

Guiding your Garden to Greatness
through MAP
the Museum Assessment Program



CHANGING PERSPECTIVES: PLANTING FOR THE FUTURE

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE



Panel:

MICHELLE PROVAZNIK | Executive Director
The Gardens on Spring Creek, Fort Collins, CO

JULIE HART | Senior Director, Museum Standards & Excellence
American Alliance of Museums, Washington, DC

LUANNE KANZAWA | Executive Director
Japanese Friendship Garden Society of San Diego

LISA M.W. ELDRED | Director of Exhibitions, Art and Interpretation
Denver Botanic Gardens

GREG NACE | President
Pittsburgh Botanic Garden



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MAP: *Program Overview*



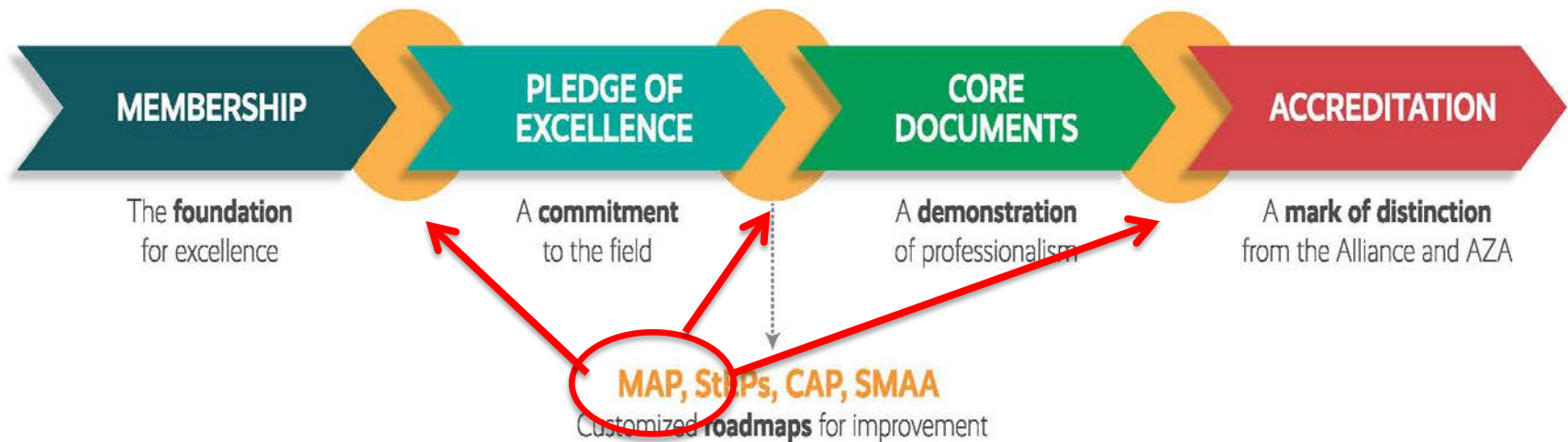
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The Continuum of Excellence

Supporting and celebrating your museum's commitment to standards



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The Museum Assessment Program is:

- Consultative
- Self-Assessment
- Peer Review
- Low Cost (IMLS funded)
- 1 year



You Get....

- Practical recommendations
- Expert advice
- Practices benchmarked to standards
- Resources
- Prioritized roadmap for change



Results

- Alignment of Mission-Operations-Resources
- New policies and plans
- Increased funding success
- Stronger community relationships
- Increased board engagement/education



Three Assessment Options

- **Organizational**

All areas of museum operation reviewed

- **Collections Stewardship**

Focuses on collections policies, planning, ethics, access, documentation, emergency planning, and collections care

- **Community Engagement**

Assesses the relationship between the museum and community



Process

1. Apply (July & Dec 1st)
 2. Self-Assessment: Workbook & Activities
 3. Site Visit (1 peer reviewer; ~2 days)
 4. Receive report
-
5. Act: implement recommendations/
integrate into plans



