From the Museum Education Principles and Standards, edited by the American Association of Museums:

- “Museum educators are specialists who help museums fulfill their educational mission.”
- “Museum educators have knowledge of and respect for the audiences their museums serve.”
- “Museum educators use interpretive practices that acknowledge the variety of cultural, scientific, and aesthetic points of view that contribute to visitors’ understanding.”
- Museums are asked “[c]ollect data from visitors and non-visitors to determine the best education services to meet their needs and interests.”