

AAMG SPRING 2022 ORGANIZATIONAL DATA COLLECTION

Academic museums have to demonstrate our value in different ways than most museums and most other academic departments. But the data we sorely need just doesn't exist. That is about to change as AAMG has partnered with Wilkening Consulting to collect data to help all of us.

This is step one: baseline data collection.

Some things to note before you begin sharing your data with us:

- Your individual museum responses will be kept confidential by Wilkening Consulting, but will contribute to the aggregate data set as well as peer group comparisons
- There is some data you will need to have at your fingertips before beginning. This includes:
 - Number of employees and type (e.g., students, paid interns, etc.)
 - Square footage of museum
 - 2019 and 2021 visitation data (including by audience segments) - these years were chosen to help us understand how the pandemic affected visitation from previously established "normal."
 - Student population at academic institution
 - Student volunteering and interning data
 - Basic financial info (budget size, sources of income)

- We recommend completing this on a desktop computer or laptop (though it is accessible via tablet or phone; it will just be easier on a computer!).
- You can leave the data collection form and return to it as needed; a link will be provided to you for that purpose at the bottom of the first page. Please make sure you copy and save the link.
- You *will* have a chance to download your responses into a PDF at the end.
- All submissions should be completed by June 30 for inclusion in the research.

We'll be sharing the results, including infographics and peer group comparisons, this fall.

IF YOU HAVE ANY QUESTIONS about this data collection, please contact **Susie Wilkening at susie@wilkeningconsulting.com.**

IF YOU HAVE ANY PROBLEMS or challenges completing the survey in Alchemer (the survey platform), please contact **Jessica Strube at jessica@wilkeningconsulting.com.**

GENERAL INFORMATION

1 Museum or gallery name:*

2 What country are you located in?

Logic: For US museums only

3 What U.S. state/territory are you located in?

Logic: For Canadian museums only

4 What Canadian province or territory are you located in?

5 Which of the following best describes your museum or gallery? If you are multi-disciplinary, please select the disciplines that best describe you. *(Choose all that apply.)*

Anthropology

Arboretum/Botanic Garden

Art Museum

Historic House/Site

History Museum/Historical Society

Natural History

Nature Center

Science/Technology Center/Museum

Other - please specify: _____

6 Your name: *

7 Your job title:

8 Your email address:*

We realize that you may need to return to your response to provide additional information. The link below can be used to complete your partial response or make edits to your completed response. Please copy and save this link now. *(Link will be available within the survey instrument itself.)*

MUSEUM INFORMATION

9 What is the annual operating budget for your museum?

- \$50,000 or less
- \$50,001 - \$100,000
- \$100,001 - \$250,000
- \$250,001 - \$500,000
- \$500,001 - \$1,000,000
- \$1,000,001 - \$3,000,000
- \$3,000,001 - \$10,000,000
- \$10,000,001 or more
- I don't know

10 Please provide a breakdown by percentage of your budget by income source. If you don't have exact percentages, your best estimate is fine. *(Your individual responses will be kept confidential.)*

Endowment: _____

Direct support from academic institution: _____

Earned income (e.g., admissions, memberships, etc.): _____

Fundraising from individuals: _____

Public and private grants: _____

Other: _____

11 How many paid full-time employees does your museum currently employ?

(If your answer is zero, please enter "0".)

12 How many paid part-time employees does your museum currently employ? Please indicate by the following categories *(and if your answer for any of these is zero, please enter "0")*:

Undergraduate students: _____

Graduate students: _____

Paid interns: _____

Research fellows: _____

Paid docents: _____

Part-time workers: _____

13 What is the square footage of your museum? *(If you don't know exactly, a good estimate is OK. If you have no idea, please leave it blank.)*

14 Which of the following best describes your museum's location? *(Choose one.)*

- Located in an on-campus building solely dedicated to the museum
- Shared building space with a fine arts or performing arts center
- Shared building space with one or more academic departments
- Located at a satellite campus or off-campus at a facility owned by the academic institution
- Other - please specify: _____

VISITATION

We want to capture visitation information from before the pandemic as well as in the past year. We are asking for information from both 2019 and 2021.

