1 May 2019

Connecting the Dots:
Understanding the Value of Museums Victoria's Educational Partnerships

MUSEUMVICTORIA

WPI

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The Team

We would like to respectfully acknowledge the Traditional Owners of this land and pay respect to their Elders, past, present, and emerging.

The capacity of museums is to adapt their mission to the changing needs of communities.

-Patrick Greene, former CEO[2]

Project Mission

This project aided the Museums Victoria Education Team to further understand their engagements with partnering organizations and determine the value of their relationships by mapping their stakeholders.

Objectives

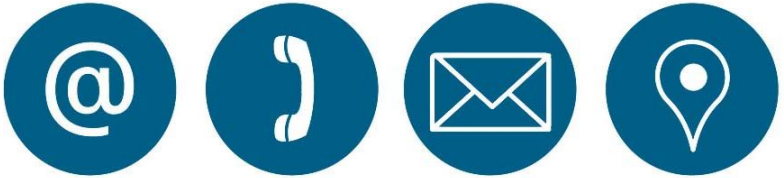
1. Identify partnering organizations involved with MV Education Team and what they value in a partnership
2. Classify value of partnering organizations to MV and vice versa
3. Visually represent these relationships by mapping stakeholder interactions
4. Analyze data from interviews and stakeholder map and present our findings to MV

Objective 1: Identify Partners and Values

Interview Outcomes

- Build Relationships
- Understand What Employees Value
- Contact Information
- Define Groups

Evidence

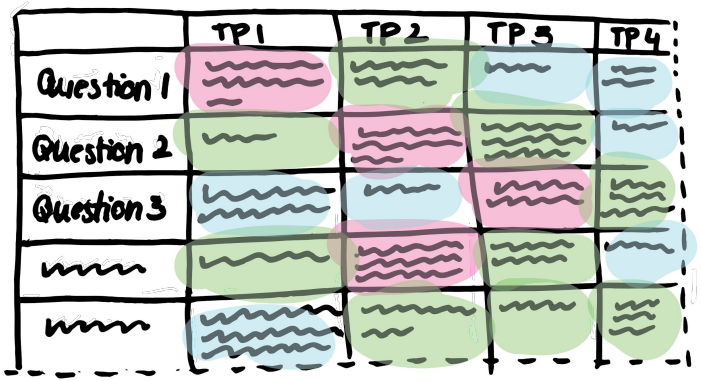


Objective 2: Classifying Value

Data

- Type of Stakeholder
- Focus of Partnership
- Partnership Outcomes
- Education Audience
- Benefits
- Level of Effort

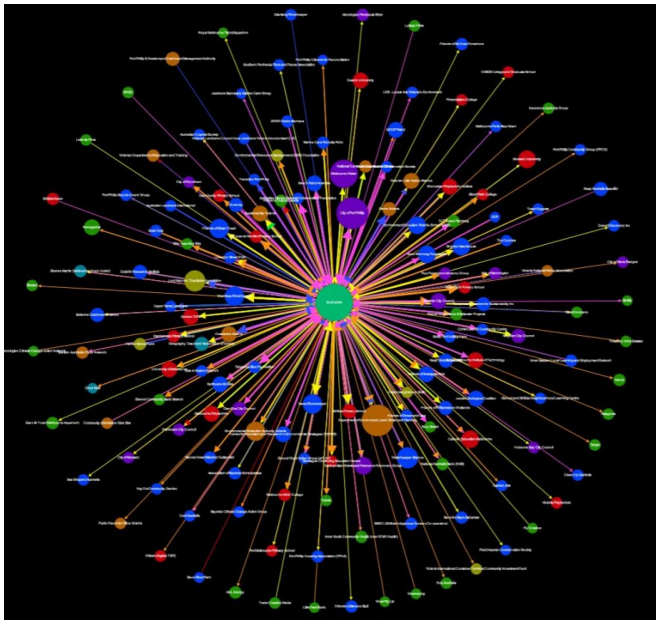
Evidence



Objective 3: Mapping Value

Mapping Data

- Size & Color of Bubbles
- Weight & Color of Arrows
- Direction of Arrows
- Closeness to Source



Objective 4: Analyzing Data

	Low Effort	Medium Effort	High Effort
High Benefit	High Value	Significant Value	Medium Value
Medium Benefit	Significant Value	Medium Value	Poor Value
Low Benefit	Medium Value	Poor Value	Low Value

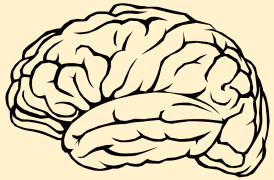
Draw Conclusions

- Identify high value relationships
- Stakeholder opinions on the partnership
- Audiences that are over or under represented

Value Indicators

Reach

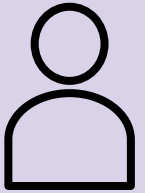
Expertise



Innovation

Reputation

Resources



Profile

Education Team Survey

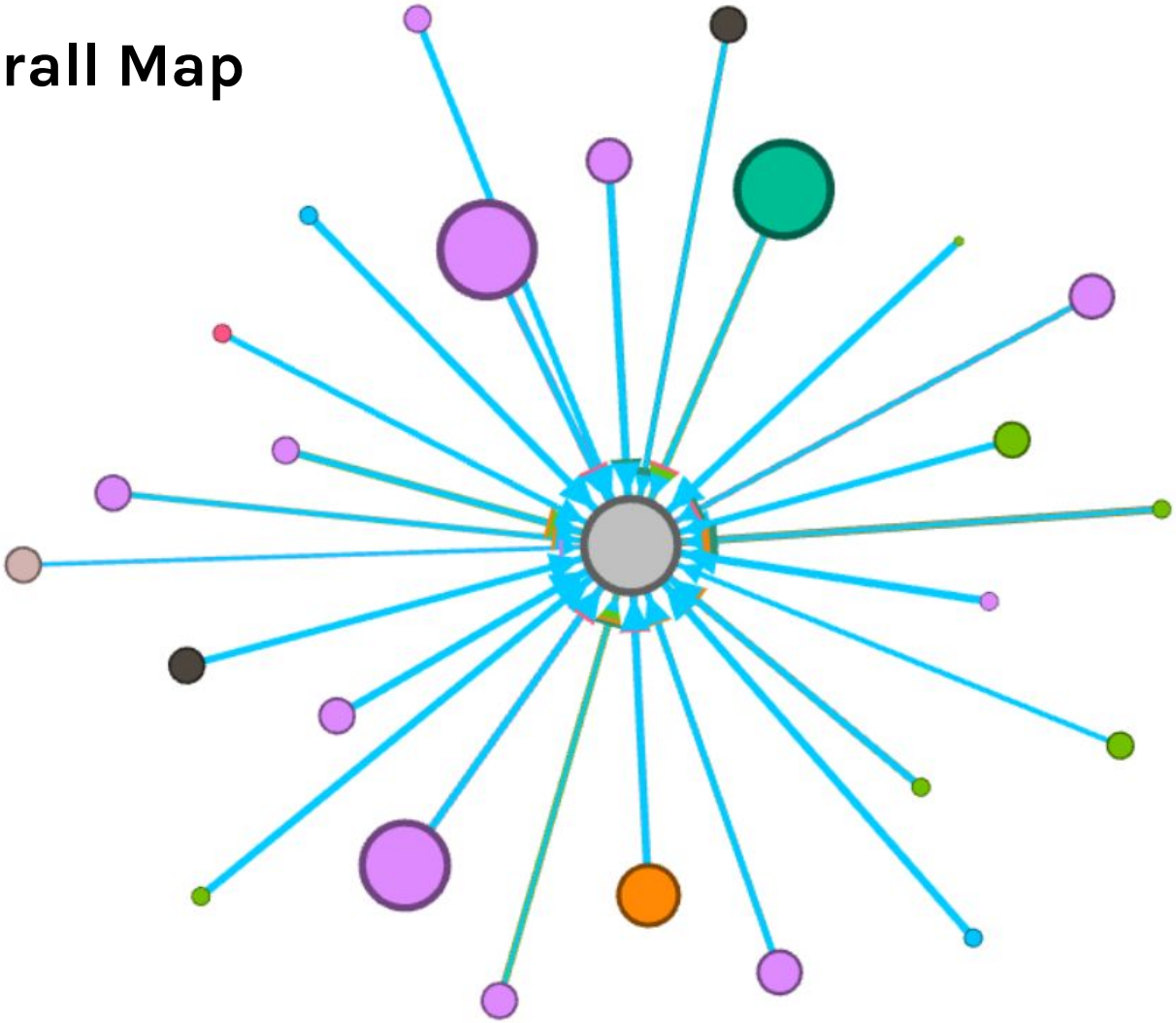
Survey Overview

- General Questions
  - Partnership's focus and outcomes
  - Type of education audience
  - Length of relationship
  - How often in contact
  - How much time is devoted
- Value attribute ratings

Gephi

Attribute	Visual	Representation/Meaning
Size of Node		Effort
Color of Node		Education Audience
Thickness of Arrow		Amount of Benefit
Color of Arrow		Type of Benefit

