



Welcome

HOST MUSEUM
TRAINING

Agenda

Introductions

Project Overview

Survey Development

Survey Distribution

Q&A

Meet The Research Team

Garrett Stone



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Project PI

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Research Assistant

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Project Partner

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Director of Program Development and Evaluation, The Regnier Family Wonderscope

Project Partner

Advisory Team

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Program Manager of Special Initiatives
Association of Children's Museums

Project Evaluator | Sarah Cohen, Principal Consultant, Aurora Consulting



THE CHILDREN'S MUSEUM OF THE UPSTATE

PLAYING LEARNING GROWING
Children's Museum of Oak Ridge

Tampa Museum of Art

SMUD MSCC MUSEUM OF SCIENCE AND CURIOSITY



OLBRICH BOTANICAL GARDENS

expERIENCE CHILDREN'S MUSEUM
Create. Explore. Imagine. Play!



Lynn Meadows Discovery Center For Children

30 1994 - 2024
North Dakota's Gateway to Science

Family Museum
Play and learn together

HERITAGE MUSEUMS & GARDENS

NATURAL HISTORY MUSEUM OF UTAH
Rio Tinto Center | University of Utah

museum of discovery

Sciencenter
Ithaca, New York

CORNING MUSEUM OF GLASS

OAKLAND MUSEUM OF CALIFORNIA

CLYFFORD STILL MUSEUM

scm Seattle Children's Museum

Kaleideum
LEARNING REIMAGINED

Franklin Park Conservatory and Botanical Gardens

children's MUSEUM + THEATRE of maine



the children's museum in oak lawn

MoPOP
MUSEUM OF POP CULTURE

Adventure!
CHILDREN'S MUSEUM

INTREPID MUSEUM

Seneca Park Zoo

the nat | **SAN DIEGO NATURAL HISTORY MUSEUM**

Molly Brown House Museum

Project Overview

2021

Thanksgiving Point wanted to know the impact of the Museums for All program on participants

What there was at the time:

- Evaluation report from Aurora Consulting
- Visitor numbers
- Anecdotes from participating museums related to their visitors

What we did:

- Survey in English & Spanish
- Fliers at front desks with QR code
- Guest Services staff invited visitors to take the survey

