

Using Visitor Data with 2020 Vision

Association of Science and Technology Centers Annual Conference

Monday, October 19th, 2020

Is your museum/science center open?

(Poll is in Swapcard)

Are you collecting any data directly from visitors?

(Poll is in Swapcard)



=

Collaboration for Ongoing
Visitor Experience Studies

The



Model

- a common instrument & shared measures
- institutional flexibility
- analytical assistance
- evaluation capacity building resources
- dynamic reporting
- systematic comparison



Methodology overview...pre-COVID

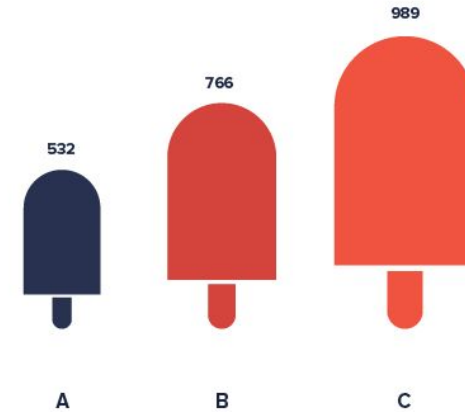


Onsite survey with exit intercept



Systematic random sampling

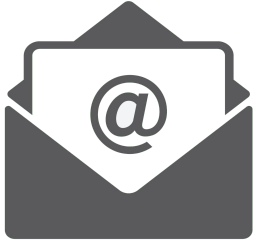
Sample size proportional
to institution size



General public audiences (no school/tour groups)

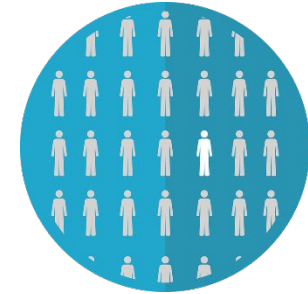


Methodology now



Onsite exit survey OR emailed survey

Systematic random sampling onsite
OR send to all or subset of emails



Sample size = confusing



COVID-Responsive Questions

- New possible reasons for visiting
- Health/safety concerns
- Comfort with hands-on activities
- Tweaked last visit and household income questions



COVID-Responsive Questions

- New possible reasons for visiting
- Health/safety concerns
- Comfort with hands-on activities
- Tweaked last visit and household income questions

(for example)

Level of concern about COVID-related health/safety the visit before arriving

How well did the museum address your concerns?

Addressed them well?

...Or not so well?

Invitation to share thoughts on safety precautions

What concerns *didn't* we address?

Virtual Program Prototyping



Guiding Questions

1. Does it meet our goals/mission?
2. Is it inquiry-based, hands-on STEM?
3. Is it meeting our community needs?
4. What does success look like?



Virtual Field Trips

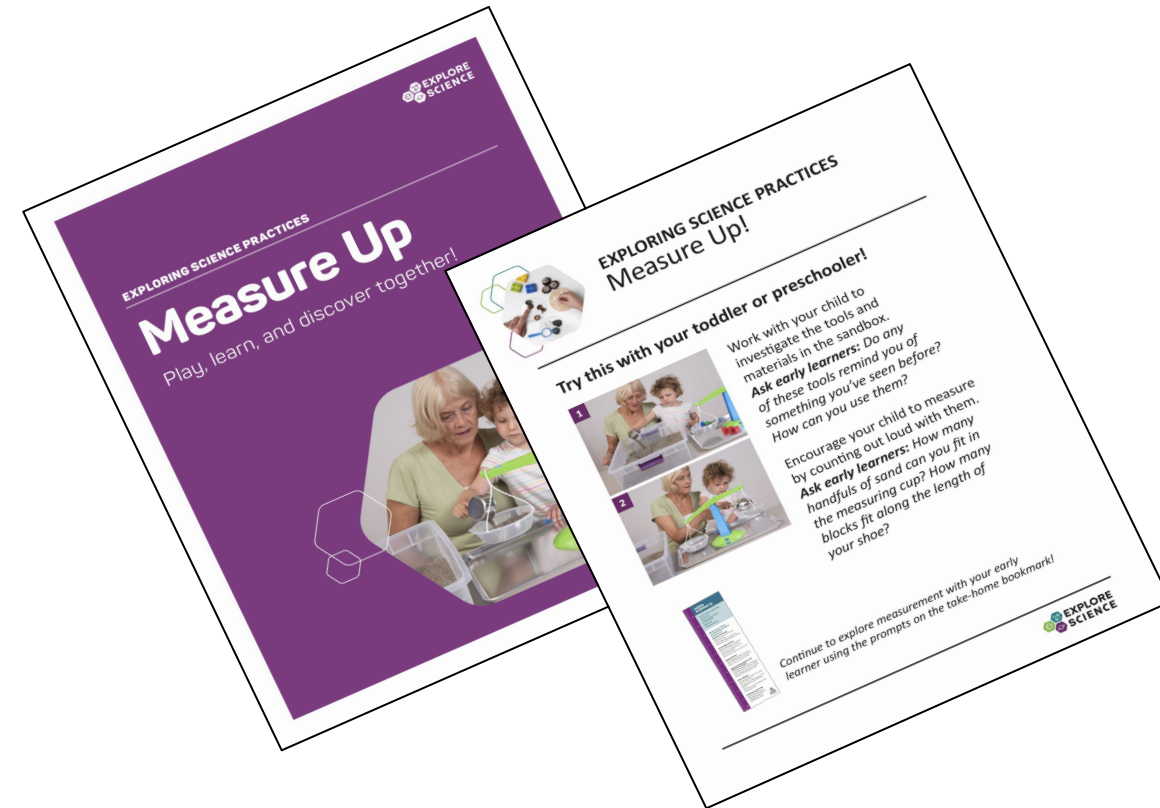
- Spring-time rapid development with home-based kits and material
- Virtual programs preserve core goals of typical field trip programs adapted to virtual learning with an emphasis on live facilitation and connection to Sciencenter
- External program evaluation (teacher surveys) & internal staff reflection during the summer and fall 2020