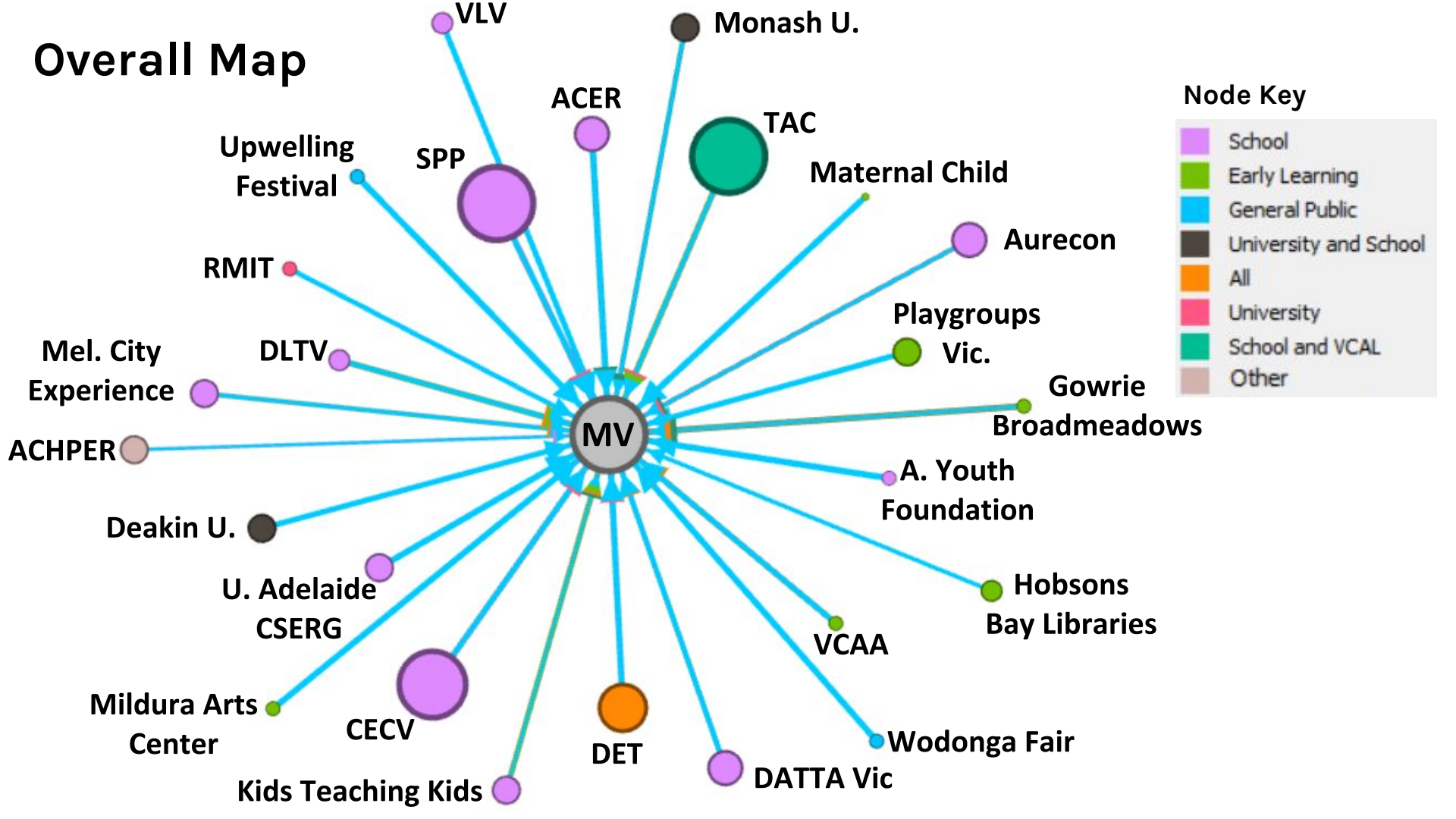
Overall Map



Node Key

- School
- Early Learning
- General Public
- University and School
- All
- University
- School and VCAL
- Other

Overall Map


VLV
Monash U.
ACER
TAC
Upwelling Festival
SPP
Maternal Child
Aurecon
RMIT
Playgroups Vic.
Mel. City Experience
DLTV
Gowrie Broadmeadows
ACHPER
MV
A. Youth Foundation
Deakin U.
U. Adelaide CSERG
Hobsons Bay Libraries
VCAA
Mildura Arts Center
CECV
DET
Wodonga Fair
DATTA Vic
Kids Teaching Kids
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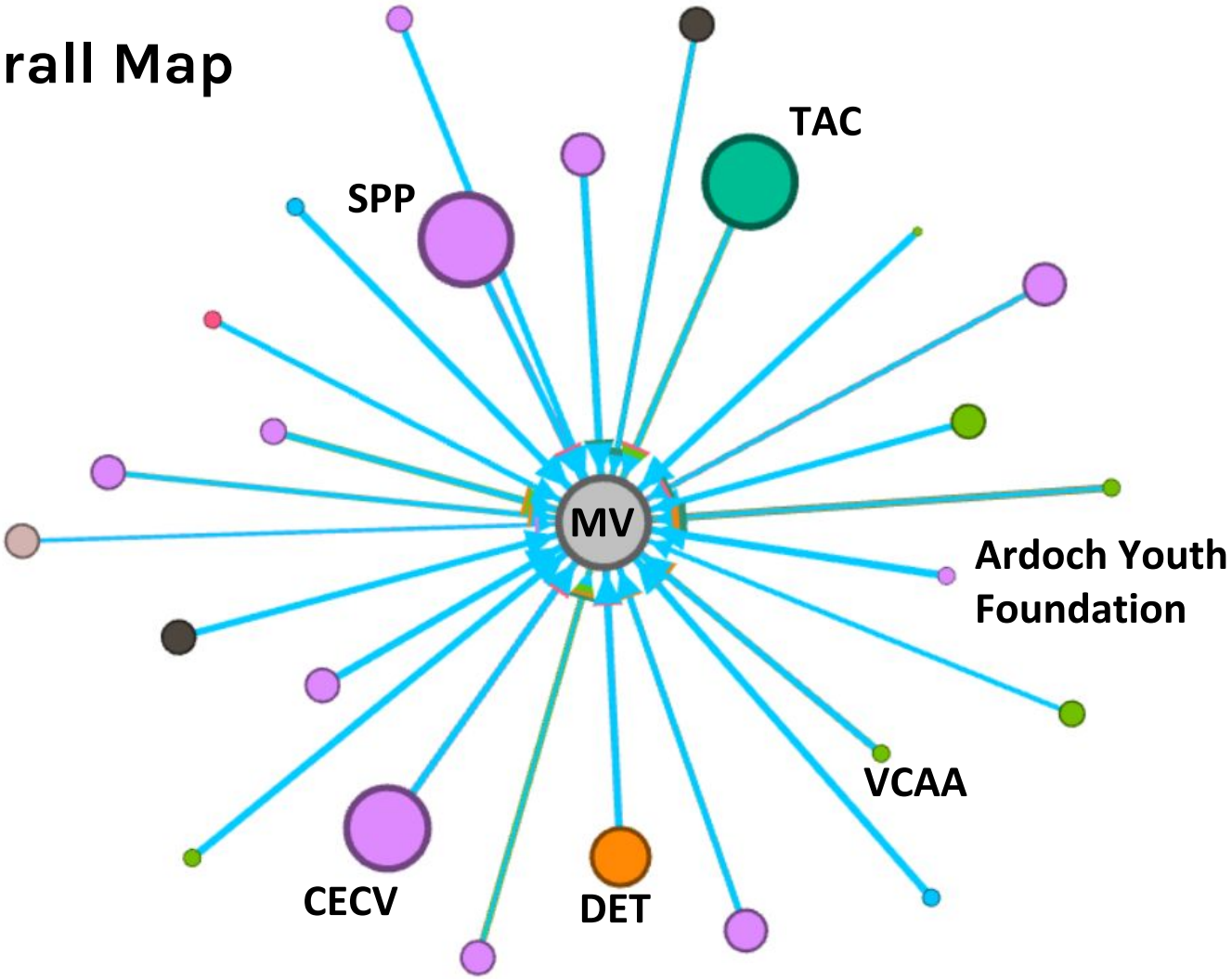

