BEYOND BENCHMARKING – A NEW ONLINE DASHBOARD FOR CHILDREN’S MUSEUMS

InterActivity 2022: Play the Long Game
Welcome

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Data provided by: Chicago Children’s Museum (IL) & Amazement Square (VA)
ACM Trends: Next Generation

Data Literacy & Management Tools

Streamline Data Collection
Establishing on-demand data dashboards
Continue producing ACM Trends Reports
ACM Trends: NextGen - Why a New Approach?

**Diminishing response rate**
- Number of data points overwhelming, especially for small museums
- Detailed questions = confidential business data

**Poor Data Quality**
- Failed promise of self-service data update
- Poor fidelity of accuracy
- Unsustainable technology implementation

**Now vs. Long Game**
- Lack of longitudinal contextualization of data
- Narrow-focus KPIs = Reductive thinking/planning
- Data purely operational, not useful for advocacy
### ACM Trends: NextGen Data Collection

#### Data Collection
- Refined 120+ Question Member Survey
- Create additional smaller surveys 2-5 year cycle
- **NEW** - Workshops with Children’s Museum Leaders
- *vitality*

#### 12 Core Questions

<table>
<thead>
<tr>
<th>Size Categories</th>
<th>990 Data</th>
<th>Museum “Evergreen” Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Total Staff</td>
<td>• Total volunteers</td>
<td>• Museum Type</td>
</tr>
<tr>
<td>• Total building square feet</td>
<td>• What is the start of your fiscal year?</td>
<td>• Primary age group</td>
</tr>
<tr>
<td>• Total annual operating expenses</td>
<td>• Total annual operating income</td>
<td>• Museum’s location</td>
</tr>
<tr>
<td>• Total annual attendance for onsite visits</td>
<td>• Total annual program services income</td>
<td></td>
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</table>
ACM Trends: NextGen Shift: COVID-19

COVID-19 Impact Survey May 2020
109 US-based museums

COVID-19 Impact Survey Fall 2020
96 US-based museums

COVID-19 Impact Survey Spring 2021
89 US-based museums

- CARES Act Funding
- Staffing
- Opening Status
- Attendance
- Income & Expenses
How Can You Collect Data?

1. Marketing surveys at ticket desk
2. Emailed surveys
3. Basic info from ticket buyers
4. Online sales information
5. Canned reports from your CRM
What Reports Should I Use?

1. Zip Code Report
2. Total Revenue and Payments Report
3. Price Types
4. Membership Dashboard
How Can You Put it to Use?

Make data driven decisions for the following:

1. Programming
   What works and what doesn’t?

2. Pricing
   Should your admission and program prices be adjusted?

3. Tracking
   Who is attending your museum?

4. Financials
   Which giving programs are succeeding?

5. Visitor profile
   Where are your guests coming from?
Data Collection: ACM

Data Collection: Membership Renewal

- Total Staff
- Total building square feet
- Total annual attendance for onsite visits

Museum “Evergreen” Data

- Museum Type
- Primary age group
- Museum’s location

2022 ACM Museum Membership Survey Data 2016-2021

- Admission prices
- Total annual attendance
- Membership Info

Other Income (previous FY)
Data Reporting: Online Dashboard

What can you do:
• Access your museum's data & all other museum's data
• Benchmark against other museums (location, size, etc.)

Information pulled from:
• Publicly available 990s (updated yearly)
• Membership Surveys
• Membership Renewals
Data Reporting: Online Dashboard

• Data collected by Fiscal Year

  • Staff (line 5)
  • Volunteers (line 6)
  • Program Services Income (line 9)
  • Total Revenue (line 12)
  • Non-labor Expenses (lines 13, 14, 16, & 17)
  • Labor Expenses (line 15)
  • Total Expenses (line 18)

• Attendance information collected by ACM & Knology through survey.
Data Reporting: Online Dashboard

Ratios - Attendance
• Attendees per staff
• Total Expenses per Attendee
• Program services income per Attendee

Photo credit: Emily Webster on Upsplash
### Data Reporting: Process

#### How Do You Tell Your Story: Attendance

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<th>Legend:</th>
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<td>- Blue: Calculations we can make now!</td>
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<td>- Pink/Yellow: Other ways your museum talks about this data or would like to!</td>
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**Legend:**
- Blue: Calculations we can make now!
- Pink/Yellow: Other ways your museum talks about this data or would like to!

| We take random zip code gathering for visitors, we track zips per program participants to tell the story of who we're serving. |
| Percentage of population. How are we penetrating the universe of possible users? |
| tracking local vs. tourist attendance |
| need to know-population density/how we define local |
| Visitors per sq. ft. = annual attendance/facility square feet |
| Visitors per $ spent = Total Annual Attendance/Operating Expenses |
| Cost per Visitor = Operating expenses/total annual attendance |

**Legend:**
- Blue: Calculations we can make now!
- Pink/Yellow: Other ways your museum talks about this data or would like to!

- age range comparison could be useful.
- Outside orgs use attendance to calculate $ spent in community.
- Money spent beyond ticket price (gift shop, etc.).
- We also pay attention to special audiences, military for example.
- Each program we offer tracks separately but it rolls up into a total served number.
Data Reporting: Online Dashboard

Ratios – Income

• Total Income / Total Expenses
• Program Services Income / Total Income

Photo credit: Kelly Sikkema on Unsplash
Data Reporting: Online Dashboard

Ratios – Non-labor Expenses (NLE)

• As a proportion of total expenses (NLE/TE)
• As a proportion of program services income (NLE/PSI)

Note: Non-labor expenses are reported as multiple lines on the 990 form → lines 13, 14, 16, & 17
Data Reporting: Online Dashboard

Ratios – Labor Expenses (LE)

• As a proportion of total expenses (LE/TE)
• As a proportion of program services income (LE/PSI)
Data Reporting: Online Dashboard

Ratios – Total Expenses (TE)

• As mentioned previously – per attendee
• As a proportion of program services income (TE/PSI)
Data Reporting: Process

How Do You Tell Your Story: Expenses

Legend:
- Blue: Calculations we can make now!
- Pink/Yellow: Other ways your museum talks about this data or would like to!

Legend:
- Useful to compare longitudinally/internally
- Labor/non-labor expenses = people-intensive business validator
- Non-Labor Expenses = % of total Expenses
- Expenses per square foot
- fair wage!
- Labor Expenses = % of Total Expenses

Program, fundraising, etc. - looking where expenses go. Personnel to earned revenue: efficient. Expenses that go to revenue.
Data Reporting: Online Dashboard

Ratios – Staff

- As mentioned previously – per attendee
- Total Staff/Total Volunteers

Photo credit: DuoNguyen on Upsplash
Questions?

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