



MUSEUM **SOCIAL
IMPACT**

INFORMATION SESSION

SOCIAL IMPACT DEFINITION

The effect of an activity on the social fabric of a community and the wellbeing of the individuals and families who live there.



Measure this through four long-term outcomes: continued learning and engagement, increased health & wellbeing, intercultural competence, and strengthened relationships.

Intermediate Outcomes

Positive Outlook

Recharge

Empathy

Social Interaction

Content & Process
Knowledge

Critical Thinking

Social & Family
Relationships

Long-term Outcomes

Continued Learning &
Engagement

Health &
Wellbeing

Intercultural
Competence

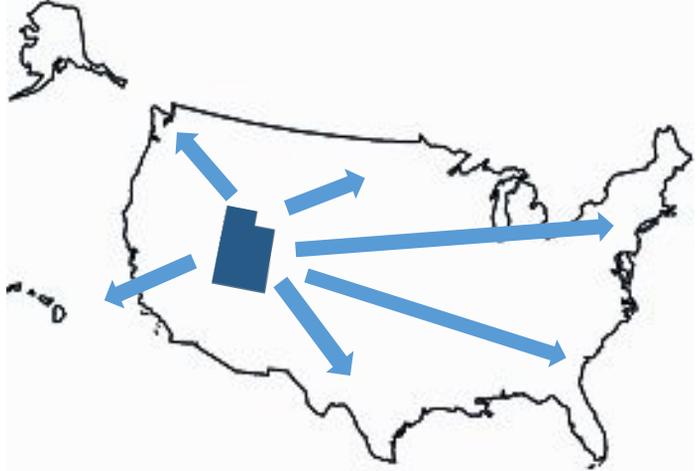
Strengthened
Relationships

Utah pilot with eight museums.



MEASUREMENT OF MUSEUM SOCIAL IMPACT (MOMSI)

Scaling up and testing the social impact tool at a national level.



National project will lead to a social impact toolkit.

HOST MUSEUM RECRUITMENT

We're looking for 30 museums who are diverse in:

- Geographic area
- Content/Focus area
- Size (visitors, staff, & operating budget)
- Governance type



REQUIREMENTS OF HOST MUSEUMS

- Be open to the public Fall 2021
- Recruit at least 100 participants
- Allow participants - and up to one guest - to visit your museum three times free of charge
- Participate in evaluation regarding your experience in MOMSI



- You do not need to be open at the time you submit an application. We require sites to be open in October 2021, but that has some flexibility.
- We ask for at least 100 participants because it is likely your site will lose some participating visitors over the course of the project and you need 60 to complete the survey in order to have statistically significant results.

WHAT YOU GET IN RETURN

- A report of social impact findings specific to your museum
- Capacity-building for your museum and its staff
- Opportunities to present at national and regional conferences
- Networking with other participating museums
- Contribution to a field-wide social impact toolkit
- A stipend for your museum's time and effort



- You can share the report with funders, legislators, and stakeholders. You will also get access to the data (no participant information).
- Our budget does include a small amount to have some staff from host museums co-present with us at conferences (covering some conference expenses). There will also be opportunities for staff to contribute to blog posts or articles.

Now-April 2021
Host Museum Recruitment

May-October 2021
Host Museum Training &
Visitor Recruitment

October 2021-May 2022
Study Open

February-June 2022
Data Analysis

May-July 2022
Reports to Host Museums



WHAT IS THE TIME COMMITMENT?

2-3 hr

training with a couple of
staff members

30 min

pre-recorded training
video for admissions staff

Time **recruiting** participating visitors and **admitting** the participating visitors



- If you don't have an admissions staff, we can change language for your participants so they know to check in with *someone* when they arrive. Who that is can be decided by your museum. Our team just needs you to keep track of visits in some way.

HOW DO WE RECRUIT VISITORS?

- Flyers and social media templates
- Images and language you can use
- Share through e-newsletters, partners, etc.



- Our project team manages the survey and responses of prospective participating visitors. We'll let you know when you've reached the 100 minimum or if you need to keep recruiting.
- You are welcome to recruit members, but they shouldn't be your entire sample. We do not require a diverse representation across participants, but your museum is welcome to make that a goal for your site. Demographic information that will be collected from participants is still TBD.
- Recruitment is focused on individuals, not family groups. However, participating visitors may bring family members.
- We will share a list of participant names with you so you know who to expect.
- Managing participating visitor information allows the MOMSI team to follow up with visitors, both with the survey and to remind them to complete their visits (hopefully reducing attrition).

WHAT IS THE STIPEND & WHAT DOES IT COVER?

- Depends on your admission price and the cohort
- Stipend helps offset revenue lost from providing free admission
- Helps cover costs associated with offering an incentive



- Every host museum is guaranteed \$750. It will then go up and cover a portion of admission costs. The stipend will not cover 100% of the lost revenue.
- Your museum can choose what the incentive to participate in the survey is and how many to distribute. Could be to every survey-taker, could be a drawing so 1-3 people receive the incentive.

DOES MUSEUM STAFF DISTRIBUTE THE SURVEY?

Nope!

Our team covers all logistics of the visitor taking the social impact survey

- Visitors take the survey one time
- Sent the survey after their last visit
- Use personal device



- We use a retrospective pre then post survey design, so visitors take the survey once and answer each statement twice (once for how they felt before, once for how they felt after visiting the museum).
- Training admissions staff and diligent tracking of visitors is critical to success. It is how our project team knows to distribute the survey to that visitor.
- Visitors complete the survey on their own device, at home. No need to provide a space for them to take it.
- The survey for the Utah pilot had over 100 closed-ended statements visitors responded to and 10 open-ended questions. Our team has reduced the survey down to ~50 closed-ended and 5 open-ended questions.
- You can see an example of what a host museum report will look like (click See Our Findings) and find the Utah pilot survey (click Read Our Report) here: <https://artsandmuseums.utah.gov/impactstudy/>
- We won't provide a copy of the survey at this point, but host museums will have a chance to see the entire survey at the training (after selection). We cannot add questions to the survey specific to your museum; however, host museums will be provided an opportunity to select open-ended questions to include. If there is a question that benefits several host museums, our team is willing to add it in.

HOW CAN WE USE THE DATA?

- Share it with funders, stakeholders, and legislators
- Allow it to inform strategic, master, and/or interpretive planning
- Use it to guide marketing messages
- Use it to apply for grants

“It was clear to see where we were strong and where we were weak as a museum.”



- When our team publishes/shares data, it will only be in the aggregate. Your museum's results will not be individually published by us or your museum name connected to your results.

LEARN MORE AT museumsocialimpact.org

MICHELLE MILEHAM

michelle@museumsocialimpact.org

EMILY JOHNSON

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