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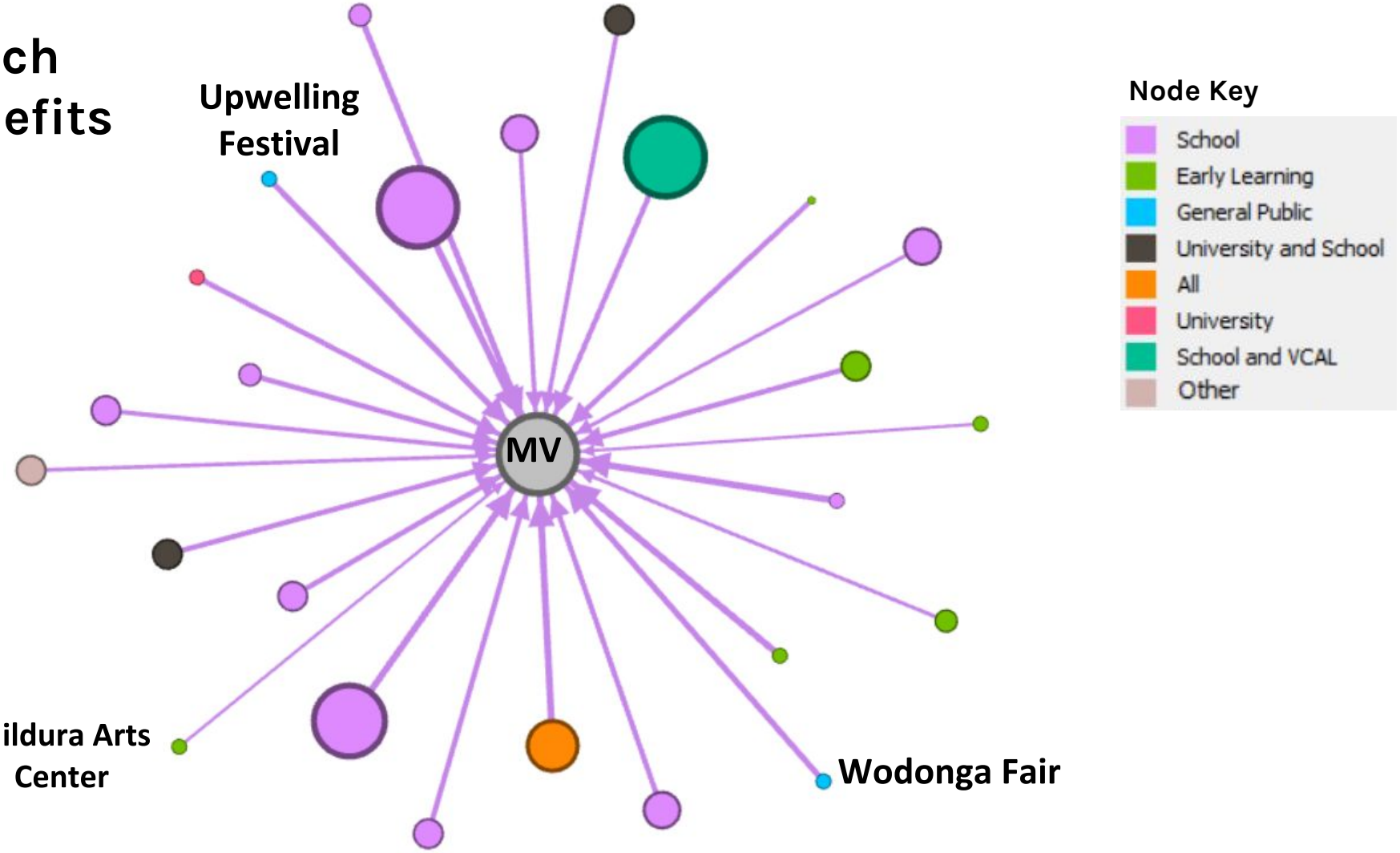
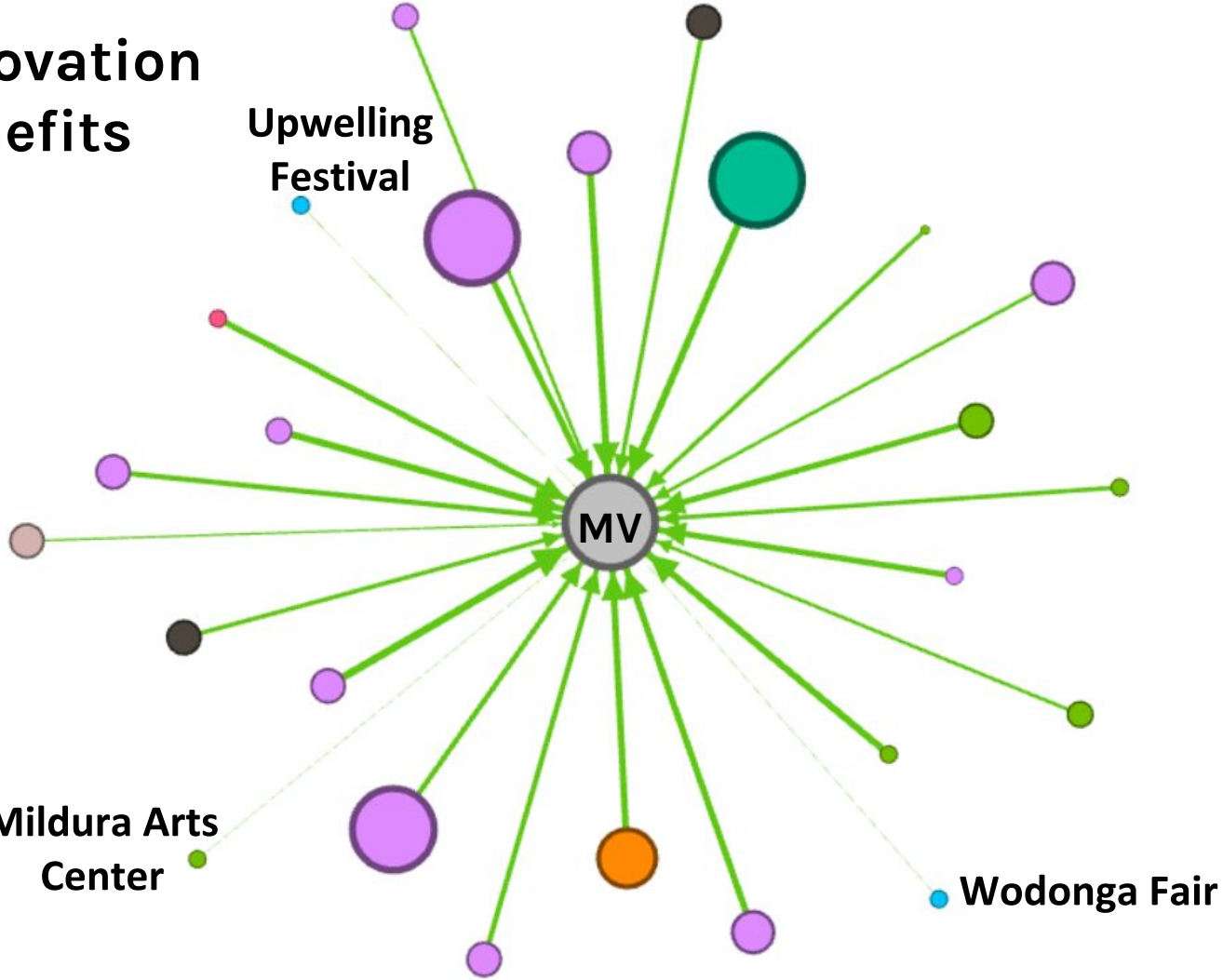
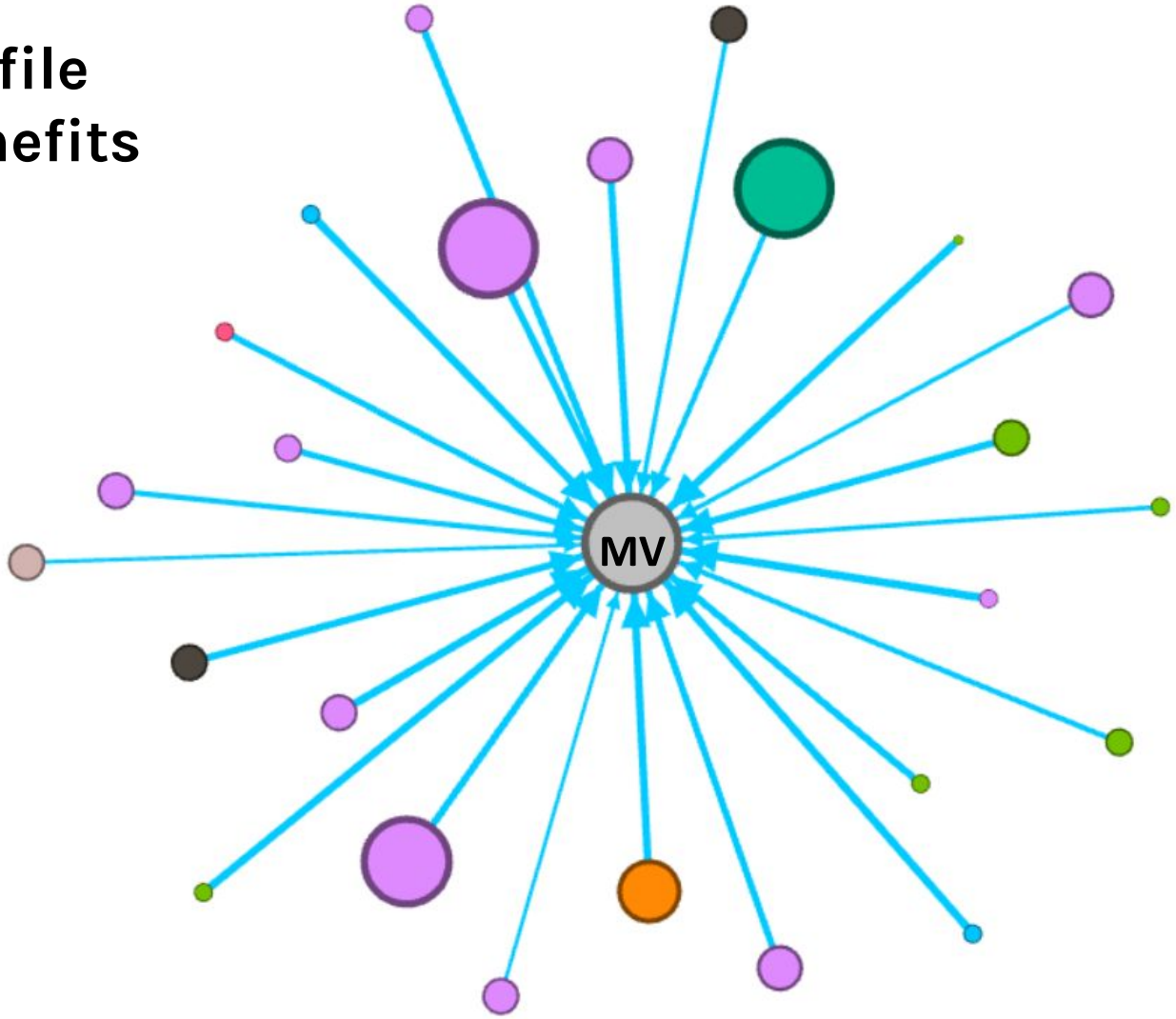
Reach Benefits



Innovation Benefits



Profile Benefits



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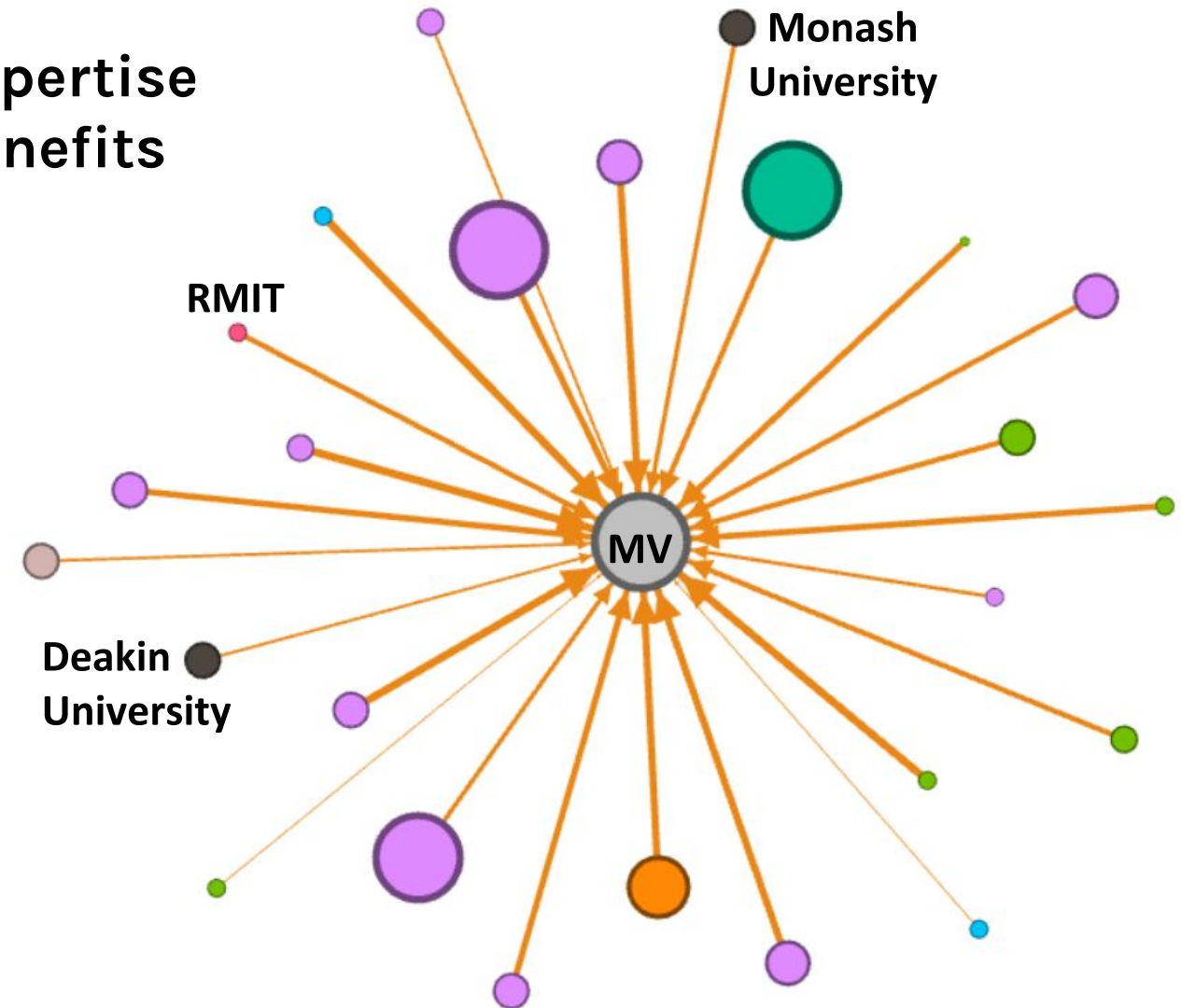
Expertise Benefits



