



Measuring Mission Success

How and where to get the data.

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What Matters?

Changing visitors by helping them to question, to learn and to be curious---
this is the kind of thing demanded by mission statements.

Alan Friedman, director of the NY Hall of Science, 1999






The Children's Museum
of Indianapolis



The Children's Museum of Richmond

...to inspire all children by appealing to their natural capacity for curiosity, exploration and learning

The Children's Museum of Phoenix

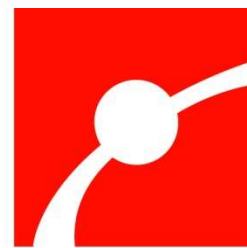


Acting on the principle that learning is a joy, the Children's Museum of Phoenix's mission is to engage the minds, muscles and imaginations of children and the grown-ups who care about them



Boston: Museum of Science Discovery Center Mission Statement

- ...to provide concrete experiences with real objects and interactions with volunteer interpreters, through which visitors are encouraged to practice science process skills-to observe , classify hypothesize and model and engage in activities that encourage technological literacy-to ask, imagine, create, test and improve.

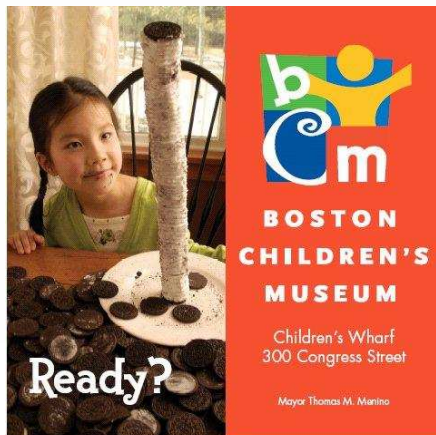


Museum of Science®



Boston Children's Museum

..to help children understand and enjoy the world in which they live.
...*the Museum*...incorporates two strategies-engaging families
and building communities-to impact five outcome areas for
children: Creative Kids, Curious Kids, Global Kids, Green Kids
and Healthy Kids.





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The most fundamental value of visitor studies lies in their relevance to mission statements. Balanced budgets, happy trustees, contented staff and proud funders are all highly desirable, but these do not tend to be reflected in mission statements.....

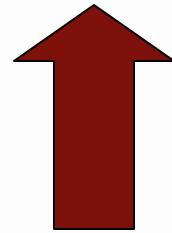
Visitor studies allow us to maximize our impact on visitors, and also to know whether we are succeeding in what we set out to do.

Alan Friedman, director of the NY Hall of Science, 1999





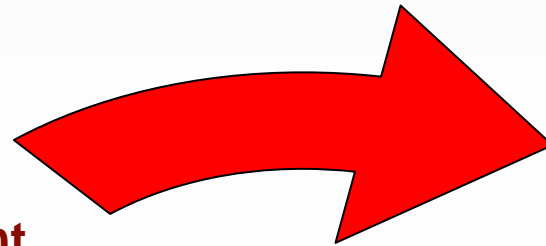
***TO CREATE EXTRAORDINARY LEARNING EXPERIENCES
THAT HAVE THE POWER TO TRANSFORM THE LIVES OF
CHILDREN AND FAMILIES***



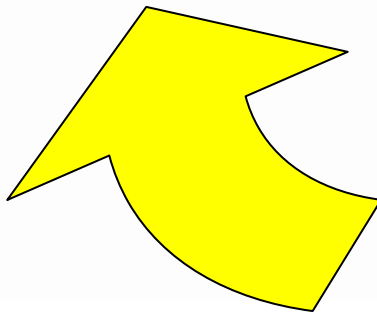
***Visitor Studies
Family Learning in Exhibits***



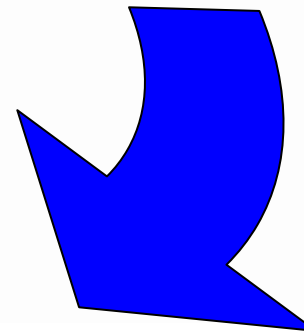
**Planning
Development
Design
For Family
Learning**



**What families
do as a result**



**Revisions to
encourage
increased
family learning**





Aspects of Measuring Mission Success (the Gold Standard)

- Reliability
- Validity
- Credibility
- Believability





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1. COMING TO TERMS WITH TERMS:

What's extraordinary?