Eligibility

- 1 professional staff or FTE (paid or volunteer)
- Public or Private Non-profit
- In U.S. state or territory
- Open 90 days a year
- Care for/owns/uses tangible **objects**—
incl. living collections



Operating Budget

Fee

\$125K or less

FREE

\$125,001 - \$400K

\$350

\$400,001 - \$1M

\$550

Greater than \$1M

\$750



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Gardens in MAP 2011-15

- 16 gardens (3%)
- Organizational Assessment = 8 (50%)
- Collections Stewardship = 4 (25%)
- Community Engagement = 4 (25%)





Japanese Friendship Garden San Diego



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Two Assessments

- 1) Collections Stewardship 2007
- 2) Organizational Assessment 2015



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Why Apply MAP?

a) To meet the highest ethical standards of an accredited museum by identifying and addressing issues in the area of collection management, ethics and accountability.

b) To prepare for Museum Accreditation and become a professional museum.

c) To perform an assessment of our existing policies and identify policies that we currently do not have.



Preparation

Self Study Workbook

Policies/Procedures

Form a Committee

Choosing Peer Reviewer

Scheduling Site Visit/Agenda



Who's involved?



Board



Staff



ED

Visitors



Donors



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Organizational Assessment Recommendations

GOVERNANCE

1. The Board is extremely dedicated, but without term limits and turn over, there is the possibility of becoming insular.....

Recommendations:

The Board could gain some increased understanding governance....AAM outline in its best practices for museums leadership and organizational structure.

Reenergizing the Advisory Board could likely be advantageous in reaching wider audiences.....

INTERPRETATION

1. Garden is hidden, challenging for people to find....
2. Additional information about JFGSD collection....

Recommendations:

Prominent signage would be beneficial ensuring the plaza is visually pleasing and welcoming clearly indicating the presence of and entrance into the JFGSD.

OPERATIONS, ADMINISTRATIVE & FINANCE

1. Current staff are stretched thin...
2. Tea Pavilion at the entry is operated under contract that serves food, however, staff are not well informed about the Garden and there's missed opportunity for increased income....

Recommendations:

With limited staff an investment in increasing trained and knowledgeable volunteers....

Simple training of Pavilion staff, discounted gate fee associate with he purchase of meal...



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Implementation Plan

Goals	Target Date	Committee	Staff	Cost	Remarks
Provide support to strengthen Board governance	Nov	Finance	ED	5,000	Attend USD Board Governance , Museum conferences , Allocate budget for Board training
Develop audio tour	Feb	Program	Program Coordinator	5,000	Submitted grant proposals
Enhance garden signs	Feb	Program Committee	Program staff	1,000	Portland garden signs will be used as examples. Temp signage purchased.

WORK IN PROGRESS
CHECK BACK SOON!



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Benefits

- 1) Free-Resources available
- 2) Advise from experts
- 3) Improve operations
- 4) Staff and Board motivated to implement changes
- 5) Use surveyor's report for grant application





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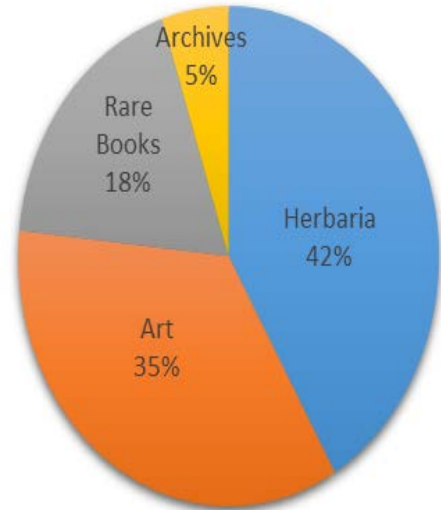
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Percentage of respondents identifying each collection