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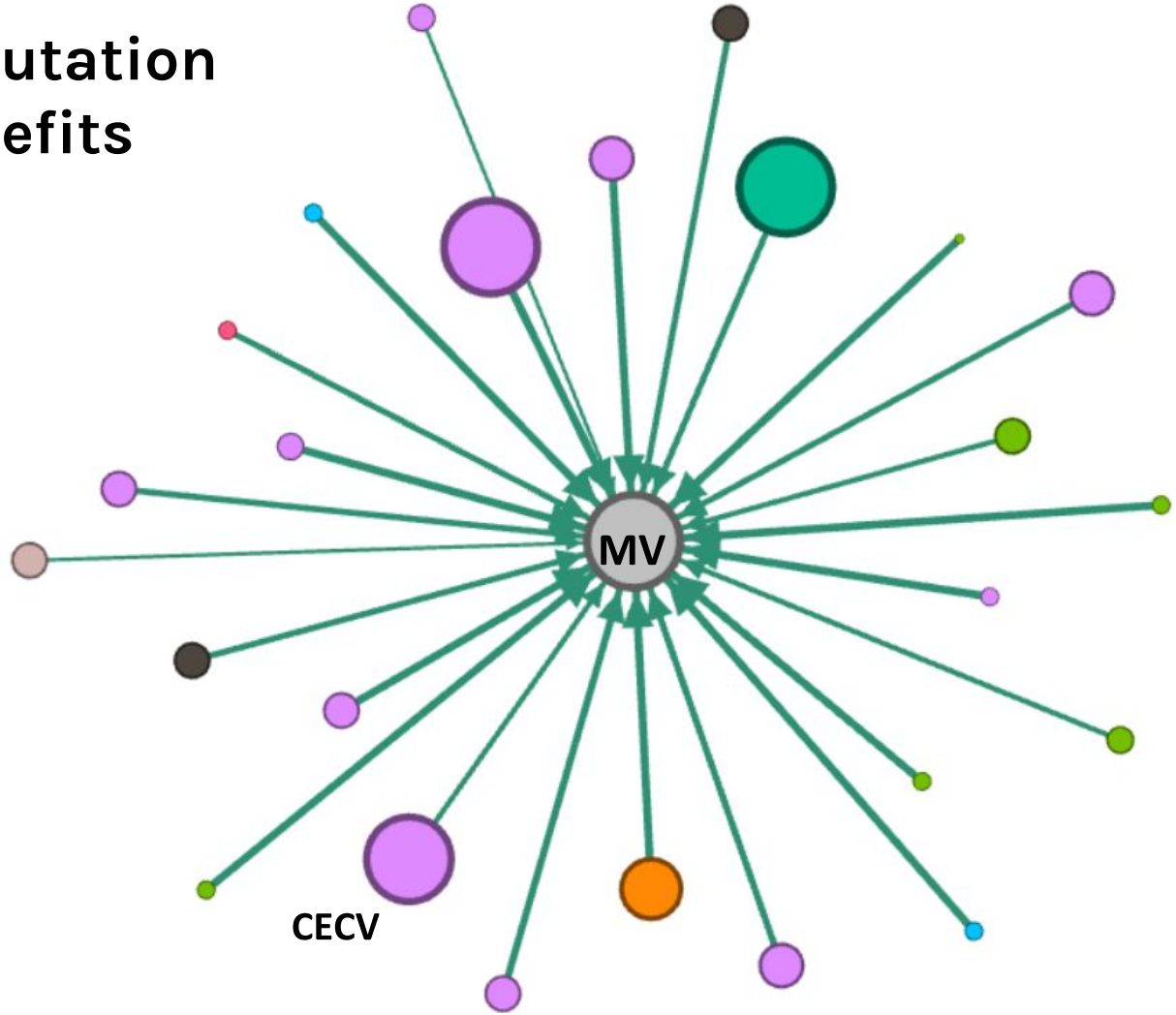
Reputation Benefits



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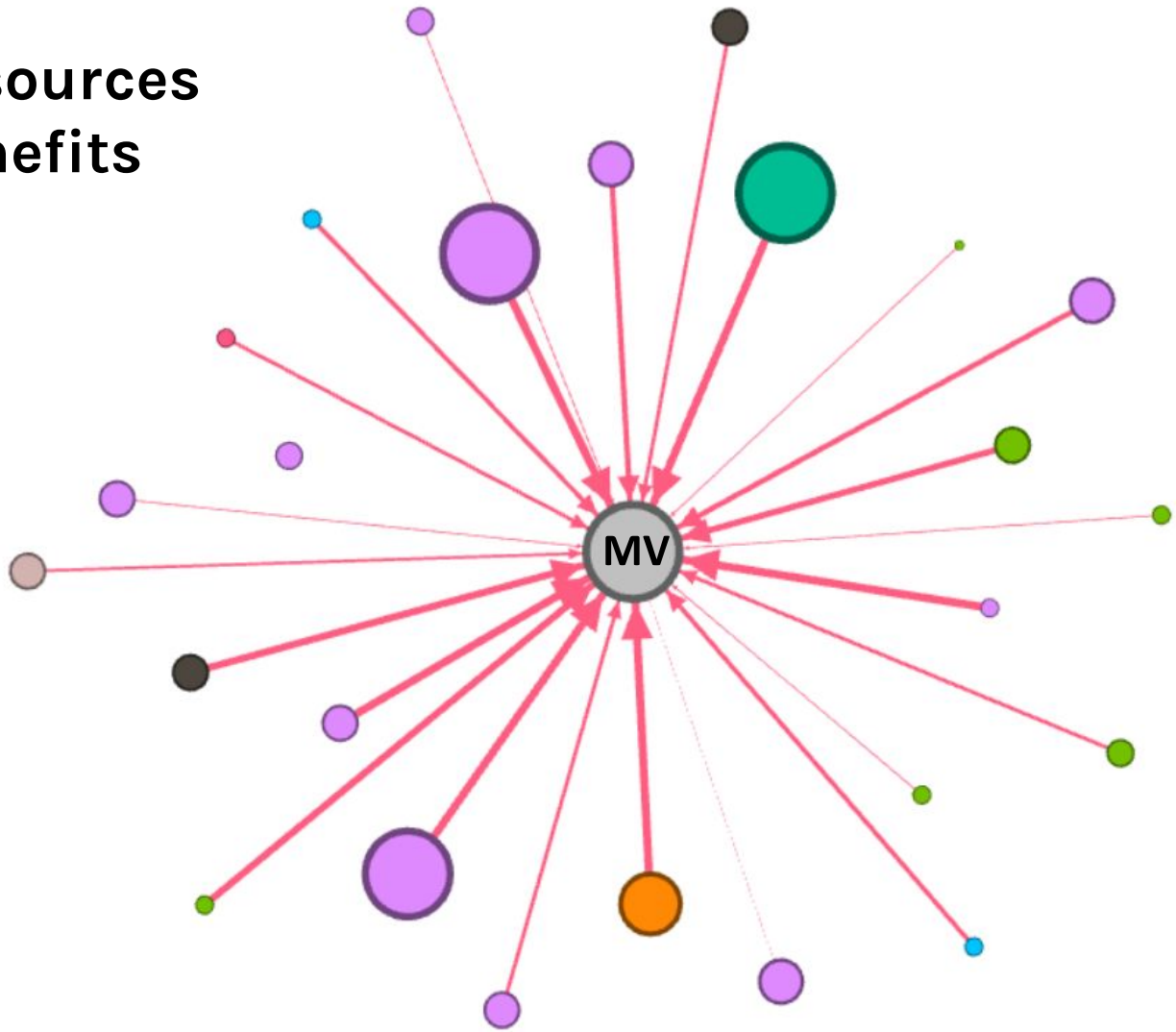
Resources Benefits



