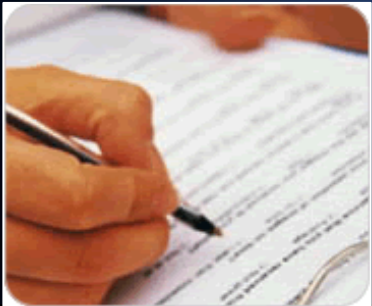


Visitor Studies 101: Understanding Audiences

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Outline



- ⊕ A. “Visitor Studies” & “Evaluation”
What does that mean? : Ellen Giusti
- ⊕ B. Evaluation planning: Randi Korn
■
- ⊕ C. Making Sense of Visitor Data
for Yourself and Others : Steve Yalowitz
- ⊕ D. Questions & Answers: Audience & Panel!

SESSION NOTES, INCLUDING A BIBLIOGRAPHY AND WEB RESOURCES,

ARE ON THE CARE WEBSITE: [http:// www.care-aam.org/](http://www.care-aam.org/)