Assessment of HRI Gallery

7.1.12- 6.30.13

Objective: To develop a baseline measure of attendees in the HRI Gallery.

Goal: To increase attendees by 5 % during the 2012-2013 school year.

Specific	-Target population includes the Kean community as well as local schools -We plan to accomplish a baseline measure of attendees
Measurable	-Attendees may be calculated by docent log, as well as a visitor sign in log -A 5% change is to be expected
Achievable	-The objective is achievable within the given time frame if resources are available. -Resources include use of Kean Relations as well as Publicity throughout campus.
Relevant	-Objective is relevant.
Time-Bound	-Objective is time-bound for the 2012-2013 academic School year -7.1.12-6.30.13

Fall 2012
Jacob Landau: Holocaust Suite

Dates: September 4- December 20, 2012

Type of Exhibit: Lithographic Prints about the Holocaust and Dante's Inferno

From: This exhibition comes from the permanent collection at Monmouth University in West Long Branch, NJ.

Total Attendees	709
Total Sign Ins	125
Total Class Visits & Group Tours	23

Advocacy Quilts: A voice for the Voiceless

Dates: January 24- May 15, 2013

Type of Exhibit: Quilt projects from fifteen countries are displayed focusing on various human rights issues.

From: This exhibition comes from the Advocacy Project organization.

Total quilts= 24   Date of quilts: 2008-2012

Total Attendees	1,217
Total Sign Ins	448
Total Class Visits & Group Tours	22

Awareness

- Quilts were arranged to increase awareness

- Notifications were sent via e-mail for the Spring Reception

- NY Times NJ section article

- Satisfaction Survey will be implemented and sent via e-mail

Measurable Impact

In order to measure impact of the HRI Gallery a Qualtrics Survey consisting of 20 questions was utilized. With the implementation of the HRI Survey, the results are as followed;

Total Amount of:	FALL 2012	SPRING 2013	TOTALS
People in Gallery	709	1,217	**1926**
Class/Group Tours	23	22	**45**
People that Signed-In	125	448	**573**
E-mails	111	353	**464**
E-mails Sent (* Without duplicates)	105	343	**448**
E-mails with failure to send	*Due to complications when deciphering handwriting, and/or non-Kean users		**110**
Gathered Responses			42

Improvements/ Additional Comments

- To improve the outcome of more responses and e-mails, perhaps the usage of technology such as a tablet or kiosk can help ensure that the sign in sheet is more legible and easier to access for gathering data.

- Another tool that could help promote awareness of the Gallery and ongoing programs of functions of the HRI would be the installation of a bulletin board designated solely for the HRI outside in the library lobby.

- To gather more visitors, the HRI and Undergraduate Admissions should promote student ambassadors to visit the gallery during open-house as well as when doing tours.