

Evaluation Resources for Museum Professionals

Getting Started in Evaluation

Books

- Designing and Constructing Instruments for Social Research and Evaluation (Colton & Covert, 2007)
- Evaluation in Organizations (Russ-Eft and Preskill, 2009)
- Evaluation Inquiry for Learning in Organizations (Preskill & Torres, 1999)
- Introduction to Museum Evaluation (Bourn & Korn, 1999)
- The Logic Model Guidebook: Better Strategies for Great Results, 2nd Ed (Knowlton & Phillips, 2012)
- Measuring Museum Impact and Performance: Theory and Practice (Jacobsen, 2016)
- Practical Evaluation Guide: Tools for Museums and Other Informal Educational Settings, 3rd Ed (Diamond, Horn & Uttal, 2016)
- W.K. Kellogg Foundation Evaluation Handbook (W.K Kellogg Foundation, 2004)
- Youth Participatory Evaluation: Strategies for Engaging Young People (Sabo Flores, 2008)

Online

- American Evaluation Association's 365 daily blog - <http://aea365.org/blog>
- Evaluation Checklists (Western Michigan University) - <https://www.wmich.edu/evaluation/checklists>
- Evaluation Resources (IMLS) - <https://www.imls.gov/research-evaluation/evaluation-resources>
- InformalScience.org - <http://www.informalscience.org>
- A Practical Guide for Engaging Stakeholders in Developing Evaluation Questions (2009) - <http://www.rwjf.org/content/dam/farm/toolkits/toolkits/2009/rwif48595>
- Program Development and Evaluation (University of Wisconsin – Extension) - <http://fyi.uwex.edu/programdevelopment>

Specific Evaluation and Research Methods

Books

- Designing and Conducting Survey Research: A Comprehensive Guide (Rea & Parker, 2014)
- Focus Groups: A Practical Guide for Applied Research, 5th Ed (Krueger & Casey, 2015)
- Internet, Phone, Mail and Mixed Mode Surveys: The Tailored Design Method, 4th Ed (Dillman, Smyth & Christian, 2014)
- Interviews: Learning the Craft of Qualitative Research Interviewing (Kvale & Brinkman, 2009)
- Paying Attention: Visitors and Museum Exhibitions (Serrell & Adams, 1998)
- Qualitative Research and Evaluation Methods (Patton, 2001)
- Visitor Surveys: A User's Manual (Korn & Sowd, 1999)

Evaluation Approaches

- Reframing Evaluation Through Appreciative Inquiry (Preskill & Tzavaras Catsambas, 2006)
- Utilization-Focused Evaluation, 4th Ed (Patton, 2008)

Data Visualization and Reporting

Books

- Effective Data Visualization: The Right Chart for the Right Data (Evergreen, 2016)
- Presenting Data Effectively: Communicating Your Findings for Maximum Impact (Evergreen, 2014)
- Storytelling with Data: A Data Visualization guide for Business Professionals (Nussbaumer Knaflic, 2015)

Online

- Evergreen Data - <http://stephanieevergreen.com>
- Excel for Evaluation - <http://annkemery.com/excel/>

Evaluation and Research Examples

- InformalScience.org database - <http://www.informalscience.org>

Evaluation and Visitor Studies Associations

- American Evaluation Association - <http://www.eval.org>
- Committee on Audience Research and Evaluation (CARE) - <http://www.aam-us.org/resources/professional-networks/care>
- Visitor Studies Association - <http://www.visitorstudies.org>

