Museum Virtual Programming (MVP) Research Grant

Thanks for being here!

Agenda

- Introductions
- Goals of our IMLS grant
- Prior work on virtual programming
- Cohort roles/responsibilities
- Virtual programming survey for museum audience/potential audiences
- Timeline
- Next steps

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Knology

Rockman et al Research & Evaluation

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Introductions

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Grant Partners

ASSOCIATION OF CHILDREN'S MUSEUMS

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Shaun Field

Rockman et al Research & Evaluation

Scott Burg

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About the MVP Grant

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Grant Overview

Post-Pandemic Virtual Experiences with Children's Museums: Responding to Family, Educator, and Museum Needs and Expectations (Nickname: MVP)

3-year project (September 2022 - August 2025)

Phase 1: Understand sustainability of virtual programs in children's museums

Phase 2: Assess feasibility of sharing virtual programs with museums in the field

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Grant Overview

Post-Pandemic Virtual Experiences with Children's Museums: Responding to Family, Educator, and Museum Needs and Expectations (Nickname: MVP)

Phase 1: (Years 1 & 2)			Phase 2: (Year 3)		
Audience Survey - parent/caregiver needs and interests	Museum Survey - museum virtual programming capacity	Two cohorts (each year)	Needs assessment for sharing resources	Ongoing dissemination and report study findings	Cohort

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Research Questions

1. **How can virtual programming** effectively **support the long-term engagement strategies** of children's museums in a post-pandemic world?

2. **What assets from the virtual programming** created during the COVID-19 pandemic can be retained or modified by children's museums to **meet the needs or interest of their communities**?

3. **How** can children's museums help to **address gaps with families** who **may be unfamiliar** with or **may not have access** to informal educational institutions?

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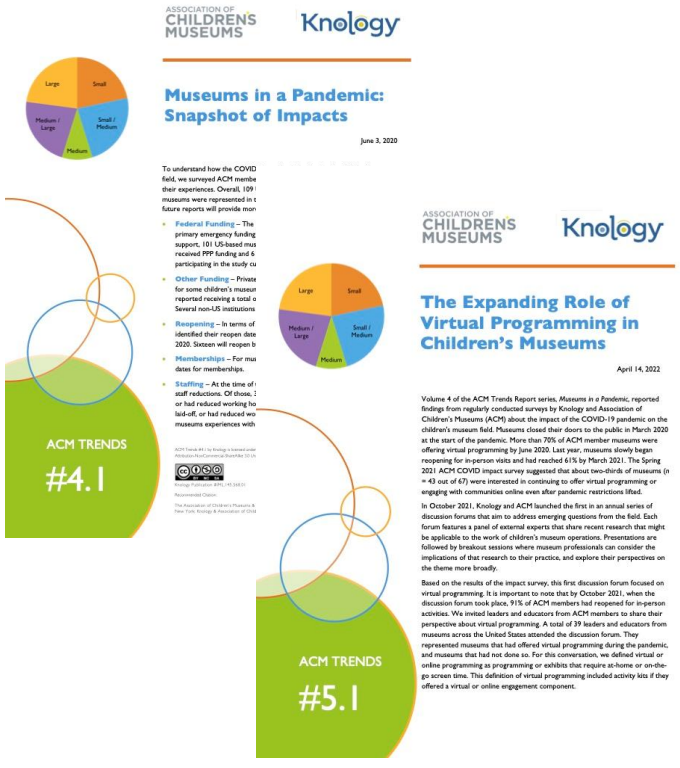
prior work

ACM Trends Program



Spring 2021 COVID Impact Survey

- 89 Museums Responded
- ⅔ museums interested in continuing virtual programs
- 61% of museums open

October 2021 Discussion Forum

- 39 Participants from 27 museums
- 91% of museums open
- **Key Takeaways**
  - Education primary focus
  - Helped support/serve new audiences
  - Some museums partnered with schools/other community orgs
  - Funding/new revenue streams needed to continue
  - Museums interested in sharing resources

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prior work

2021 Virtual Programming Survey

Nov 2020 - Jan 2021 (45% of museums open to in-person visits at this time)

12 Museums

1249 Parent/caregiver responses

Key Findings on What Parents Want

- 91% of parents interested in programs outside of schools
- Parents with children attending in-person school or daycare less interested in virtual programs vs parents homeschooling or in a hybrid school model
- Diverse activities fostering creativity, critical thinking, and social engagement
- Not looking for children's museums to be extensions of formal education
- Activities that supplement vs complement academic content
- Allow for new skills development/practice
- Age appropriate

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Underlying Theory

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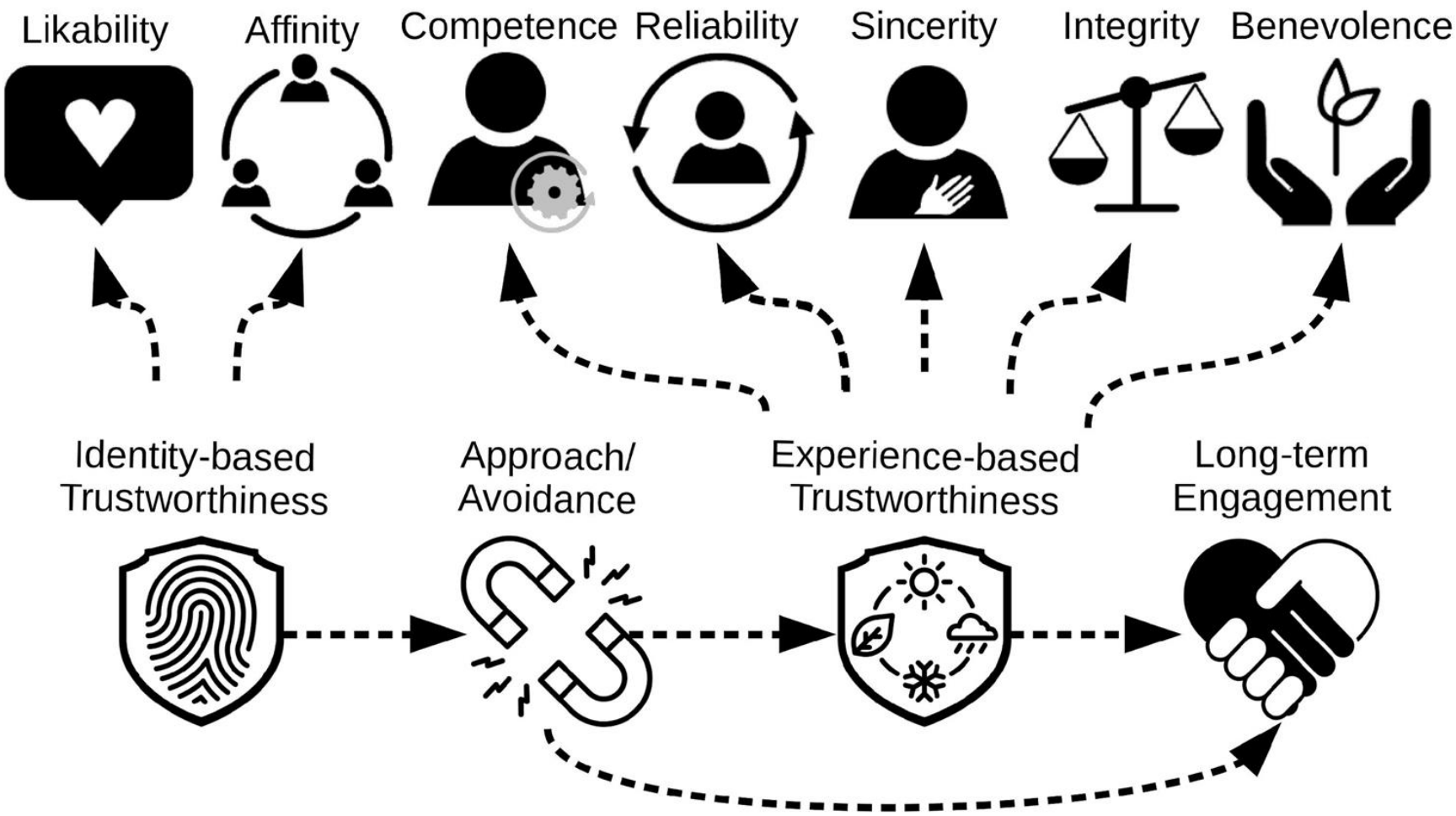
prior work

