



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

Knology

ASSOCIATION OF
CHILDREN'S
MUSEUMS



Habitat
Seven

blackbaud



INSTITUTE of
Museum and Library
SERVICES

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

Size Categories

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

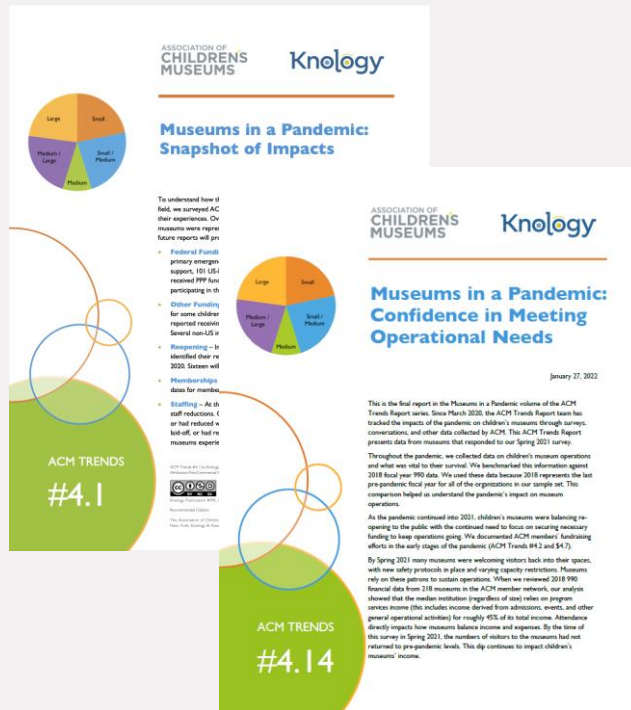
990 Data

- Total volunteers
- What is the start of your fiscal year?
- Total annual operating income
- Total annual program services income

Museum "Evergreen" Data

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

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

Size Categories

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

Museum "Evergreen" Data

- Museum Type
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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.

ACTIVITIES & GOV	2	Check this box <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets		
	3	Number of voting members of the governing body (Part VI, line 1a)	3	12
	4	Number of independent voting members of the governing body (Part VI, line 1b)	4	12
	5	Total number of individuals employed in calendar year 2018 (Part V, line 2a)	5	28
	6	Total number of volunteers (estimate if necessary)	6	30
	7a	Total unrelated business revenue from Part VIII, column (C), line 12	7a	537
	7b	Net unrelated business taxable income from Form 990-T, line 34	7b	0
Revenue	8	Contributions and grants (Part VIII, line 1h)	Prior Year	Current Year
	9	Program service revenue (Part VIII, line 2g)	22,615	27,432
	10	Investment income (Part VIII, column (A), lines 3, 4, and 7d)	89,585	95,374
	11	Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	61	34
	12	Total revenue—add lines 8 through 11 (must equal Part VIII, column (A), line 12)	24,987	47,480
Expenses	13	Grants and similar amounts paid (Part IX, column (A), lines 1-3)	137,248	170,320
	14	Benefits paid to or for members (Part IX, column (A), line 4)		0
	15	Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)		0
	16a	Professional fundraising fees (Part IX, column (A), line 11e)	87,463	90,221
	b	Total fundraising expenses (Part IX, column (D), line 25) ▶41,285		0
	17	Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e)		
	18	Total expenses Add lines 13-17 (must equal Part IX, column (A), line 25)	130,718	138,199
Net Assets or Fund Balances	19	Revenue less expenses Subtract line 18 from line 12	218,181	228,420
	20	Total assets (Part X, line 16)	-80,933	-58,100
	21	Total liabilities (Part X, line 26)		
	22	Net assets or fund balances Subtract line 21 from line 20	Beginning of Current Year	End of Year
			1,442,234	1,377,532
			15,266	9,801
			1,426,968	1,367,731

Part II Signature Block

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



Data Reporting: Online Dashboard

Ratios – Income

- **Total Income / Total Expenses**
- **Program Services Income / Total Income**



Photo credit: Kelly Sikkema on Upsplash

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!

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, admin - looking where expenses going. Looking at expenses that go to mission

personnel to earned revenue (personnel 80% of earned revenue) MR ProFun

Showing having quality staff - workforce impact

Don't want to benchmark against a field that underpays staff - need to figure out aspiration numbers

