

Hartford Foundation Grant Application Project Work Plan – Art Museum Example



Project Work Plan

Agency Art Museum

Program Arts Appreciation for Children

Funding Period:

From 7/01/2006

To 6/30/2009

Overall Project Goal (expected improvement for specific individuals or the community):

To improve appreciation for the visual arts among school-age children.

The text within the table below can be modified using Word's regular format commands. You may insert additional rows by using the tab key or the Insert command found under the Table menu.

TARGET POPULATION OUTCOMES What outcomes or changes will take place in your target population as a result of your activities?		AS MEASURED BY How will you measure these outcomes?	ACTIVITIES What activities will you undertake to achieve these outcomes? (Include what will be offered to whom by when, specifying target numbers.)	TIMELINE When will you carry out each activity and for how long?	RESPONSIBLE PERSON(S) Who is responsible?
Long-term	Intermediate (during grant term)				
More schools use the Museum as a resource more often	School field trips and in-school Museum programs will increase by 10% each year.	Number of school field trips to Museum each year compared to previous year	The Museum will: Offer one new exhibit that is targeted to elementary school-age children...	...one new exhibit every four months	The Children's Program Director is ultimately responsible for the success of this project.
More families with school-age children will have annual memberships	Significantly more visitors will come to the Museum each year. Families with school-age children will	Number of in-school Museum programs each year compared to previous year Number of students	Market exhibits to 40 area elementary schools... Offer specialized guided tours of the exhibits for school tours...	...July-October 2006 ... throughout the school year	

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<p>More families with school-age children will be repeat visitors each year</p>	<p>increase their repeat visits to the Museum by at least 15%.</p>	<p>using the Museum as a resource compared to previous year</p> <p>Number of individual, family and corporate memberships each year compared to previous year</p> <p>Number of reduced admission fees for repeat visitors</p> <p>Brief visitor exit surveys</p>	<p>Develop and implement curricula for in-school use...</p> <p>Implement membership drive targeted at students and their families...</p>	<p>(August to May), with heaviest focus early in school year</p> <p>...throughout the year</p> <p>...throughout the year, with special focus in January and June</p>	<p>Marketing/Development</p> <p>Curatorial Staff</p> <p>Docents</p>
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