

# Sample Stakeholder Questions.

The purpose of stakeholder conversations is to gain insight into how various people utilize your historical collections in their role(s). More importantly, you should seek to learn how they would utilize the material if digital assets were easily available to them. What would they look for? What words would they use?

## General Questions

- How do you currently utilize the collection materials? How could you see yourself using them if they were easier to access and find the information you are looking for?
- When you do use the items, what kinds of things are you looking for? Particular subjects? Images? Answers to specific questions?
- Imagine the entire collection was digitally accessible and searchable in a Google-like environment. What would you type into the search bar? What would you expect to find with these searches?
- How could you see others, both outside and within the organization as a whole, using the historical materials if they were readily available?
- Who would benefit most if your collections were fully accessible in a digital format? Why?

## Role- Specific Questions

### **For Organizational Leaders:**

- How can the collections best be utilized to assist in furthering your mission and vision?

### **For Development Teams:**

- When you engage with donors, what parts of the collections resonate most? How would you like to be able to search the collection to prepare for donor conversations?

### **For Communications/Marketing:**

- How do you use historical content in your materials? What tags do you already use when you feature historical items online?

### **For Education Teams:**

- How do you use collection content or items in your programs? What programs would you like to be able to develop if content were more readily available? How might you enhance your existing programs if content were more readily available?

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### **For Librarians/Archivists:**

- Are there any particular parts or of the collection that particularly resonate with the audiences of your collections? When people come to you with questions, what terms are most frequently used?

### **For Researchers/Students:**

- If you have questions that could be answered by a cultural collection, what are your first steps to getting that information? What is your process? When you search online, what words are most relevant to your topic of interest?

### **For Businesses:**

- What types of information are you looking for in the cultural collections for your business? How do you use this information? How can having that information affect your business?

### **For Engaged Citizens:**

- What questions do you have about the collections? Why are you asking these questions? Curiosity? To solve a community problem? To be better informed about a civic issue?



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