



"MAP sparked a renewed vigor in our staff and enlightened us."

—Robert Cravalho, Honolulu Police Department Museum of Law Enforcement

What is MAP?

The Museum Assessment Program (MAP), funded by the Institute of Museum and Library Services, is available to small and mid-sized museums of all types. MAP can help your museum strengthen operations, plan for the future and meet standards through self-study and a consultative site visit from an expert peer reviewer. Choose from three assessment types: Organizational, Collections Stewardship or Community Engagement.

Can my museum participate?

Small and mid-sized museums of all types—aquariums, art museums, children's museums, general museums, historic houses or sites, history museums, nature centers, public gardens, science-technology centers, specialized museums and zoos—can participate in MAP.

When do I apply?

Application deadlines are **July 1** and **December 1**. Visit www.aam-us.org/map or email map@aaam-us.org to request an application.

How much does it cost?

Costs per museum range from free to \$750 based on your museum's budget.

How much time does it take?

Your museum can complete the program in **under a year** and begin making changes immediately.

How does MAP benefit my museum?

As a result of MAP, you will:

- Get a report you can use for funding and grant requests
- Benefit from peer review services and professional resources valued at more than \$4,000
- Be prepared to develop a strategic plan for your museum
- Get personalized, consultative advice customized for your museum
- Engage your community more effectively in everything you do
- Improve communication, cooperation and synergy between your staff, your board, your community and other stakeholders.

NICHOLS HOUSE MUSEUM

Before MAP	After MAP
1 full-time, 1 part-time staff	2 full-time, 5 part-time staff
No planning process in place	Strategic plan with measurable outcomes
No catalogued items	All artifacts catalogued and digitized
Small membership base	Membership revenue quadrupled
Few grants received	Over 10 grants received from IMLS, NEH, state and private foundations
No formal operating budget	\$250,000 budget

"Because of MAP, we as a staff learned about standards and best practices. I know what we're doing; I know where we should be." —Flavia Cigliano, Nichols House Museum

HOW DOES MAP WORK?

Show your commitment to self-improvement and apply.

Complete a self-study to assess operations, policies and plans.

A peer reviewer visits your museum, offers recommendations and writes a consultative report.

Your museum implements report recommendations.



Get MAPped!

Created in 1981 and now integral to AAM's Continuum of Excellence, MAP has helped thousands of museums like yours improve their institutions and achieve new or ongoing goals.

"I recommend the MAP process to any museum leader who wants to take a fresh, no-holds-barred look at their organization. Our MAP process stimulated many valuable conversations and great insights about Carnegie Science Center."

—Ann Metzger, Carnegie Science Center

"The MAP program provides an experienced, unbiased lens through which you can view your museum, often illuminating areas that need attention that have gone unchallenged. The fresh perspective can make you more efficient and more effective in meeting your mission."

—Great Brunswick, Bitar Bush Nature Center

"MAP provides a clear pathway to museum excellence, while offering fundraising leverage, mentorship and networking. It is truly a smart step to take."

—Cinnamon Catlin-Legutko, Abbe Museum

"We received programming and marketing advice from our site reviewer that we implemented. Both our attendance and revenue more than doubled this past week compared to the same week in years past!"

—Margie Marino, North Museum of Natural History

"The MAP assessment was one of the biggest steps our small museum has taken. It has given us a sense of direction."

—Teanza Maenza, Columbia Historical Museum

"MAP raised the bar for us each time we participated. It crystallized our thinking about our goals, galvanized our community to support those goals, and energized our board and staff."

Lynne Goodwin
Treehouse Children's Museum

For more information about MAP
and to request an application:

202.289.9118
map@aam-us.org
www.aam-us.org/map



The Museum Assessment Program (MAP) is supported through a cooperative agreement between the Institute of Museum and Library Services and the American Alliance of Museums.

Champion Museums. Nurture Excellence.

Museum Assessment Program MAP