Exact numbers are preferred, but good estimates are welcomed if you don't have exact numbers.

We are starting with 2019 (pre-pandemic) questions.

(If you don't have this information at your fingertips right now, you can continue with the survey and return to these questions later with the custom link we provided you earlier.)

15 How many visitors visited your museum in 2019 in person?

This can include:

- Students from your academic institution
- Other members of your academic community
- K-12 students
- Local community members
- Alumni
- Family members of students
- Tourists
- And anyone else who visited in person

16 How does your 2019 attendance break down by percentage? Please enter a percent for each segment. If you don't know exactly, a good estimate or even an educated guess is welcome.

Students from your academic institution: _____

Other members of your academic community: _____

K-12 students: _____

Local community members: _____

Alumni: _____

Family members of students: _____

Tourists: _____

Anyone else who visited in person: _____

17 Now we want to know about 2021.

How many visitors visited your museum in 2021 in person?

This can include:

- Students from your academic institution
 - Other members of your academic community
 - K-12 students
 - Local community members
 - Alumni
 - Family members of students
 - Tourists
 - And anyone else who visited in person
-

18 How does your 2021 attendance break down by percentage? Please enter a percent for each segment. If you don't know exactly, a good estimate or even an educated guess is welcome.

Students from your academic institution: _____

Other members of your academic community: _____

K-12 students: _____

Local community members: _____

Alumni: _____

Family members of students: _____

Tourists: _____

Anyone else who visited in person: _____

ACADEMIC INSTITUTION INFORMATION

19 Name of academic institution your museum is part of:

20 How many museums does your academic institution have?

- One (i.e., your museum)
- Two
- Three
- Four to six
- Seven or more

21 Which of the following best describes your academic institution's classification? *(If more than one apply, please select as many as you need.)*

- Doctorial university (R1, R2, D/PU)
- Masters colleges and universities (M1, M2, M3)
- Baccalaureate college
- Associates college or community college
- Historically Black college or university
- Tribal college
- Military academy (e.g., United States service academies)
- Special focus-four year (e.g. conservatory, art school)
- Preparatory school (not a Carnegie classification)
- Other - please specify: _____

22 What is your in-person student population? *(If any category is zero, please enter "0".)*

Undergraduate: _____

Graduate: _____

Other: _____

23 Which of the following best describes the community your academic institution is located in?

- Large city
- Suburb near a large city
- Small city or town
- Rural area

Logic: If academic institution is located in small city/town or rural area

24 Which of the following best describes your museum in your geographic area?

- We are the sole provider of culture to our area
- There are a small number of other cultural organizations in our area
- There are quite a few other cultural organizations in our area
- I can't even begin to count the cultural organizations in our area
- Other - please specify: _____

INTERFACE: MUSEUM AND ACADEMIC INSTITUTION

25 Which of the following best describes the museum director position at your academic institution?

- A faculty position with a reduced teaching load
- An administrative position with a faculty appointment
- An administrative position with no faculty appointment
- Other - please specify: _____

26 Do any museum staff also teach classes at your academic institution in addition to their museum responsibilities? If so, what positions? *(Choose all that apply.)*

- No
- Museum director
- Chief curator
- Curators
- Chief/senior educator
- Educators
- Other - please specify: _____

Logic: If chief curator or curators teach classes

27 Which of the following best describes the curatorial position(s) at your academic institution?

- A faculty position with curatorial responsibilities for the museum/gallery, but no defined teaching load.
- A faculty position with a hybrid of curatorial responsibilities and a defined teaching load (e.g. number of courses per year, being a percentage of a full-time, tenure-track teaching load).
- An administrative position with no faculty appointment or teaching responsibilities. Curator may teach at their discretion.
- Other - please specify: _____

Logic: If chief/senior educator or educators teach classes

28 Which of the following best describes the education position(s) at your academic institution?

- A faculty position with education responsibilities for the museum/gallery, but no defined teaching load.
- A faculty position with a hybrid of education responsibilities and a defined teaching load (e.g. number of courses per year, being a percentage of a full-time, tenure-track teaching load).
- An administrative position with no faculty appointment or teaching responsibilities. Educator may teach at their discretion.
- Other - please specify: _____

29 Is the museum director or museum staff compensated beyond base salary for teaching?

- Yes
- No
- Other - please specify: _____

30 If there is anything else you would like to share with us about teaching responsibilities at your academic institution, please do so here.

