

## *EVALUATION REFERENCES & RESOURCES*

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**Dialogue**-engaging your visitors  
p. 503.975.4020  
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- Abramoff Levy, Barbara, Mackenzie Lloyd, Sandra, and Porter Schreiber, Susan. 2001. *Great Tours! Thematic Tours and Guide Training for Historic Sites*. Walnut Creek: Alta Mira Press.
- Baril, Gerard, ed. 2001. *Know your Visitors; Survey Guide*. Societe des Musees qubecois, Musee de la Civilisation.
- Cunningham, Mary Kay. 2004. *The Interpreters Training Manual for Museums*. Washington, D.C.: American Associations of Museums.
- Diamond, Judy. 1999. *Practical Evaluation Guide: Tools for Museums and Other Informal Educational Settings*. Altamira Press, Walnut Creek, CA
- Dierking, Lynn and Pollock, Wendy. 1998. *Questioning Assumptions: An Introduction to Front-End Studies in Museums*. Association for Science and Technology Centers, Washington, D.C.
- Falk, John and Dierking, Lynn. 1992. *The Museum Experience*. Whalesback Books, Washington, D.C.
- Korn, Randi. 2000. "Measuring Success; Evaluating Informal Learning Programs." *Reaching Out to the Garden Visitor*. American Association of Botanic Gardens and Arboreta.. (Go to [www.aabga.org](http://www.aabga.org) and click on Reaching Out tab across top of page to gain access to this article)
- Korn, Randi and Sowd, Laurie. 1990. *Visitor Surveys: a Users Manual*. American Association of Museums, Washington, D.C
- Korn, Randi. 1994. "Studying Your visitors: Where to begin" *AASLH, History News* 49:2 (March/April) <http://www.randikorn.com/dwdocs/article.htm>
- Kreuger, Richard A. 1994. *Focus Groups: a Practical Guide for Applied Research*. 2<sup>nd</sup> (or current) edition. Sage Publications, Thousand Oaks, CA
- Marino, Margie and Koke, Judy. 2003. "Face to Face: Examining Educational Staff's Impact on Visitors." *Dimensions; The Journal of Association of Science and Technology Centers*. January/February.

Mattessich, Paul W. 2003. *The manager's Guide to Program Evaluation; Planning, Contracting, and Managing for Useful Results*. Wilder Publishing Center, St. Paul, MN.

Pine, B. Joseph and Gilmore, James H. 1999. *The Experience Economy*. Boston: Harvard Business School Press.

Screven, C.G. 1999. *Visitor Studies Bibliography and Abstracts, 4<sup>th</sup> edition*. Screvens and Associates, Chicago, IL. (to order call 773-752-5615)

Serrell, Beverly. 1996. *Exhibit Labels; An Interpretive Approach*. Walnut Creek: AltaMira Press.

Serrell, Beverly. 1998. *Paying Attention: Visitors and Museum Exhibitions*. Washington, D.C.: American Association of Museums.

Weaver, Stephanie. 2000. "Knowing What Visitors Want: Evaluation is Key," *Legacy*, January/February 20-24.

#### **On-line Articles/Publications:**

[www.unitedway.org/outcomes](http://www.unitedway.org/outcomes)

"Measuring Program Outcomes: A Practical approach.1996."

[www.imls.gov](http://www.imls.gov)

"Projectives on Outcome-Based Evaluation for Libraries and Museums." 2000

[www.horizon-research.com](http://www.horizon-research.com) Go to report by the name:

"Taking Stock: A Practical Guide to Evaluating Your Own Programs"

#### **Organizations & Resources**

<http://www.eval.org/>

American Evaluation Association

<http://www.wmich.edu/evalctr/>

University of Michigan Evaluation Center

<http://hogg.lac.utexas.edu/gen/>

Grantmakers Evaluation network

<http://museum.cl.msu.edu/vsa/>

Visitor Studies Association (Publication and Annual Conference)

<http://www.aam-us.org/index.htm>

CARE, standing committee of American Association of Museums. Full name is Committee on Audience Research and Evaluation. Does not have its own web site but information may be obtained through AAM.

<http://www.astc.org>

Association of Science and Technology Centers. Lots of publications, samples and guidelines on visitor studies.

<http://mlc.lrdc.pitt.edu/mlc/>

Museum Learning Collaborative. Wonderful, searchable database of museum literature.

### **Training opportunities:**

- ❖ Visitor Studies Association has a range of workshops offered at the conference
- ❖ American Evaluation Association has workshops at their annual meeting
- ❖ The Evaluator's Institute has a full set of advanced (and \$\$\$\$) courses
- ❖ American Association of Museums has a beginner's workshop through professional development program

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