

1. Project Description(s): The project will be working with the Museum of Natural and Cultural History to implement QR codes in some of their programming.

2. Project Goal (long term outcomes): For the term the project will mainly focus on the MNCH courtyard to provide additional information on courtyard labels. Long term goals are to use QR codes in a mock up for formative evaluation for their Explore Oregon exhibit.

3. Objectives (specifics of what comprise the goal): The goal is to learn more about QR codes and how to use them to provide more information to the person who scans them. It will also be important to learn about QR code reader programs and how they function.

4. Strategies (How are you planning to meet the goals): To meet these goals, I plan on researching how QR codes work and how to create them. Factor in points of access for individuals with the information.

5. Tactics (Specific activities tied to the strategies to meet the goals): Determine if all of the labels will have a QR code attached to them. Determine what type of information and how it will be presented when you scan the code (textual, video, etc.). Development of a site (perhaps wordpress) that will store the information related to the QR codes.

6. Evaluative Standards (List anticipated means for measuring that the goals are met): To measure the effectiveness of using these codes, we will take a blended approach. In terms of qualitative data, we can count that amount of codes that were scanned and the frequency of scanning. We also can elicit feedback from people in some sort of survey.