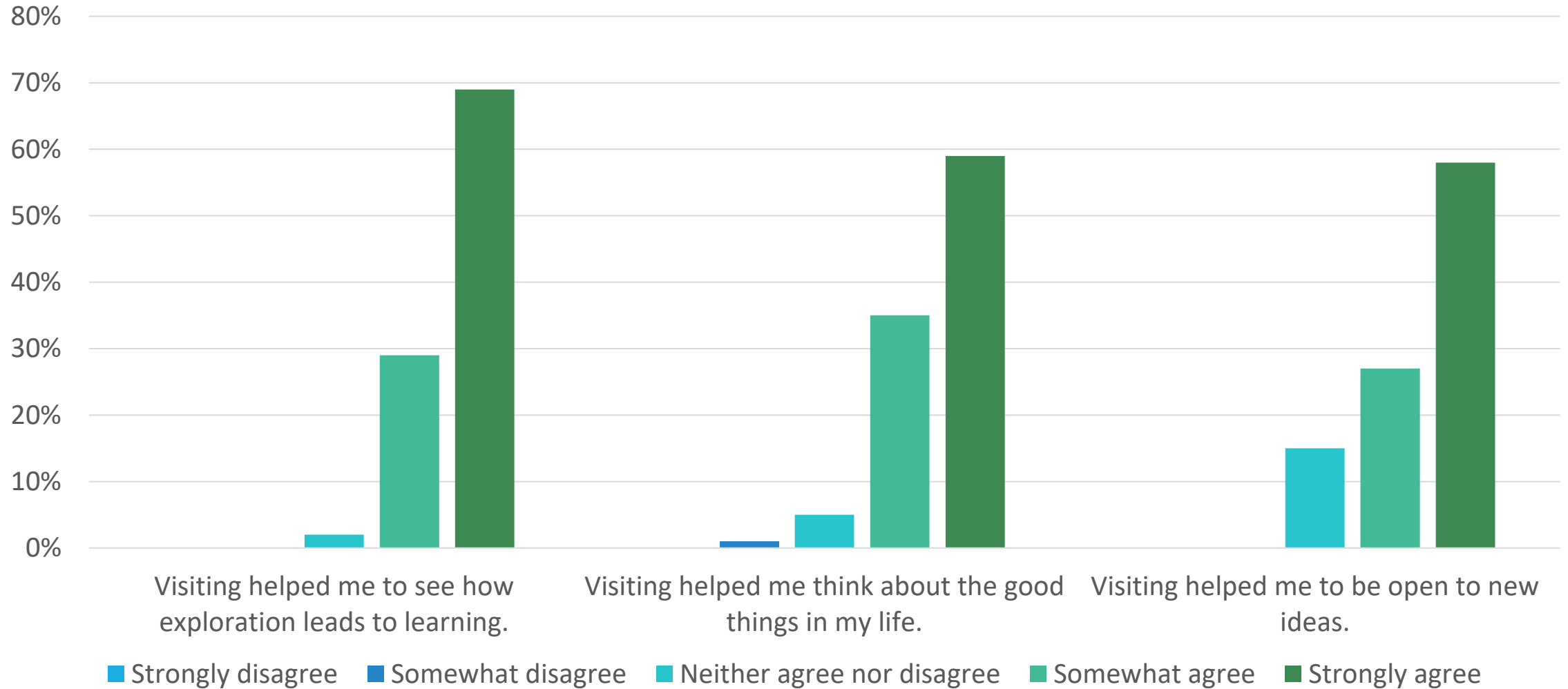
2022

Collaboration with Santa Cruz Children's Museum of Discovery & Regnier Family Wonderscope

2023

Awarded IMLS National Leadership Grant

Social Impact Questions



Open Ended Responses

Please explain why you gave that rating? (NPS)

Please tell us what you remember most about today's (or your most recent) visit.

Anything else you would like to tell us?

I appreciate the kind worker that helped me at the welcome desk. I didn't catch her name but she was very welcoming. She made me want to come back again and again. **Thank you for encouraging learning and making me feel like I'm doing the best thing I can for my son.**

I'm so grateful for the WIC program allowing me to come! It's too expensive for me and many of my friends. But with this WIC program I am capable of bringing lots of family, friends, and my kids. Thank you! Each museum is extremely interactive and educational. It gets me out of the house and gets the kiddos learning and healthily engaged. And there's always lots of kids so **it's a perfect opportunity for my 1 year old to socialize.** I love this program and (the Museum)!

Thank You very much!! It is always fun & heart warming to witness people have **experiences for the first time. We learn or notice or learn something new each time we visit!**

Thank you for making it affordable to visit. **This was the first time in the last year that we could afford to visit a museum.**

Research Questions

Using Museums for All as a case example, this research seeks to understand the impact of an income-qualifying museum admissions programs on both visitors and museums.

1. What is the influence of museum experiences on visitors who attend as part of a subsidized/an income-qualified admission program?

- a. What benefits do they perceive from visiting?
- b. How does the experience of Museums for All visitors compare to the experience of general admission visitors?
- c. Are other barriers to attendance mitigated by a program to reduce the cost barrier?
- d. What is the impact of visits on familial relationships among Museums for All visitors?
- e. What is the impact of visits on Museums for All visitors' intentions to continue visiting museums in the near future?

2. How does participating in Museums for All contribute to a museum's ability to serve a diverse community?

- a. How do general and this survey demographics differ?
- b. Are museum staff more intentional in IDEA practices as they implement Museums for All?

Year 1

Consultation with
advisors, evaluators,
community partners
Survey Development
Host Site Cohort
Recruiting

Year 2

Survey Deployment
(September 2024-June 2025)
Host Site Cohort Focus
Groups *(September 2024)*
Data Analysis Begins

Year 3

Data Analysis Continues
Reporting
Development of support
materials

Expectations

EXPECTATIONS OF RESEARCH TEAM

- Build and manage the research survey that participants will take after visiting the museum.
- Design and share digital versions of visitor recruitment materials.
- Communicate with the museum about survey completion rates.
- Support the host museum cohort with regular email updates, monthly “hang outs,” resource website.
- Issue an incentive of \$5 Amazon electronic gift card to each museum visitor who completes the survey.
- \$450 stipend paid out in June 2025.
- Share raw data of survey responses from visitors to your Museum.
- Develop a comparative report of aggregated data to share with all participating host sites and the museum field.
- Acknowledge all host sites’ participation in presentations and publications.

