

**Cultural Institution Evaluation:  
Collecting And Using Information  
From Drop-in Patrons**

Photographed by Chianan Yen © 2005. All Rights Reserved ✉ [chianan.yen@nyu.edu]

# Tools: Ticket Station



# Tools: Sticky Note Poster Board

What would help you  
the most in using Social  
Media Well?

What are the rules  
of etiquette in  
social media including  
advertising?

Someone else  
to do it for  
me LOL!

Feel what I  
did had an  
impact I  
could see

GETTING A  
SYSTEM!

Understanding it  
All. What is Best  
For Me?

How users  
use it!

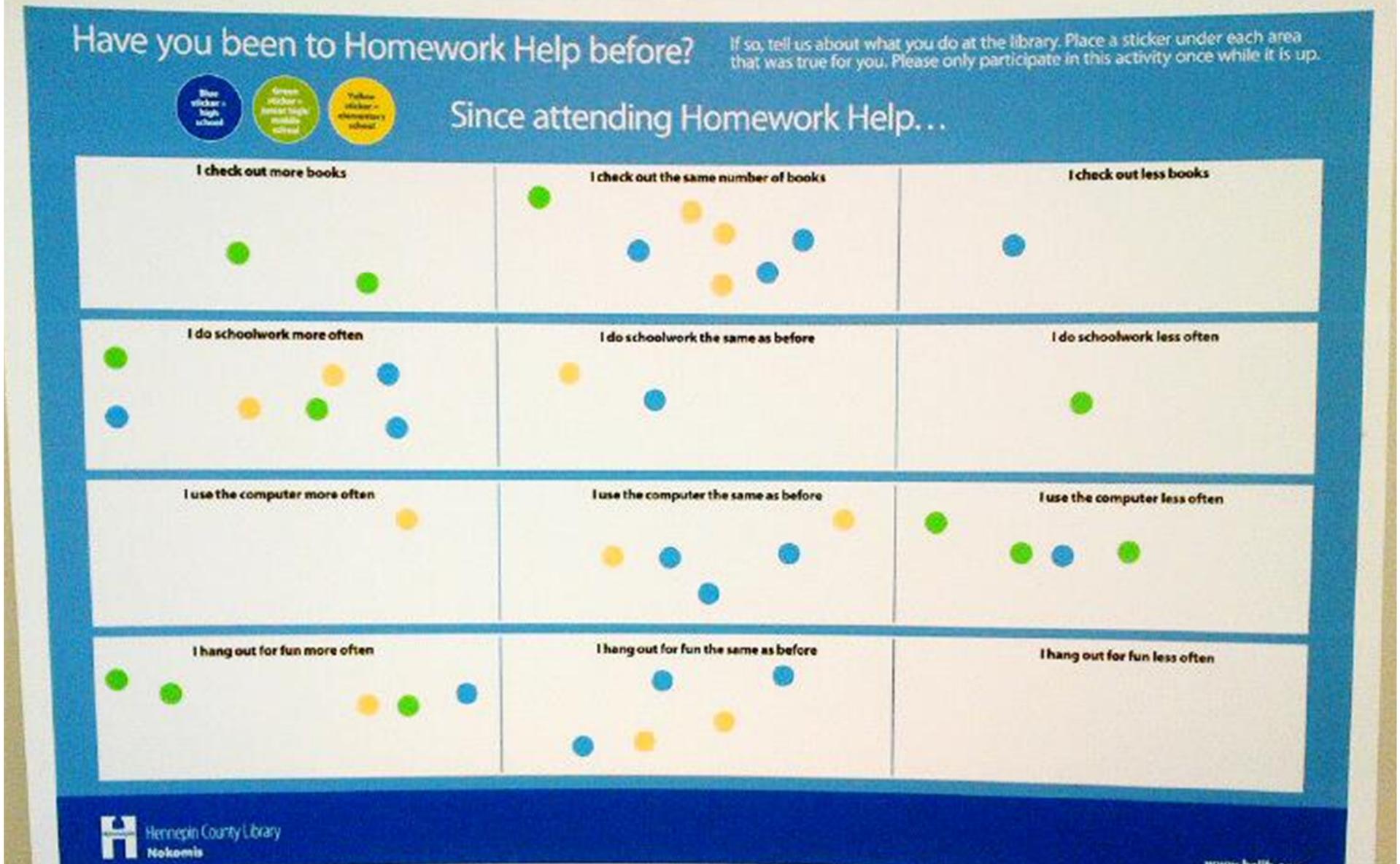
easy "plan"

If my goal is to be  
seen as an expert <sup>in my niche</sup>,  
what are the best  
avenues to use?