31 Does the museum director or any museum staff receive any of the following benefits? (Choose all that apply.)

- Tenure status
- Sabbatical
- Paid research leave
- Unpaid research leave
- Support for research
- Conference fees/travel paid for
- Professional development funds
- Ability to publish research
- None of these benefits
- Other - please specify: _____

32 Do any of your academic institution's faculty (but not considered museum staff) have museum responsibilities or privileges in addition to their academic responsibilities? If so, what responsibilities or privileges? (If yes, choose all that apply.)

- Yes - faculty serving in a governing capacity
- Yes - faculty serving in an advisory capacity
- Yes - dual appointments as faculty/curators
- Yes - faculty serving as guest curators for exhibitions
- Yes - faculty assisting/advising curators with museum collections
- Yes - faculty provided with art/object handling privileges
- Yes - faculty provided with collections borrowing privileges
- Yes - studio art faculty given regular museum exhibitions
- No, none of these
- Other - please specify: _____

33 Who does the museum director report to?

- President
- Provost
- Academic division dean
- Department chair
- Other - please specify: _____

34 Is your museum's board advisory or fiduciary?

- We have an advisory board
- We have a board with fiduciary responsibilities
- We have neither an advisory nor a fiduciary board
- Other - please specify: _____

35 Does the museum provide research support to any academic disciplines within your academic institution? If so, to what disciplines? *(Choose all that apply.)*

- Architecture and/or design
- Art history
- Fine arts
- Other arts - please specify: _____
- Anthropology
- History
- Other social sciences - please specify: _____
- Biology
- Geology or earth sciences
- Other sciences - please specify: _____
- Any other discipline not listed above - please specify: _____
- None of these

36 If the museum provides any research support to individuals/organizations outside of your academic institution, please briefly describe here. If not, please continue with the survey.

37 Are museum staff routinely appointed to key committees at your academic institution *(i.e., invited to the table for major issues affecting the academic institution)*?

- Yes, this is routine
- Sometimes, when it is on an issue perceived to be relevant to the museum
- Rarely/almost never
- Never
- Other - please specify: _____

Logic: If museum staff are appointed to key committees

38 What committees are museum staff typically appointed to? *(Choose all that apply.)*

- Search committees for non-museum academic positions
- Curricula committees
- Institutional strategic planning
- Accreditation/re-Accreditation
- DEAI committees/planning
- Sustainability committees/planning
- Master plan committees
- Other - please specify: _____

39 If you have any other comments or thoughts about the status of museum staff within your academic institution, please share them here.

40 Are the museum's metrics (in any category) sought by your academic institution's Accreditation/re-Accreditation team?

- Yes
- No

MUSEUM AND STUDENTS

41 Which of the following resources do you provide to students that attend your academic institution?
(Choose all that apply.)

- Volunteer opportunities
- Paid internships
- Work-study positions
- Internships for class credit
- Access to collections for study
- Access to the collections database
- Thesis or dissertation support
- Staff serving as thesis or dissertation advisor
- Hosting classes at the museum (in person)
- Staff guest lectures for classes (in person)
- Staff guest lectures for classes (virtually, via Zoom, Teams, etc.)
- Pre-recorded videos to aid class instruction
- None of these
- Other - please specify: _____

Logic: If indicated volunteer opportunities to question 41

42 How many students volunteered at the museum in the previous year?

Logic: If indicated volunteer opportunities to question 41

42 How many hours did those students volunteer?

Logic: If indicated paid internships or internships for class credit to question 41