Number of respondents identifying all 4 collections





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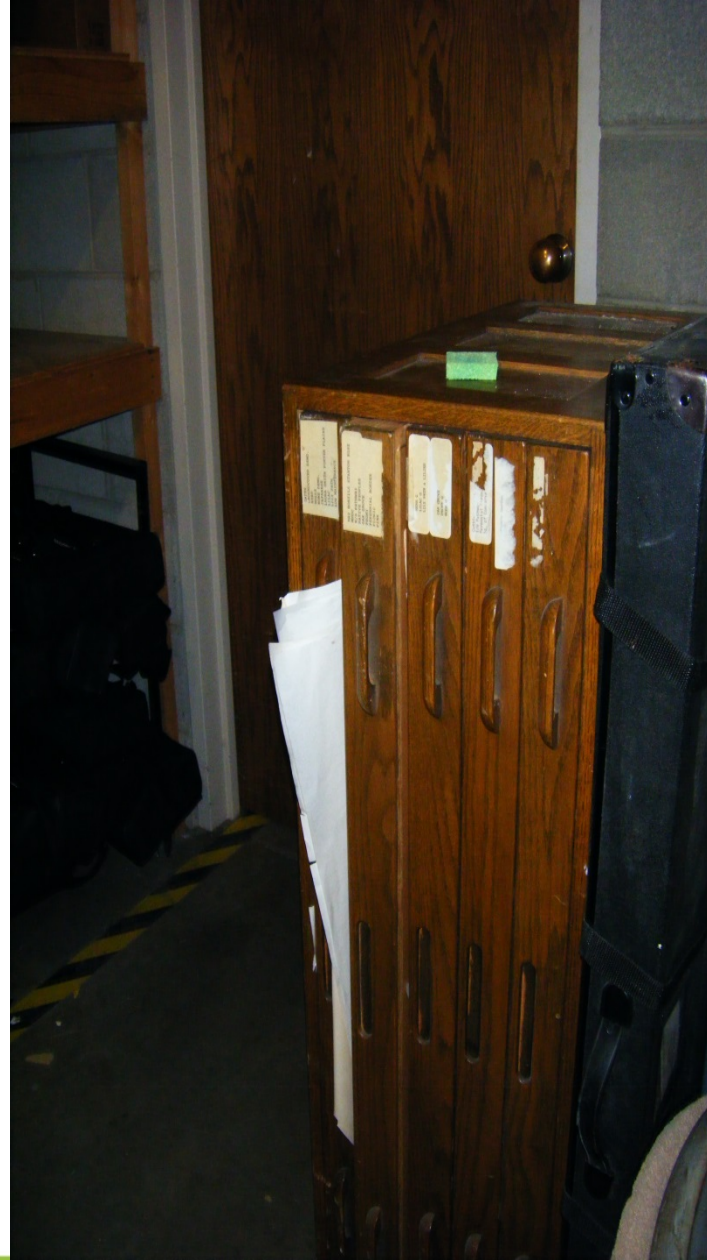