A Theory of Long-Term Engagement



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Research Questions (Trust)

1. **How can virtual programming** effectively **support the long-term engagement strategies** of children's museums in a post-pandemic world?
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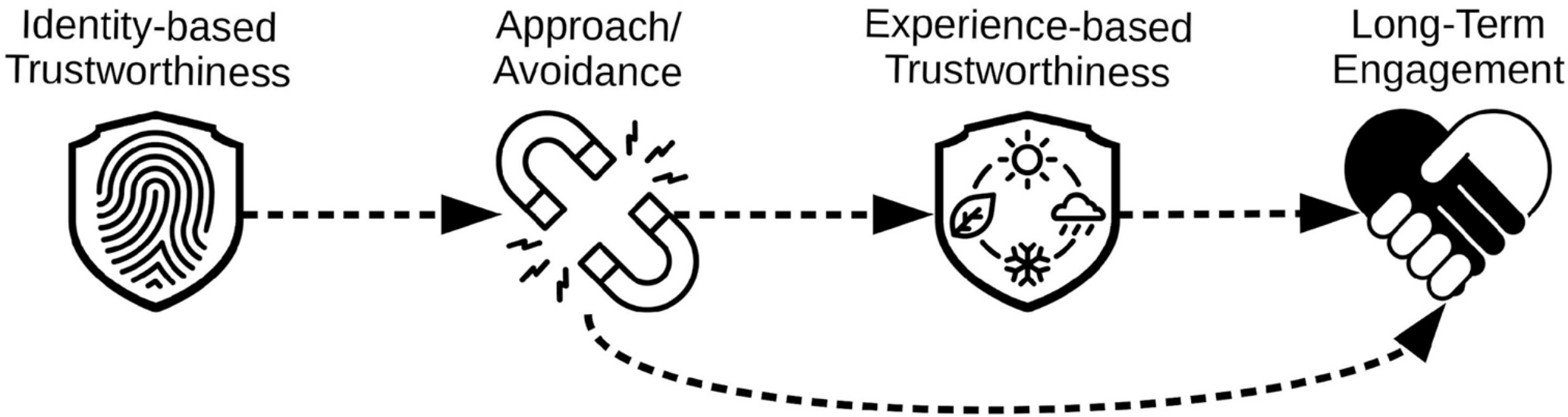
The path to long-term engagement



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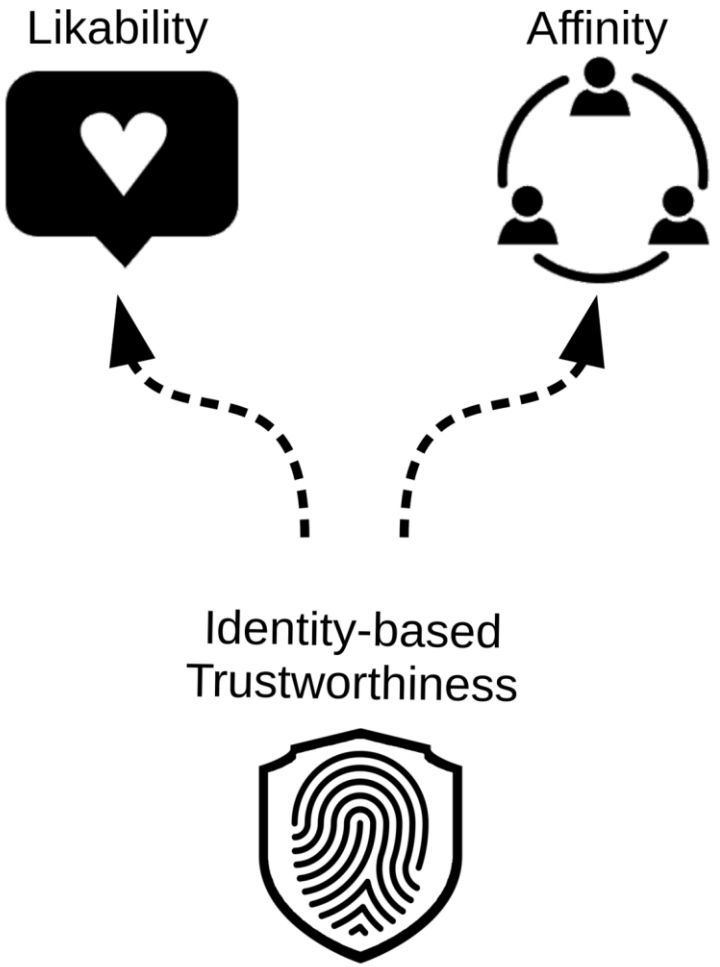
Identity-base (Brand) Trustworthiness



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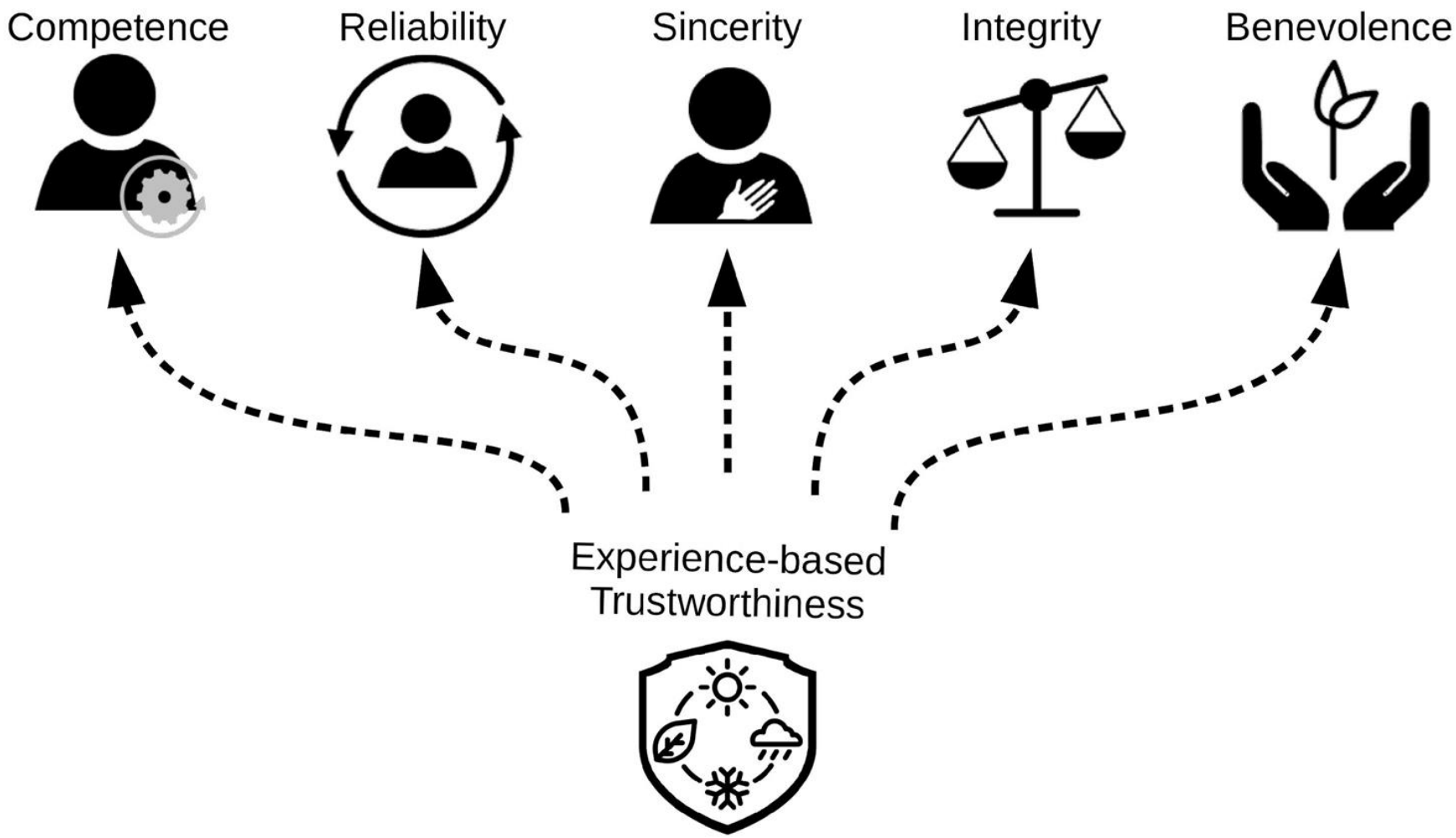
Experience-based (Relational) Trustworthiness



