

**University of Mary Washington  
Institutional Effectiveness Report for Administrative Departments**

ASSESSMENT YEAR:	2011-2012	
ADMINISTRATIVE UNIT:	James Monroe Museum	
ADMINISTRATIVE AREA:	College of Arts and Sciences	
DATE:	25 June 2012	
RESULTS:	<p>1. Increase revenue from admissions and shop sales by at least 5%:</p> <ul style="list-style-type: none"> <li>Revenue generated from museum admissions and shop sales increased by 10.5% over FY 2010-2011. Among likely factors in this growth are: a) slightly improved economy; b) effectiveness of museum marketing; c) greater utilization of the museum’s garden for public programs and private event rentals.</li> </ul> <p>2. Enhance the status and operations of the museum through AASLH STEPS program:</p> <ul style="list-style-type: none"> <li>Museum staff oriented to structure and process of program in June, 2012 and begin first internal review (Mission, Vision, and Governance) at that time. This is the first of six categories of internal assessment the museum will undergo.</li> </ul> <p>3. Develop new museum educational programs:</p> <ul style="list-style-type: none"> <li>New educational module created for teachers in fourth and fifth grades. Added to museum website in June, 2012. Module will be presented to teachers in summer and fall workshops. Museum staff and interns will evaluate existing programs and continue to develop new ones.</li> </ul> <p>4. Foster greater awareness of the museum:</p> <ul style="list-style-type: none"> <li>Relevant activities carried out during the assessment period are reported in a document placed in the “General” folder in TRACDAT. Selected examples:</li> </ul> <p>July 2011</p> <p>Museum Director Scott Harris interviewed by freelance reporter Gwen Woolf (story appeared in August, 2011 issue of <i>Recreation News</i> periodical); monthly museum e-newsletter.</p>	

	<p>February, 2012</p> <p>Director Harris guest lecturer, HISP 102, 2/14; Museum Curator Jarod Kearney guest lecturer, HISP 463, 2/21; media release about acquisition of James Monroe Valley Forge document, generating widespread local, regional, and national media coverage; loan of large Monroe portrait to Governor's Mansion; monthly museum e-newsletter.</p> <p>March, 2012</p> <p>Director Harris spoke to Governor's Mansion Citizens Advisory Council, 3/1; Curator Kearney guest lecturer, HISP 463, 3/14; Director Harris and Curator Kearney at Virginia Association of Museums annual conference, 3/18-20; monthly museum e-newsletter.</p> <p>5. Contribute to an integrated/collaborative UMW student experience:</p> <ul style="list-style-type: none"> <li>• Museum successfully employed Bowley Scholars Paige Gibbons and Emilie Kracen and library/archive intern Josh Mallow. Summer Bowley Scholar Christine Clements began internship on 05/23/12. Museum collaborated with the UMW Preservation Club to offer the annual "Ghostwalk" program. Students in digital history class created online exhibit of political cartoons in the museum's collection. The museum will continue to explore ways in which to maintain and enhance such collaborations.</li> </ul>
MODIFICATIONS:	As all outcomes are new as of 2011-2012, no modifications to are anticipated at this time.
TIMELINE, REQUIREMENTS, and APPROVAL	There are no recommended changes at this time. All outcomes are achievable within current budget and staff resources.