How do I MAKE  
IT "PAY OFF" AS  
A MARKETING TOOL?

Shortcuts for  
posting to all

# Tools: Poster Board with Stickers



# Tools: Video Booth



# Tools: Audio Interview



“Paper & Pencil” tools

# **TOOLS & APPROACHES FOR DROP- IN PATRONS**

# Tools: Verbal Survey

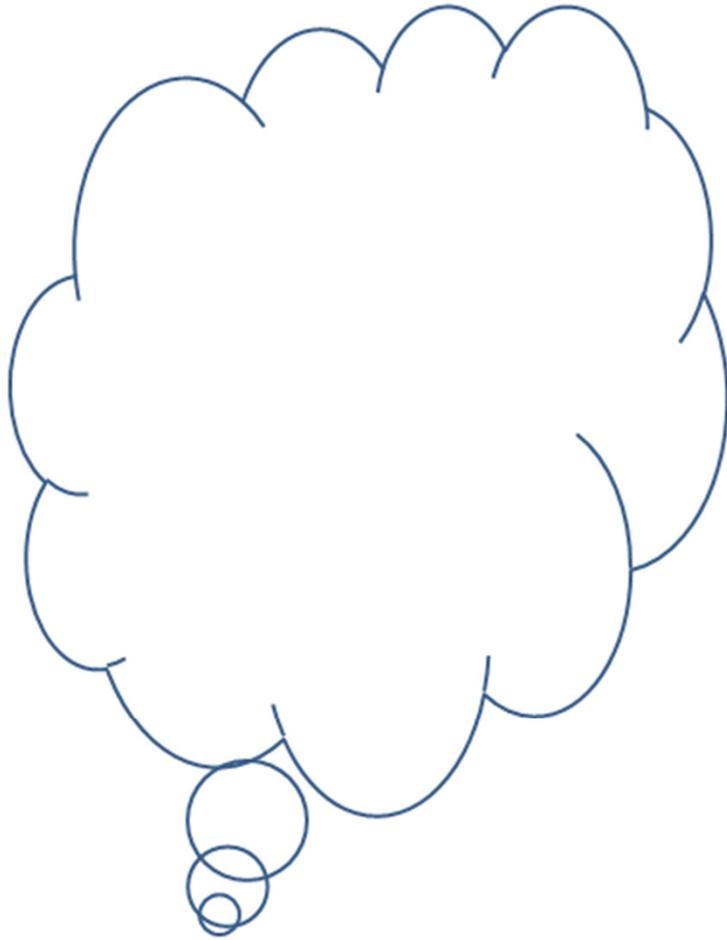
Since you started coming to the play & learn spots, have you discovered or learned more about any of these resources?

Resource	Yes	No (never heard of them)	No (knew of them before play & learn)
Story times	✓		
Family programs		✓	
Children's books	✓		
Youth Services librarian			