EXPECTATIONS OF HOST MUSEUMS

- Participate in a 90-minute training session (late July/early August 2024).
- ~~Your director or authorizing agent will sign a Memorandum of Understanding for your participation in the study (August 2024).~~
- Recruit enough visitors at your site such that surveys are completed for 30 Museums for All visitors and 30 general admission visitors (August 2024-June 2025).
- 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.
 - September 25th, 27th, 30th (select one date to attend)

Survey Design & Development

The **MEASURE** Approach

- **M**ake the purpose and rationale clear
- **E**stablish empirical framework
 - Wrote the grant narrative
- **A**rticulate theoretical blueprint
 - Explored existing measures of the constructs we were interested in.
- **S**ynthesize content and scale development
 - Core team review
- **U**se expert reviewers
 - Academic advisors
 - Feedback from our friends at SNAP and WIC
 - Piloted with visitors
- **R**ecruit participants
- **E**valuate validity and reliability

Received IRB exemption

Survey Constructs

Barriers

- Cultural: “I felt welcome here”
- Logistical: convenience of getting to the museum
- Financial: cost of entry, food, parking, etc.

Intentions

- To recommend the museum
- To return to a museum

Benefits

- Learning
- Entertainment
- Strengthened relationships

Demographics

Museums For All Visitors Survey Preview:

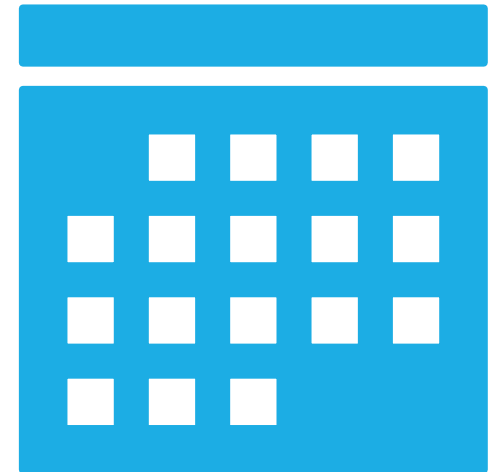
https://thanksgivingpoint.az1.qualtrics.com/jfe/preview/previewId/0ce842ef-4692-49b4-a1b2-c322d052ec30/SV_0cDkoUCeqfpTWF8?Q_CHL=preview&Q_SurveyVersionID=current

Let's see the survey!

Survey Distribution | Schedule

Schedule

- 10 months to complete the process. Between August 2024 and June 2025.
- You can start whenever you have all the pieces in place
 - Branded fliers
 - Access to the proper translations for your community
 - Prepared front desk staff



Survey Distribution | Goals and Tracking

You are aiming for 30 *complete* surveys from Museums for All visitors *and* 30 *complete* surveys from general admissions visitors.

Research team tracks completed surveys and advises museum when numbers are reached. Close survey for individual museums when they reach the 30/30 goal.

We will send updates 2X/mo and let you know your completed survey count for each group

Survey Distribution | Getting to 30/30

Depending on the number of people flowing through your museum, getting to your 30/30 goal may take a couple of weeks or several months.

You may also want to take seasonal visitation rates into consideration (when are you busiest?)

You will have many, many abandoned surveys

The research team will send reminders to people who start, but don't complete the process

Survey Distribution | Beyond 30/30

You are welcome to continue collecting responses to build up your own data set for the entire 10 months.

- You will need to notify the TGP team that you would like to keep your survey active beyond the 30/30 target
- You will be responsible for survey incentives past the 30/30 target.

Survey Distribution | Visitor Recruiting

Front Desk hands out fliers w/ QR code while visitor is buying admission.

- One flier for M4A, one for Gen Admission
 - Research Team will provide a digital copy of fliers that you should plug your museum logo into.
 - They will look identical to the visitor—the idea isn't to make a fuss out of which survey is being handed to each group. They don't need to know there are different target groups—it will just feel like everyone 'buying' admission is being invited to the survey.
- QR code leads to single question survey asking for email or phone (for text)
- Some museums may elect to have the visitor scan the QR code right at the front desk and input their email/ phone number at that moment rather than handing out a flier.

Survey Distribution | Visitor Recruiting

- **Front Desk Staff who will participate in recruiting should be trained in an elevator pitch.**
 - We will provide some sample scripts as well as some basic videos of front desk staff interacting with visitors and inviting their participation. This will include:
 - The basic purpose of the study they are agreeing to
 - What happens when they scan the QR Code
 - Information about the incentive for a completed survey (a \$5 Amazon card).
- **The research team sends survey link the next business day. (*AFTER the visit*)**
 - \$5 Amazon card for all who complete the survey (handled by the research team)

Survey Distribution

Suggested approach (video)

- Variations?

Resources for you front-of-house staff

- Fliers to hand out

Q&A