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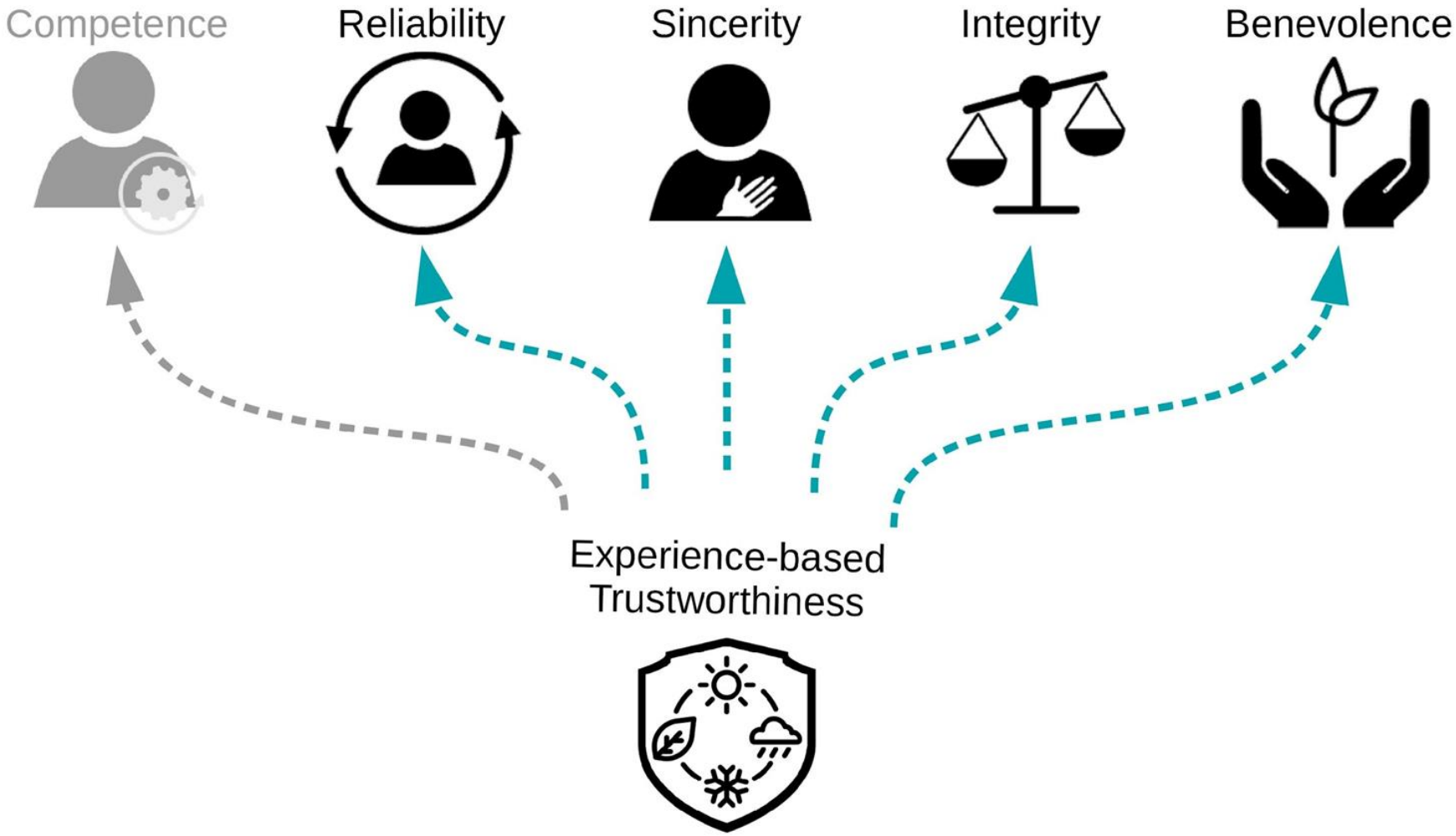
Opportunities and pitfalls of MVP



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Cohort Info

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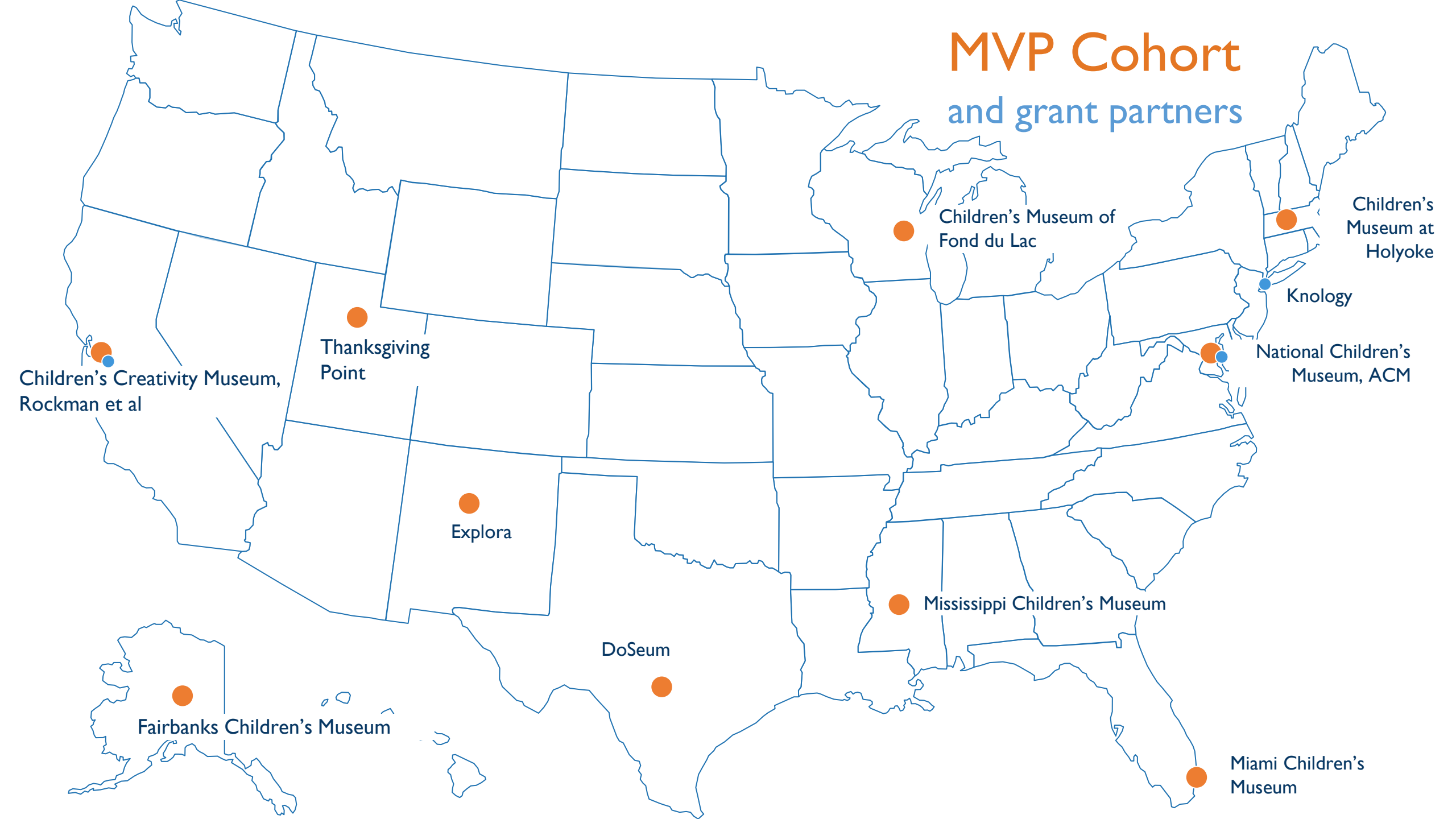
MVP Cohort