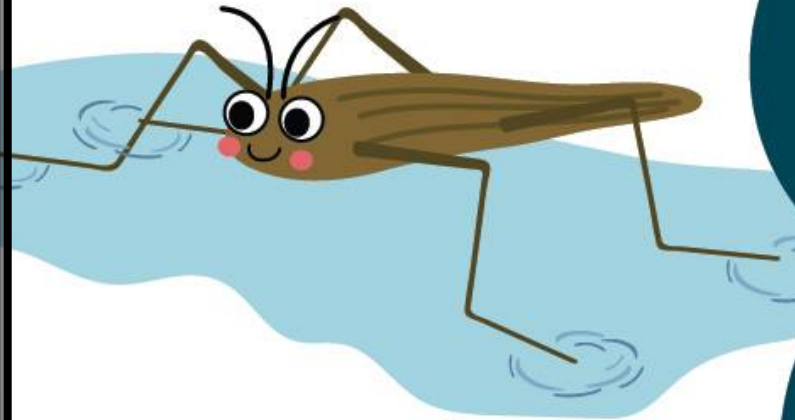
NISE Net Explore Science: Earth & Space Toolkit

Activity Development

- Measure-Up: Science process skills, target age range of 0-4 years old + caregivers
- Evaluation & Team Based Inquiry
- In-person & virtual data collection (observations and adult surveys)
- Paper surveys & online google forms



Zoom Activities: Live & Local & Partnerships



Science Lab Live!

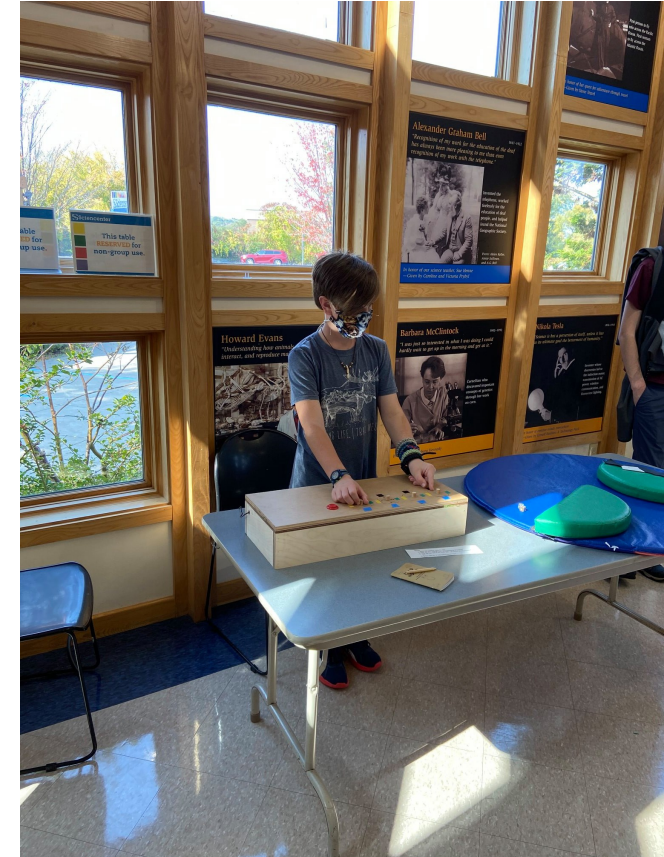
Surface Tension

Supplies:

- Pepper/ Another spice
- Dish soap
- Shallow bowl/ deep plate
- Wax paper/ parchment paper
- Tooth pick
- Cooking oil
- Small cup
- Several of the same heavy object
ex: pennies, paper clips
- Water dropper



Next: Moving Toward “Physically Distanced” Prototyping, Evaluation, and Research?



Museum Goals and KOIs

Strategic Priorities: Advance Equity and Inclusion:

- Culturally Inclusive Experiences
- Affordability & Access

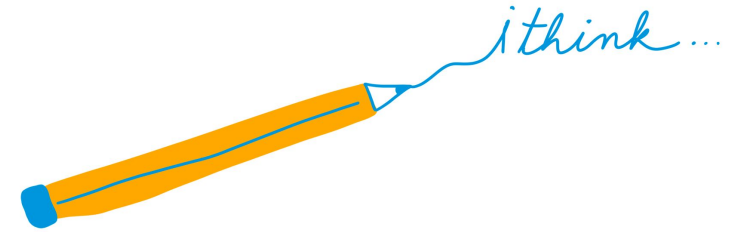
COVES

Pilot in person: methods and comfort levels

Data collection: COVID (interim) & Reopening museum

TWO surveys.

VISITOR SURVEY



Trauma Informed practice - how does it look in the museum?

Surveys in literature from social/human services and/or healthcare

OMSI testing questions in a 6-point scale:

- I generally felt respected in the museum.
- I felt my background was respected in the museum.
- If I needed, or my group needed, I was able to find that the museum provided a calm and peaceful environment.

