



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

Kate has 15+ years of experience developing & executing strategies to inform decision-making. She has worked with diverse organizations, stakeholders & communities to provide creative & customized evaluations, committed to actionable results. In addition, Kate is an executive & leadership coach, provides innovative training and facilitation, and develops strategy, organizational development & capacity building. Formerly the Director of Audience Insights at the Denver Museum of Nature & Science, she now partners with mission-driven arts and cultural institutions to better serve visitors, staff, boards, communities & potential audiences.

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| <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>Coaching, Strategy, Training & Planning</u></p> <p>Executive & Leadership Coaching Strategic visioning & planning Organizational, staff & board development Logic models & theories of change; measurable goals, inputs, outputs & outcomes 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, Field Museum, Great Lakes Science Center, History Colorado Center, Historic Hudson Valley, Minneapolis Institute of Art, San Francisco Museum of Modern 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 (before summer 2015 listed under former name, Tinworth)

- American Association of Museum (AAM) Conferences: 2008, 2009, 2010, 2011, 2012, 2015, 2017
- American Evaluation Association (AEA) Conferences: 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2016, 2018
- Association of Science-Technology Centers (ASTC) Conferences: 2010, 2012, 2013, 2014, 2015, 2016, 2017
- Museum Computer Network (MCN) Conference: 2011, 2013, 2016, 2017
- Visitor Studies Association (VSA) Conferences: 2008, 2009, 2010, 2011, 2012, 2013, 2015, 2016, 2018

Professional Affiliations

- Program Chair for AEA's Data Visualization and Reporting topical interest group, 2016-2018
- 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)