and grant partners



Hearing from Cohort

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Audience Survey

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Audience Survey

- Part of a new set of surveys that ACM and Knology developed pre-Pandemic
- 7 museums - 296 responses (Primarily from Thanksgiving Point and Fairbanks Children's Museum)
- Adult (couple) - English speaking - Female

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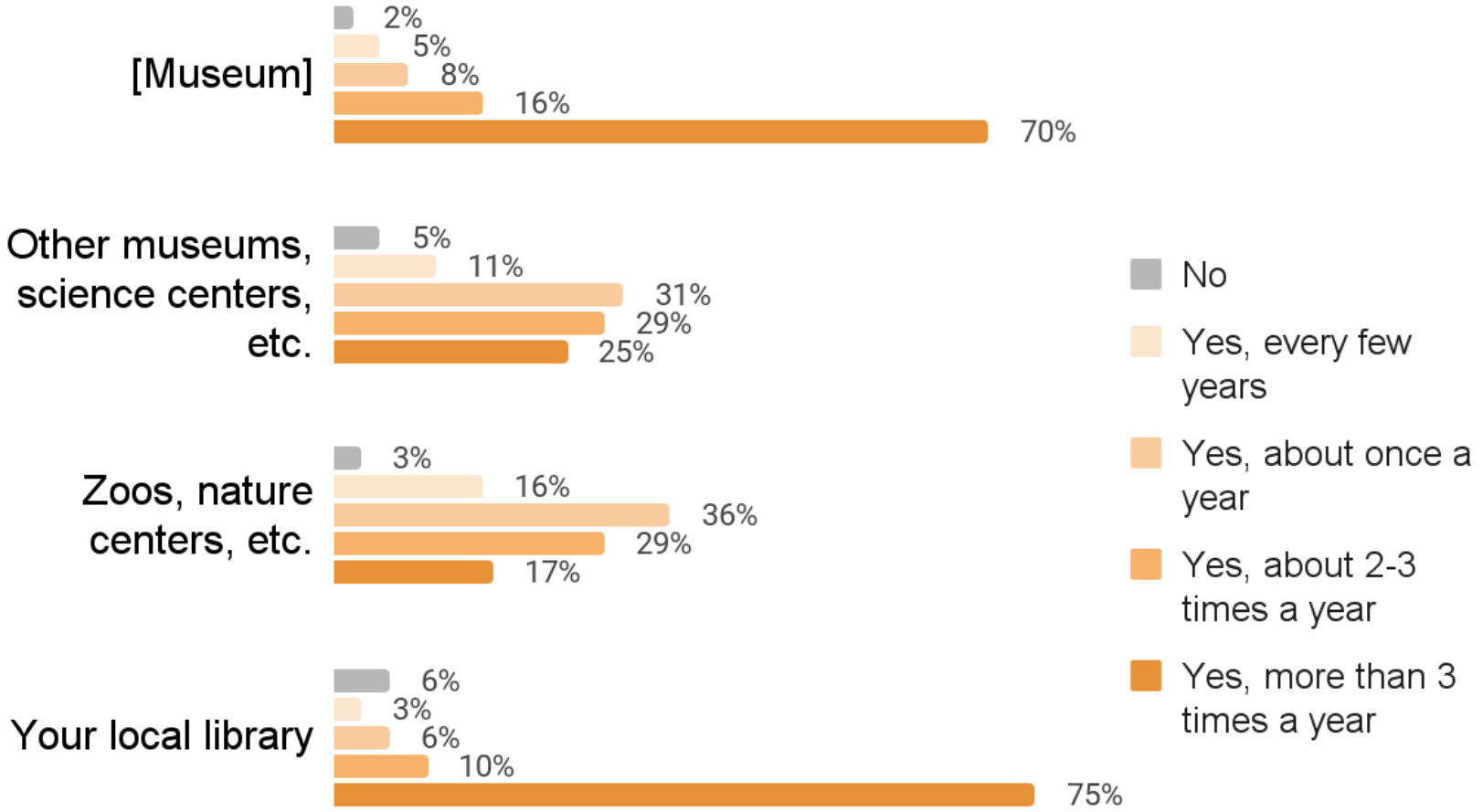
Audience Survey

Have you ever visited the following places with your children?



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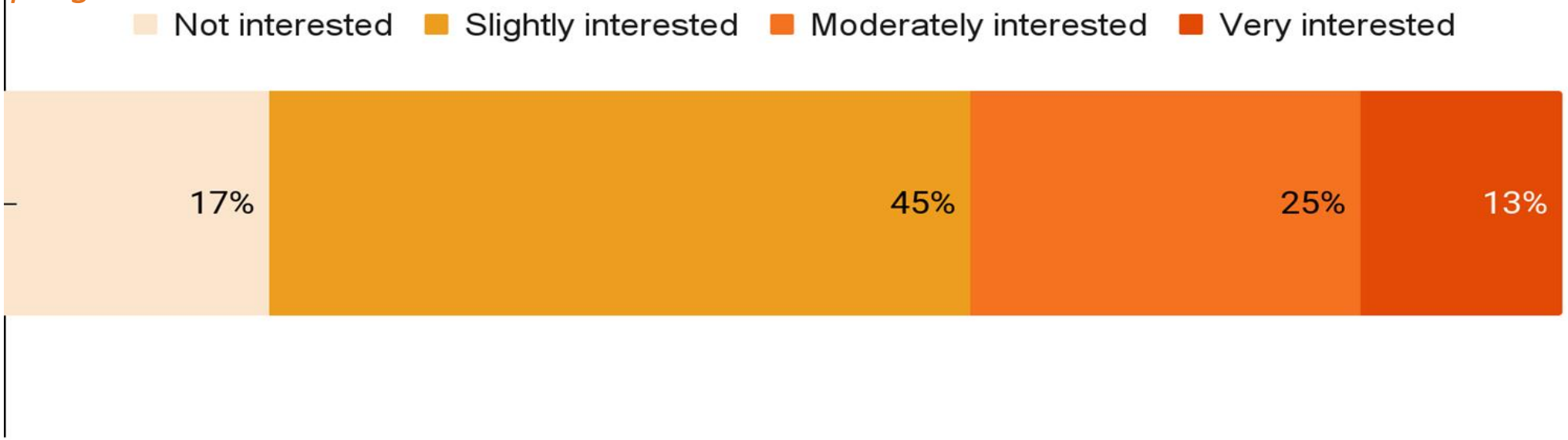
Audience Survey

Please rate your current interest in virtual museum activities and programs:



Interest in:

- Programs that foster new skills or hobbies
- Storytelling/literacy
- Programs that relate to schoolwork

