

# COMMUNITY RE-ENGAGEMENT GUIDE FOR THE MUSEUM OF NORTHWEST ART

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## Background

The Museum of Northwest Art or MoNA is a small art museum established in 1981, located in Skagit County. The museum has worked tirelessly with many community partners, both educational and outside of the education sector. Ever since the COVID-19 pandemic in 2020, re-engagement with past partners proved to be difficult due to staff turnover as well as increased reliance on technology to meet online rather than in person.

## Purpose

The purpose of this thesis project is to understand staff and community barriers and provide recommendations on how MoNA can further deepen their relationship with local education community partners using results of an evaluation survey.

Part of the museum's mission is to "integrate art into the lives of all people" and this can be done through working with partners, using them as a bridge to connect art to various groups in the community.

## Deliverable

1. Results from two evaluation surveys for the museum's education staff and for community partners.
2. A 25 page report and guide for reengagement with MoNA's education community partners as the final deliverable.

## Process

### Fall 2024:

- Connect with host site contact
  - Clarify project proposal
  - Establish purpose and audience
  - Identify problem
  - Discuss deliverable options
- Researching background and literature
  - Identifying gaps in research
  - Comparing community engagement methods between museums
- Find committee members
  - Hold committee meeting

### Winter 2025

- Evaluation
  - Draft evaluation statements
  - Draft evaluation questions
  - Receive feedback from host site
  - Incorporate feedback
  - Send out evaluation surveys
- Data Collection
  - Gather evaluation responses
  - Share responses with host site
  - Discuss what gaps are seen in responses
  - Discuss how responses will influence content in deliverable
- Begin section 1 of deliverable

### Spring 2025

- Completion of deliverable
  - Drafts sent to committee for feedback
  - Incorporate feedback
- Create poster
  - Focus on project summary
- Create presentation video
  - Focus on project impact
- Thesis project submission and publication

## Next Steps

Some recommendations based off of the survey results call for more consistent communication, effective language use, utilization of evaluation, and an opportunity to develop an internship for students interested in informal education settings.

## References

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