ASSOCIATION OF CHILDREN’S MUSEUMS
INTERACTIVITY 2018

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CREATIVE CODE

Raleigh, NC • May 15-18, 2018 • Hosted by MARBLES KiDS MUSEUM
What Does High Quality in Children’s Museums Look Like?

Thursday, May 17
Agenda

1. ACM Board of Directors High-Quality in Children’s Museum Taskforce
   - Background and members
   - Work to date
2. High Quality in Children’s Museum Survey
   - Results
3. Vote on Practice Areas that Need Standards Defined
4. Small Group Discussions and Report Out
ACM High-Quality in Children’s Museums
Taskforce Members

• Leslie Bushara, Deputy Director, Education & Guest Services, Children’s Museum of Manhattan (Co-Chair)
• Tanya Durand, Executive Director, Children’s Museum of Tacoma (Co-Chair)
• Brenda Baker, Director of Exhibits, Madison Children’s Museum
• Joe Cox, CEO, Museum of Discovery and Science
• Adam Woodworth, Executive Director, The Children’s Museum in Oak Lawn

ACM Staff
Laura Huerta Migus, Executive Director
Victoria Garvin, Senior Director, Professional Development
High-Quality in Children’s Museums Taskforce
First Year Exploratory Process

1. Initiation (Oct 2017)
2. Review of Related Excellence Programs (Nov-Dec 2017)
3. Understanding the Field (Feb 2018 Survey, May 17 IA Session)
4. Recommendations for Next Steps (Sept 2018)
Taskforce Work to Date

• Reviewed related standards/excellence programs: AAM, AZA, AASLH, Blue Ribbon Schools, LEED, Smithsonian Affiliates
• Reviewed ISO Standards Development Process
• Proposed Adaptation of ISO Process for an ACM Standards Development Process
• High Quality in Children’s Museum Survey
ISO Standards Development Process

1. Standards Respond to a Need
2. Standards Are Based on Expert Input
3. Standards Are Developed through a Multi-Stakeholder Process
4. Standards Are Based on Consensus
High Quality in Children’s Museums Survey

*Purpose: Take the Pulse of the Field*

1. Familiarity with and usefulness of the current Standards of *Professional Practice in Children’s Museums*
2. Are field-wide standards of professional practice are necessary for ensuring high-quality experiences for all children and families
3. Whether a field-wide program based on standards that defines and recognizes high-quality would be valuable
4. Measure currently used as evidence of high-quality practices
5. Critical audiences for demonstrating the quality of practices
High Quality in Children’s Museums Survey

Results

Categorization of Size

<table>
<thead>
<tr>
<th>Size Category</th>
<th>Total Operating Expenses</th>
<th>Building Size</th>
<th>Annual Attendance</th>
<th>Staff</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small</td>
<td>Less than $487,326</td>
<td>Less than 12,000</td>
<td>Less than 50,000</td>
<td>Less than 14</td>
</tr>
<tr>
<td>Medium</td>
<td>$487,326 – $2.3 million</td>
<td>12,000 – 44,040</td>
<td>50,000 – 148,667</td>
<td>14 – 41</td>
</tr>
<tr>
<td>Large</td>
<td>More than $2.3 million</td>
<td>More than 44,040</td>
<td>More than 148,667</td>
<td>More than 41</td>
</tr>
</tbody>
</table>

Diagram shows the distribution of museums by size category.
High Quality in Children’s Museums Survey

Results

Respondents by Size

- Small: 16%
- Small/Medium: 4%
- Medium: 25%
- Medium/Large: 23%
- Large: 9%
- Inconsistent: 23%

ACM Trends Report 1.7

- Small: 30%
- Small/Medium: 8%
- Medium: 27%
- Medium/Large: 3%
- Large: 21%
- Inconsistent: 10%
High Quality in Children’s Museums Survey

Results

1. Familiarity with and usefulness of the current Standards of *Professional Practice in Children’s Museums*

Familiarity

- Not at all: 41%
- Somewhat: 21%
- Familiar: 33%
- Very Familiar: 5%

[Diagram showing the distribution of responses]
High Quality in Children’s Museums Survey

Results

1. ...usefulness of the current *Standards of Professional Practice in Children’s Museums*

   **Usefulness**

   *Scale 1-5*

   *5= very useful*
2. Are field-wide standards of professional practice necessary for ensuring high-quality experiences for all children and families?

*Agreement scale 0-100*

*Average: 81*
3. Whether a field-wide program based on standards that defines and recognizes high-quality would be valuable.

I think having published standards is enough 12.28%

I think having a field-wide program to track the use of standards would be valuable 19.30%

I think having a field-wide program based on standards that defines and recognizes high-quality would be valuable 68.42%
## High Quality in Children’s Museums Survey

### Results

4. Measures currently used as evidence of high-quality practices

<table>
<thead>
<tr>
<th>Measure</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audience reach</td>
<td>87%</td>
</tr>
<tr>
<td>Social impact</td>
<td>85%</td>
</tr>
<tr>
<td>Partnerships</td>
<td>85%</td>
</tr>
<tr>
<td>Financial indicators</td>
<td>80%</td>
</tr>
<tr>
<td>Evaluation of programs/exhibits</td>
<td>67%</td>
</tr>
<tr>
<td>Efficacy/impact of programming</td>
<td>67%</td>
</tr>
<tr>
<td>Diversity of visitors, staff, board</td>
<td>62%</td>
</tr>
<tr>
<td>Comparison to nonprofit/ed orgs</td>
<td>60%</td>
</tr>
<tr>
<td>Competitive grant success</td>
<td>56%</td>
</tr>
<tr>
<td>Awards</td>
<td>40%</td>
</tr>
<tr>
<td>Environmental impact</td>
<td>27%</td>
</tr>
<tr>
<td>Certification/accreditation</td>
<td>10%</td>
</tr>
</tbody>
</table>
High Quality in Children’s Museums Survey

Results

5. Critical audiences for demonstrating the quality of practices

In order of importance

- Funders
- Community stakeholders
- Board of Directors/Trustees
- Museum members
- Educators
- Policy makers
- Staff
- Museum senior leadership
High Quality in Children’s Museums Survey

Questions about the survey results
What are your reactions?
What are your hopes?
What are your fears?
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