



MUSEUM **SOCIAL  
IMPACT**

MEASURING SOCIAL IMPACT FOR  
STRATEGIC CHANGE

## PLACEMAT ACTIVITY

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**What does museum social  
impact mean to you?**

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How would you define it?

What does it look like in action?



MUSEUM **SOCIAL  
IMPACT**



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WHY DID YOUR MUSEUM WANT  
TO PARTICIPATE?

Pam



# Claire Thoma Emmons

## Research & Evaluation Associate



# SOCIAL IMPACT DEFINITION

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The effect of an activity on the social fabric of a community and the wellbeing of the individuals and families who live there.

Continued Learning &  
Engagement

Health &  
Wellbeing

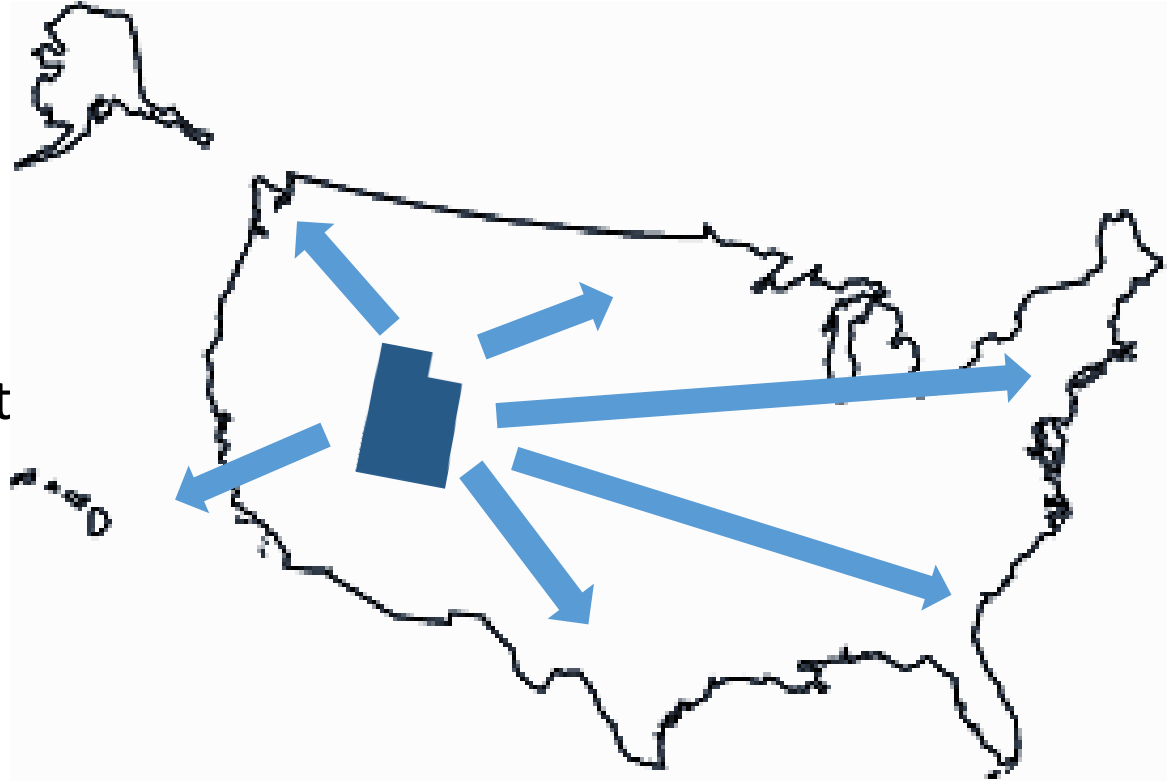
Strengthened  
Relationships

Valuing Diverse  
Communities

# MEASUREMENT OF MUSEUM SOCIAL IMPACT (MOMSI)

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Now, the project is scaling up and testing the social impact tool at a national level.



 **Museum of Science.**

 **MUSEUM OF NATURAL HISTORY**  
UNIVERSITY OF MICHIGAN

 **Queens Botanical Garden**

**Where people, plants, and cultures meet.**



  
**Crystal Bridges**  
Museum of American Art

**CALABOOSE**  
AFRICAN AMERICAN HISTORY MUSEUM



**BELLEVUE BOTANICAL GARDEN**



Chazen Museum of Art

  
The Morton Arboretum®

**THE CHAMPION OF TREES**



**KEMPER MUSEUM OF CONTEMPORARY ART**



**RMSc**

**MUSEUM & SCIENCE CENTER**

 **ZOO**  
+  
BOTANICAL GARDEN

**PLAINS ART MUSEUM**

 **MINNESOTA HISTORICAL SOCIETY**

  
**AUBURN UNIVERSITY**

  
**JACKSON HOLE CHILDREN'S MUSEUM**

  
**MONTSHIRE MUSEUM OF SCIENCE**

  
**CARTER COUNTY MUSEUM**  
EKALAKA, MONTANA

**LOS ANGELES ZOO**

**Pérez Art Museum Miami**

**CONNER PRAIRIE**  
STEP INTO THE STORY



  
**gallery one**  
visual arts center

  
**CHILDREN'S MUSEUM**  
INDIANAPOLIS

  
**NATIONAL AQUARIUM**



**FLORENCE GRISWOLD MUSEUM**  
Celebrating Art, History, and Nature

**Mia**  
Minneapolis Institute of Art

  
**THE ROCKWELL MUSEUM**  
A SMITHSONIAN AFFILIATE

  
**Saint Louis Zoo**  
Animals Always®

  
**FRESNO CHAFFEE ZOO**

**UMOCA**



**Glazer Children's Museum**

**ATLANTA HISTORY CENTER**

  
**GREENSBORO HISTORY MUSEUM**

  
**Franklin Park Conservatory and Botanical Gardens**

  
**DESERT BOTANICAL garden**





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SOCIAL IMPACT SURVEY



## **CONTINUED LEARNING & ENGAGEMENT**

- I wonder about how things work.
- I incorporate recently learned information into my day-to-day life.
- I regularly visit local museums (could also include zoos, gardens, etc.).

