

How It All Works in Three Easy Steps!

1. Host Sites Recruit Visitors

Option 1: Fliers

- a) The QR code will take the visitor to a form explaining the project and asking for their email address or phone number.
- b) Remember there are two fliers – one for M4A visitors and one for General Admission visitors (see code in bottom corner). They look the same, but the QR codes are different to help us know which survey to send.
- c) The Research Team will send the survey to visitors who enter their email.

Option 2: Email

- a) Option 2a. Research Team sends survey invitation with emails provided by Host Museum.
 - i) The visitor must be informed that their email address will be shared for the purposes of this study only.
 - ii) Provide two lists to the Research Team: one for Museums for All visitors and one for General Admission visitors.
- b) Option 2b. Host Museum sends emails directly to their visitors.
 - i) Use the templated language included in the resources section of this website.
 - ii) The email invitation should go only to daily visitors during the study period – not to existing mailing lists.
 - iii) The email invitation should be in an email dedicated to this purpose – not one of several items in newsletter or post-visit email.
 - iv) Be certain to send the correct invitation based on admission type!

2. Visitors Take the Surveys

We are using Qualtrics to distribute the survey and collect responses.

3. Research Team Takes it From Here!

- a) We will send incentives to respondents who complete the survey.
- b) We will send you bi-monthly updates on your survey numbers.
- c) We will share anonymized survey response data for your Museum when 30 of each survey have been completed for your Museum.
- d) We will share aggregated data and send stipends at the conclusion of all data collection (anticipated June 2025).