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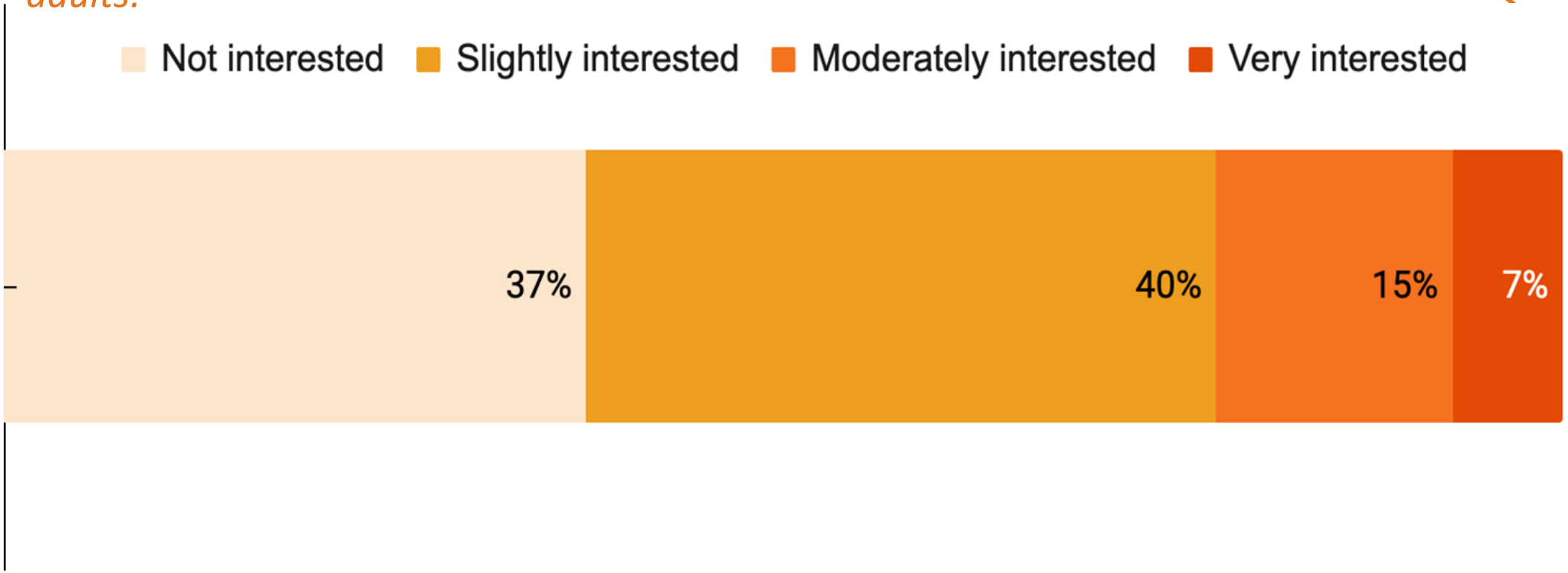
Audience Survey

Please rate your current interest in virtual museum activities and programs for adults:



Interest in:

- STEM
- Supporting children's social skills
- Resources supporting child's educational needs

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Audience Survey

- 90% trust quality of museum programming
- 60% concerned about screen time
- 43% feel museum virtual program would meet their child's needs
- 77% prefer on-demand/pre-recorded programs
- 70% prefer programs where child can follow along

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Collaborations Survey

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Collaborations Survey

- Part of a new set of surveys that ACM and Knology developed pre-Pandemic
- Adjusted to meet needs of this grant - virtual programming
- 59 museums responded - 512 collaborations reported

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Collaboration Goals

- Reaching **new** audiences
- Reaching traditionally **underserved** audiences
- Developing **virtual** programming
- Developing **in-person** exhibits / programs
- Tackling community or **social** issues
- Enhancing formal / informal **education**
- Building research and evaluation **capacity**
- Increasing community **health** / wellbeing
- Addressing **traumatic** / tragic events
- **Other**

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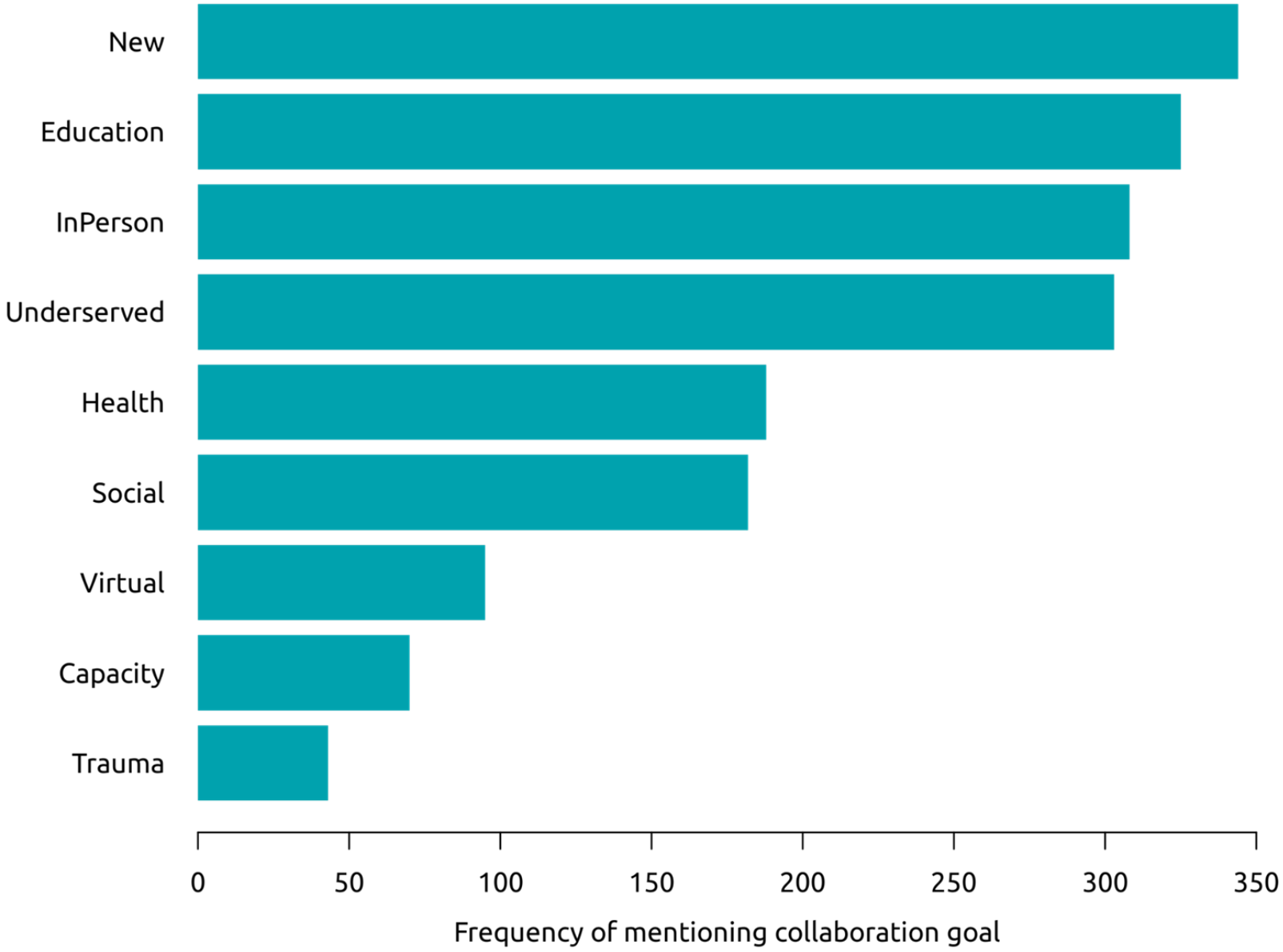