What's family?

What's family learning?

What's engagement?

What's transformation?





2. MULTIPLE METHODS

- Answer the 8 word question !



- Wh-t i- i- th-t I wa- t- kn-w?





3. HUMAN RESOURCES

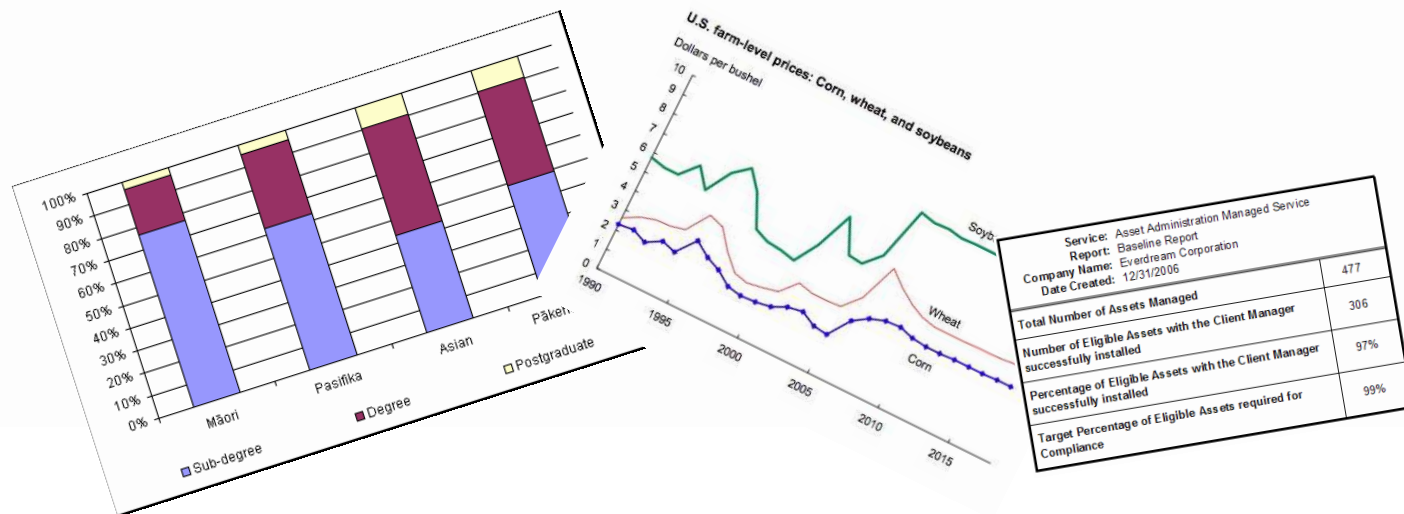
- Objective
- Accurate
- Thorough





4. INTENTIONAL

- Baseline data->Metrics for Mission Success





WHAT WE USE TO STUDY FAMILY LEARNING AND HOW WE GOT THERE...





What's It All About...Alfie?