Also: “I felt welcome”

“We impact positive change when we build positive environments with positive narrative.”
Alisha Moreland-Capuia

VISITOR SURVEY

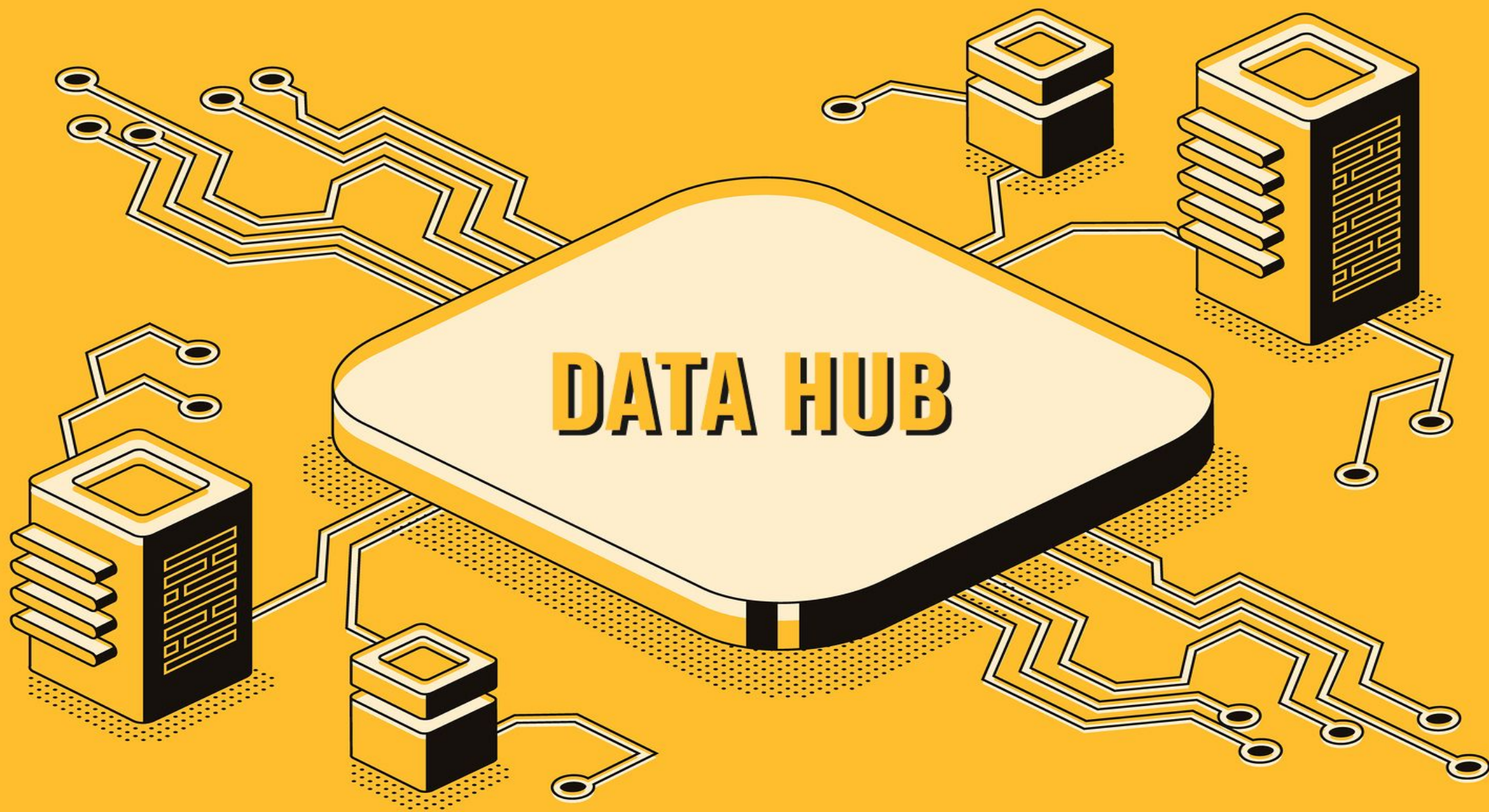


Re-opening & Virtual Engagement



Data Sharing & Sources

Data Sharing	Data Sources
Qualtrics Dashboard	One email survey for all adult visitors
Tessitura Report	Ticketing system & Financials
Data Studio Dashboard	Google Analytics & Donor Box
Weekly Report	Google Analytics & Sprout & Donor Box
Monthly Report	Multiple surveys, Pear Deck, focus groups...
Yearly Impact Report	Multiple sources from around the museum
Staff Dashboard	Survey & HR data



COVID-19 resources

Technology resources

Museum Public Safety

Calendars, Events, and Meetings

[Comprehensive experience calendar](#)[Meeting rooms & catering](#)[Venue event calendar](#)[All staff meetings](#)

Human Resources

[UltiPro Login](#)[Benefit Links](#)[Training & Resources](#)[Employee Handbook](#)[Organizational Chart](#)[Internal Job Opportunities](#)[Employee Assistance Program](#)[EthicsPoint Anonymous Employee Concern Network](#)

Info

[Parking](#)[Strategic Documents](#)[Evaluation and Research Findings](#)[Building Preservation](#)

Evaluation and Research Findings

What do we know about our museum visitors? A lot!

The Department of Evaluation and Research in Learning has been carrying out an ongoing audience study since February 2015 that helps us to understand who is coming to the museum, what they do while they are here, what their experience was like, and much more. A key part of this ongoing work is to make sure Science Museum staff and volunteers are able to access this data so we can all use the findings to improve visitor experience.

Our [online dashboard](#) is a playground, a place for you to explore data about our visitors (user: survey@smm.org; password: smmdata).

Click any of the following subsections to open a Google Drive folder containing reports and dashboards from that specific project or area of focus.

Do you have questions about the audience study or would like someone from the Department of Evaluation and Research in Learning to come talk to your group about the study? Contact Amy Grack Nelson, Evaluation and Research Manager, at agnelson@smm.org.

[Audience Study Dashboards](#)

Want to look at current and past Audience Study Dashboards? This folder contains dashboards and Net Promoter Score reports from 2015 to present day.

[Impact, Scorecard, and Staff Reports](#)

Get a better picture of the Science Museum's overall progress towards meeting museum-wide goals and find out more about our cumulative impact every year.

[Understanding Audiences](#)

Learn more in-depth insights into our audiences through studies on members, potential visitors, and other visitor subsets found in this folder.

[Understanding Experiences](#)

Use this link to view reports about Science Museum-based experiences, including the Whole Museum Study, the Lancer Food Study, and other Exhibit Summative evaluations.

