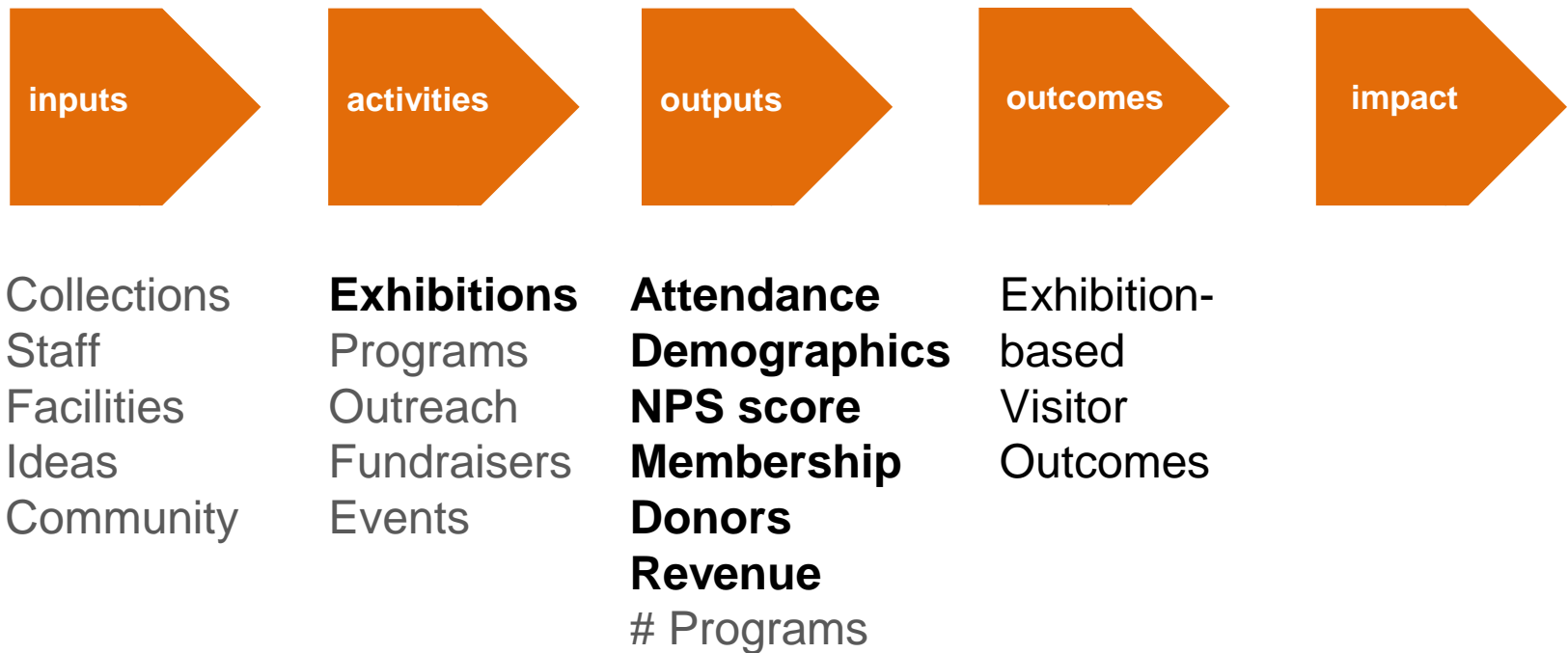




Making a Stronger Case for the Value of Museums

Changing Practice to Change Outcomes



Elements of Change

- Different kinds of exhibitions
- Community engaged in exhibition development
- Collaborative exhibition development framework
- New roles: curator, experience developer, designer, project manager
- Planning and evaluating for visitor outcomes – how we want people to feel, understand, explore, consider, interact, make etc.

So What?