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	TYPE OF SPACE	CONTROLLED ACCESS	EST. SQUARE FOOTAGE / LINEAR FEET	SYSTEMS: HVAC, Fire Suppression, UV, Climate, Security Cams/Alarms, Water	FF&E	REQUESTED FEATURES / EQUIPMENT	STRATEGIC ALIGNMENTS	Current space (square footage and where the activity or materials are housed)
1	COLLECTIONS							
2	Housing							
3								
4	Plant Herbarium (KHD)	Yes - with supervised public access	1300	Waterless fire suppression, climate control (temp/RH), no water in room, no water pipes above collection, no external windows which allow direct sunlight. Security cameras and alarms.	Collections housed in cabinets within a carriage system; Floors must support weight of full collection cabinets	Carriage systems for housing, work space - individual work areas for visiting researchers, botanical artists, volunteers, etc. Work spaces provide access to a dissecting scope, compound scope, working cabinets	Document floristic diversity of the Southern Rocky Mountain region (SRM). Plant collection growth rate of 2034 specimens a year.	Herbarium: 1500 ft ² . Includes Plant, fungal collection housing, processing, acquisition, digitization, archival storage, staff, volunteer and visiting researcher workspace.
5	Fungal Herbarium (DBG)	Yes - with supervised public access	550	Waterless fire suppression, climate control (temp/RH), no water in room, no water pipes above collection, no external windows which allow direct sunlight. Security cameras and alarms.	Collections housed in cabinets within a carriage system; Floors must support weight of full collection cabinets	Carriage systems for housing, work space - individual work areas for visiting researchers, botanical artists, volunteers, etc. Work spaces provide access to a dissecting scope, compound scope, working cabinets	Document fungal diversity of the SRM. Fungal collection growth rate of 400 specimens a year	Herbarium: 1500 ft ² . Includes Plant, fungal collection housing, processing, acquisition, digitization, archival storage, staff, volunteer and visiting researcher workspace.
6								
7	Storage							
8	Archival Materials	No - NO public access	50		Storage shelving both open and closed shelves and cabinets	Storage of archival supplies including fungal specimen boxes, herbarium paper, glue, specimen folders	Document floristic diversity of the Southern Rocky Mountain region (SRM).	Herbarium: 1500 ft ² . Includes Plant, fungal collection housing, processing, acquisition, digitization, archival storage, staff, volunteer and visiting researcher workspace. Some materials stored in hall closet 16ft ² .
9								
10	STORAGE							
11	Field Gear	yes	200	Air filtration - Dirty and dusty materials	Locking cabinets of various sizes. Cart storage area	Located adjacent to loading dock. Floor drain and faucet for cleaning equipment.	Supports in situ efforts to protect and restore native and rare flora of the SRM	Hall closet: 16ft ² . Carts stored in lab and/or herbarium.
12								
13	WORKSPACES							
14	Herbarium: acquisition	Yes - with supervised public access	500	Waterless fire suppression, climate control (temp/RH). Security cameras and alarms.	Cabinets for specimens in process of acquisition (both fungal and plant). Open shelving for supply storage.	Adjacent to Processing Room. Plant Dryer, fleshy fungi dryers, cases for objects in transition. Sink with dirt trap. Freezer for specimens to be transitioned to Processing.	Document floristic diversity of the Southern Rocky Mountain region (SRM).	Herbarium: 1500 ft ² . Includes Plant, fungal collection housing, processing, acquisition, digitization, archival storage, staff, volunteer and visiting researcher workspace.
15	Herbarium: specimen processing & digitization	Yes - with supervised public access	1100	Waterless fire suppression, climate control (temp/RH). Security cameras and alarms.	Full and half herbarium cases for working collections, moveable tables (on wheels) to meet flexible needs. Storage cabinets for processing supplies (plant and fungal). Digitization station for imaging of collections.	Adjacent to Acquisition Room and to Collection Housing. Counter space with workstations for both staff and volunteers. Dissecting and compound microscopes for plant and fungal ID. Separate area for digitization (sturdy counter, camera mount)	Document floristic diversity of the Southern Rocky Mountain region (SRM).	Herbarium: 1500 ft ² . Includes Plant, fungal collection housing, processing, acquisition, digitization, archival storage, staff, volunteer and visiting researcher workspace. Mycology and database associate workspace: 130 ft ² .
						Adjacent to Chemical/equipment lab and genetics lab. Supply Lines: Deionized Water, Gas, Air, Vacuum. Sink w/ dirt trap, drying oven, pH meter, dissecting and compound scopes, imaging station, open work counters		



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DAVIS
PARTNERSHIP
ARCHITECTS

DENVER BOTANIC
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FIRST FLOOR PROGRAM

04.17.2016

SCALE: 1" = 20'-0"

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01



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EXTERIOR DOCK

PARKING GARAGE
P DOWN

STAIR

RARE BOOK ROOM

OPEN OFFICE OPEN OFFICE OPEN OFFICE

SPEC. COLL. NEW BK. PROC.

ELEV

ENTRY

TEAM AREAS

SHARED ARCHIVAL STORAGE FOR LIBRARY AND ART COLLECTIONS 1500 SF

HERBARIUM HOUSING

HERBARIUM ACQUISITION SPECIMEN

ENTRY

INFO SECURITY

ATRIUM

PLANTS

FUNGI

SHARED ARCHIVAL PROCESSING AREA

CLASS PREP

COATS

G.CASH

CONF.

