

Oxford ASPIRE Events Evaluation

November 2012-March 2013



“Really got me thinking - tons of ideas”

“Appreciated the opportunity to meet other colleagues and discuss key ideas”

“Excellent format, just right. Short contributions and time for discussion and informal networking”

From November 2012-March 2013 Oxford ASPIRE delivered 6 knowledge sharing events for museum and cultural sector professionals.

Living in the Digital World: Horizon Scanning for Museums (*Digital*), November 2012

Introduction to the ASPIRE Fundraising and Philanthropy Series, December 2012

What’s in Store? Retail in Museums (*Commercial Enterprise*), January 2013

Building Communications for Fundraising Success (*Fundraising and Philanthropy*), January 2013

Does it all add up? Accounts for non-Accountants (*Managing Museums*), February 2013

Trusts and Foundations (*Fundraising and Philanthropy*), March 2013

Table 1: ASPIRE Event Attendance	
Total no. of Delegates/ Organisations (incl. repeats)	129
No. from Oxford University Museums	19
Total no. from BOB Museums	73
Total no. from outside BOB Region	37
Total no. of different Delegates	110
Total no. of different Organisations	76

Events were attended by 129 delegates from 76 different organisations.

70% of attendees were from organisation in our key Berkshire-Oxfordshire-Buckinghamshire (BOB) region, to whom we offer priority places.

Delegates also came from as far afield as Glasgow, Leeds, Sheffield, Derby, Plymouth, Exeter & Norwich.

103 delegates returned evaluation forms on their experience. Feedback was overwhelmingly positive.

- 99% of delegates rated their event experience positively (Excellent: 56.3%; Good: 42.7%). This positive feedback is reinforced by the fact that 35 delegates chose to attend more than one event.
- 99% of delegates also positively rated the event speakers (Excellent: 54.4%; Good: 44.7%).
- Over 95% of delegates also positively rated the bookings process, venue and facilities.
- Although over 50% of delegates heard about these events through ASPIRE communications (email, newsletter or Twitter), 32% of delegates attended on the recommendation of a colleague.



Fig.1: Map of regions organisations of ASPIRE Events delegates (Map from the Association of British Counties)

The aim of ASPIRE events aim to share knowledge between colleagues, allowing them to implement effective changes in their organisations. To this end we asked delegates what they would do differently in their organisation following the event.

“Get more involved in finance and budget discussion, encourage greater strategic planning and working”

“Has given rise to a possible Landfill Trust bid - brainstormed at tea break”

“I am currently weighing up the benefits of a regular giving scheme vs. a membership scheme. This session has helped to put meat on the bones of this and feed into my fundraising strategy”

“It has fired me up to think more strategically and do more planning on organisation / mission / business plan”

“Discover more about what's going on elsewhere. Better focused grant applications. Talk to staff about what we could be doing differently”

“Better planning and prioritisation, implement checklists, increased communications with colleagues”

Thanks to all our colleagues who volunteered their time to plan and deliver these events:

Jossie Austen, Senior Campaigns Executive, Oxford University Museums and Collections
Susie Billings, Senior Development Manager, Ashmolean Museum
Helen Bottomley, Development Officer, Heritage Lottery Fund
Sarah Casey, Development Officer, Ashmolean Museum
Yvonne Cawkwell, Retail Manager, Oxford University Museum of Natural History & Pitt Rivers
Jeremy Ensor, Commercial Director, Ashmolean Museum
Kate Lindsay, Manager of Engagement, Academic IT Services, University of Oxford
Emily Magnuson, Major Gifts Manager (Campaigns), Ashmolean Museum
Tess McCormick, Head of Development, Ashmolean Museum
Kath Moss, Charity Consultant, Chritchley's Chartered Accountants
Ahn Nguyen, Major Gifts Manager (Operations), Ashmolean Museum
Judy Niner, Development Partners
Andrew Noton, Head of Finance, Ashmolean Museum
Polly Nuttgens, Development Administrative Officer, Ashmolean Museum
Natasha O'Farrell, Friends and Patrons Manager, Ashmolean Museum
Jon Pratty, Relationship Manager, Digital and Creative Economies, Arts Council South East
Katherine Proudlove, Development and Communications Assistant, Modern Art Oxford
Mia Ridge, PhD Researcher in Digital Humanities, Chair of Museums Computer Group
Sue Shave, Director, Chiltern Open Air Museum
Helen Shone, Development Partners
Verity Slater, Director of Communications and Development, Modern Art Oxford