

# ALBUQUERQUE MUSEUM LOGIC MODEL

<b><u>Inputs – What we will invest</u></b>	<b><u>Outputs</u></b>		<b><u>Outcomes – Impact – The results we hope to see</u></b>	
	<i>Activities – What we plan to do</i>	<i>Participation – Who we want to reach</i>	<b><i>Short-Term</i></b>	<b><i>Long-Term</i></b>
<ul style="list-style-type: none"> <li>● AM (Place/Space)</li> <li>● Collections</li> <li>● Photo Archives</li> <li>● Staff</li> <li>● Intellectual Capital</li> <li>● Content</li> <li>● Context</li> <li>● Interpretation</li> <li>● Expertise</li> <li>● Leadership</li> <li>● Momentum</li> <li>● Public Service</li> <li>● Commitment</li> <li>● Time</li> <li>● Funding (City and Foundation)</li> <li>● Docents and Volunteers</li> <li>● Board/Trustees</li> <li>● Foundation</li> <li>● Donors</li> <li>● Technology</li> <li>● Brand</li> <li>● Exhibitions</li> <li>● Onsite Experiences</li> <li>● Social Networks</li> <li>● Print and online media</li> <li>● Casa San Ysidro</li> <li>● Online Programs and Exhibitions</li> </ul>	<ul style="list-style-type: none"> <li>● Build education center</li> <li>● Maintain Facilities</li> <li>● Collaborate (inside and out)</li> <li>● Innovate - be willing to experiment</li> <li>● Collections management, programs, and exhibitions</li> <li>● Balance traditional and tech</li> <li>● Create responsive programming and exhibitions</li> <li>● Involve participation</li> <li>● Public Contributions</li> <li>● Diversity, Equity, Access and Inclusion Plan</li> <li>● Strategic Plan and Accreditation</li> <li>● Serve all ages</li> <li>● Online collections and exhibitions</li> <li>● Free programs</li> <li>● School and community partnerships</li> <li>● Museum partnerships</li> <li>● New revenue streams - grants</li> <li>● Acquisitions funding</li> <li>● Facilities plans, updates and construction</li> <li>● Assess and fill staffing needs</li> </ul>	<ul style="list-style-type: none"> <li>● Visitors</li> <li>● Members</li> <li>● Online Audiences</li> <li>● Artists</li> <li>● Schools</li> <li>● Community Partners</li> <li>● Local Communities</li> <li>● Scholars</li> <li>● Curators</li> <li>● Seniors</li> <li>● Families</li> <li>● Teens</li> </ul>	<ul style="list-style-type: none"> <li>● Capture interest</li> <li>● Increase visitor comfort level</li> <li>● Attract online audiences</li> <li>● Attract younger audiences</li> <li>● Attract diverse communities</li> <li>● Serve as a center for collaboration, community, and connectivity</li> <li>● Connect people with art, history, and ideas.</li> <li>● Meet expectations of visitors and audiences</li> </ul>	<ul style="list-style-type: none"> <li>● Support life long learning</li> <li>● Community and Regional impact</li> <li>● Build and sustain a local and national following</li> <li>● Increase critical thinking skills and global awareness</li> <li>● Help build empathy</li> <li>● Advance diversity, equity, access, and inclusion</li> </ul>

Assumptions:

- Stable budgets
- Engaged Audiences
- Staff buy-in
- Museums have to do more than the traditional museum model

External Factors:

- Pandemic
- Changing demographics
- City of Albuquerque support