ELEV



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HERBARIUM AND ARCHIVES PROGRAM

04.17.2016

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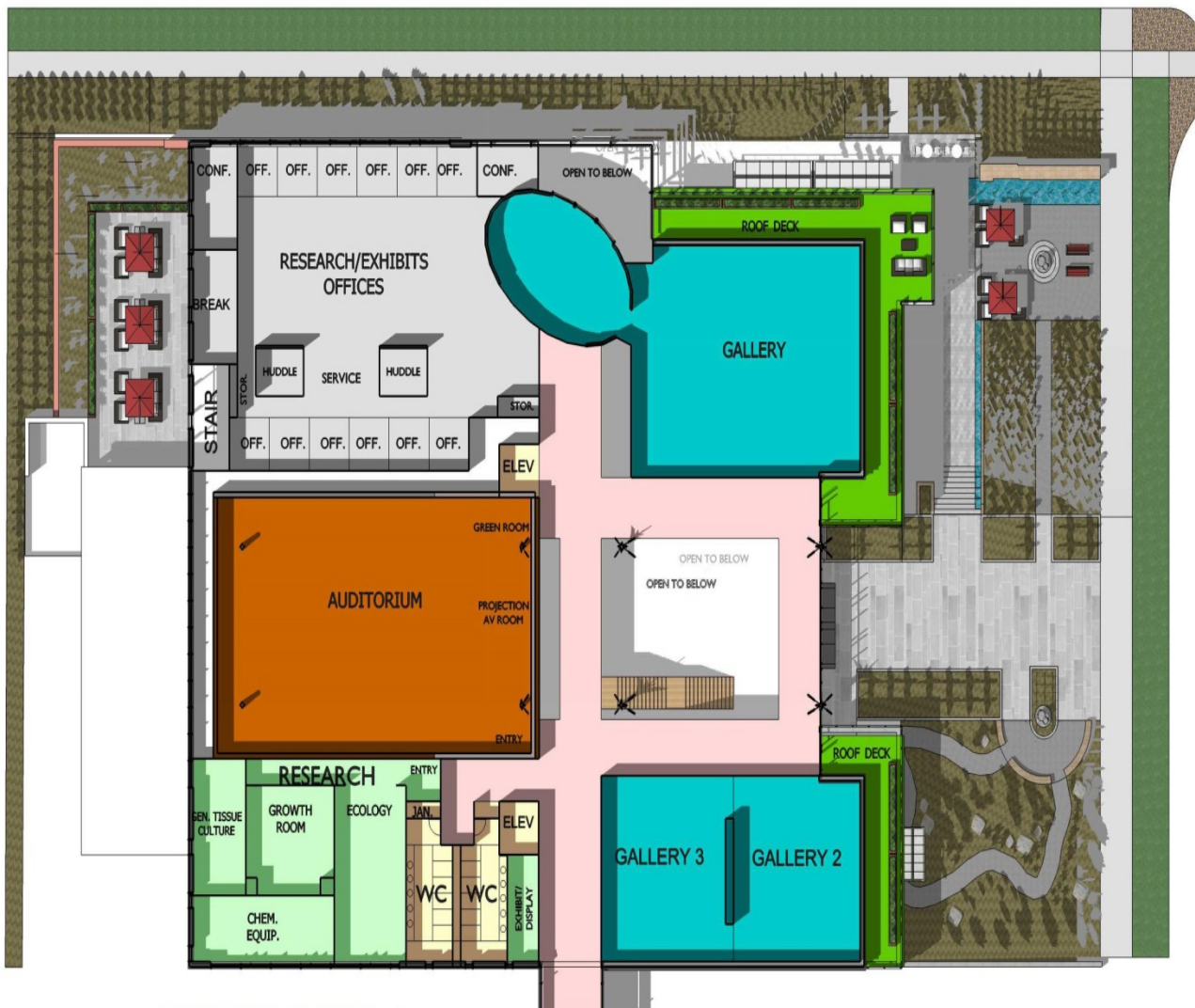
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SECOND FLOOR PROGRAM