[School Audiences](#)

We're paying attention to the experiences of our outreach and field trip program participants. Learn more about this audience through our quarterly dashboards and FY reports!

[E&R Presentations](#)

Have you attended or missed an E&R Presentation and wanted to view the shared information? Check this folder for presentation slides and handouts!

Search

[Marketing resources](#)[Accounting & Parking requests \(Footprints\)](#)[Facilities requests](#)[Van requests](#)[Audience Study Dashboards](#)

Want to look at current and past Audience Study Dashboards? This folder contains dashboards and Net Promoter Score reports from 2015 to present day.

[Impact, Scorecard, and Staff Reports](#)

Get a better picture of the Science Museum's overall progress towards meeting museum-wide goals and find out more about our cumulative impact every year.

[Understanding Audiences](#)

Learn more in-depth insights into our audiences through studies on members, potential visitors, and other visitor subsets found in this folder.

[Understanding Experiences](#)

Use this link to view reports about Science Museum-based experiences, including the Whole Museum Study, the Lancer Food Study, and other Exhibit Summative evaluations.

[School Audiences](#)

We're paying attention to the experiences of our outreach and field trip program participants. Learn more about this audience through our quarterly dashboards and FY reports!

[E&R Presentations](#)

Have you attended or missed an E&R Presentation and wanted to view the shared information? Check this folder for presentation slides and handouts!



How are SMM staff using data?





Jul-Sep Data Summary

10 museums collecting data

437 surveys collected onsite

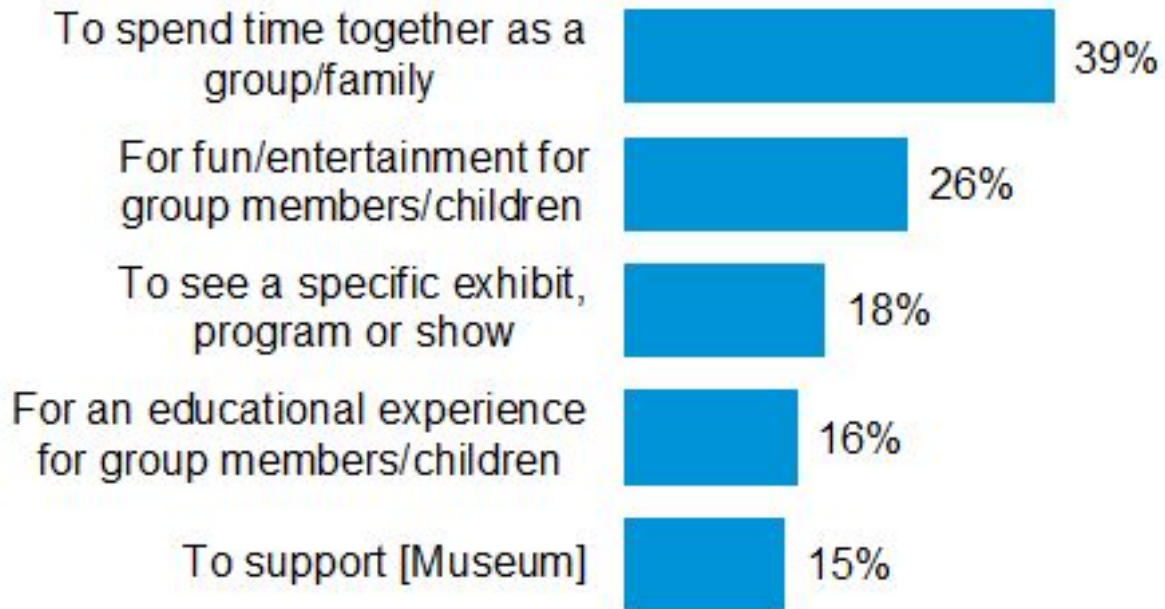
1,917 email surveys received



Why are people visiting now?

