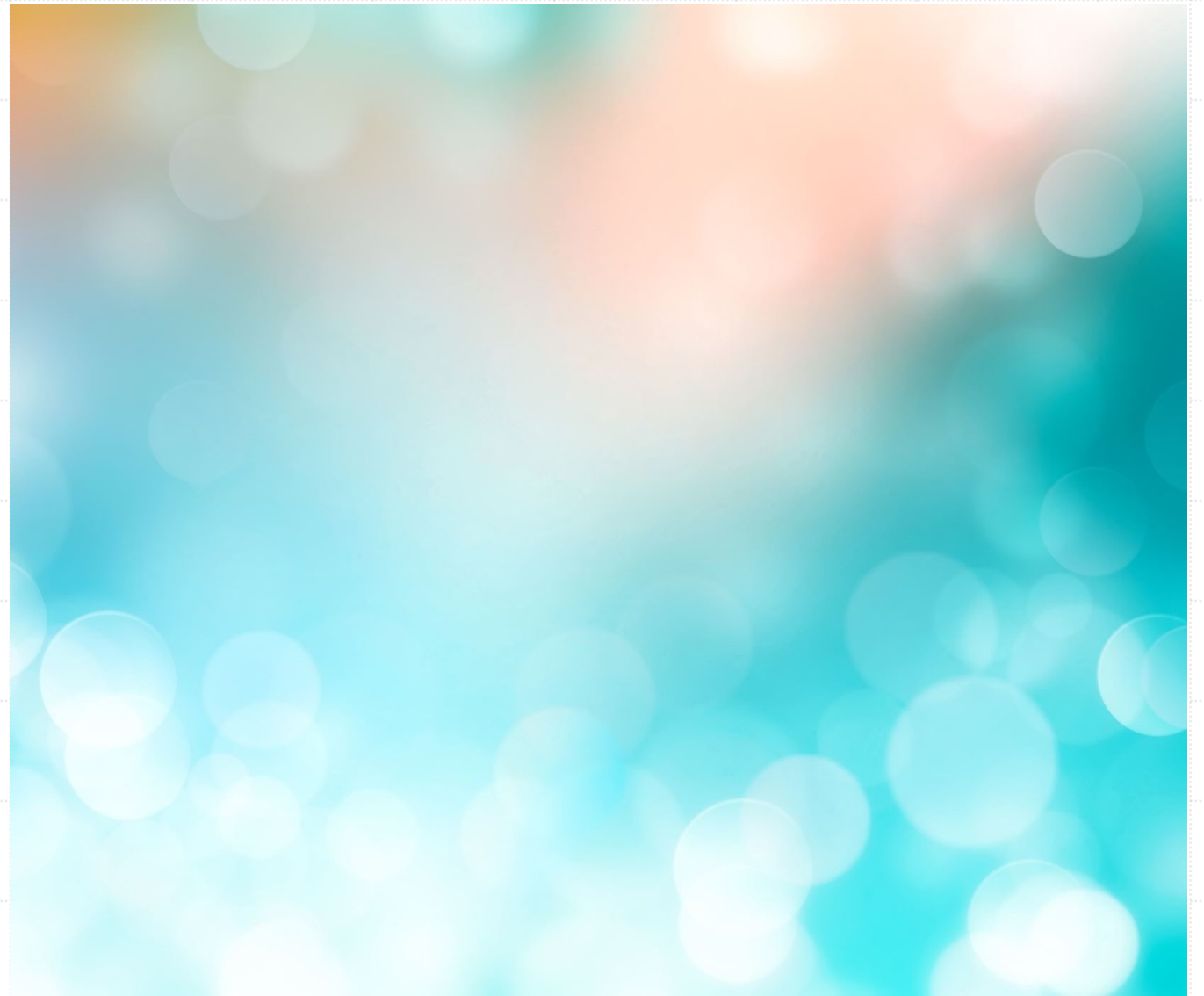




# Impact Assessment

Haggerty Museum of Art





High Mission Impact  
Low Profitability



High Mission Impact  
High Profitability

Impact ↑

Profitability →



Low Mission Impact  
Low Profitability



Low Mission Impact  
High Profitability



# HMA Proposed Program Areas

- Exhibitions - Including In-gallery Interpretation
- K-12 Programs - Art Across Curriculum, tours
- Adult Public Programs - Lectures, Gallery Talks, Concerts, Tours, etc.
- Collaborative Community Programs (including Community Days)
- Curricular Engagement with Marquette - Classes, Faculty Workshops, etc.
- Co-curricular Engagement with Marquette Students - Service Learning Students, Late Night MUSG Programs, Interns, Art Club, Other Student Clubs
- Collections Care and Management - Including Art Purchases from Restricted Funds, Fine Arts Insurance



# HMA Proposed Program Areas

- Building Care and Maintenance (Structure and Environment)
- Friends Event-driven (Unrestricted) Cultivation, Stewardship, and Contributions
- Friends Non-Event Driven (Unrestricted) Cultivation, Stewardship, and Contributions
- Unrestricted Endowment Income
- Other Unrestricted Income (Grants, etc.)
- Marquette Historic Subsidy – Excluding Maintenance and Utilities



# Proposed Criteria (Approximately Four)

- Alignment with Core HMA Mission
- Degree to Which Program Strengthens the Museum's Relationship with Marquette
- Excellence in Execution – Contributes to Knowledge Creation, Depth of Engagement
- Fills an Important Gap, Creates a Unique Role for the Museum in the Marquette and/or Milwaukee Community
- Scale



# Rank Each Program Area 1-4

- 1 – Not Much Impact
- 2 – Some Impact
- 3 – Very Strong Impact
- 4 – Exceptional Impact



# Allocate Costs and Revenue

- Direct Costs – Costs directly attributable to the program including supplies, staff, etc.
- Fair Share of Common or Shared Costs – Costs incurred by multiple programs such as office supplies, utilities, marketing, Gallery Attendants, etc.
- A Fair Share of Administrative Costs – Costs incurred by staff who devote 100% of their time to overseeing the Museum as a whole

# Sample Matrix Map (Not Ours)