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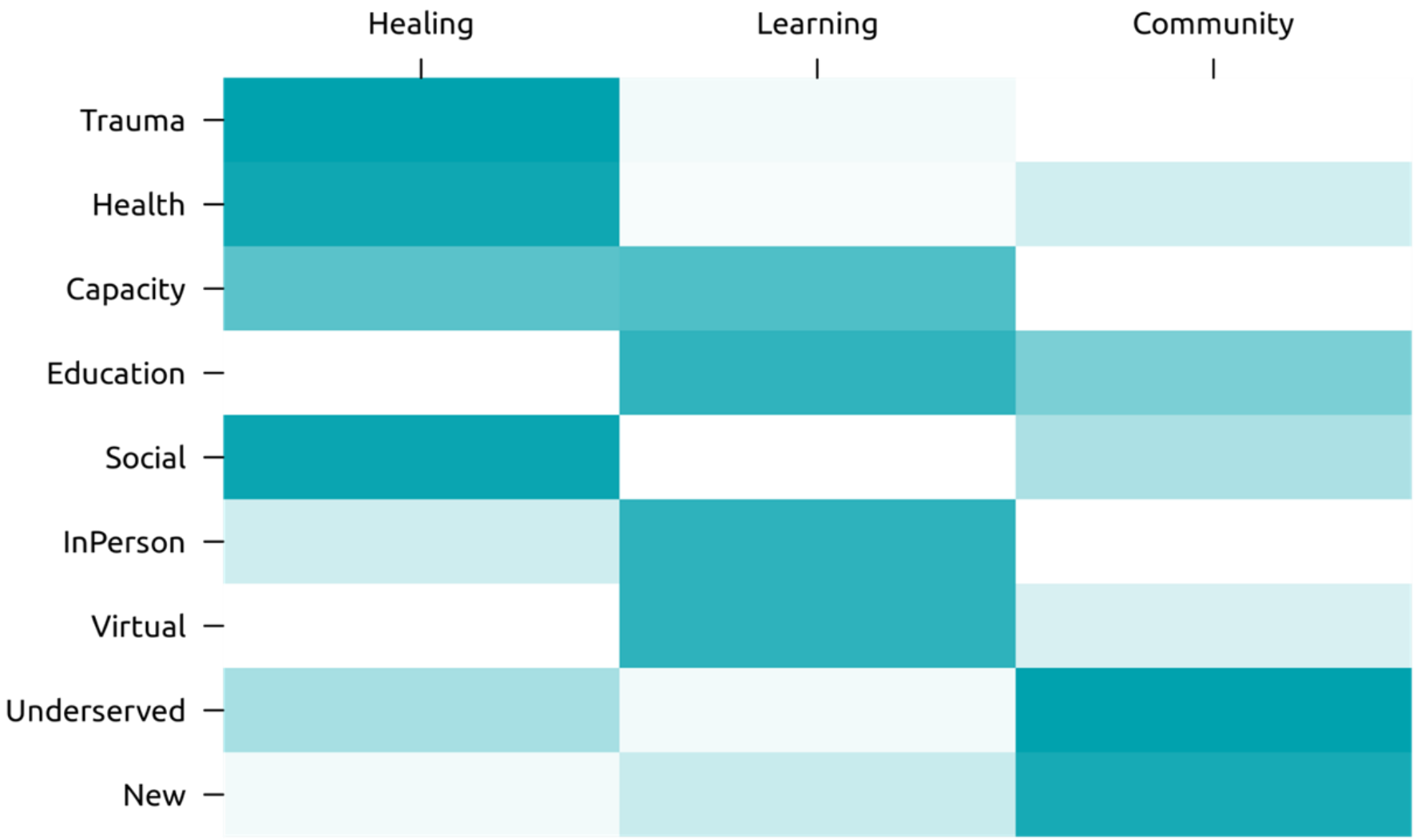

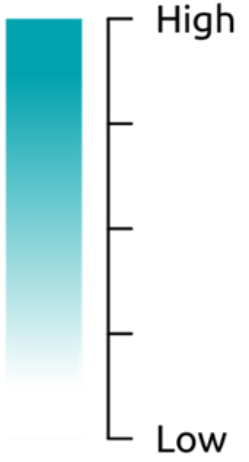

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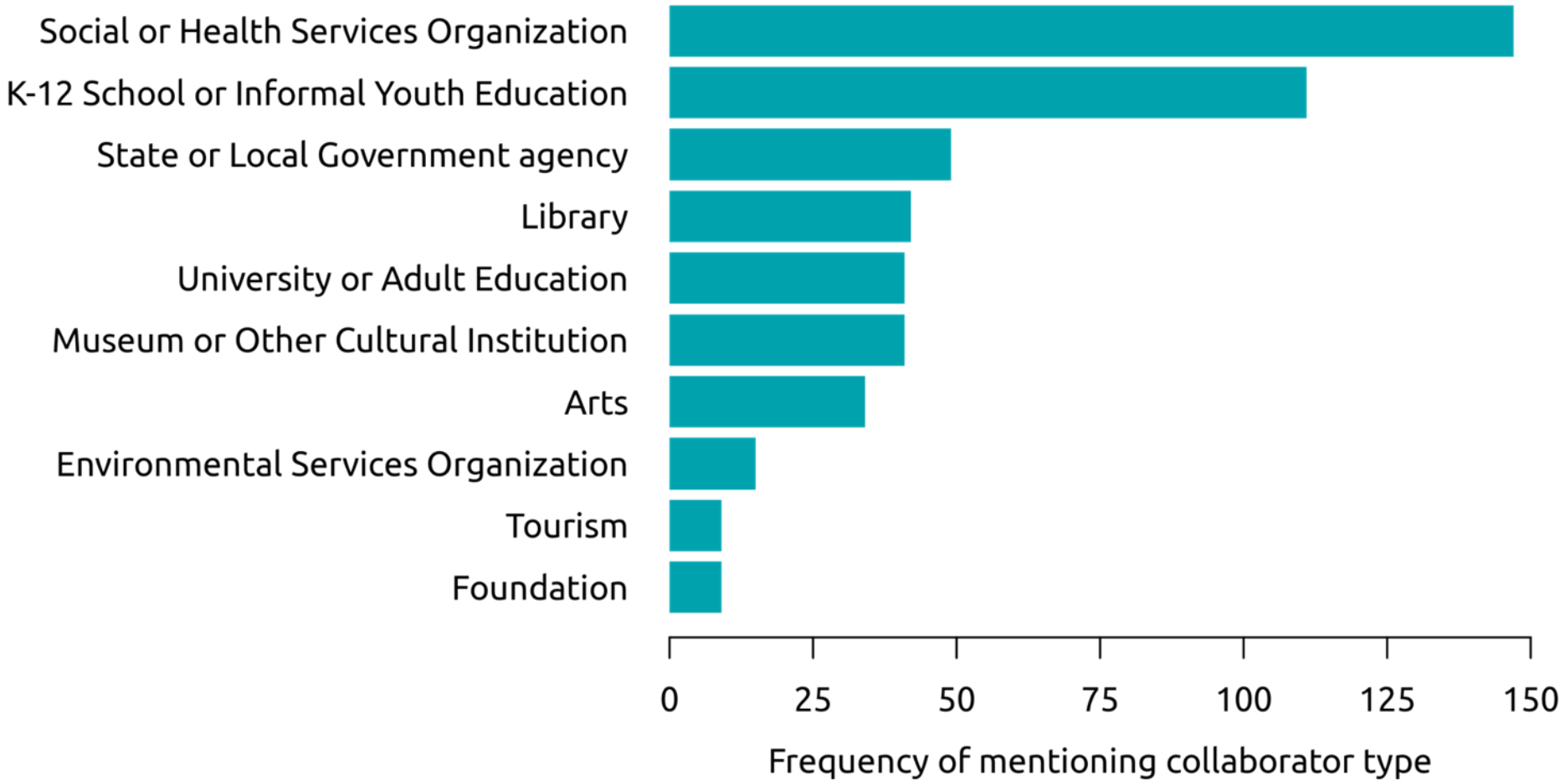

