

StEPs-UT Audience Building a Marketing Plan

HANDS-ON ACTIVITY #1 = 20 minutes Organizational Analysis

Instructions:

- 1) Complete this worksheet on your own; try to be as objective as possible.
- 2) Think about how your museum communicates with its public (through your website, business cards, brochures, newsletters, paper mailings, social media, etc.).
- 3) Using what you know, answer the questions below.
- 4) When you get back to your museum, use these questions to get answers from someone inside the museum (other staff, board, etc.) AND outside the museum (members, visitors).

5)	Complete the SWOT Analysis on the next page.
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 better already?
5.	Does your museum have the resources and ability to do what it does/wants to do? 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?

Instructions:

1) Write down three to five strengths, weaknesses, opportunities, and threats for your organization

WEAKNESSES
"funding, personnel, number of programs"
runding, personner, number of programs
THREATS
"duplication of services, public policy, transition"