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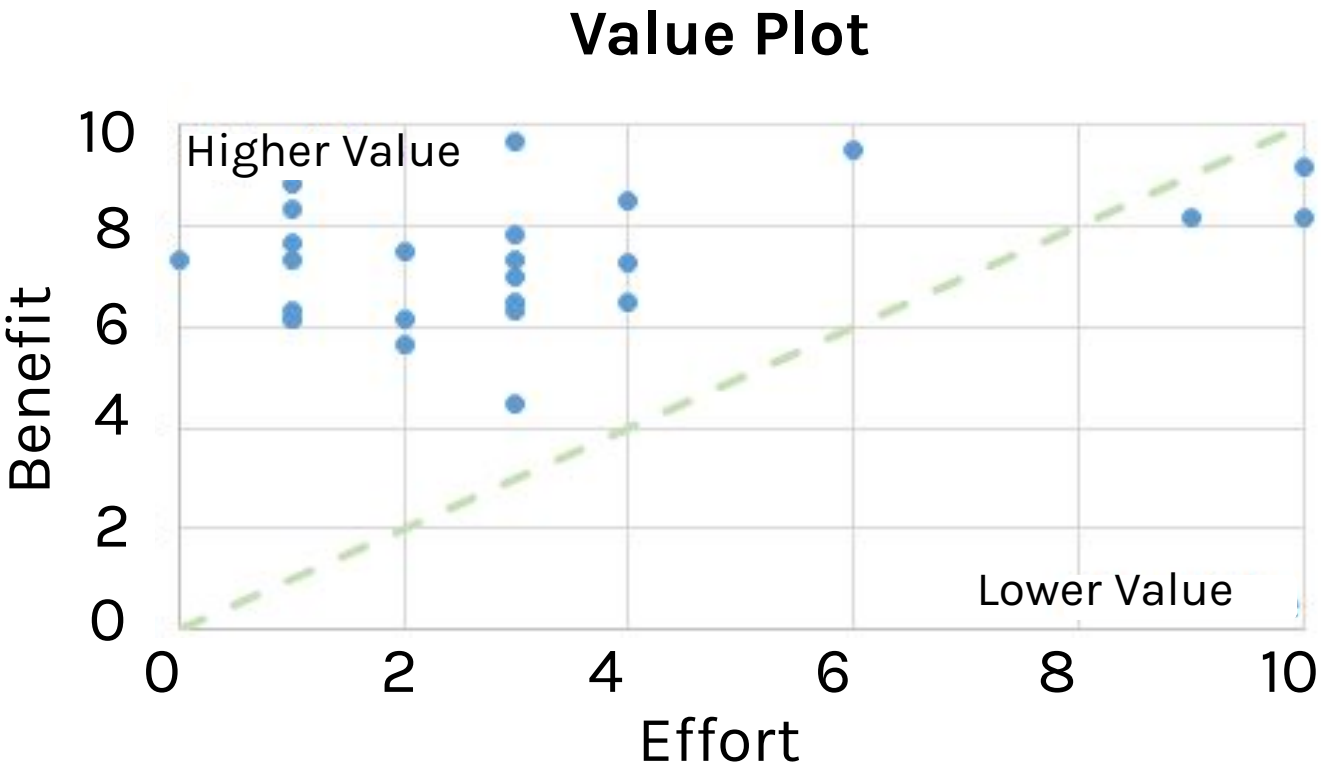
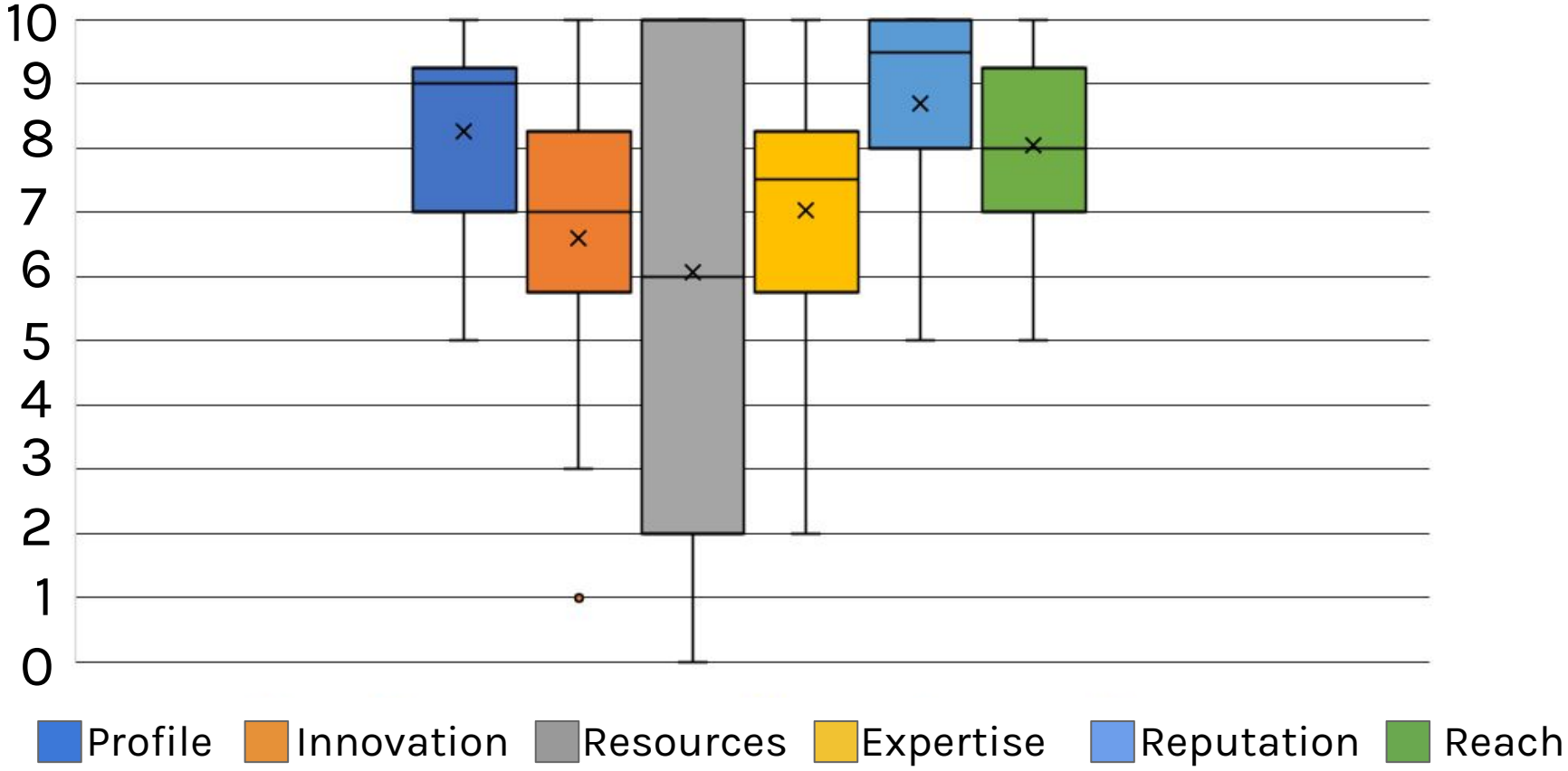
5 Most Beneficial Partnerships		5 Least Beneficial Partnerships	
Organization	Overall Benefit	Organization	Overall Benefit
University of Adelaide (CSERG)	9.67	Australian Council for Health, Physical Education & Research (ACHPER)	4.5
Department of Education and Training	9.50	Virtual Learning Victoria	5.67
DET Strategic Partnership Program	9.17	Hobsons Bay Libraries	6.17
Ardoch Youth Foundation	8.83	Gowrie Broadmeadows	6.17
Australian Council for Education Research	8.5	Mildura Arts Center	6.17

5 Highest Effort Partnerships		5 Lowest Effort Partnerships	
Organization	Overall Effort	Organization	Overall Effort
DET Strategic Partnership Program	10	Maternal Child Health Nurse Network	0
Transport Accident Commission	10	VCAA	1
Catholic Education Commission of Victoria	9	Mildura Arts Center	
Department of Education and Training	6	Upwelling Festival	
DATTA Vic	4	Wodonga Children's Fair	
ACER		Gowrie Broadmeadows	
Aurecon		RMIT	
		Ardoch Youth Foundation	