04.17.2016

SCALE : 1" = 20'-0"

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GREG NACE | President, Pittsburgh Botanic Garden Perspective of a MAP Peer Reviewer



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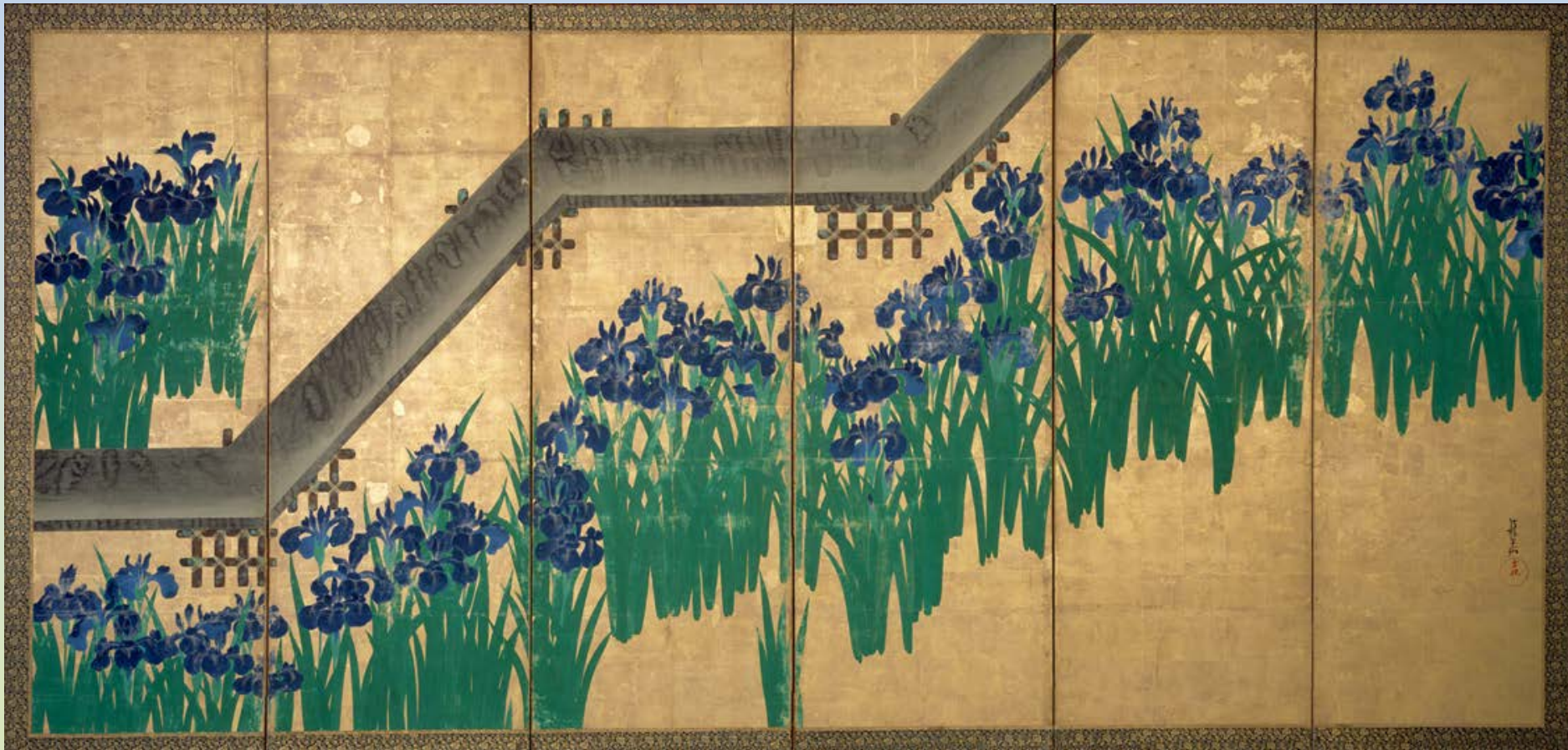


The MAP Review:

- 1) Where do you want the organization to be?
- 2) What are you doing to get there?
- 3) How might you get there more directly?