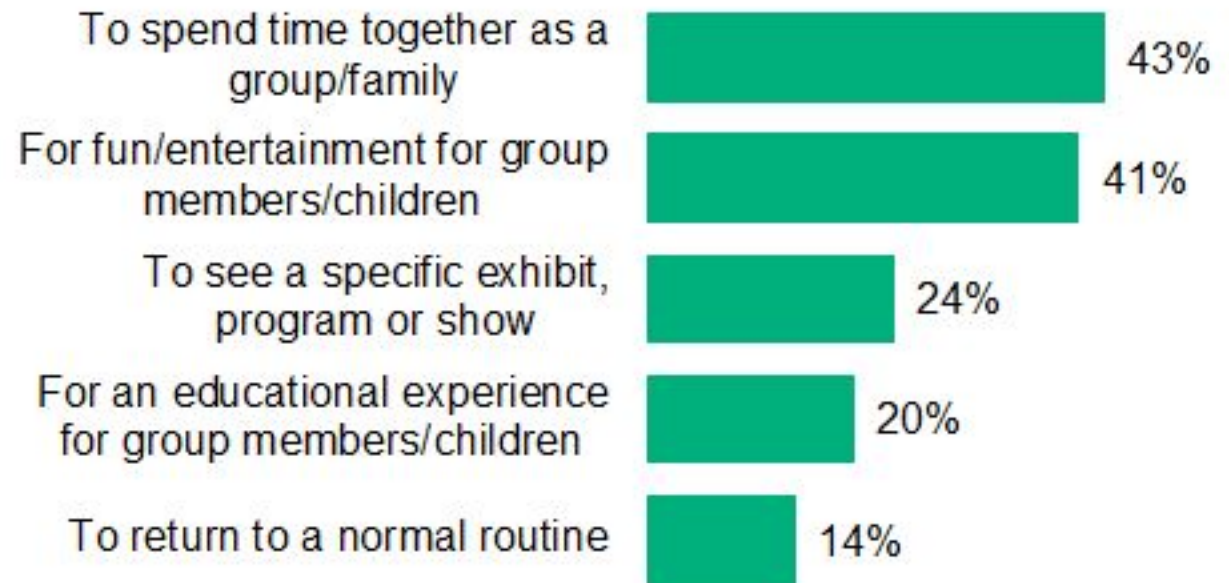
Membership

Staffed, Onsite



n=431

Email



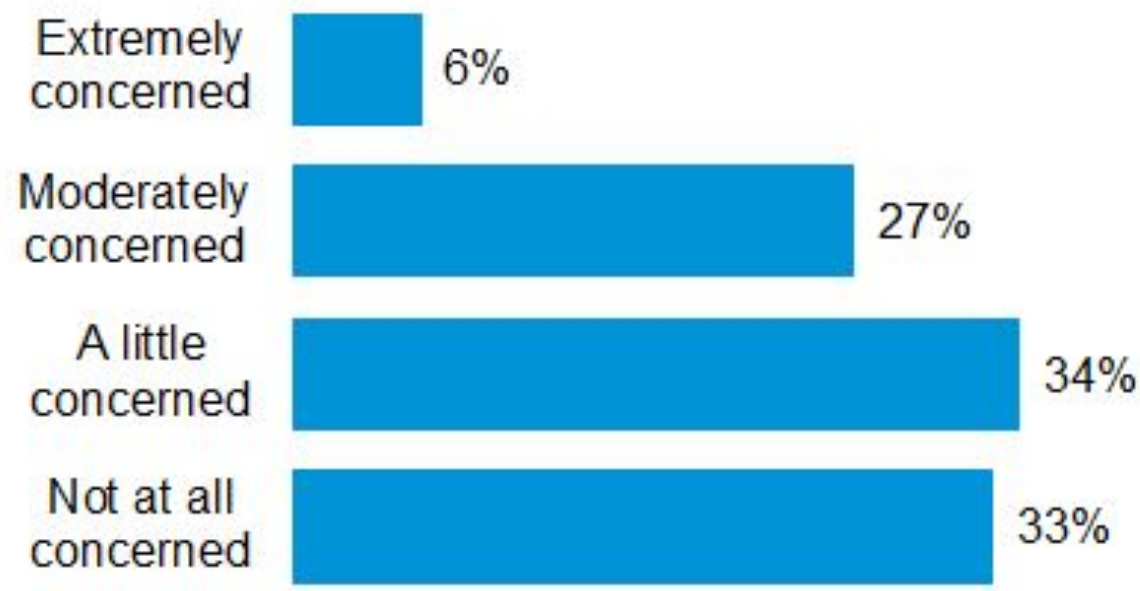
n=1,753



How are visitors feeling about visiting now?

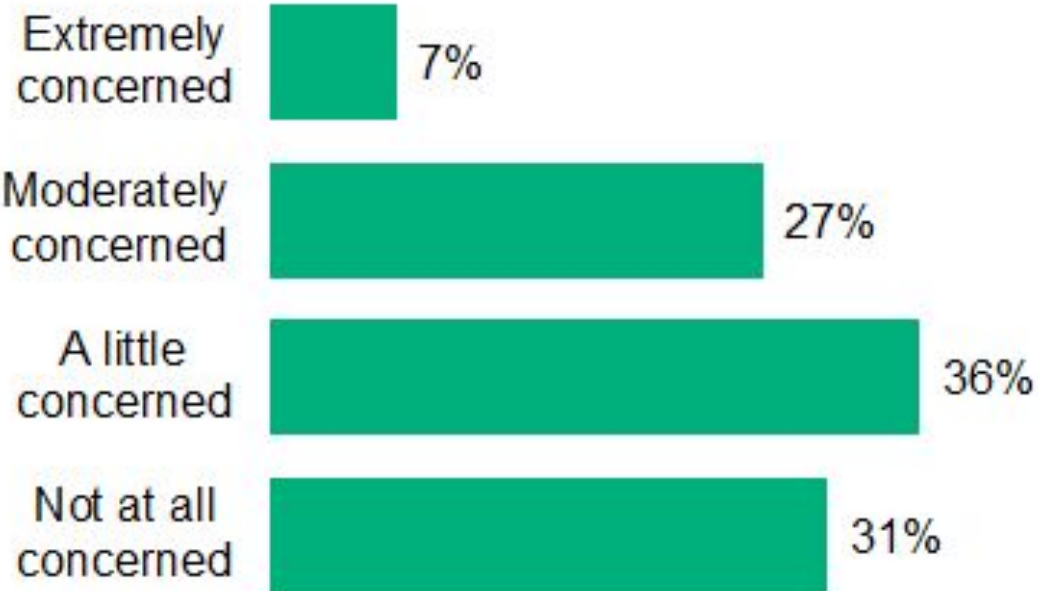
Before arriving, how concerned were you about your and your group's health and safety at [Museum] amid the COVID-19 pandemic?