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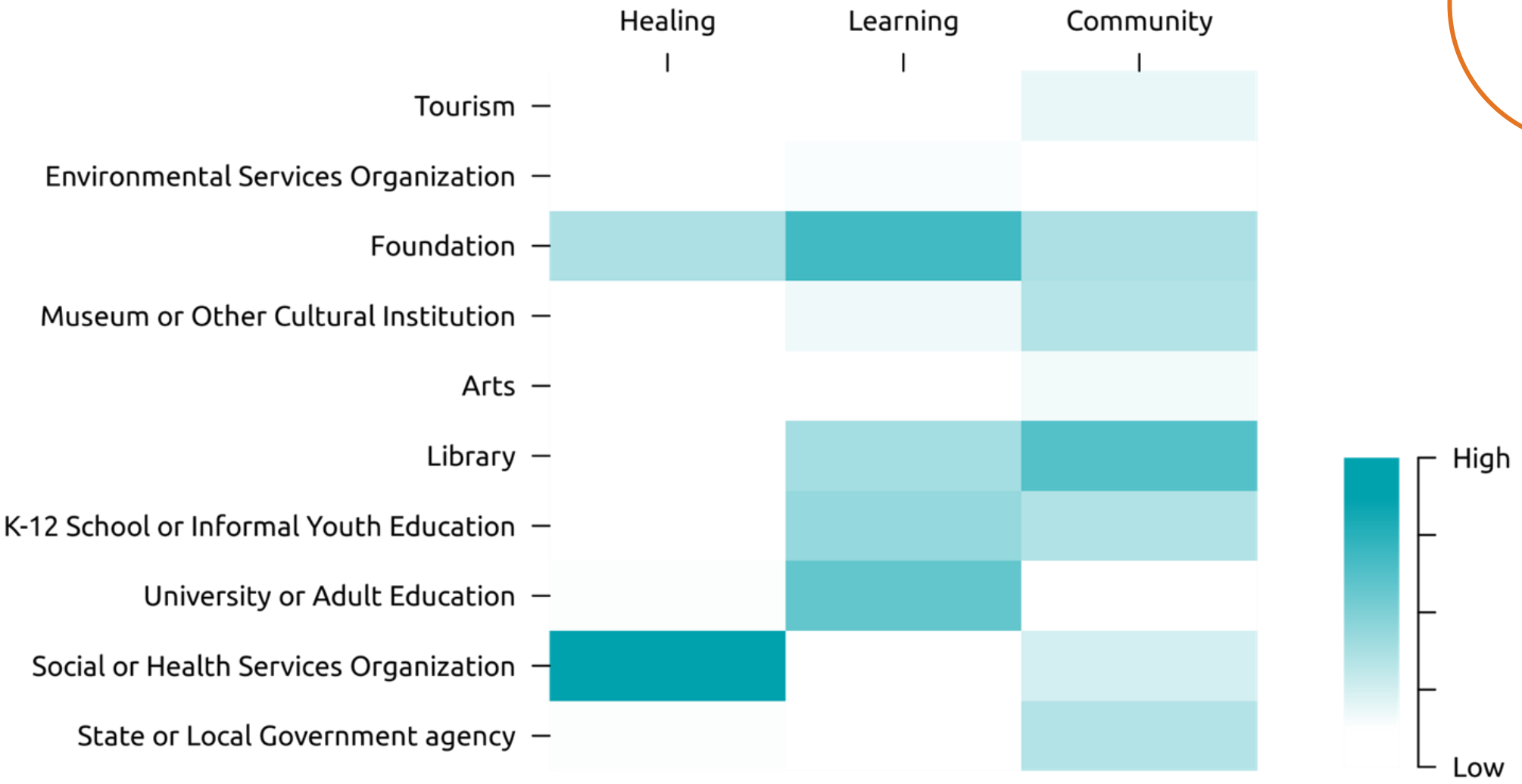

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Kinds of virtual/online programming

- Story time
- Museum tours
- Chats with museum staff
- Free-play prompts
- Interactive games
- Virtual field trips
- Educational activities
- Providing parent/caregiver resources
- Exhibits
- Videos on social media
- Other

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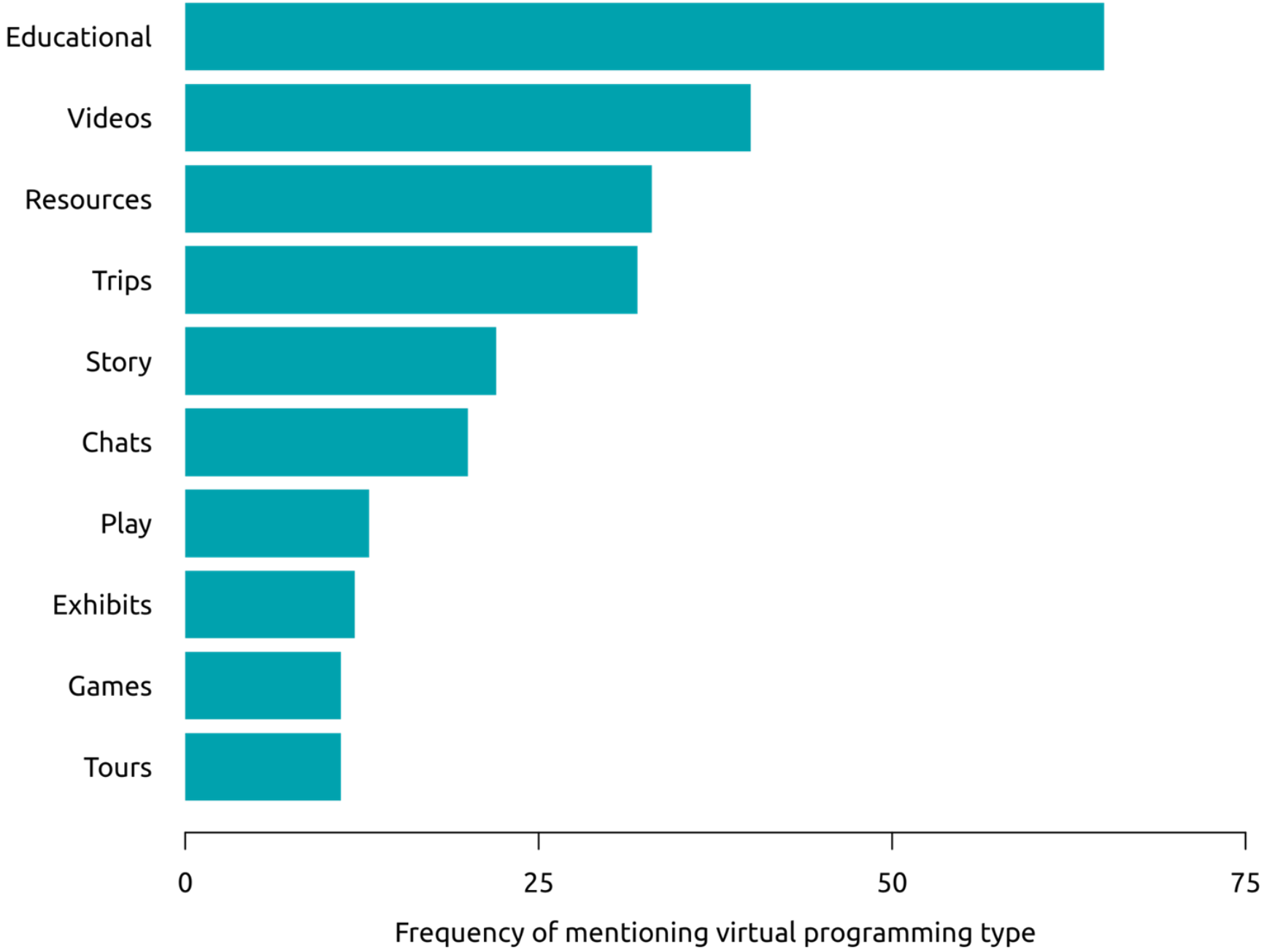

