

# M4A Host Site Application

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## Start of Block: Instructions

Thanks for your interest in participating as a host museum for the Museums for All Visitor Study. Please complete this application.

Our team will begin reviewing applications starting on June 3, 2024, and will be in touch with selected museums soon thereafter.

If you have questions or need assistance, please contact our Project Manager at [kanelson@thanksgivingpoint.org](mailto:kanelson@thanksgivingpoint.org).

## End of Block: Instructions

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## Start of Block: Consent

## **Introduction**

Please read the consent information below regarding participation in the Museums for All Impact (M4A Impact) study and select yes or no at the end.

This research is being conducted by Thanksgiving Point Institute in partnership with Regnier Family Wonderscope and the Santa Cruz Children's Museum of Discovery. The research questions we are seeking to answer are:<

1. What is the influence of museum experiences on visitors who attend as part of a subsidized/an income qualified admission program?
2. How does participating in Museums for all Contribute to a museum's ability to serve a diverse community?

## **Procedures**

You will be asked to recruit visitors to take a survey. Our sample goal from each host museum is a total of 60 completed surveys, including 30 completed by visitors who enter your museum with the Museums for All admissions program, and 30 completed by visitors who enter as general admission visitors. Survey distribution will take place between August 2024 and June 2025.

You will also be asked to participate in a 90-minute focus group with other host sites to discuss your museum's IDEA goals and how the Museums for All program contributes to the implementation and achievement of those goals. These focus groups will take place early in 2025.

## **Confidentiality**

Thanksgiving Point may use anonymous quotes or other responses from the focus groups in the final report and in potential publications. Any personal or institutional information will be kept confidential and stored on Thanksgiving Point's protected networks.

## **Participation**

Your participation in the study is voluntary. You may withdraw at any time or refuse to participate entirely. There will be no penalty if such actions are taken except that you will forfeit your opportunity for the stipend. Compensation Applicant museums selected as host sites for the study will receive a stipend of \$450 to participate. There are no requirements on how this stipend should be used, but we anticipate it will offset wages for training and survey distribution.

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I am over 18 years of age.

Yes

No

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I have read and agree to the above consent and desire to participate in the M4A Impact study being conducted by Thanksgiving Point Institute.

Yes

No

**End of Block: Consent**

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**Start of Block: Museum Information**

What is your museum's name and location?

Museum name: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip code: \_\_\_\_\_

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What is your peak season admission cost for an adult?

\_\_\_\_\_

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How many people in total visited your museum in 2023?

\_\_\_\_\_

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How many people visited your museum in 2023 as part of Museums For All?

\_\_\_\_\_

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How long has your museum been participating in Museum for All?

\_\_\_\_\_

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Do you offer other kinds of income qualifying access programs?

Yes

No

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Please indicate how many full-time and part-time paid staff are currently employed at your museum.

- 0-1
  - 2-5
  - 6-15
  - 16-30
  - 31-50
  - 51-70
  - 71-100
  - 101-150
  - 151-200
  - 201+
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Do you have a dedicated research/evaluation staff member or team?

- Yes
  - No
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<What is your museum's operating budget?

- Under \$250,000
- \$250,000-\$499,999
- \$500,000-\$2,999,999
- \$3,000,000-\$4,999,999
- \$5,000,000-\$14,999,999
- \$15,000,000+

Select the focus/content area(s) of your museum.

- Anthropology museum
- Arboretum/Botanical Garden/Public Garden
- Ethnically/Culturally/Tribally Specific Museum
- Nature Center
- Hall of Fame
- History Museum
- Historical House
- Historic Site/Landscape
- Science/Technology Center/Museum
- Military Museum/Battlefield
- Planetarium
- Children's or Youth Museum

- Art Museum/Center/Sculpture Garden
  - Natural History/Natural Science Museum
  - Zoo/Aquarium/Wildlife Conservation Center
  - Presidential Library/Museum
  - Specialized Museum
  - Visitor/Interpretive Center
  - Other, please explain
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Museum website URL (if you have one)

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**End of Block: Museum Information**

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**Start of Block: Organizational Commitment and Interest**

Why is your museum interested in participating in the Museums for All Visitor Study?

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What challenges do you foresee in participating in the M4A Impact study?

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What information about your visitors do you currently collect? This includes any evaluations, participant surveys, or information collected at admissions.

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Points of contact from your museum:

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Person 1 (Required):

First and last name: \_\_\_\_\_

Title: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

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Person 2 (Optional):

First and last name: \_\_\_\_\_

Title: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

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If your museum is accepted to participate in the M4A Impact study, you are agreeing to the following terms (to proceed you must select each statement):

Your director or authorizing agent will be required to sign an Memorandum of Understanding of your participation in the study

Recruit enough visitors such that at your site completed surveys are submitted for 30 Museums for All visitors and 30 general admission visitors.

Participate in a 90-minute focus group to discuss your museum's IDEA goals and how the Museums for All program contributes to the implementation and achievement of those goals.

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Please upload a letter of support from your Executive Director or Board President.

**End of Block: Organizational Commitment and Interest**

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