The PIID Sequence

Purposes → Impacts → Indicators → Data fields

What are our museum’s main **Purposes**?

What **Impacts** (eg, outcomes, benefits, changes) do we wish for each purpose?

What might **Indicate** that an impact or change is happening?

What **Data fields** can measure or document that indication of impact?

How do we periodically evaluate the validity of our findings?
AMI Resources

The AMI summary report, “Assessing Museum Impact: From Theory to Practice” is available at:

https://nemanet.org/resources/publications/white-papers/

AMI’s Basecamp site stores a library of useful files, including definitions, sample surveys, and articles on museum data use. Ask Ms. Riggs at NEMA for access.

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The Museum Indicators of Impact and Performance (MIIP 1.0) is a database of 1,025 data fields used by museums and related organizations. While it is a dense Excel database used for research, it contains many examples of data fields. It can be downloaded for free from :

http://www.whiteoakassoc.com/library.html


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AMI Participating Museums

Children's Museum of New Hampshire, Dover, NH
Gore Place, Waltham, MA
Paul Revere Museum, Boston, MA
Rough Point (Newport Restoration Foundation), Newport, RI
Seacoast Science Center, Rye, NH
USS Constitution Museum, Charlestown, MA

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