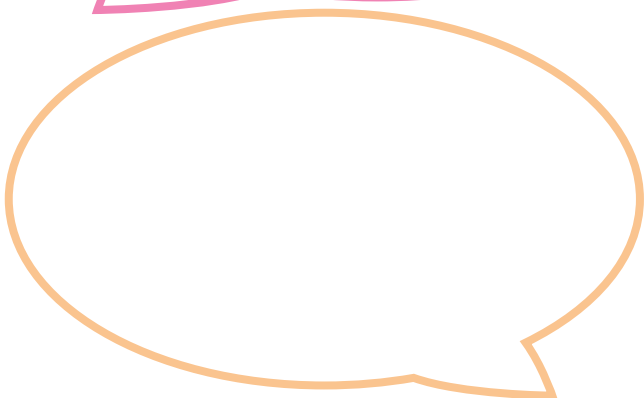
Visit info	First visit	Attended a session before	Additional comments If visited before, have previous sessions inspired any cultural engagement e.g. visiting another museum, reading further on topic, attending a similar session elsewhere, having a conversation afterwards.
Date <input type="text"/> <input type="text"/> <input type="text"/> Number of people <input type="text"/>			
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Observation Grid

Learning and Engaging	Mark down observation of any instance of the following
Discussion	
Asking questions	
Making connections with objects	
Touching objects	
Other forms of learning and engaging	

Health and Wellbeing	Mark down observation of any instance of the following
Smiling	
Laughing	
Crying	
Appreciation of objects	
Making social connections	
Other	

Use the speech bubbles to capture any comments you have heard



Question Card

Which of these things have we helped you with today?

Please tick all that apply

- Have fun
- Be inspired in the world
- Be surprised about something
- Helped you think differently about something
- Learnt something new

What was the best part about your experience with us today?

Do you want to visit a museum and learn more?

Yes

No

PTO

Question Card

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- Have fun
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What was the best part about your experience with us today?













Do you want to visit a museum and learn more?

Yes













No

PTO

Today at the session tick which one applies

I felt happy	 Disagree	 Neither agree nor disagree	 Agree
I felt welcomed	 Disagree	 Neither agree nor disagree	 Agree
I was interested in the topic	 Disagree	 Neither agree nor disagree	 Agree
I enjoyed the company of other people	 Disagree	 Neither agree nor disagree	 Agree

Today at the session tick which one applies

I felt happy	 Disagree	 Neither agree nor disagree	 Agree
I felt welcomed	 Disagree	 Neither agree nor disagree	 Agree
I was interested in the topic	 Disagree	 Neither agree nor disagree	 Agree
I enjoyed the company of other people	 Disagree	 Neither agree nor disagree	 Agree