Value Analysis

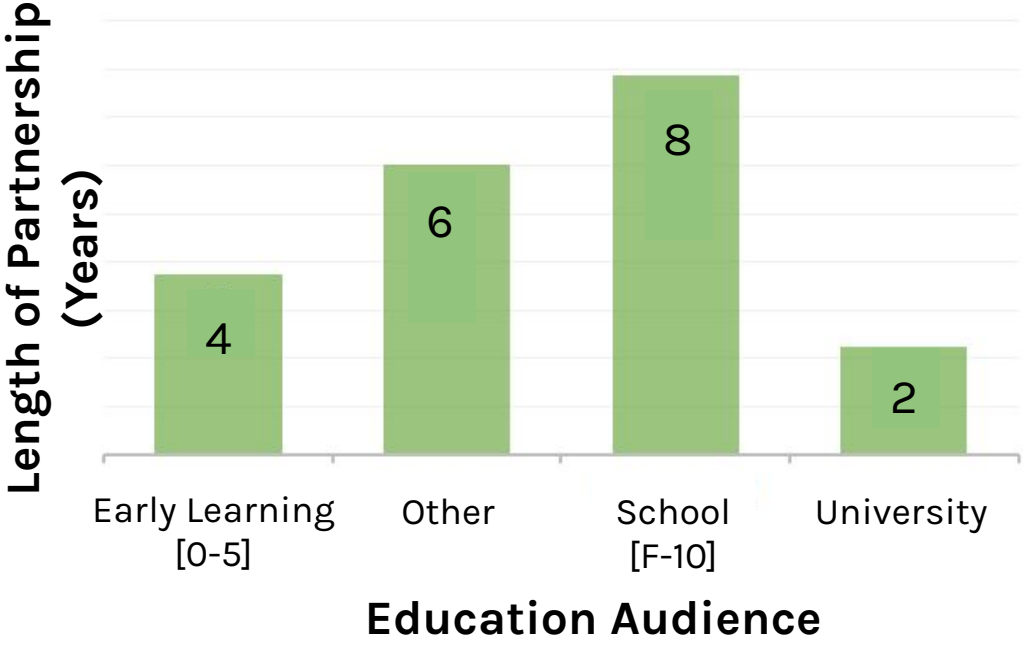


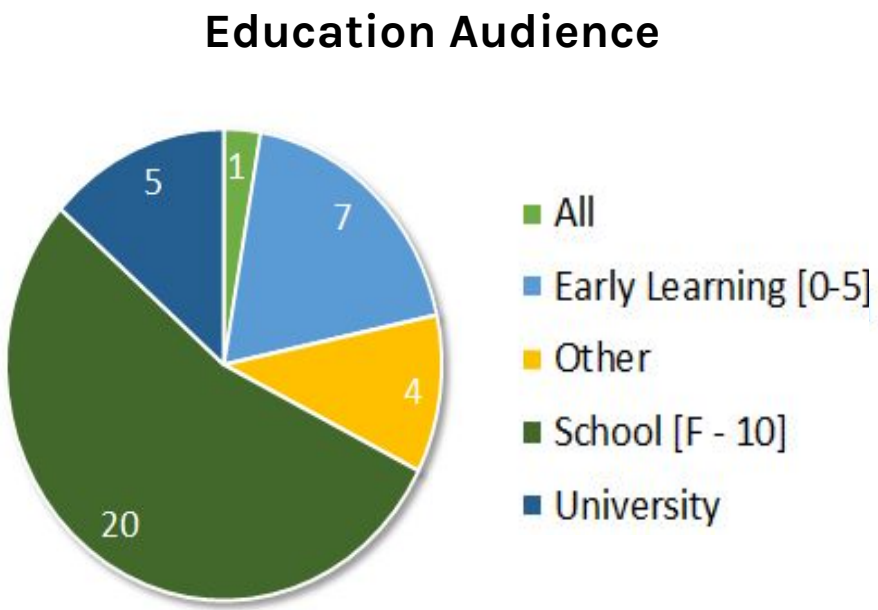
EDUCATION TEAM RATINGS FOR PARTNERSHIP VALUE ATTRIBUTES



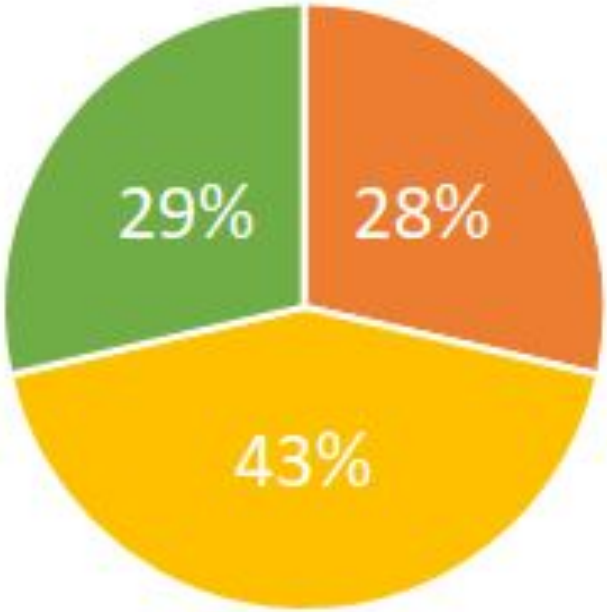
Audience Analysis

Audience Analysis





Partnership Focus



Program Development

i.e. *educational programs, exhibits tours*

Professional Development

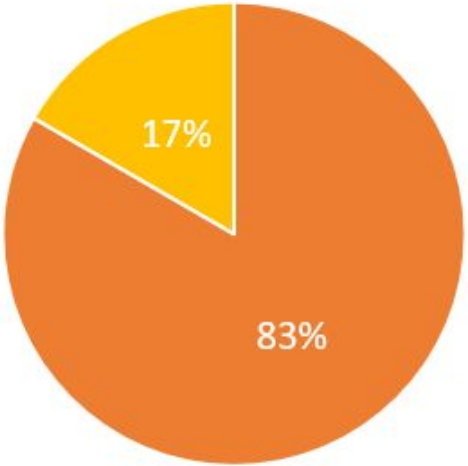
i.e. *pre-service teacher development, teacher conferences*

Other

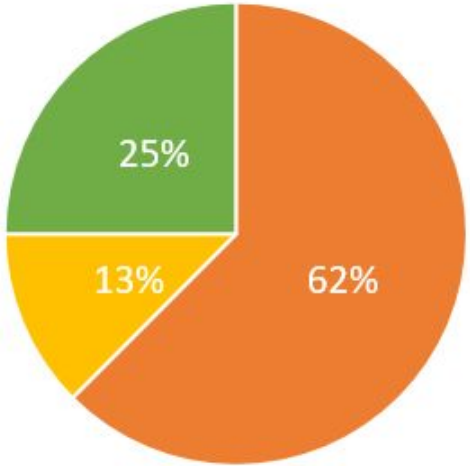
i.e. *networking, information sharing, advocacy*

Partnership Focus Breakdown

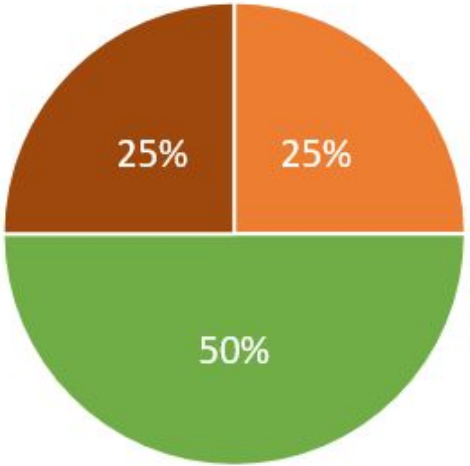
Professional Development



Program Development



Other Focus



School [F-10]

University

Early Learning [0-5]

Other Audience

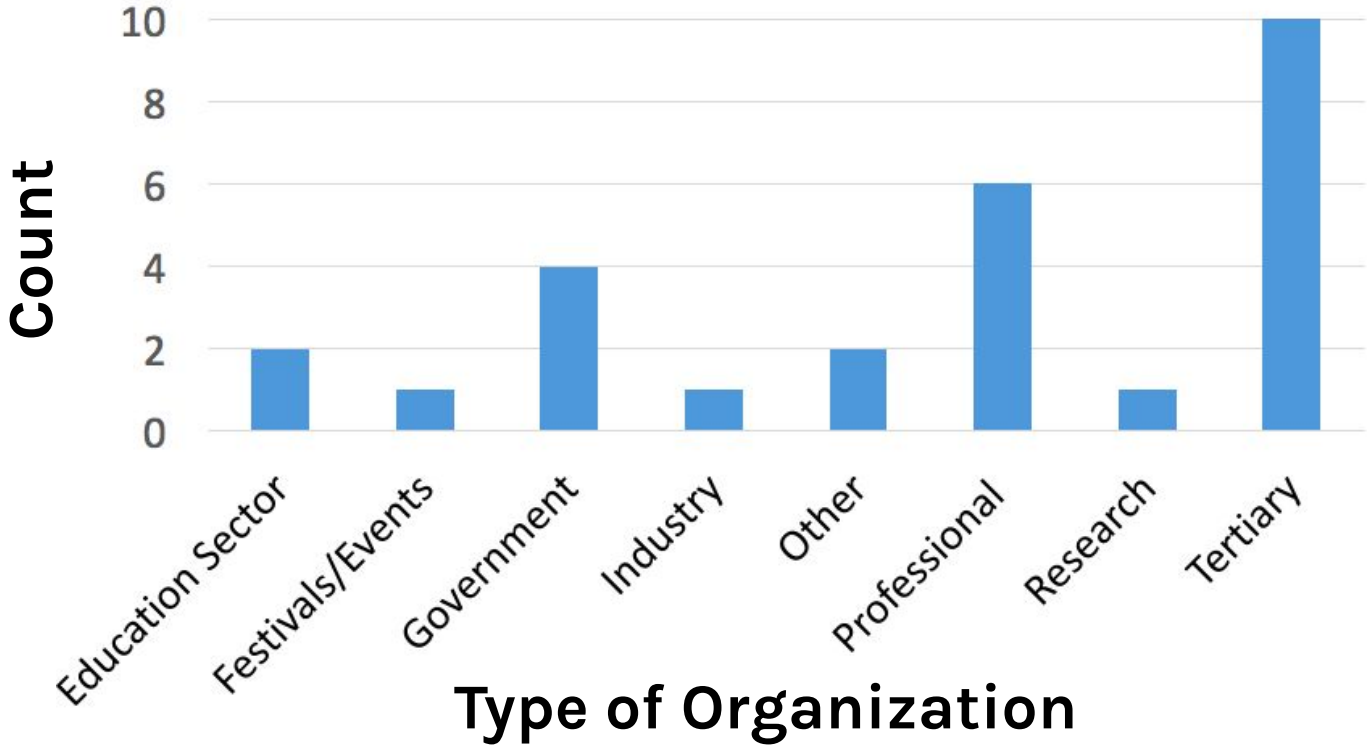
Partnership Surveys

Survey Overview

- What they value in MV
- Rating MV on value indicators
- Future of the partnership
- How to improve the partnership