Staffed, Onsite



n=427

Email



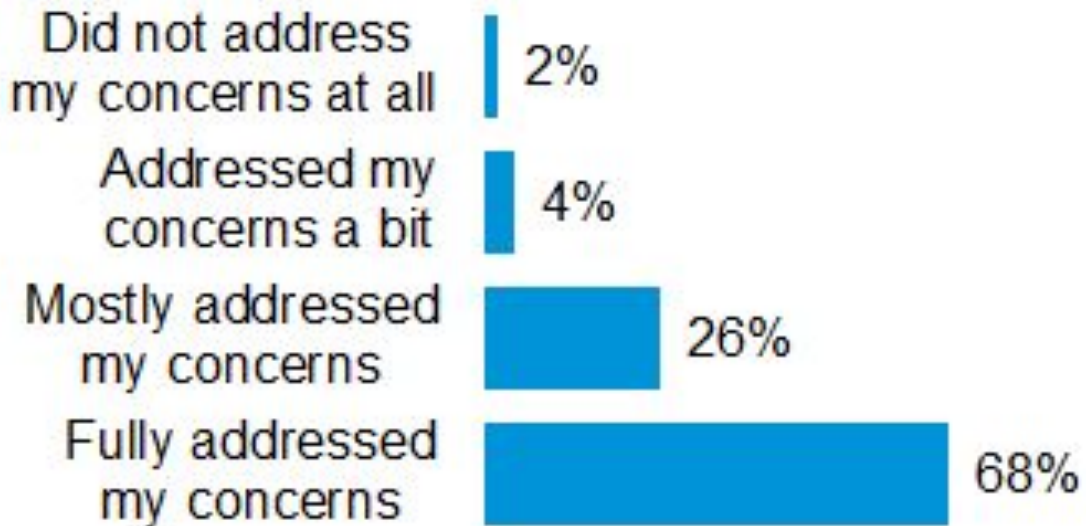
n=1,908



How are visitors feeling about visiting now?

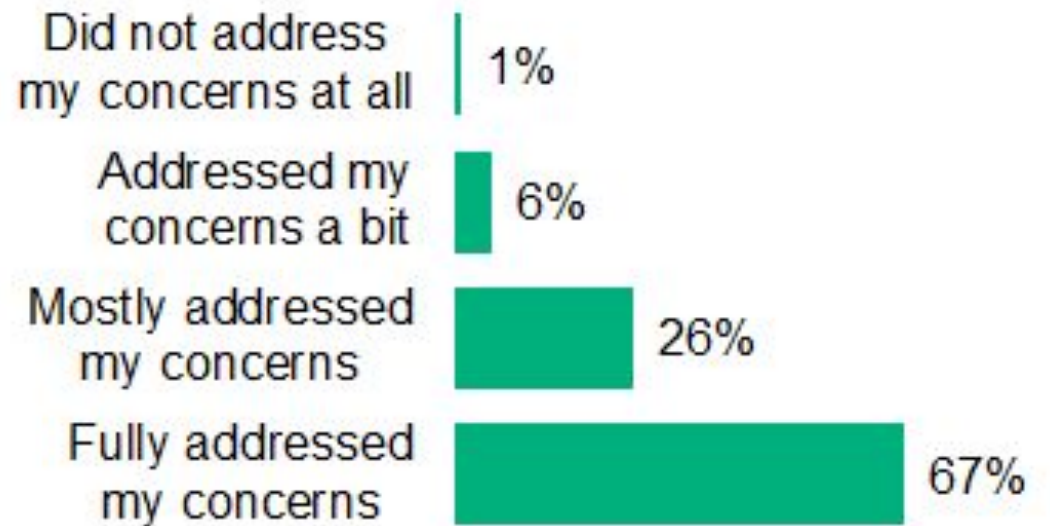
To what extent did [Museum] address your health and safety concerns?