44 How many students interned at the museum in the past year? Please indicate for both paid internships and internships for class credit. *(If one of these categories is zero, please enter "0".)*

Paid interns: _____

Interns receiving class credit: _____

45 Do you collect or know of any data on student perceptions of the museum as part of their academic experience? If so, please indicate what data you know of. *(Choose all that apply.)*

Research the museum has conducted with students specifically (e.g., surveys, focus groups)

Audience research the museum has conducted that includes students as part of the sample

Admissions data about the role of the museum in attracting students

Campus-wide studies of student life that includes the museum

Pre-commencement studies of graduating students

None of these

Other - please specify: _____

Logic: If indicates data exists on student perceptions of the museum

46 If any of that research or data was helpful for making the case for your museum to academic leadership, please share a brief description. If not, please continue with the survey.

COLLECTIONS

47 How many objects are accessioned into your permanent collection? *(If you have no permanent collection, please leave as "0".)*

48 Do your collections responsibilities extend outside of your own museum facility? If so, in what ways? *(Choose all that apply.)*

No, all of our collections generally remain within our museum facility

Campus art installations (indoors)

Public art/outdoor sculptures

Art is routinely "loaned" to administrative offices, e.g., Office of the President

Collections can be borrowed and removed by faculty for study or teaching purposes

Facilities that are off-campus - please describe briefly: _____

Other - please specify: _____

Logic: If indicated there are collections responsibilities outside museum facility

49 Are these collections responsibilities sought out by your museum, or does your academic institution assign them to you?

- Mostly sought out by museum
- A mixture of sought out and assigned to us
- Mostly assigned to us
- Other - please specify: _____

Logic: If indicated there are collections responsibilities outside museum facility

50 Please share with us any additional details about these collections responsibilities outside of your museum facility. This might include:

- Do you receive funding to cover staff time?
- Are these collections responsibilities subject to review committees for standards and/or jurying?
- Are you permitted to levy stewardship and monitoring fees from those requesting your services/collections?
- And anything else you would like to share with us.

51 If you have anything else you would like to share with us about collections and their care, please do so here.

SECURITY OF MUSEUM AND COLLECTIONS

52 As a result of the COVID-19 pandemic, has your museum had to do any of the following in the past 2+ years?

(Choose all that apply.)

(NOTE: in this question, "furloughed" indicates that the museum continued to pay benefits and brought staff back to work. "Laid off" indicates all financial support was terminated and staff would need to reapply for positions to resume work.)

- Laid off full-time staff
- Furloughed full-time staff
- Laid-off part time staff
- Furloughed part time staff
- No, none of these

53 As a result of the COVID-19 pandemic, has your museum had to do any of the following in the past 2+ years?

(Choose all that apply.)

- Staff reorganization
- Change in reporting line
- Other - please specify: _____
- No changes were made

54 Has your academic institution ever sought out a valuation and/or capitalization of your museum's collections as a means to alleviate budgetary strain?

- Never
- No, but I could see that coming up
- Yes, but it didn't happen
- Yes, this is an ongoing threat
- Other - please specify: _____

FUNDRAISING

55 Which of the following best describes the relationship you have with your academic institution's development or advancement office? *(Choose one.)*

- We fundraise on our own without support from the academic institution's development office
- We get some support and/or a development person is assigned to work with us, but we also fundraise on our own
- Our fundraising is totally integrated and embedded with the academic institution's development office
- We are not allowed to fundraise on our own
- Other - please specify: _____

56 Have you ever been discouraged from soliciting a gift from a donor because your academic institution wanted to ask that donor for a gift for a different purpose (i.e., not for the museum)? *(Choose one; if you need to choose more than one, you can do so.)*

- No, this has never been an issue
- No, but I could see that coming up
- Yes, but we were able to work it out
- Yes, and the museum did not receive the gift

57 If there is anything else you would like to share with us about your museum's relationship with your academic institution's development or advancement office, please do so here.