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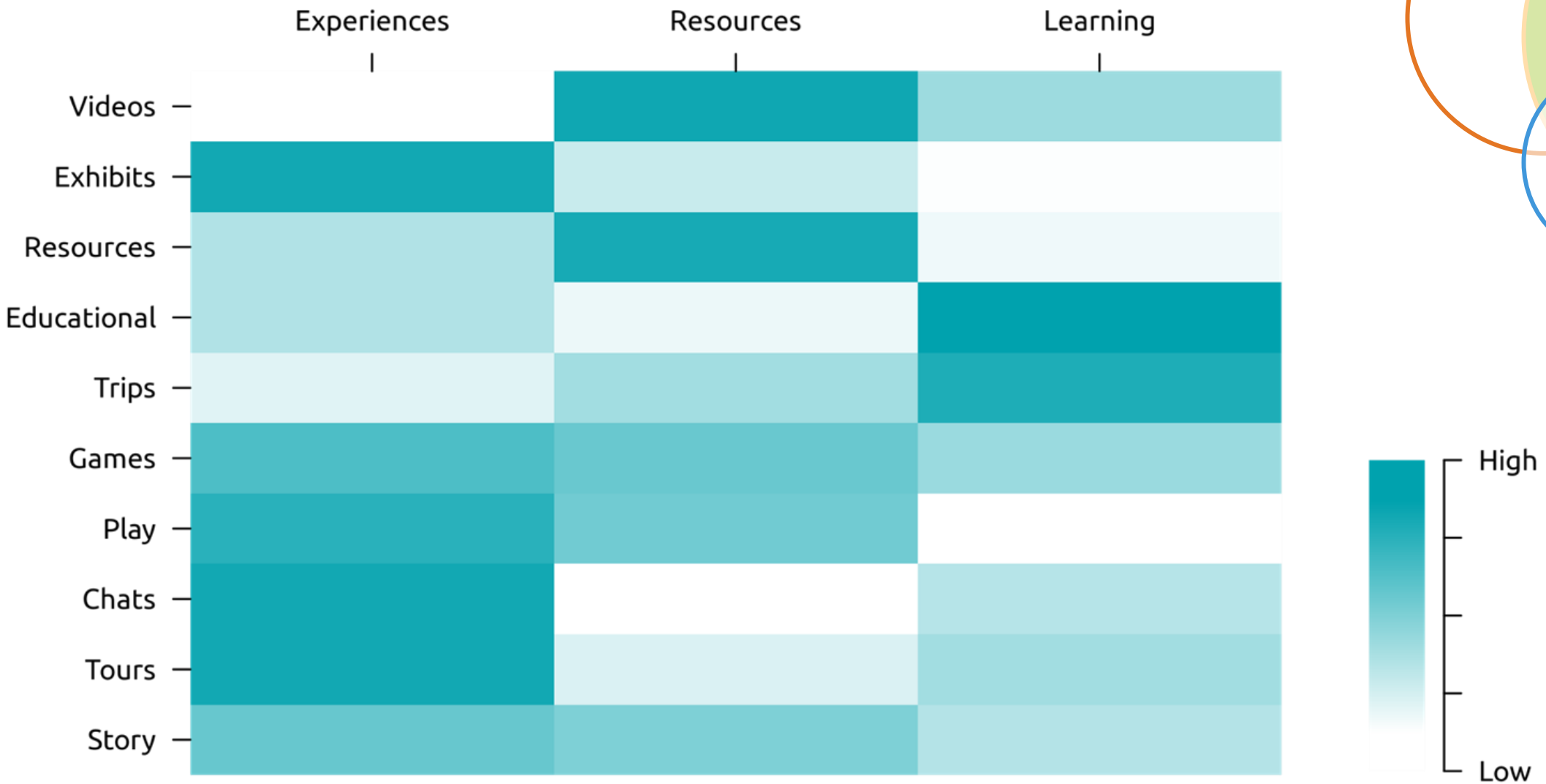

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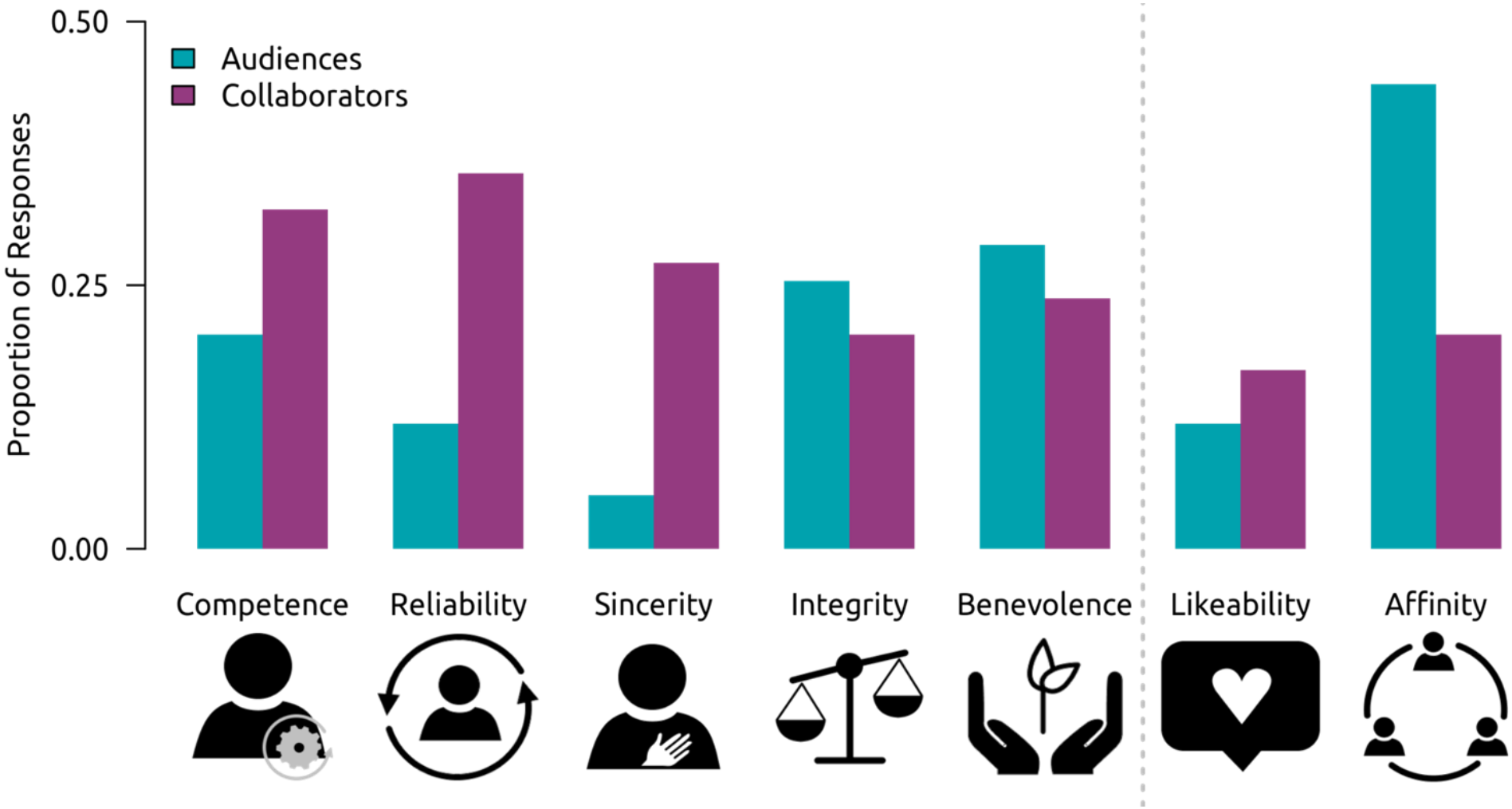
In what ways do these collaborations help to **build trust with your audiences**?

In what ways and for what reasons do you feel that **your collaborators think of your museum as trustworthy**?



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Questions? Comments?

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Small Group Rounds

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Prompts

- How does the information shared resonate with you and your museums?
- What are you hoping to accomplish with virtual programming?
- What would it take to make virtual programming feel sustainable for your institution?

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Prompts

- How would you like to receive information about this project?
- In year 2 the project team was planning on surveying educators; would this be helpful to you?
- Who at the museum should we survey about virtual programming?

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Next Steps in the Grant

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Final Thoughts?

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