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**BSI Standards Publication**

## **Information and documentation — Key indicators for museums**

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## National foreword

This British Standard is the UK implementation of ISO 21246:2019.

The UK participation in its preparation was entrusted to Technical Committee IDT/2/15, Library and publishing statistics.

A list of organizations represented on this committee can be obtained on request to its secretary.

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© The British Standards Institution 2020  
Published by BSI Standards Limited 2020

ISBN 978 0 539 02404 3

ICS 01.140.20

**Compliance with a British Standard cannot confer immunity from legal obligations.**

This British Standard was published under the authority of the Standards Policy and Strategy Committee on 31 January 2020.

### Amendments/corrigenda issued since publication

Date	Text affected
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First edition  
2019-11

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## **Information and documentation — Key indicators for museums**

*Information et documentation — Indicateurs clés des musées*



Reference number  
ISO 21246:2019(E)

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CH-1214 Vernier, Geneva  
Phone: +41 22 749 01 11  
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Published in Switzerland

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## Contents

Page

<b>Foreword</b> .....	<b>iv</b>
<b>Introduction</b> .....	<b>v</b>
<b>1 Scope</b> .....	<b>1</b>
<b>2 Normative references</b> .....	<b>1</b>
<b>3 Terms and definitions</b> .....	<b>1</b>
<b>4 Functions and quality aspects of museums</b> .....	<b>11</b>
4.1 Core functions of museums.....	11
4.1.1 Collecting.....	11
4.1.2 Preserving.....	11
4.1.3 Exhibiting (Presenting).....	11
4.1.4 Educational activities.....	12
4.1.5 Research.....	12
4.1.6 Management.....	12
4.2 Quality aspects of museums.....	12
<b>5 Key indicators for museums</b> .....	<b>13</b>
5.1 General.....	13
5.2 Criteria for museum indicators.....	13
5.3 Use of museum indicators.....	14
5.4 Selection of museum indicators.....	14
5.5 Comparability of results.....	14
5.6 Descriptive framework.....	15
5.6.1 General.....	15
5.6.2 Name.....	15
5.6.3 Background.....	15
5.6.4 Objective of the indicator.....	15
5.6.5 Scope.....	15
5.6.6 Definition of the indicator.....	15
5.6.7 Method.....	15
5.6.8 Interpretation and use of results.....	16
5.6.9 Source(s).....	16
<b>6 List of key indicators for museums</b> .....	<b>16</b>
6.1 General.....	16
6.2 Museum functions and key indicators.....	16
6.2.1 Collections.....	16
6.2.2 Exhibitions.....	16
6.2.3 Digitization.....	17
6.2.4 Visits/Visitors/General awareness.....	17
6.2.5 Educational activities and events.....	17
6.2.6 Research.....	17
6.2.7 Management.....	17
6.3 List of key indicators for museums.....	17
<b>Annex A (normative) Description and calculation of indicators</b> .....	<b>20</b>
<b>Annex B (informative) Checklist of additional information for the quality assessment of museums</b> .....	<b>66</b>
<b>Bibliography</b> .....	<b>68</b>

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## Foreword

ISO (the International Organization for Standardization) is a worldwide federation of national standards bodies (ISO member bodies). The work of preparing International Standards is normally carried out through ISO technical committees. Each member body interested in a subject for which a technical committee has been established has the right to be represented on that committee. International organizations, governmental and non-governmental, in liaison with ISO, also take part in the work. ISO collaborates closely with the International Electrotechnical Commission (IEC) on all matters of electrotechnical standardization.

The procedures used to develop this document and those intended for its further maintenance are described in the ISO/IEC Directives, Part 1. In particular, the different approval criteria needed for the different types of ISO documents should be noted. This document was drafted in accordance with the editorial rules of the ISO/IEC Directives, Part 2 (see [www.iso.org/directives](http://www.iso.org/directives)).

Attention is drawn to the possibility that some of the elements of this document may be the subject of patent rights. ISO shall not be held responsible for identifying any or all such patent rights. Details of any patent rights identified during the development of the document will be in the Introduction and/or on the ISO list of patent declarations received (see [www.iso.org/patents](http://www.iso.org/patents)).

Any trade name used in this document is information given for the convenience of users and does not constitute an endorsement.

For an explanation of the voluntary nature of standards, the meaning of ISO specific terms and expressions related to conformity assessment, as well as information about ISO's adherence to the World Trade Organization (WTO) principles in the Technical Barriers to Trade (TBT), see [www.iso.org/iso/foreword.html](http://www.iso.org/iso/foreword.html).

This document was prepared by Technical Committee ISO/TC 46, *Information and documentation*, Subcommittee SC 8, *Quality — Statistics and performance evaluation*.

Any feedback or questions on this document should be directed to the user's national standards body. A complete listing of these bodies can be found at [www.iso.org/members.html](http://www.iso.org/members.html).

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## Introduction

This document provides guidance to the museum community on the use of key museum indicators. It specifies the requirements of a key indicator for museums and establishes a set of indicators to be used by museums of all types.

Some of the indicators included in this document are already in use by museums, or have been proposed in recent museum literature. Other indicators have been taken from library standards and adapted to the requirements of museums. [Annex A](#) describes the key indicators that have been found useful for quality assessment of museums. The data specified in [Annex B](#) can be used for complementing and supporting the information gained by using the key museum indicators, though they are not in themselves such indicators. This document has been developed in close cooperation with the International Council on Museums (ICOM) and takes advantage of, particularly, the work of the European Group on Museum Statistics (EGMUS).

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# Information and documentation — Key indicators for museums

## 1 Scope

This document specifies a set of key indicators for assessing the quality of museums:

- for the purpose of strategic planning and internal management of museums;
- for reporting to stakeholders such as funding institutions, policy makers, or the public;
- to promote the museums' role and value for learning and research, education and culture, social and economic life;
- for comparing results over time and between museums.

The aim of this document is to provide a selection of key indicators applicable to a wide range of museums. It is recognized that not all indicators are pertinent for each individual museum category or each individual museum. Limitations on the applicability of individual indicators are listed in the scope clause of the description of each indicator (see [Annex A](#)).

This document is not intended to exclude the use of other indicators not specified in it.

## 2 Normative references

There are no normative references in this document.

## 3 Terms and definitions

For the purposes of this document, the following terms and definitions apply.

ISO and IEC maintain terminological databases for use in standardization at the following addresses:

- ISO Online browsing platform: available at <https://www.iso.org/obp>
- IEC Electropedia: available at <http://www.electropedia.org/>

### 3.1 accessibility

ease of reaching and using a service or facility

[SOURCE: ISO 11620:2014, 3.2]

### 3.2 accession

addition  
formal act of entering an object into the collections of a museum

Note 1 to entry: Once an object has been accessioned, it has a status beyond that of merely being the property of the organization and can only be disposed of by referring to the governing body of the organization, e.g. the trustees or director.

[SOURCE: ISO 18461:2016, 2.5.1]