

## What's Happening with the Reinventing Accreditation Project *February 2012 Update*

### What's the status of the project?

This year AAM is focusing on technology—specifically, building the technology to support the switch from a paper-based Self-Study to a dynamic, online-based survey—one that will integrate with other data you supply AAM, such as through membership forms, Museum Benchmarking Online, and the Museum Assessment Program. We are also incorporating and developing many of the suggestions and recommendations that emerged from the February 2011 convening in Chicago as well as the earlier McKinsey & Company research<sup>\*</sup>.

*This year, the AAM staff will be:*

- Building and launching the streamlined, online Self-Study and new annual and mid-cycle reporting forms
- Developing and launching online communities and portals for participants
- Developing a formal Continuum of Excellence to support AAM Membership and Advocacy roles
- Developing partnerships with key discipline-specific associations (i.e. Association for State and Local History) to connect their standards and standards-based programs with accreditation
- Reviewing the Accreditation Commission operating structure and building long-term capacity

See the reverse for an overview of the entire project, from what's been accomplished so far to what's still to come.

### About the Online Self-Study

*Benefits to you:* shorter overall; you never see questions that don't apply to your situation; no paper; more flexibility as to when you begin/work on it.

*When:* We expect to have a beta version in late summer/early fall and the full online Self-Study ready for use by November.

*Key features and functionality:*

- Web based: access anytime, anywhere via the internet using a secure log-in
- Save your work and return to the Self-Study at your convenience
- Dynamic and "smart" with validation points and integrated help, glossary, etc.
- Live-linked to other data you have supplied AAM
- Pared down number of questions and required documents
- Questions more deliberately linked to each accreditation standard
- Upload your supporting documents in a variety of formats, and replace as necessary
- Update your data or documents in real-time
- Instantly benchmark your answers against other accredited museums' responses (in aggregate)
- Always available for updating, not just during the Self-Study year

*Other Self-Study Related Changes:* Submission Deadlines

- The museum's next Self-Study submission due date will now be included with each Accreditation Commission decision letter, rather than the date being assigned 1-2 years before

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<sup>\*</sup> Visit <http://www.aam-us.org/museumresources/accred/accredreinvention.cfm> for a copy of the convening report, and periodic updates on the reinvention project.

the Self-Study is due. This will give you greater flexibility in your planning and allow you to answer questions and revise your data/documents online over time.

**My museum is scheduled to begin its reaccreditation review in 2012—how will these changes affect the timing and process?**

You will begin your review process in the latter part of 2012. In January 2012 you will receive a letter with the 2013 due date for your Self-Study. In the early fall you will receive instructions on how to access and complete the Self-Study online.

**What about new applications? Is the program still accepting them?**

There will be an application deadline in December 14, 2012.

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**Project Overview**

*The boxes highlight the activities going on in 2012.*

**Diagnostic (2009-2010)**

- ✓ Solicited field-wide input and studied other Accreditation Program models

**Decisions (2010-2011)**

- ✓ Convened Accreditation Summit
- ✓ Established Core Principles
- ✓ Created Economic Modeling Tool
- ✓ Appointed Steering Committee
- ✓ Selected Technology Vendor

**Development (2011-2012)**

- ✓ Developed pilots for state-based Museum Assessment Program (MAP) collaborations and a MAP online community
- ✓ Established partnership with AZA

- ↻ Develop Continuum of Excellence to support AAM membership and advocacy roles
- ↻ Develop partnerships with key discipline-specific associations to link standards and standards-based programs
- ↻ Determine and build technology components for online Self-Study, process management, and user portals/communities
- ↻ Review Accreditation Commission governance structure
- ↻ Develop prototype for new process

**Delivery (2012-2013)**

- Launch revised, online Self-Study
- Develop and launch online communities
- Roll out improved Peer Review and Accreditation Commission processes and training
- Develop “Accreditation as Public Policy” strategy
- Accreditation Reinvention fully launched
- Plan for building long-term
- Develop and launch public relations campaign