



StEPs-UT AUDIENCE MODULE

Introduction to Audience

HANDS-ON ACTIVITY #2 = 30 minutes

Brand Statement: Organizational Analysis

INSTRUCTIONS:

- 1) Divide into pairs with someone on your museum team.
 - 2) Answer the first **seven** questions below as they relate to your museum. In your discussion, note any disagreements or areas of uncertainty (15 minutes).
 - 3) Reconvene as large group. Volunteers share out answers (15 minutes) with a focus on identifying what resonates (and doesn't) with:
 - ✓ all members of each museum team
 - ✓ other StEPs participants
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Organizational Analysis

The following questions are crucial to clarifying your current market situation and driving future marketing strategies. They are by no means complete and final but they may help derive further questions that can enhance your thought process. The following questions can be answered in bullet form or in narrative form.

1. Who/What is your museum (What does it do)?

2. Who does your museum serve?

3. Why is your museum important?

4. Can another museum do what your museum does better, and/or is one doing it better already?

5. Does your museum have the resources and capability to do what it does (or wants to do) to the fullest extent? If not, why?

6. What issues are you currently facing and what can you be doing better?

7. Why should someone visit your museum? What are the benefits to your visitors?

Examples of questions that can be asked of people outside your organization:

1. How would you describe what we do?

2. What is your relationship with our museum?

3. What would you expect from a museum like ours?

4. Why are we important?