

From: John Hazeltine <info@tfaoi.org>
To: <gli@getty.edu>
Date: 3/12/2005 9:13 PM
Subject: Metrics of Success in Art Museums / Getty Leadership Institute
Attachments: Part.001

RE: Feedback

"This essay is the first in a series on museum performance measures, part of an important and expanding conversation about museum goals and values. The opinions expressed are the author's. Responses are invited; please e-mail the GLI on gli@getty.ed"

Gentlemen,

Dr. Anderson's essay certainly expands both the quantity and quality of metrics for evaluation of museum performance, all of which must flow from the mission statement of the museum.

Since you invited responses, here are some other metrics for consideration:

--% of annual operating budget on mission components (such as for education and for attendee feedback on program quality)

--hours per year of docent/visitor interaction

--volunteer hours

--quantity of attendees at events such as lectures

--total lecture hours per year (same metric for other education related activities)

--web site inbound links

--year over year membership retention

For all metrics, wherever feasible, year over year comparisons and trend analysis

Best regards,

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