Success? What the Hell is it?
What we should think about before we start to measure it

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Success (noun)

1) the accomplishment of an aim or purpose:
   *the president had some **success in** restoring confidence*
   - attainment of fame, wealth, or social status:
     *the success of his play*
     [count noun] a person or thing that achieves desired aims or attains fame, wealth, etc.:
     *to judge from league tables, the school is a success*
     *I must **make a success of** my business*

2) *archaic* the good or bad outcome of an undertaking:
   *the good or ill success of their maritime enterprises*

Origin: mid 16th century: from Latin *successus*, from the verb *succedere* 'come close after'
Failure (noun)

1) lack of success:

   - *an economic policy that is doomed to failure*
   - *bad weather had resulted in crop failures*

2) the neglect or omission of expected or required action:

   - *their failure to comply with the basic rules*
   - *a failure of imagination*

3) the action or state of not functioning:

   - *symptoms of heart failure*
   - *a chance engine failure*
   - *a sudden power failure*
   - *business failures rose by 53%*

Origin: mid 17th century (originally as *failler*, in the senses ‘non-occurrence’ and ‘cessation of supply’): from Anglo-Norman French *failler* for Old French *faillir*
Museum (ICOM)

A museum is a non-profit, permanent institution in the service of society and its development, open to the public, which acquires, conserves, researches, communicates and exhibits the tangible and intangible heritage of humanity and its environment for the purposes of education, study and enjoyment.
permanent

- condition of a museum existence
- high expenses
- dissolution or consolidation
- brand decline or death
- planning
non-profit

- money earning
- low income as a success
in the service of society and its development

• following trends – form and content
• modern technologies and permanent exhibitions
• grants and sustainability
• change in population composition
• target groups
• appropriate communication channels
open to the public

- impregnable safe
- building full of stuffs
- no magic and absence of stories
- attendance increase
- distant and innaccesible
acquires

• museum is fundamentally greedy or insatiable
• collection is (almost)never complete
• absence of a purchase fund
• redefinition of priorities
• museum roles redefinition
• absence of acquisitions
• no sence of purchases
• not able to promote them


**conserves**

- no depository
- badly accesible collections
- another priorities
- no money
- poor registration
- bad condition
- unqualified employees
- wrong methods
researches

- no research
- collection potential
- wrong or no results
communicates & exhibits

- permanent exhibition dies
- correspondence with collections
- What we want to say?
- expert language
- non present target group
- not to exhibit
- too often
- put objects in danger
- object is not visible
- bad instalation
failures in visitor’s point of view

- I come to the museum and do not understand the exhibition
- I understood the exhibition, but I do not like it and I do not agree with opinions or interpretation contained
- I don’t like the museum generally, staff and visitors included, and I never ever come back
- I don’t feel comfortable because I do not understand texts and labels
- I expected something else
- The parking place is too far, entrance fee is too high, there was no paper at the bathroom
failures in museum point of view I.

• No-one comes to our exhibitions
• Those who come has got a free entry so we have got a low income (if this is not an intention and a preparation for a change)
• Our visitors do not understand our exhibitions
• When we succeed in attracting new visitors, we fail in attracting them again and convert them into repeated visitors
• We do not research our visitors (or possible ones), when we accidentally ask people, we noticed that most of a population does not know us and the rest does not like us
• Donators are not interested in our activities, we haven’t got anything to offer them or we don’t know what could work
failures in museum point of view II.

• Media ignore us
• Specialists do not know what’s new in our museum, and of course they don’t come
• Our founder is not interested in us
• Our staff work for us because they have got no other possibility; they are frustrated and it has got an influence to their work results
• We don’t know what is the difference between museum and other type of institution
• We don’t care what others do
• We prepared a huge campaign but no-one noticed it
• We do not meet any goals as we haven’t specified them
failures in founder’s point of view

• The museum in a long term basis presents decline of attendance and other indicators (even if results of other cultural institutions don’t confirm a general trend of decline)
• The museum is fully dependent on assigned money, it hasn’t got any extra sources and probably it doesn’t look for them
• The public is not interested in the museum
• It often has got some operational and organisational problems, staff often leaves
• It doesn’t fill in forms correctly and in time, its administration is not in order
• Directors often replace each other and no-one sent his or her application for the last competition or on the other hand the museum has got the same director for last 30 years
• The museum often changes its strategy
• When unexpectedly appears in some newspaper, the article always gives the negative impression
failures in the Czech Republic

- low quality of museum studies
- few cultural managers
- thinking about a museum
- missing right tools
- no idea who visit us

Don’t panic!
What is my museum about / for / like?

• ask important questions
• What is a success for us?
• example: success or failure?
success or failure?
Thank you.