



Audience & Community Insights. Visitor Studies. Evaluation Capacity Building. Strategy. Organizational Change. User Experience. Visual Communication.

Kate has 15+ years of experience designing, developing, & executing evaluation to inform decision-making. She has worked with diverse organizations, stakeholders, & communities to provide creative & customized studies, committed to actionable results. In addition to evaluation, Kate provides innovative training, strategy, organizational development, & capacity building. Formerly the Director of Audience Insights at the Denver Museum of Nature & Science (2007-2013), she now consults with arts and cultural institutions to better understand visitors, staff, boards, communities, & potential audiences.

<p style="text-align: center;"><u>Evaluation</u></p> <p>Innovative exhibition, program, & services evaluation—including digital & new media Developmental approach—emergent & adaptive, attuned to dynamic systems All phases (e.g., front-end, formative, remedial, summative, & process) Qualitative & quantitative—numbers don't answer every question Customized methods, products, & presentations—emphasis on clean, visual reporting Utilization-focused—products & services to inform decision-making & change practice</p>	<p style="text-align: center;"><u>Methods & Instruments</u></p> <p>Interviews, focus groups, & community forums Surveys & questionnaires—paper, online, & mobile Human-based design—including usability testing & prototyping Observation & tracking & timing Short-term & longitudinal Bilingual/bicultural data collectors available</p>
<p style="text-align: center;"><u>Audiences</u></p> <p>Visitors & members Potential/new audiences (i.e., non-visitors) Local & regional communities & groups Staff, board, volunteers, formal, & informal stakeholders All ages (very young children to elders) Marginalized, vulnerable, & high-risk populations</p>	<p style="text-align: center;"><u>Strategy, Leadership, Training, & Planning</u></p> <p>Strategic visioning & planning Organizational, staff, & board development Measurable goals, inputs, outputs, & outcomes Logic models & theories of change Resource & capacity building Grant writing</p>

Professional Experience

2010 to Present

Founder & Principal, ExposeYourMuseum LLC

Denver, Colorado

- Select client list: Chicago Zoological Society, Cleveland Museum of Natural History, Dallas Art Museum, Denver Botanic Gardens, ECHO Lake Aquarium & Science Center, Great Lakes Science Center, History Colorado Center, Historic Hudson Valley, Minneapolis Institute of Art, Winston-Salem Children's Museum
- Collaborators/partners: Garibay Group, Inc.; VernerJohnson & Associates; Economic Stewardship, Inc.; Museum Insights; Wolf Consulting; BreadLoaf Architects; ConsultEcon, Inc.; John Falk & Institute for Learning Innovation; Institute of Museum and Library Services

2007-2013

Director of Audience Insights, Denver Museum of Nature & Science

Denver, Colorado

2005-2007

Research Associate, American Humane Association

Englewood, Colorado

2004-2005

Case Coordinator, CASA (Court Appointed Special Advocate): Advocates for Children

Aurora, Colorado

2004

Youth Prevention Education Coordinator, MESA: Moving to End Sexual Assault

Boulder, Colorado

2001-2003

Senior Coordinator, Witness Service, National Association of Victim Support Schemes (NAVSS)

London, England

Fall 1999, Summers 2000 and 2001

Research Assistant/Analyst, FBI's National Center for the Analysis of Violent Crime (NCAVC)

Quantico, Virginia

Select Publications (listed under former name, Tinworth)

- Tinworth, K. (2015). Relics of the Past +People of the Past = Innovation for the Future:Denver Museum of Nature & Science's Enactor Program. In S.D. Tunnicliffe & A. Scheersoi (Eds.), *Natural History Dioramas: History, Construction and Educational Role* (pp. 227-242). New York: Springer
- Tinworth, K. (2014). Museum Outsiders on the Value of an External Lens. In L.M. Melber (Ed.), *Teaching the Museum" Careers in Museum Education* (pp. 17-21). Washington, DC: The AAM Press

Presentations and Workshops (many listed under former name, Tinworth)

- American Association of Museum (AAM) Conferences: 2008, 2009, 2010, 2011, 2012, 2015
- American Evaluation Association (AEA) Conferences: 2008, 2009, 2010, 2011, 2012, 2013, 2014
- Association of Science-Technology Centers (ASTC) Conferences: 2010, 2012, 2013, 2014, 2015
- Museum Computer Network (MCN) Conference: 2011, 2013
- Visitor Studies Association (VSA) Conferences: 2008, 2009, 2010, 2011, 2012, 2013, 2015

Professional Affiliations

- Program Chair for AEA's Data Visualization and Reporting topical interest group, 2016-present
- VSA Board Member 2011-2013; vice-chair of VSA's Professional Development Committee, 2009-2013; awards subcommittee chair, 2009-2015
- Co-Chair for AEA's Arts, Culture, and Audiences topical interest group, 2011-2013
- Secretary of AAM's Committee for Audience Research & Evaluation (CARE), 2010-2011

Education

Masters of Science, 2001

University of Liverpool; Liverpool, England

Investigative & Forensic Psychology

Bachelor of Arts, 2000

New York University; New York, NY

Psychology & Criminology (summa cum laude)