DEAI

58 Does your academic institution have a DEAI (Diversity, Equity, Access, and Inclusion) plan?

- Yes
- No, but one is currently being drafted
- No, but one is being discussed
- No, and it hasn't come up
- I don't know

Logic: If there is a DEAI plan or one is being planned or discussed

59 Were any museum staff involved with the creation of the DEAI plan? *(If a plan is being discussed, please indicate how museum staff are/are not involved.)*

- Yes. Museum staff were appointed to the committee creating the plan.
- Somewhat. Museum staff shared their thoughts with the committee, but no one from the museum sat on the committee.
- No. The museum was not consulted about the DEAI plan.
- Other - please specify: _____

Logic: If there is a DEAI plan

60 Which of the following best describes how the museum is involved in implementation of the DEAI plan?

- A staff member of the museum sits on the oversight committee, and we are actively involved
- The museum is an active participant in the plan, but no one from the museum sits on the oversight committee
- The museum is somewhat involved in the plan, but we are not at the forefront
- The museum is minimally involved with the plan
- The museum is not involved with the plan at all
- Other - please specify: _____

Logic: If there is a DEAI plan

61 Is the museum expected to report on your participation in the plan to your academic institution's administration?

- Yes, it is part of our regular reporting
- We report on it only when asked
- No, we are not required to report on our participation at all
- Other - please specify: _____

62 Does your museum have its own DEAI statement or plan that is separate from anything your academic institution has? *(Choose all that apply.)*

- Yes, a plan
- Yes, a statement
- We are working on a plan
- We are working on a statement
- We do not have a plan or statement, and we are not working on either

Logic: If academic institution or museum has a DEAI plan

63 Are you actively using the DEAI plan?

- Yes, we have folded it into our operations
- Yes, but we are still working on incorporating into our operations
- It's too early to tell
- No, we are not

64 Does your academic institution or your museum have a staff position dedicated to DEAI?

(Choose all that apply.)

- Yes, our academic institution does
- Yes, our museum does
- No, neither
- Other - please specify: _____

Logic: If academic institution or museum has a DEAI plan

65 If you have any thoughts about the challenges you have faced or are currently facing implementing the DEAI plan, we'd love to hear them. If not, please continue with the survey.

Logic: If no DEAI plan (and no DEAI plan is being discussed)

66 If you have thoughts about why your academic institution and/or museum are not actively working with a DEAI plan, we would love to hear them. If not, please continue with the survey

FUTURE RESEARCH

67 This survey only captures a part of the data that could be helpful to academic museums and galleries.

Which of the following topics would you find most helpful to collect data on in future surveys?

(Choose up to four, so that we can understand what is most important to you.)

- Visitors and visitor services (open hours, visitation, amenities, etc.)
- Audience research (motivations, values, etc.)
- Staffing and human resources
- Academic affiliations
- Community engagement
- Governance
- Academic institution profile
- Finances
- Fundraising and development
- Collections (including types, care, size, etc.)
- Exhibitions
- Education services to academic community (students, etc.)
- Education services to public (but not K-12 specifically)
- K-12 education services
- Communications and publications
- Virtual engagement
- Facilities
- Alumni affairs
- Sustainability, including climate change
- Other - please specify: _____

68 If you have anything else you would like to share about data collection among Academic Museums and Galleries, please share it here.

69 If you have any thoughts you would like to share about your museum’s engagement with AAMG itself, or your hopes for how AAMG can help your museum, please share them here.

If not, continue to the final page to find a link to download a PDF of your responses.

DOWNLOAD YOUR RESPONSES

At this time, you can download a copy of all of your responses for reference. The link will appear below your responses. Please do this now, as it takes far longer to retrieve it later! (*Only available within the survey platform itself.*)

Thank you for your responses! Please feel free to share the data collection link below with your peers at other Academic Museums and Galleries, to strengthen our data set.

<https://survey.alchemer.com/s3/6797497/AAMG-Spring-2022-Organizational-Survey>

We will be in the field until June 30, 2022.

You can expect to start seeing results shared with you by Fall 2022.