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
Introductions
Grant Partners

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About the MVP Grant
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
### Grant Overview

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

<table>
<thead>
<tr>
<th>Phase 1: (Years 1 &amp; 2)</th>
<th>Phase 2: (Year 3)</th>
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<tr>
<td>Audience Survey - parent/caregiver needs and interests</td>
<td>Needs assessment for sharing resources</td>
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<td>Museum Survey - museum virtual programming capacity</td>
<td>Ongoing dissemination and report study findings</td>
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<td>Two cohorts (each year)</td>
<td>Cohort</td>
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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?**
ACM Trends Program

Spring 2021 COVID Impact Survey
- 89 Museums Responded
- ⅓ 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

Institute of Museum and Library Services
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

Nov 2020 - Jan 2021 (45% of museums open to in-person visits at this time)
12 Museums
1249 Parent/caregiver responses
Underlying Theory
A Theory of Long-Term Engagement
Research Questions (Trust)

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?
The path to long-term engagement
Identity-base (Brand) Trustworthiness

Likability

Affinity

Identity-based Trustworthiness
Experience-based (Relational) Trustworthiness

- Competence
- Reliability
- Sincerity
- Integrity
- Benevolence

Experience-based Trustworthiness
Opportunities and pitfalls of MVP

- Competence
- Reliability
- Sincerity
- Integrity
- Benevolence

Experience-based Trustworthiness
Cohort Info
Hearing from Cohort
Audience Survey
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
Audience Survey

Have you ever visited the following places with your children?

- **Museum**
  - No: 2%
  - Yes, every few years: 8%
  - Yes, about once a year: 16%
  - Yes, about 2-3 times a year: 29%
  - Yes, more than 3 times a year: 25%
  - Total: 70%

- **Other museums, science centers, etc.**
  - No: 5%
  - Yes, every few years: 11%
  - Yes, about once a year: 31%
  - Yes, about 2-3 times a year: 29%
  - Yes, more than 3 times a year: 25%
  - Total: 70%

- **Zoos, nature centers, etc.**
  - No: 3%
  - Yes, every few years: 16%
  - Yes, about once a year: 17%
  - Yes, about 2-3 times a year: 29%
  - Yes, more than 3 times a year: 25%
  - Total: 70%

- **Your local library**
  - No: 6%
  - Yes, every few years: 6%
  - Yes, about once a year: 10%
  - Total: 75%
Audience Survey

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

- Not interested
- Slightly interested
- Moderately interested
- Very interested

Interest in:

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

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

- Not interested
- Slightly interested
- Moderately interested
- Very interested

Interest in:

- STEM
- Supporting children’s social skills
- Resources supporting child’s educational needs
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
Collaborations Survey
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
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**
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
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**?
Questions? Comments?
Small Group Rounds
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?
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?
Next Steps in the Grant
Final Thoughts?
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