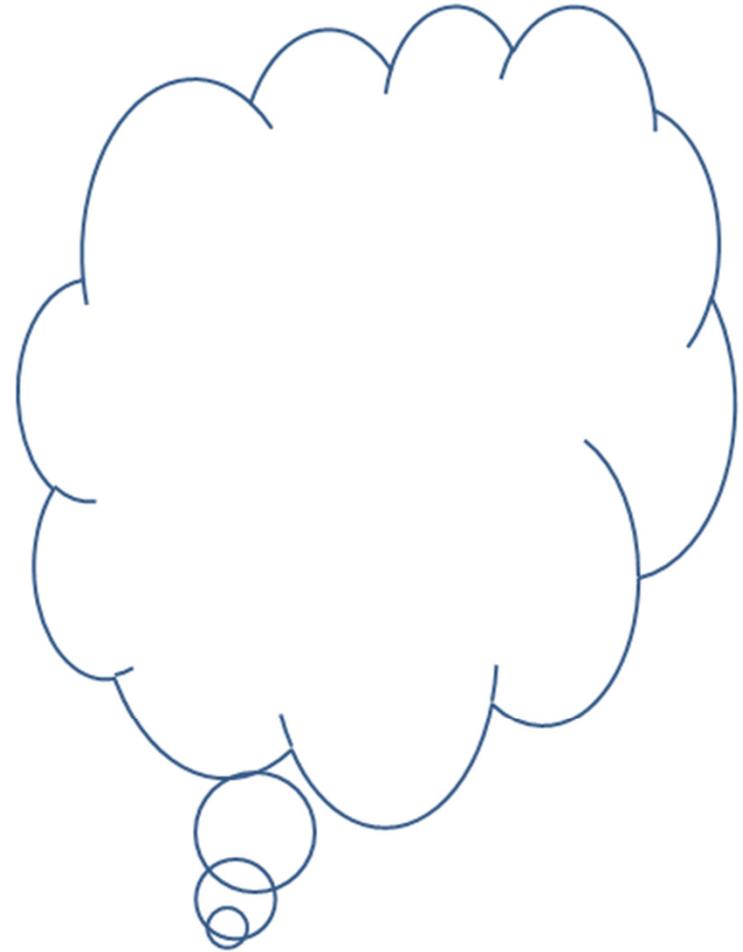
# Tools: Paper Reflection Survey



# Tools: Cloud Reflection



What are your hopes and dreams for **your child** through this program?



What are your hopes and dreams for **yourself** through this program?

# Tools: Observation



# Approach: Check out data



# Minnesota Children's Museum: Using Traditional Evaluation Methods in a Creative Setting





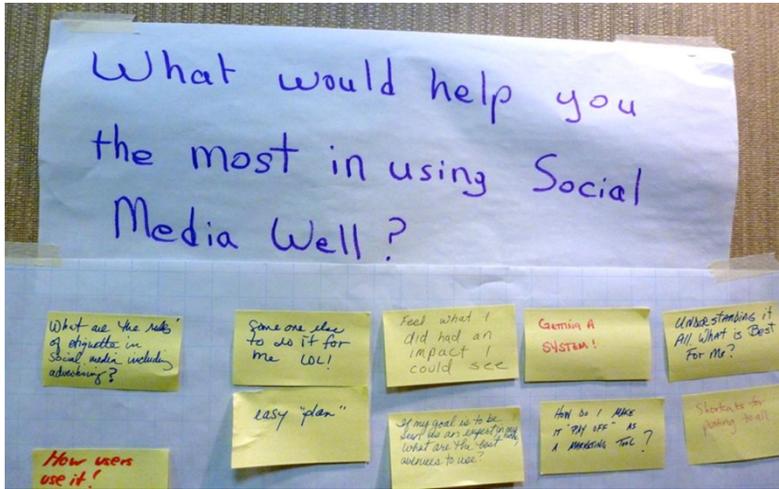
Tool: Observation

Resource	Yes	No (never heard of them)	No (knew them play & learn)
Story times	✓		
Family programs		✓	
Children's books	✓		
Youth Services librarian			

Tool: Verbal Survey



Tools: Ticket Station



Tool: Sticky Note Poster Board



Tool: Survey

A photograph of a dark theater or rehearsal space. The ceiling is filled with numerous bright stage lights. Rows of dark seats are visible on both sides of a central stage area. The floor is dark and reflective. The overall atmosphere is dimly lit, with the primary light source being the overhead stage lights.

Conclusions...

Photographed by Chianan Yen © 2005. All Rights Reserved ✉ [chianan.yen@nyu.edu]

**Q** - - - **→** **A** - - - **→** **USE**



**= X%**  
**liked it**



# Contact Us



**Sara McGarraugh**

Research Analyst

651-447-5541

SaraS@theimprovementgroup.com

The  
**Improve**  
Group



**Courtney Clingan**

Research Analyst

651-315-8920

Courtneyc@theimprovementgroup.com



info@theimprovementgroup.com



@theimprovementgroup



877.467.7847



facebook.comtheImproveGroup

# Contact Us



## Stacy Johnson

Research & Evaluation Director

651-315-8923

StacyJ@theimprovementgroup.com



## Rebecca Stewart

Chief Practice Officer

651-315-8917

BeckyS@theimprovementgroup.com



[info@theimprovementgroup.com](mailto:info@theimprovementgroup.com)



[@theimprovementgroup](https://twitter.com/theimprovementgroup)



877.467.7847



[facebook.com/theImproveGroup](https://facebook.com/theImproveGroup)