Stakeholder Data

Total Count: 27

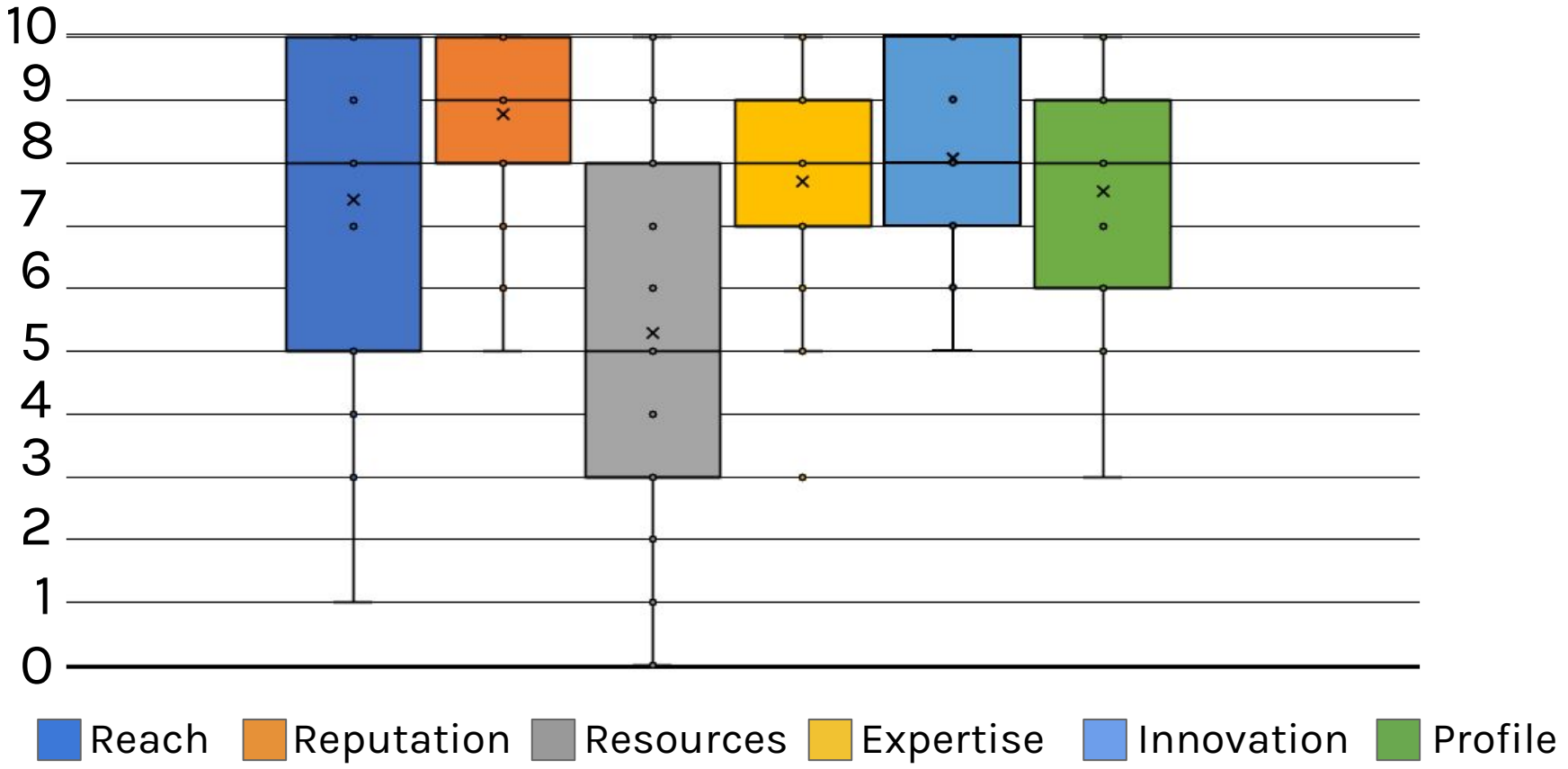


Stakeholder Data

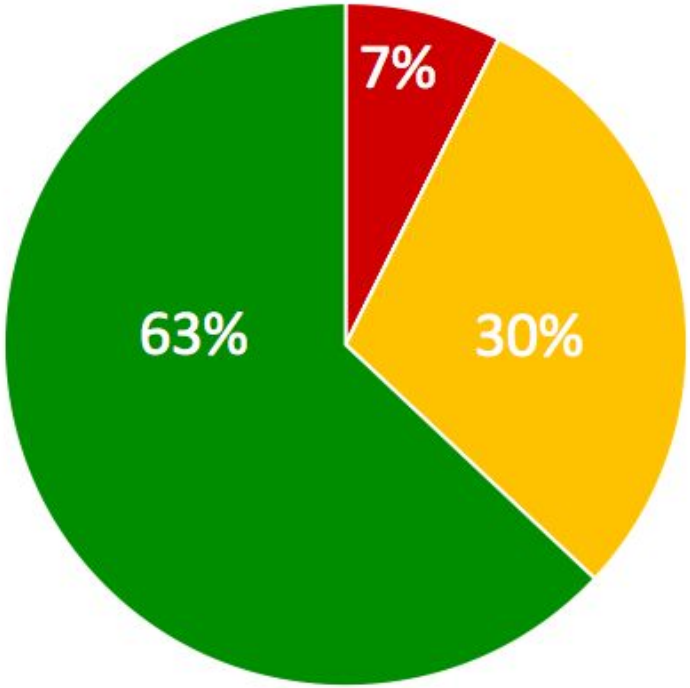
From 0 to 10, how likely is Museums Victoria to help your organization develop in each of the following categories…

	Reach	Reputation	Expertise	Resources	Innovation	Profile
Mean	7.4	8.8	7.7	5.4	8.1	7.6
Std. Dev.	4.7	3.7	4.1	5.3	3.8	4.2

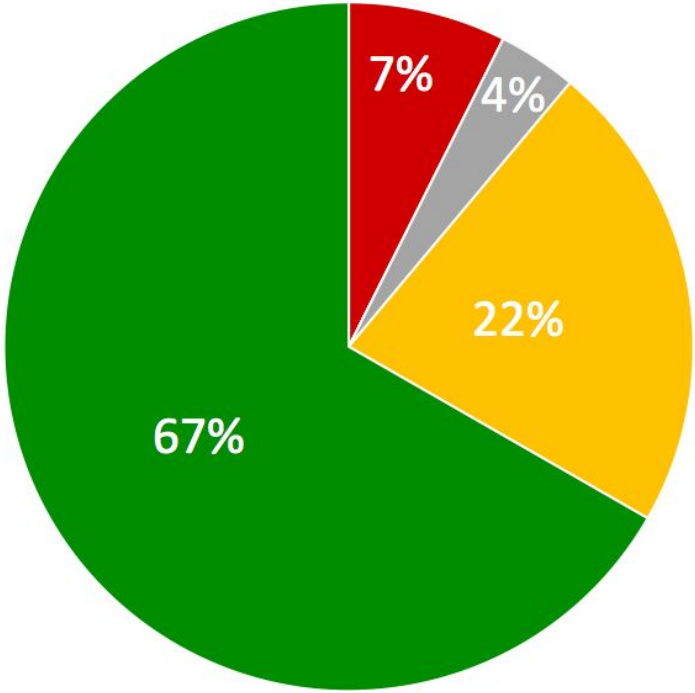
MV STAKEHOLDER RESPONSES



How likely are you to continue this partnership?



How likely are you to recommend this partnership?

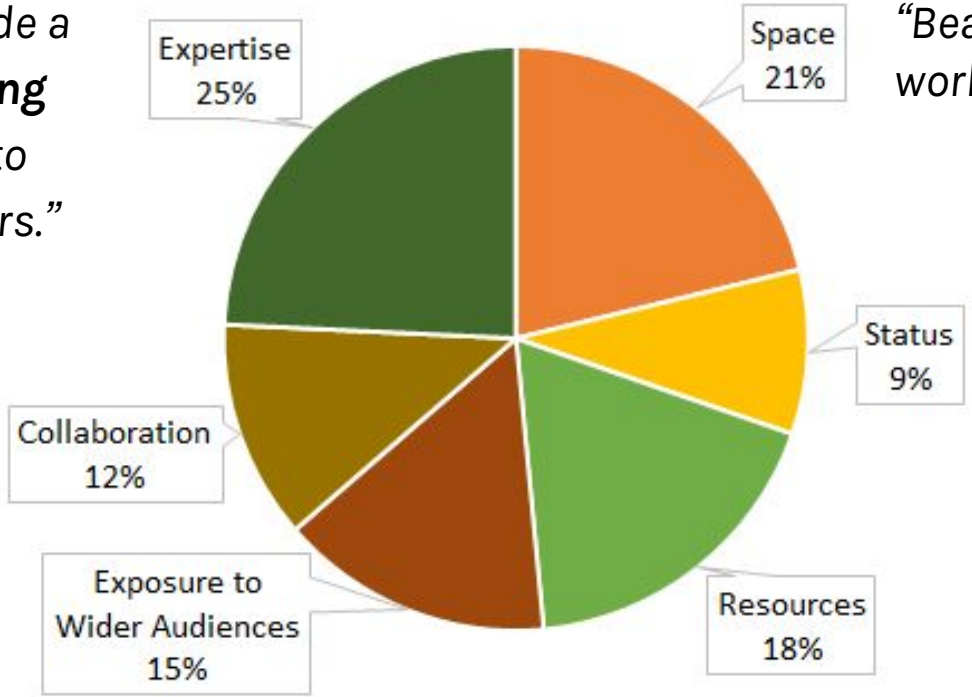


Very Unlikely Unlikely Neutral Likely Very Likely

Open-Ended Question Coding

“What value does your partnership with Museums Victoria provide to your organization?”

*“It allows us to provide a **deeper understanding** of the natural world to students and teachers.”*



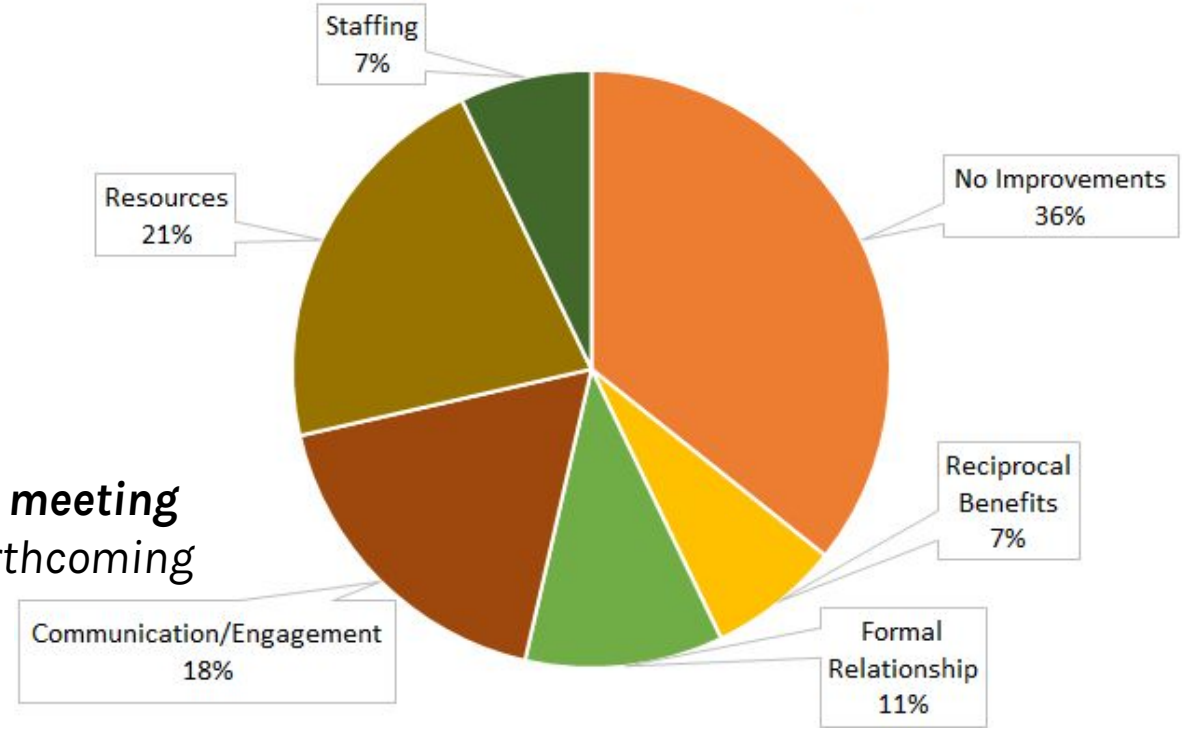
*“Beautiful **spaces** to work in”*

*“Elevates the **status** of our learning area”*

“Is there anything that can be done to improve the relationship with Museums Victoria?”

