

DEVELOPING MUSEUM EDUCATION SESSIONS

| Benefits | Potential Pitfalls |
|---|--|
| <p>Widen our audience</p> <p>Get to know our audience</p> <p>Increase visitor figures</p> <p>Increase revenue</p> <p>Heighten museum's profile in the community</p> <p>Focus and bring together staff</p> <p>Encourage a sense of purpose</p> <p>Facilitate staff development</p> <p>Get an education policy written down</p> <p>Open up support from networks and partnerships</p> <p>Spin-off to other access issues:</p> <ul style="list-style-type: none"> • Social inclusion • Special needs groups • Events & activities • Lifelong learning • Community programmes <p>Meet targets!</p> | <p>Trying to target too wide an audience</p> <p>Don't investigate or listen to what audiences want</p> <p>Insufficient research on curricular links – waste time on unnecessary preparation</p> <p>Aims too vague</p> <p>Objectives too easy and achievable – or – too complex and demanding</p> <p>So busy trying to please teachers you forget to utilise the obvious power of the collections</p> <p>Pilot session too ambitious – confused customers – demoralised staff</p> <p>Staff spend so long on education planning and delivery, they neglect other areas</p> <p>Sessions too long, especially for P1/2 classes</p> <p>Too much direct teaching – they get enough of that at school - not enough interaction and exploratory activities</p> <p>Worksheets become an end in themselves</p> <p>Teachers are busy people – notes can be too long – sometimes they don't read them at all</p> <p>Competition from other events/attractions</p> <p>Sustainability of project – forget to tailor it to our resources</p> <p>Miss targets!</p> |