OMCA's Theory of Change (aka Social Impact)

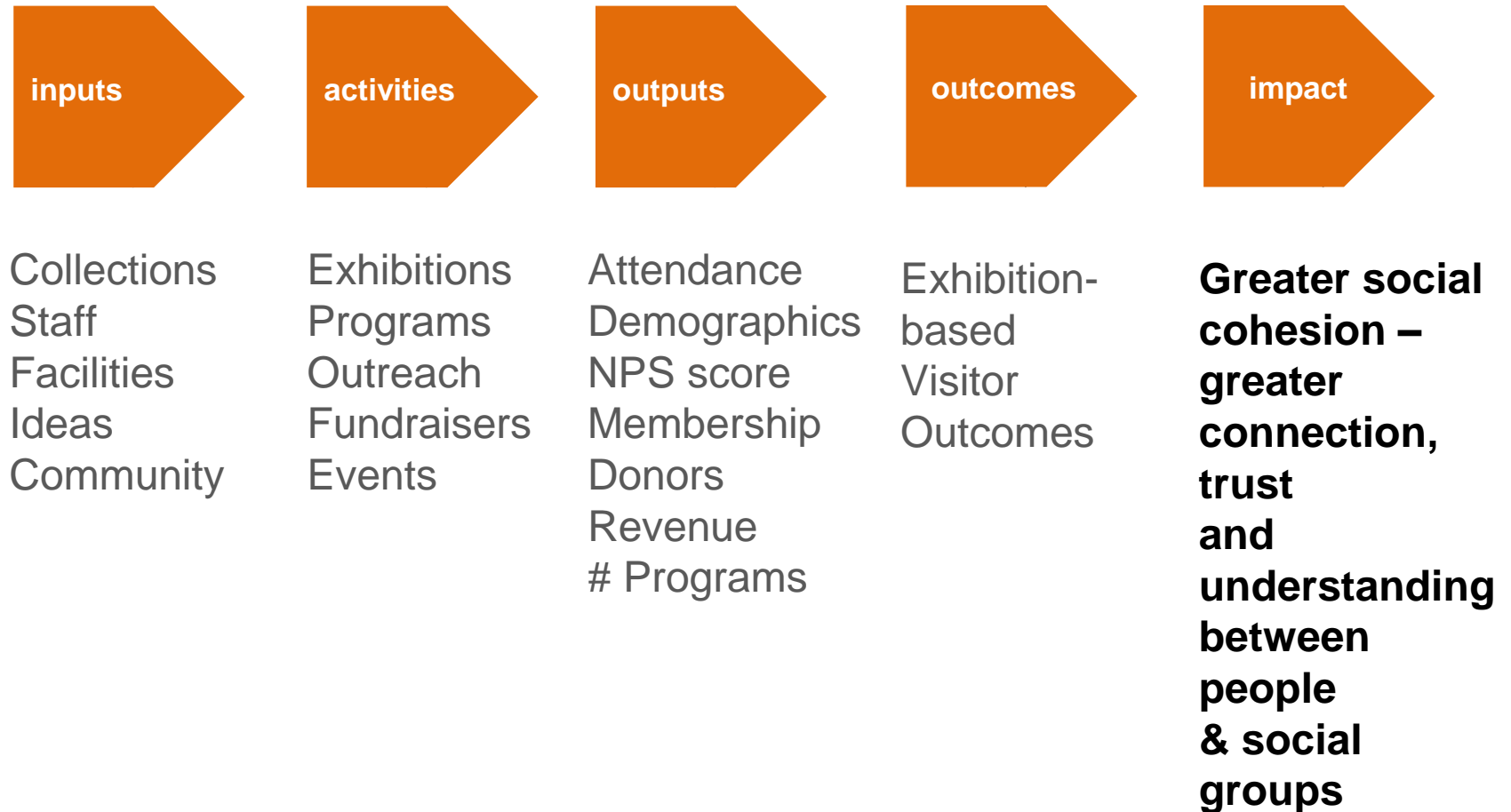
Our purpose is ***The Mission***

The problem we're tackling is
Social Fragmentation

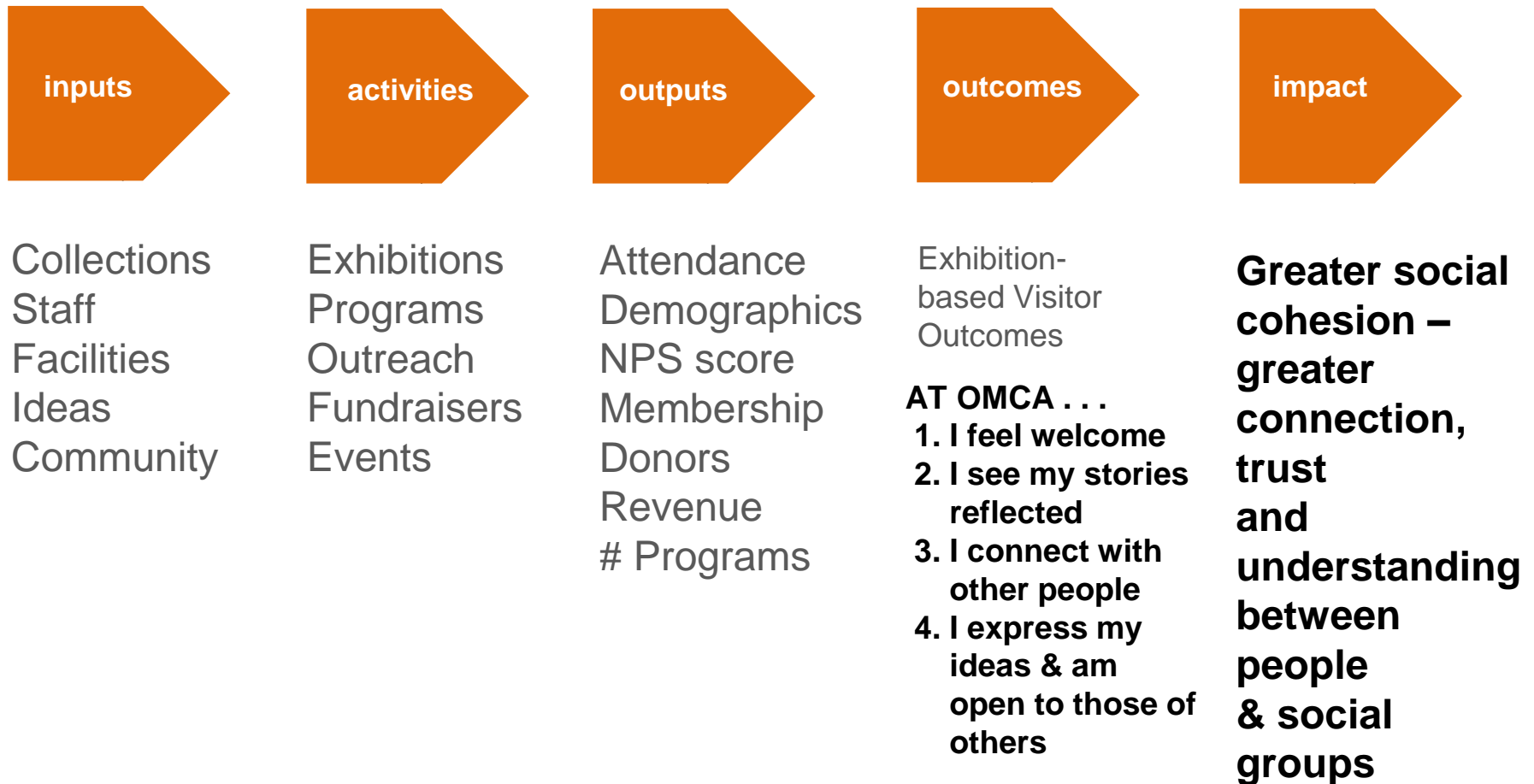
If we're successful in our work, the effect (impact) we'll
have on our community is
Greater Social Cohesion

And we'll know that we're having that impact when
The Outcomes

So what difference does that make in our community?



Making and Measuring a Stronger Case for the Value of Museums





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