Traffic Reports, Dashboards, and KPIs, Oh My!

Jane Bard, President

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LOUISIANA CHILDREN'S MUSEUM

KidsQuest Children's Museum
Join us in some live data collection!

Visit www.menti.com

Use code: 91 20 92

Or scan the below QR code:
Data We Collect

- **Income**
  - Admissions
  - Memberships
  - Group Visits
  - Revenue from Grants and Donations

- **Surveying**
  - Student Evaluations
  - Educator Evaluations
  - Members, Birthday Party
  - Visitor Feedback

- **Memberships**
  - Where they live including zip code
  - How Often They Visit
  - Purchasing Habits

- **Admissions**
  - First-time Visitors
  - Member Attendance
  - Ages of Visitors
  - Geographic / Zip Code Data
  - Number of Social Service Agencies Receiving Passes & % Redeemed

- **Group and Field Trips**
  - % of Schools Choosing Educator-Led vs. Self-guided visits

- **General**
  - Social Media Comments
  - Overheard Comments
  - Frequently Asked Questions
Data Collection Methods & Tools

- Point of sales systems and reports
- “Bean counting” – Tallying by hand (stickers, etc.)
- Pre and post program evaluations by students and teachers
- Visitor surveys
- Observations
- Compiling social media and visitor comments in creative ways
- Documentation - photos and quotes
- Compiling financial data
- Tracking engagement metrics, like number of conversations held
Challenges with Data Collection & Interpretation

- Collecting data from several departments using multiple tools
- Interpreting data for a more layered understanding; what is the negative space telling you?
- Getting completed surveys back from teachers and visitors
- Collecting data tracking a change in cultural diversity of visitors...we never solved this challenge
- Establishing a baseline for retention/new memberships
- Expense of many CRM systems and the skill they sometimes require from staff (SQL, for example)
Measuring Our Success in Fulfilling Mission/Vision

Strategic Objective: Museum provides high-quality learning experiences that prepare children for a successful future.

Strategic Objective: The Museum is perceived as a leader in informal learning.

Key Performance Indicators:
1. Children demonstrate transferable skills such as communication, collaboration, critical thinking, perseverance & creativity – ED OB, VS, TS, SMED
2. Teachers/parents report a change in vocabulary/understanding/interest in STEAM fields – TS, VS
3. Children are observed asking questions, incorporating new vocabulary, & expressing an interest in STEAM topics - VS, TS, ED OB
4. Student evaluations indicate confidence in their ability to lead and participate as a member of a team. - SS
5. Parents/guardians/teachers cite the Museum as being one of the major contributors to their child's development and growth. – TS, VS
6. Track social media comments that include mention the Museum providing high-quality learning experiences, and website traffic to educational content, the Museum blog and comments. – SMED
7. Track the number of social media posts and press releases generated by CMNH that include our role as a leader in informal learning. - SMED
8. Track the number of published media mentions that illustrate our role in informal learning. – SMED
9. Track the positive feedback from visitors mentioning the educational value of their Museum experience. – TS, VS, SS, SMED

Data Collection Methods:
TS = teacher survey (conducted in conjunction with school visit programs)
VS = visitor survey (conducted with daily visitors and members)
SS = student survey (conducted with program & group visit participants)
ED OB = educator observation (conducted by education team members)
SMED = social media Excel doc (compiled and maintained by Communications Dir.)
Visitor Survey Results: Mission/Vision Related Impact

My children are excited to visit the Museum each time we go. 100% Agreed

CMNH is a major contributor to my child’s development. 86% Agreed

Visiting the Museum is educational for my child. 99% Agreed

The Museum has helped my child develop the skill of:

Communicating

93% Agreed

Cooperating with others

93% Agree

Problem-solving

96% Agreed

Being creative

100% Agreed

Not giving up (persevering)

95% Agreed

<table>
<thead>
<tr>
<th>ANSWER CHOICES</th>
<th>RESPONSES</th>
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<tbody>
<tr>
<td>I feel comfortable taking the lead</td>
<td>54.55% 24</td>
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<tr>
<td>I listen to other people’s ideas and sometimes share my own</td>
<td>22.73% 10</td>
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<td>I tend to stay quiet in a group</td>
<td>9.09% 4</td>
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<tr>
<td>I do not feel comfortable taking the lead, but I will do it if needed</td>
<td>13.64% 6</td>
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<tr>
<td>TOTAL</td>
<td>100% 44</td>
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Explora: Fundraising Dashboards
(aka, she works hard for the money)

Look for this handout on your table…

Filled a need for performance metrics to measure effectiveness and progress during capital campaign
### Explora: Fundraising Dashboards

**Explora Development Plan: FY 2019 Goals and Strategies**

**Month Dashboard Report: July 1, 2018 - March 31, 2019**

<table>
<thead>
<tr>
<th>Objective</th>
<th>Goal Description</th>
<th>Result</th>
<th>FY18 Comp.</th>
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</thead>
<tbody>
<tr>
<td>Objective 1</td>
<td>Raise $100,000 in Membership/Retreats</td>
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<tr>
<td>Objective 2</td>
<td>Raise $50,000 in unrestricted funds from individuals</td>
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<td>Objective 3</td>
<td>Raise $300,000 in revenue from individual donors</td>
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<td>Objective 4</td>
<td>Raise $322,661 in grant revenue from Federal Government</td>
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<td>Objective 5</td>
<td>Maintain and/or increase funding levels with City/State government</td>
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<tr>
<td>Objective 6</td>
<td>Raise $500,000 for Capital Campaign</td>
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**And this one…**

This monthly dashboard report helps gauge our success in mobilizing resources, our staff and board effectiveness in fundraising, and our progress supporting the mission.
Memberships
- Overall membership numbers historically
- Where your members live
- Membership levels
- Event / program feedback from members
- Operational data collection from members
- Renewal percentages on membership
  - What zip codes are you reaching and where are you not?
  - How are your members actually using your museum?

Birthday Parties
- Parent feedback
- Party guest feedback
- Members vs non-member bookings for birthday parties
- Birthday parties by month - busy vs non busy months
What kinds of data are we collecting?

Membership Levels

Family 1 – 9%
Family 2 – 72%
Family 3 – 17%

Birthday Party Booking

Members 28.4%
Non-members 67.2%
Need to show the full reach of our organization
Where we go, who we interact with, and in what ways

In the museum:
  Admission
  Field Trips
  Classes & Workshops
  Parties
  Special Events

Outside of the museum:
  Public Outreach
  Field Trips to Go
  Science Fairs
  Grant Funded Programming

Used this to show our County Council Members the reach our organization has on our county, in each of their districts.
Get in touch with questions or suggestions!

- **Kristin Leigh**, Explora, [kleigh@explora.us](mailto:kleigh@explora.us) (financial/fundraising dashboards)

- **Stephanie Philio**, KidsQuest, [Stephanie@kidsquestmuseum.org](mailto:Stephanie@kidsquestmuseum.org) (admissions data, geographic/zip code data)

- **Lauren Clay**, Louisiana Children’s Museum, [lclay@lcm.org](mailto:lclay@lcm.org) (membership, birthday parties)

- **Jane Bard**, Children’s Museum of New Hampshire, [jbard@childrens-museum.org](mailto:jbard@childrens-museum.org) (community and educational impact, mission/vision fulfillment)