

MUSEUM STUDIES PROGRAM

Winter 2016 Visiting Scholar

The Challenges of Pursuing Intentionality

Randi Korn

Founding Director, Randi Korn & Associates, Inc.

The Cycle of Intentional Practice requires that museums clarify the impact they would like to achieve on their publics and realign all practices and resources to achieve that impact. Clarifying impact, though, requires a knowledge of the museum's organizational self and the public. Given that most museum work is mission driven, achieving impact may require that a museum shift how it thinks about and does its work so energies and attention are towards achieving intended results among audiences. Achieving impact necessitates purposeful and intentional actions, including:

- Clarifying impact and identifying supporting measurable outcomes,
- Aligning resources (e.g., staff and dollars) to support achieving impact,
- Studying results among audiences through research and evaluation, and
- Reflecting on one's practice and evidence from visitor studies with the goal of organizational learning and improving practice.

Museums that are intentional promote inclusivity and internal and external collaboration; they value only doing work that will achieve intended results, study the effect of the museum on people's lives, and are passionate about continuous professional and organizational learning.

Tuesday March 15, 2016, 6:30 PM
Helmut Stern Auditorium,
University of Michigan Museum of Art

All events are free and open to the public.

For additional information visit <http://ummsp.rackham.umich.edu>