Staffed, Onsite



n=277

Email

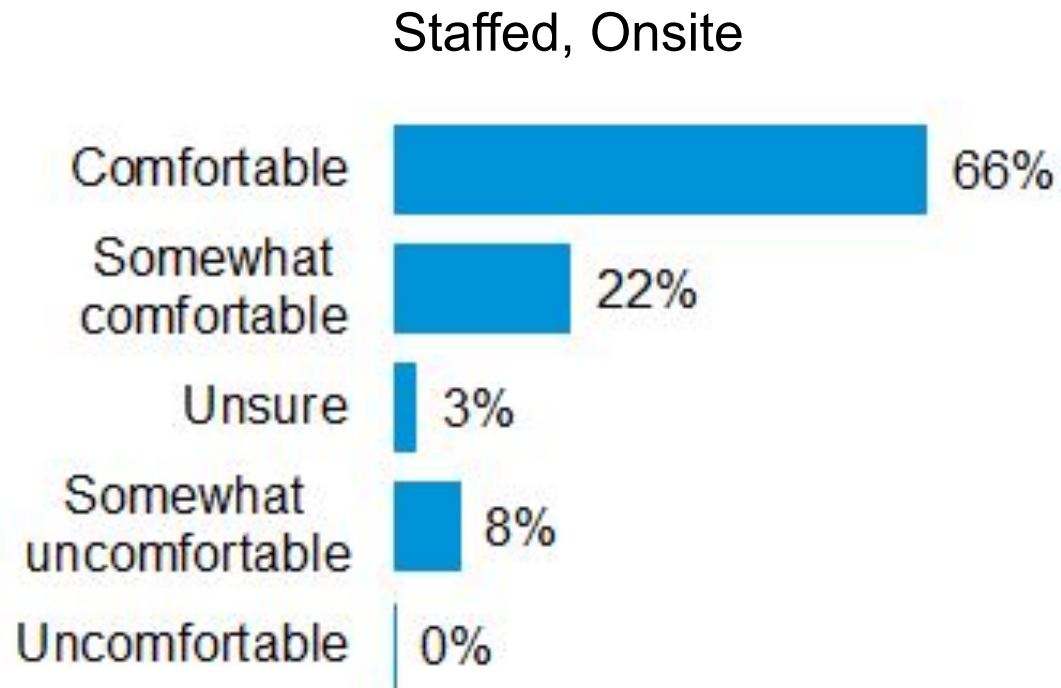


n=1,323

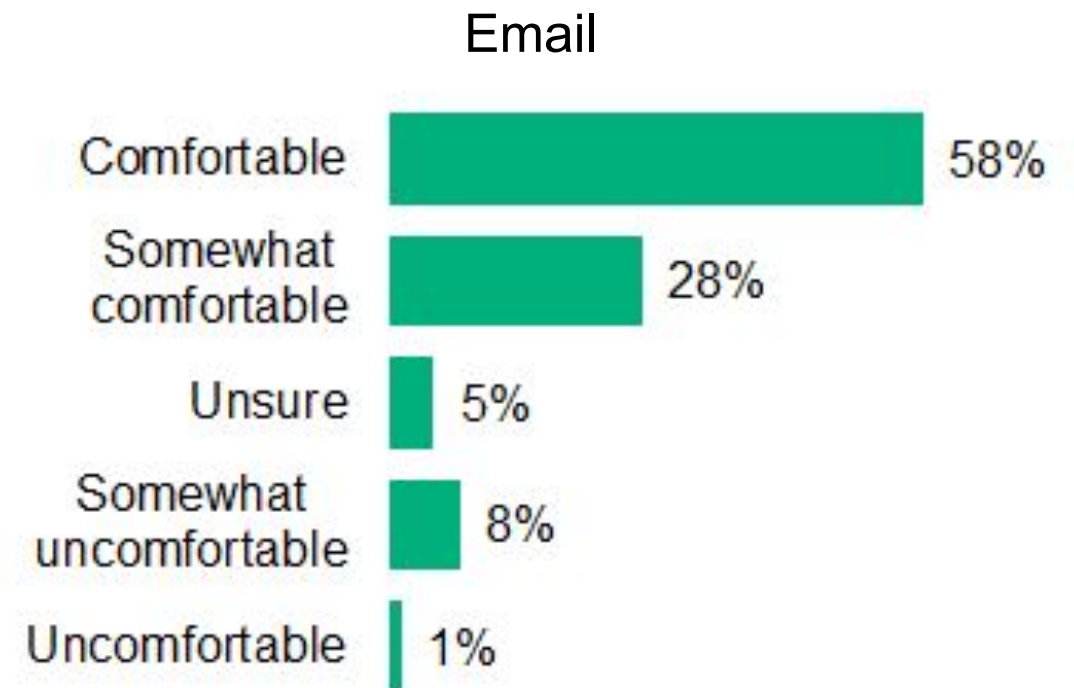


How are visitors feeling about visiting now?

How comfortable did you personally feel touching the exhibits at [Museum]?



n=323



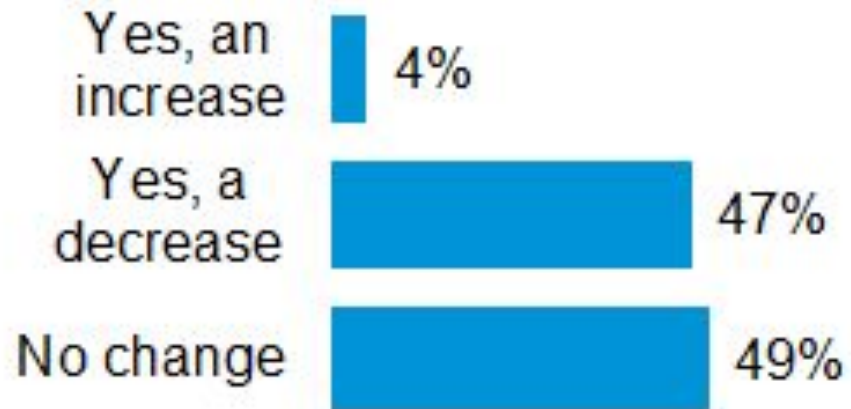
n=1,631



How has COVID-19 affected visitors?

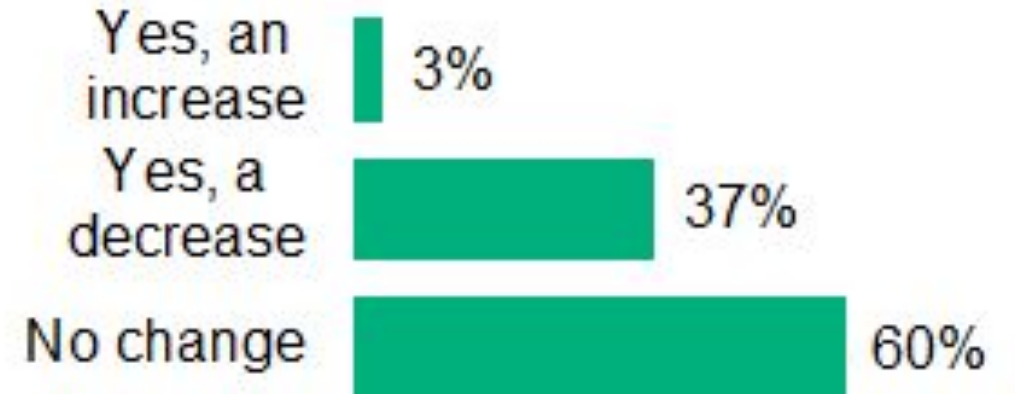
Have you experienced a change in income due to COVID-19?