Data Reporting: Online Dashboard

Ratios – Staff

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



Photo credit: DuoNguyen on Upsplash

Museums Dashboard

MENU

- Museum List
- Trends Reports
- Update Data

ADMIN

- Profile
- Help
- About
- Resources

EXTRAS

Good Morning, Brooklyn Children's Museum

Dashboard > Museum at a Glance

102,000 SQ FT
Museum Size



Level 2
ACM Member Level



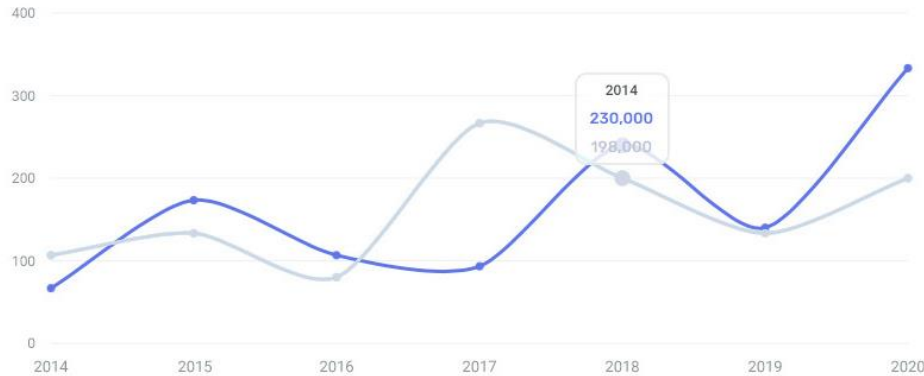
Brooklyn NY | USA
Region



Download PDF Overview

Total Attendance 409,000

PER YEAR

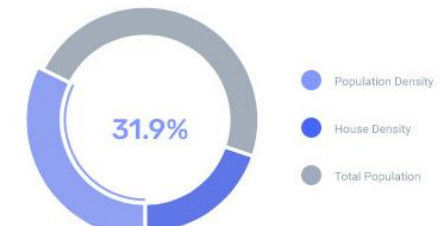


Attendance Data

Total Annual Attendance : Total Staff

1,498 : 1 ATTENDEES PER STAFF

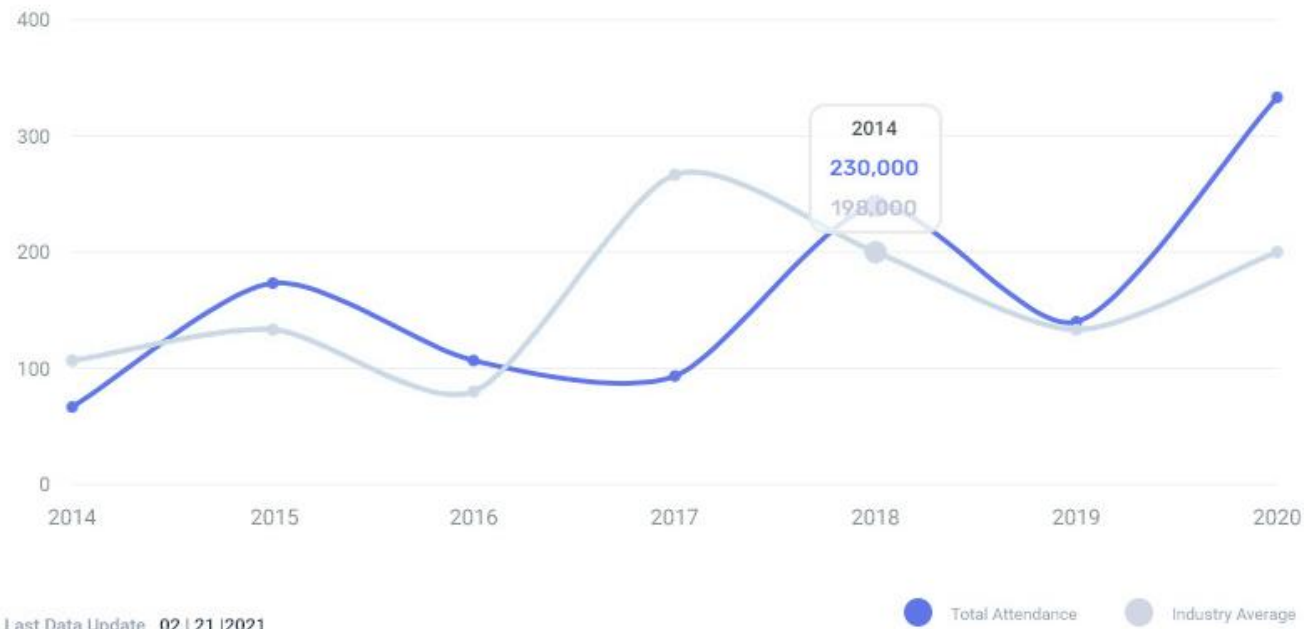
Total Annual Attendance : Population



Staff

409,000

PER YEAR ▾



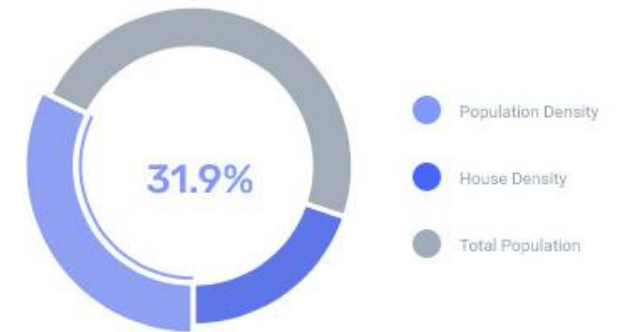
Staff Data

Total Annual Attendance : Total Staff

1,498 : 1

ATTENDEES PER STAFF

Total Annual Attendance : Population





Questions?

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