The MAP Review:



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The MAP Review:

1) Where do you want the organization to be?

***It starts with the mission statement and strategic plan
MAP and the accreditation process both start here***

2) What are you doing to get there?

The Self-study and Site Visit

3) How might you get there more directly?

MAP report and recommendations



Museum Assessment Program - Collections Stewardship Assessment Report

Example 1



For
The Akron Zoological Park
500 Edgewood Avenue
Akron, Ohio 44307

Peer Reviewer:
Greg Nace
President, Pittsburgh Botanic Garden
June 25-27, 2012



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Museum Assessment Program Collections Stewardship Assessment

Example 2



For
Garfield Park Conservatory
300 N. Central Park Avenue
Chicago, Illinois 60624

Peer Reviewer: Greg Nace
President, Pittsburgh Botanic Garden
March 27-28, 2014



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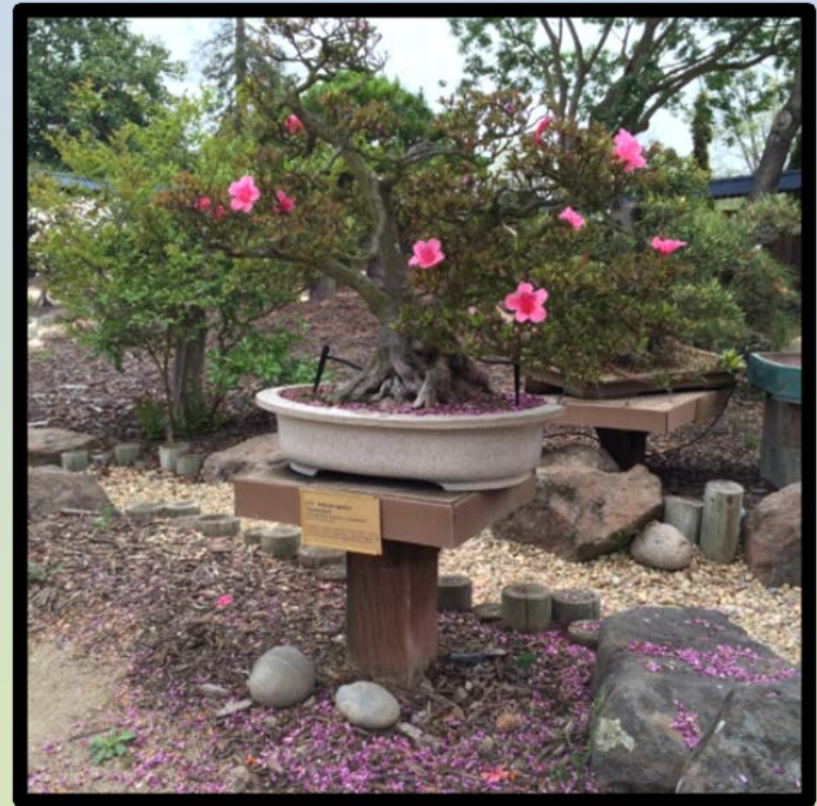
Museum Assessment Program Organizational Assessment



Example 3

For
Bonsai Garden at Lake Merritt
PO Box 16176
Oakland, CA 94610

Peer Reviewer: Greg Nace
President, Pittsburgh Botanic Garden
March 19-21, 2015



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2) What are you doing to get there?

The Self-study

- * Self-study gives the reviewer a written snapshot of the Garden
- * It needs to be an accurate account of where organization is presently at



2) What are you doing to get there? The Site Visit



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2) What are you doing to get there?

The Site Visit

- *The reviewer looks at the organization with a fresh perspective
- *Experience in the business of botanic gardens
- *Part therapist – a good listener
- *You have several reviewers from which to choose



3) How might you get there more directly?



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- *Specific, constructive advice
- *Comments on what is what is being done well as what could use improvement
- *Up to Garden as to what they implement and the timeframe
- *Reviewer is available for follow-up after the report is submitted



Closing comments
Questions???

Thank you!



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