Assessment of Learning Families in Informal Environments



COMPONENTS of the ALFIE system

1. ALFIE TEMPLATE

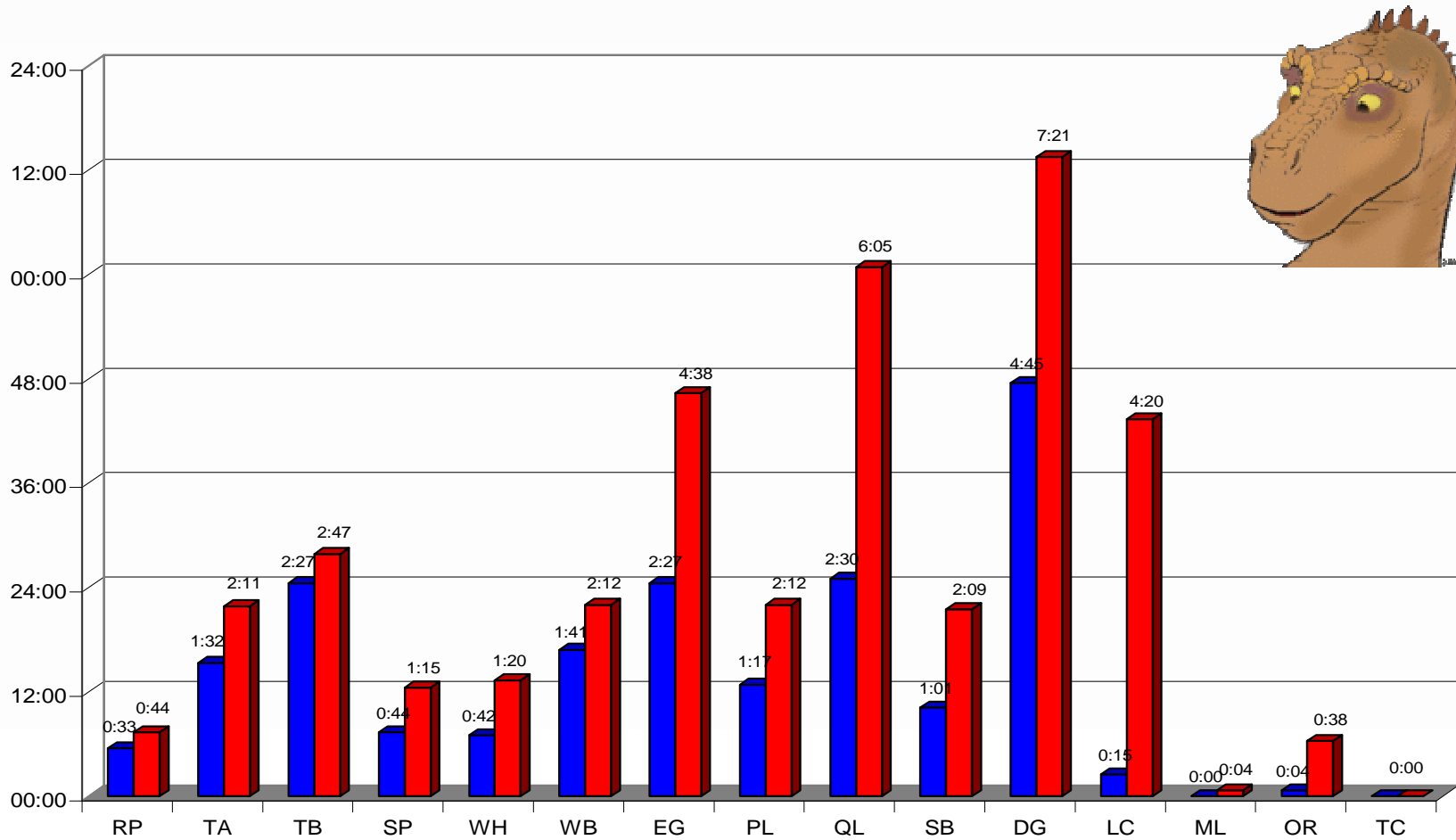
- **Common format for data collection across all exhibits**
 - **Formatted to collect data on family unit**
 - **Basis for generalizability of findings to build on**
-



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DINOSPHERE





ALFIE ENGAGEMENT INVENTORY

57 Family Learning Interactions

- Participation
 - Problem-Solving
 - Enhancing the Experience
-



PARTICIPATION

- **Adult creates play with child.**
- **Parent/child focus observations together.**
- **Child creates new game with adult.**





Problem-Solving/Collaboration

- At outset, adult or sibling demonstrates or explains the activity to the child.
- Two people physically work on activity simultaneously to complete it.
- Roles are designed and assigned.





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ENHANCING the EXPERIENCE

- Members spontaneously share basic information, explanations or fun facts.
- Members recognize or reward another's performance.
- Members ask or encourage open-ended questions that encourage explanations.
- Members make connections to other experiences.





ENGAGEMENT BEHAVIORS

Baselines --- Benchmarks

Across 57 interactive behaviors	DINOSPHERE	CHIHULY	SCIENCEWORKS
Participation	52%	41%	55%
Enhancing	40%	39%	24%
Collaboration for Problem-Solving	8%	20%	21%



ALFIE V

- **A Rapid Response Relational Data Base for Family Learning**
 - **(Say that really fast 2 times...)**
-



The Children's Museum of Indianapolis





Selected Findings: What we are learning.