Staffed, Onsite



n=341

Email

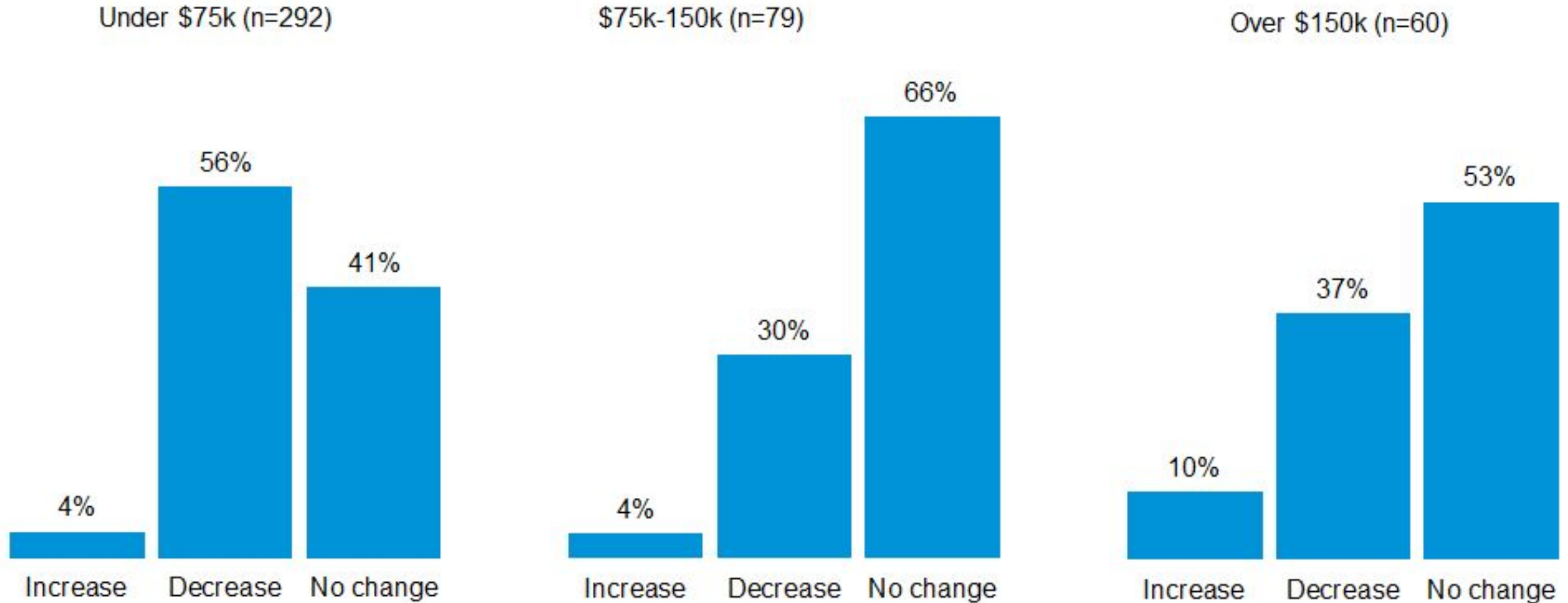


n=1,628



How has COVID-19 affected visitors?

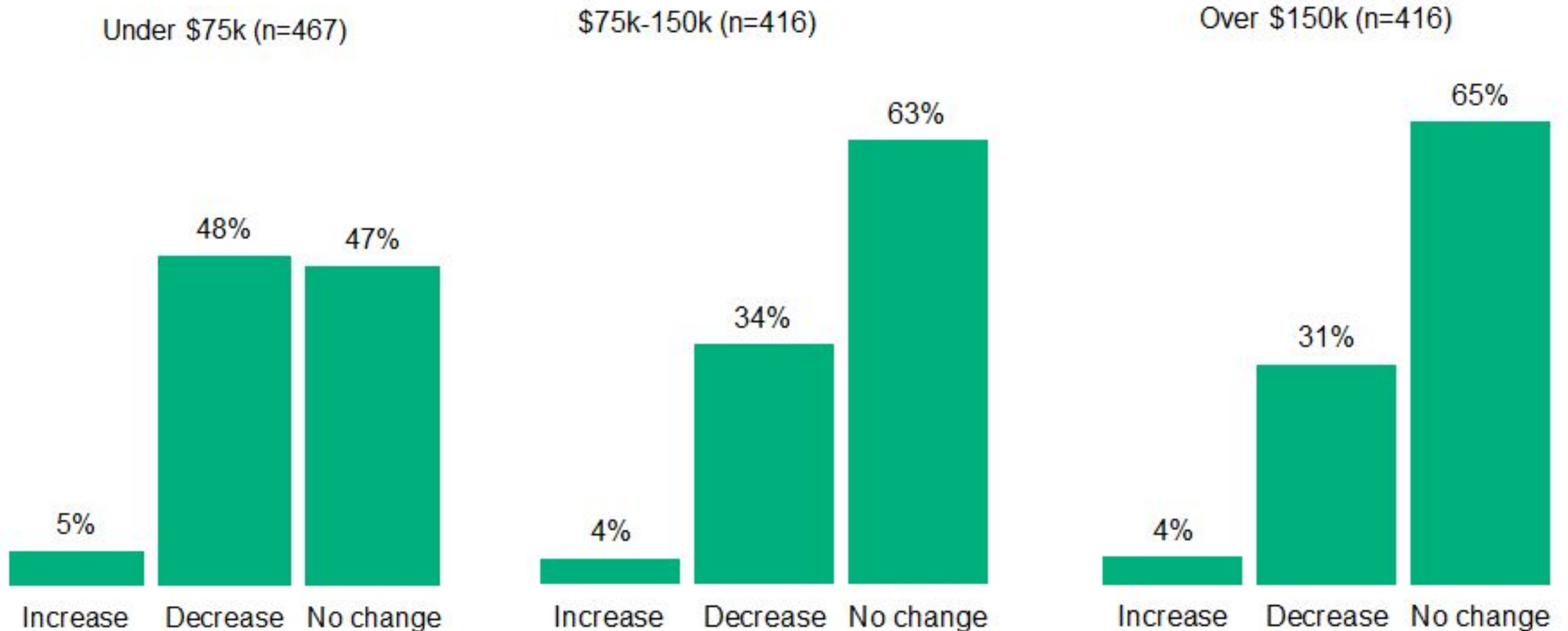
Have you experienced a change in income due to COVID-19? (Staffed, Onsite)





How has COVID-19 affected visitors?

Have you experienced a change in income due to COVID-19? (Email)



Thanks!

Alex Lussenhop
Research and Evaluation Associate
COVES Research Team
Museum of Science, Boston
alussenhop@mos.org

Carla Herran
Research and Evaluation Associate
OMSI
CHerran@omsi.edu

Ali Jackson
Interim VP of Education & Director of Partnerships
Sciencenter, Ithaca NY
ajackson@sciencenter.org

Zdanna King
Assistant Manager of Research and Evaluation
Science Museum of Minnesota
zking@smm.org