

Outreach, education and research key performance indicators – Lloyd’s Register Foundation Heritage & Education Centre

Objectives – what the project aims to do	Outputs – A project’s activities, services & products	Outcomes – What will change?	Outcome indicators – How will you measure the change?	Impact – What is the ultimate benefit to society in line with the Foundation’s charitable purpose?
<ol style="list-style-type: none"> 1. Increase engagement with Heritage & Education Centre (HEC) materials to reach a global audience 2. Target a new demographic 3. Inspire the next generation 4. Support the work and aims of the Lloyd’s Register Foundation 5. Maximise the HEC resources educational potential by using new technologies 6. Innovative use of the collections 	<ul style="list-style-type: none"> • Encourage research that utilises and explores our online and physical collections in new and exciting ways • Downloadable and accessible content on HEC collections • Develop key educational themes that can be used as tools • Collaboration with other institutions to create exhibitions, events, research, workshops and educational programmes • Utilising new technologies such as Virtual Reality (VR), Augmented Reality (AR) and corpus linguistic tools that can be accessed online and shared globally • Developing our social media, research and digital output • Celebrating our global Lloyd’s Register family • Material to support interactive, collaborative and engaging exhibitions • Events including lectures, tours, educational visits 	<ul style="list-style-type: none"> • Increased depth, understanding and use of HEC collections by adding value through research • Greater awareness and appreciation of the collection • Innovative ways of using and showcasing the collection • Leading the way with using new technologies in heritage outreach and engagement • Reaching new global audiences • An increased number of digital engagements • Increase in the number of people using and engaging with the HEC collections, both physically and digitally • An increased public understanding of the work of the Lloyd’s Register Foundation • Collaboration with other national and international institutions • Becoming an integral part of the heritage and maritime history networks and exploring new ones 	<ul style="list-style-type: none"> • Peer reviews of research • Recording monthly social media and digital engagements and activity • Recording the number of people that attend exhibitions, events, workshops and visits • Conduct online surveys • Feedback surveys to ascertain the success of events through understanding, issues, enjoyment, and public knowledge of the work of the Lloyd’s Register Foundation • Number of journals and other outputs for research and the measuring the scope of these in terms of distribution and readership • Developing and tracking new and relevant indicators 	<ul style="list-style-type: none"> • Enhance public understanding in marine and engineering science, technology and history • A more fully informed, wider audience delivering societal benefit • Inspiring interest within the next generation • Maximise the impact of Lloyd’s Register Foundation research and other activities for the wider benefit of society • The preservation of the Heritage & Education Centre’s unique and important collection • Becoming a globally recognised institute for maritime history • Becoming a leader in new and innovative ways of presenting and using heritage collections