## **INCREASED HEALTH & WELLBEING**


- I am able to bounce back from adversity.
  - I am open to new ideas.
  - I am confident in contributing my opinion to a conversation.
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## **STRENGTHENED RELATIONSHIPS**

- It is easy for me to develop social relationships.
- I make it a point to spend time with my friends and/or family.
- I build strong and supportive relationships with a variety of people.

## **VALUING DIVERSE COMMUNITIES**

- I learn new things from people who are different from me.
  - I understand how cultures are similar and different.
  - I am aware of the challenges faced by others with backgrounds different than my own.
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## OPEN-ENDED QUESTIONS

- How does this museum benefit your community?
- How did participating in this study change your perspective of museums/cultural sites?
- In what ways, if any, did (HOST MUSEUM) change the way you interact with others?
- What about your visits surprised you?
- What, if anything, did you dislike about your experience at the (HOST MUSEUM)?
- Is there anything else you would like to share?

# PLACEMAT ACTIVITY

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## Review social impact indicator statements

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What resonates with you?

What might you already be measuring?



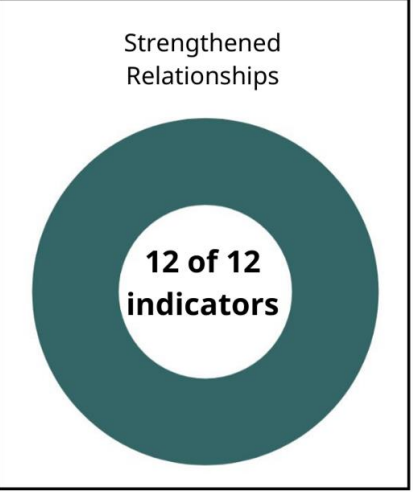
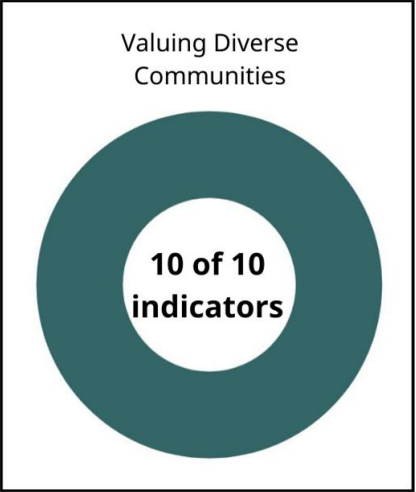
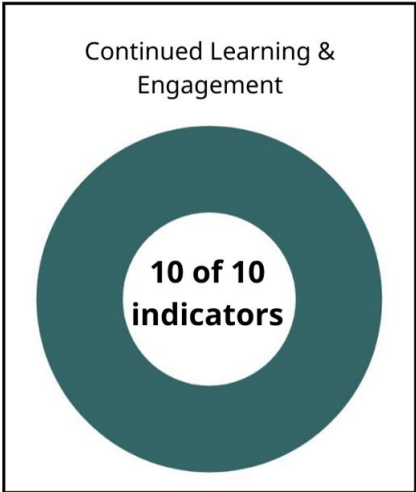




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SOCIAL IMPACT DATA

# QUANTITATIVE DATA ANALYSIS



# QUANTITATIVE DATA ANALYSIS - CHILDREN'S MUSEUMS

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# PLACEMAT ACTIVITY

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**How does this museum benefit  
your community?**



# HOW DOES THIS MUSEUM BENEFIT YOUR COMMUNITY?

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Code	TOTAL
Continued Learning and Engagement	90
Increased Health and Well-being	10
Not Applicable	8
Other	22
Strengthened Relationships	33
Valuing Diverse Communities	13



# HOW DOES THIS MUSEUM BENEFIT YOUR COMMUNITY?

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## Learning & Engagement

“There are not many places for young children to openly play and explore in the valley. This provides that space for our littlest learners.”

## Strengthened Relationships

“It allows children to learn by exploring different careers and the rotating exhibits. And children love crafts and story time. It also allows parents a way to connect with their children.”

“The museum offers a safe place for family engagement and education.”

## Inclusive

“offers access passes to those on government assistance, which allows those children to experience the museum and engage with interactive exhibits and learn about the world around them”



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HOW DOES YOUR MUSEUM PLAN  
TO USE THE SOCIAL IMPACT DATA?

## PLACEMAT ACTIVITY

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### Why do we (as Children's Museum professionals) care about social impact?

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What might the data say about our audience?

Who would you share social impact data with?



The background of the slide is a blurred photograph of a person wearing a green shirt, possibly in a museum or gallery setting. The person is looking towards the camera, but the image is out of focus.

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WHAT'S NEXT?



SAVE THE DATE

# Museum Social Impact Toolkit

— JUNE 2023 —





**Learn more at: [museumsocialimpact.org](https://museumsocialimpact.org)**

**Subscribe to the newsletter  
for project updates**



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