

Resources for Designing and Evaluating Exhibit

Visitor Engagement and Evaluation

- Engagement Evaluations
 - ["Evaluating New England Aquarium's New Strategy for Visitor Engagement: Interpreting Our Mission for a Changing World" | informalscience.org](#) - *Evaluating New England Aquarium's New Strategy for Visitor Engagement: Interpreting Our Mission for a Changing World.*
 - [Monterey Aquarium](#) - *Effective (and Ineffective) Engagement Lessons Learned from Exhibitions & Programs with a Conservation Message*, and many more articles about evaluating visitors.
- Visitor Evaluation
 - [Guide for collecting Audience Data](#) - *Who's Coming? Respectful Audience Surveying Toolkit.*
 - [Visitor Survey for SWMP exhibit](#) - This survey was created and piloted at ACE Basin and Elkhorn Slough to evaluate their SWMP Exhibit.
- Evaluating Exhibits
 - [Exhibition Evaluation Tool](#) - *Assessing Excellence in Exhibitions from a Visitor-Centered Perspective*; a tool to be used by educators or other professionals to evaluate an exhibit.

Interpretive Planning Resources

- Interpretive Visioning and Planning Workbooks
 - [California State Parks Interpretation Planning Workbook](#) - This workbook covers Interpretation Master Plans, Interpretation Action Plans, Interpretive Prospectuses, and interpretive project and program plans. It provides guidance on research and documentation, the planning process, plan structure, and important elements to consider when developing an interpretive plan.
 - [NAI Interpretive Planning Books](#) - National Association of Interpreters lists of planning resources.
- General Resources
 - [Guidelines for Accessible Exhibition Design](#) - The Smithsonian provides this comprehensive guide to designing exhibits that are accessible to most people, including people with low sight, hearing, and wheelchair users.
 - [Universal Design for Learning Guidelines](#) - A framework to improve and optimize teaching and learning for all people based on scientific insights into how humans learn.
 - [Association of Zoos and Aquariums Info on Aquarium Conservation](#) - This website has many resources on planning and managing a live animal exhibit.
 - [Exhibition Journal](#) - A journal from the American Alliance of Museums. This edition focuses on interpreting climate change.

- [Creating an Interpretive Master Plan](#) - View sample Master Plans by Schmeeckle Reserve Interpreters.
- Wayside Signs
 - [Outdoor Exhibits](#) - Overview of the National Park Service (NPS) standards and work process.
- Example budgets and timelines
 - [The Community Issue Exhibition Toolkit — OF/BY/FOR ALL \(ofbyforall.org\)](#) - The Community Issue Exhibition toolkit is a product of the Santa Cruz Museum of Art & History's first community-driven exhibition. It contains guidelines for extensive audience engagement when planning an exhibit.
 - [Budget and timeline from California State Parks](#) - Estimated budgets and timelines for multiple types of interpretation, for example, exhibits, trails with signs, evaluation, etc.

Data Exhibits/ Information from National Estuarine Research Reserves

- NERRs SWMP exhibit photos and text available
 - [Lake Superior](#) - Link to virtual Estuarium tour and photo of exhibit panel.
 - [GTM Virtual 360 Marsh Exploration](#) - A 360-degree tour of the marsh walk outside of GTM's visitor center.
- EC Exhibit Input
 - [Feedback from EC's on exhibits](#) - Summarized information from multiple Education Coordinator interviews about their SWMP exhibits, design and effectiveness.