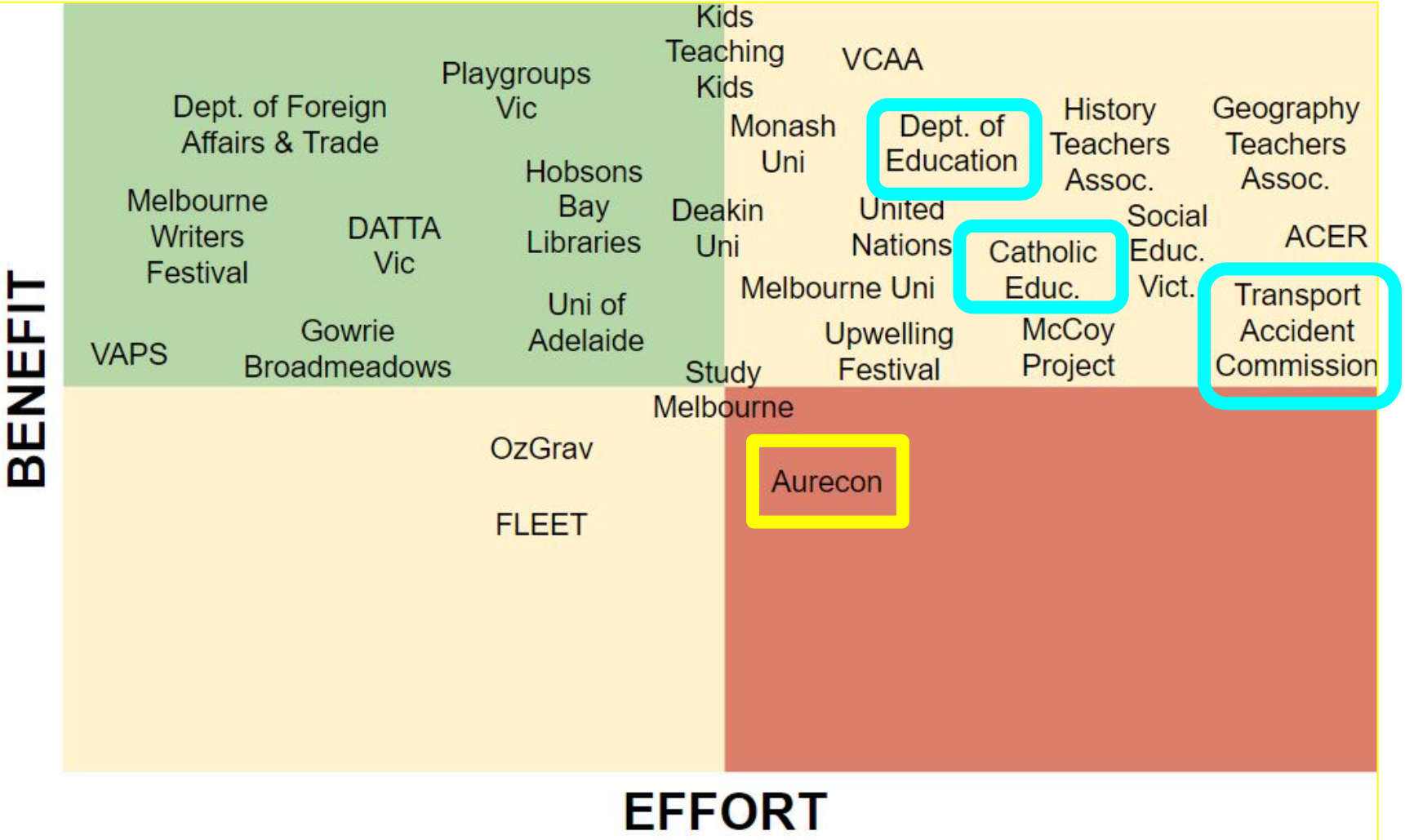
“More opportunities to ***secure funds*** *to organize collaborative activities”*

“Dedicated ***annual meeting time*** *to discuss forthcoming opportunities”*



Conclusions

	Below Average Effort 0-1.9	Average Effort 1.9-4.6	Above Average Effort 4.6-10
Above Average Benefit 8.0-10	A. Youth Foundation VCAA	U. of Adelaide CSERG ACER	DET SPP CECV TAC
Average Benefit 6.7-8.0	Upwelling Festival Maternal Child Health. RMIT	Playgroups Victoria DLTV Deakin University DATTA Vic Kids Teaching Kids	
Below Average Benefit 0-6.7	Wodonga Children's Fair Mildura Arts Center Gowrie Broadmeadows	Melbourne City Experience Aurecon Monash University Hobsons Bay Libraries VLV ACHPER	


BENEFIT
EFFORT
Kids Teaching Kids
VCAA
Playgroups Vic
Dept. of Foreign Affairs & Trade
Monash Uni
Dept. of Education
History Teachers Assoc.
Geography Teachers Assoc.
Hobsons Bay Libraries
Melbourne Writers Festival
DATTA Vic
Deakin Uni
United Nations
Social Educ. Vict.
ACER
Catholic Educ.
Melbourne Uni
Uni of Adelaide
Transport Accident Commission
VAPS
Gowrie Broadmeadows
Upwelling Festival
McCoy Project
Study Melbourne
OzGrav
Aurecon
FLEET

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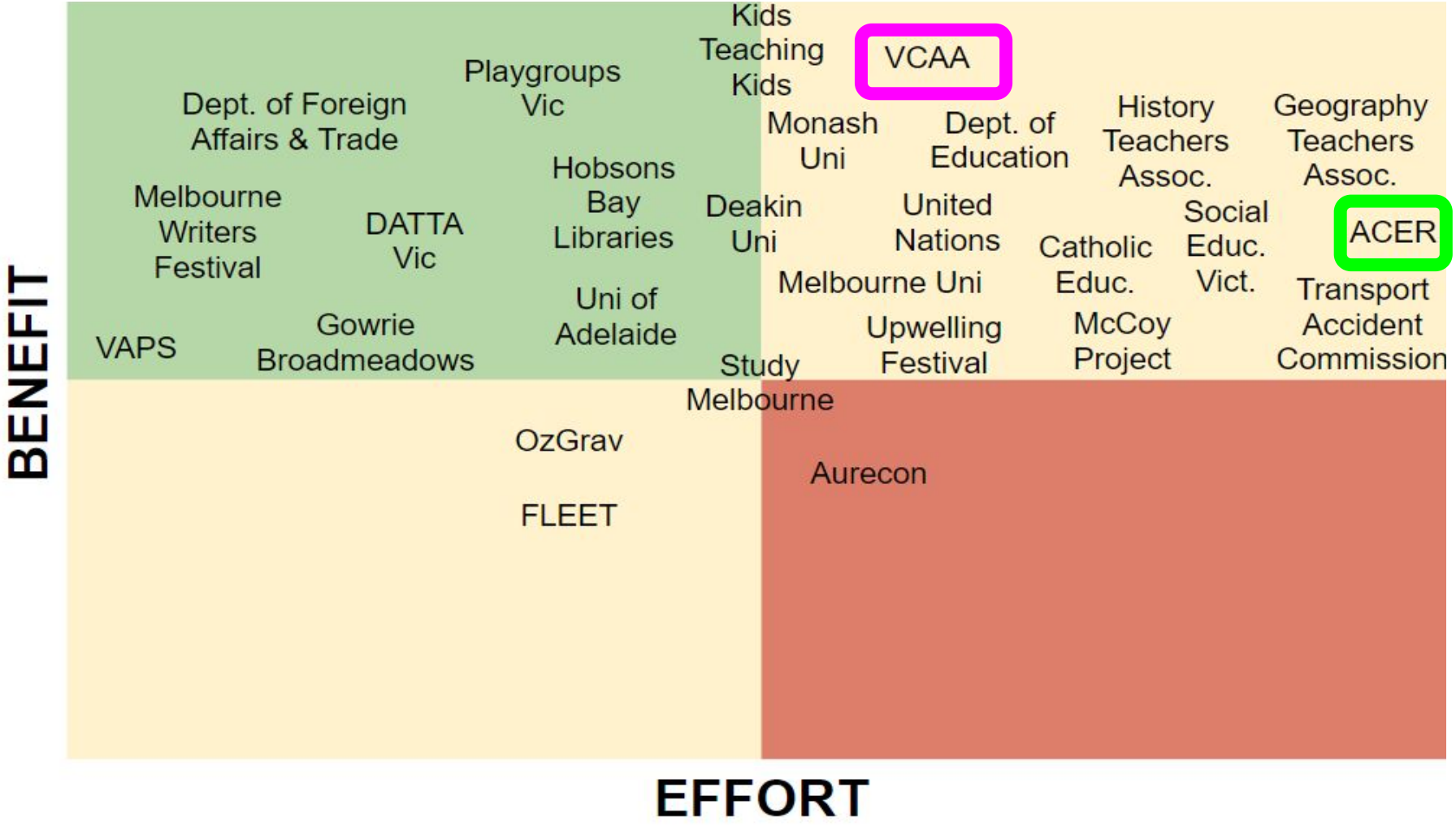
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Conclusions

The Education Team is managing their partnerships well

Partnering organizations think highly of Museums Victoria

Did four specific case studies

Conclusions

Education audience is heavily focused on School [F-10]

Tertiary organizations rated Museums Victoria's partnership the highest

Reputation was the highest rated value attribute

Improvements

Send surveys sooner to allow more time for responses

Clearly break larger organizations into smaller components

Big Picture

A starting point for Museums Victoria to understand their interactions with other organizations

Next Steps

Remove bias from survey participants

Add weighting system to value attributes

Acknowledgments

Museums Victoria

- Carolyn Meehan, Manager Audience Insights
- Linda Sproul, Education & Community Programs Manager
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- Seth Kowal, Evaluation Officer for Audience Insights

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- Jan Molloy
- Liz Suda
- Mei Lui
- Priscilla Gaff
- Trish Christies

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- Professor Stephen McCauley

Thank You!

Any questions?

WPI