

State of NYS Museums: 2020

Please help us quantify the ways in which our museums changed in 2020. We will use your responses to create a tool for the field for advocacy, fundraising, and benchmarking.

If there is a question you can't answer, you may return to the survey at a later time, but you must use the same device and web browser.

MANY will maintain the highest level of confidentiality and will not share data connected to names of museums or museum professionals.

If you need assistance in navigating this survey please email info@nysmuseums.org.

Thank you in advance for helping us create a comprehensive picture of how New York's museums changed in 2020.

1. Contact Information of Person Completing Survey

Name

Company

Address

Address 2

City/Town

State/Province

ZIP/Postal Code

Email Address

Phone Number

About The Museum

* 2. Museum website address:

* 3. Is the museum a 501(c)(3)?

- Yes
- No

* 4. NY REDC Region

- | | |
|--------------------------------------|-------------------------------------|
| <input type="radio"/> Capital Region | <input type="radio"/> Mohawk Valley |
| <input type="radio"/> Central NY | <input type="radio"/> New York City |
| <input type="radio"/> Finger Lakes | <input type="radio"/> North Country |
| <input type="radio"/> Long Island | <input type="radio"/> Southern Tier |
| <input type="radio"/> Mid-Hudson | <input type="radio"/> Western NY |

* 5. NY County in which your museum is located?

* 6. Is the museum chartered by the New York State Education Department (NYSED)?

- Yes
- No

* 7. Organizational Budget Size:

- | | |
|---|---|
| <input type="radio"/> Under \$24,999 | <input type="radio"/> \$1,000,000 - \$2,499,999 |
| <input type="radio"/> \$25,000 - \$49,999 | <input type="radio"/> \$2,500,000 - \$4,999,999 |
| <input type="radio"/> \$50,000 - \$99,999 | <input type="radio"/> \$5,000,000 - \$9,999,999 |
| <input type="radio"/> \$100,000 - \$499,999 | <input type="radio"/> over \$10,000,000 |
| <input type="radio"/> \$500,000 - \$999,999 | |

* 8. Which of the following social media platforms does the museum use to communicate with constituents?

(Check all that apply)

Facebook

Twitter

Instagram

YouTube

LinkedIn

TikTok

Other (please specify)

* 9. Please select one description from the drop down menu that best describes your museum.

* 10. Please select one description from the drop down menu that is the second best description of your museum.

* 11. Please select one description from the drop down menu that is the third best description of your museum.

* 12. Is advocacy included in the museum's strategic plan or annual work plan?

Yes

No

* 13. Did you or your museum advocate for support for museums in 2020?

Yes

No

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14. Did you contact your legislative representatives? Please indicate which level of representatives you contacted. Check all that apply.

- City/Town
- County
- State
- Federal

15. What did you advocate for? Check all that apply

- Federal Funding
- State Funding
- Local Funding
- Increase Capacity of Pandemic Restrictions
- Other (please specify)
- Re-Opening Guidelines
- Broadband Access Expansion
- PPP Loans to Non-Profits
- Shuttered Venue Operating Grants

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Museum Staff

* 16. Do you believe that COVID-19 will make a lasting impact on the way your staff conducts museum operations?

disagree

somewhat disagree

neutral

agree

strongly agree



* 17. What was one specific action that your museum took in 2020 to address equity and achieve sustained diversity in your board and staff?

* 18. What was the number of Full Time Staff at the museum at year end 2019?

* 19. What was the number of Full Time Staff at the museum in June 2020?

* 20. What was the number of Full Time Staff at the museum in December 2020?

* 21. What was the number of Part Time staff at the museum at year end 2019?

* 22. What was the number of Part Time staff at the museum in June 2020?

* 23. What was the number of Part Time staff at the museum in December 2020?

* 24. What was the number of Contract Employees at the museum at year end 2019?

* 25. What was the number of Contract Employees at the museum in June 2020?

* 26. What was the number of Contract Employees at the museum in December 2020?

* 27. What was the number of volunteers at the museum at year end 2019?

* 28. What was the number of volunteers at the museum in June 2020?

* 29. What was the number of volunteers at the museum in December 2020?

* 30. What was the **second highest paid full time** staff salary in 2020? What is that position title?

* 31. What was the **lowest paid full time** staff salary in 2020? What is that position title?

32. Please identify up to three additional staff salaries and position titles in 2020. Indicate if they are FT or PT (answer not required)

Staff Salary, and Position
Title, FT or PT

Staff Salary, and Position
Title, FT or PT

Staff Salary, and Position
Title, FT or PT

* 33. Did the museum offer internships in 2020?

Yes

No

34. Were the internships for (Check all that apply)

- high school students
- college students
- graduate students
- Other (please specify)

35. Were the internships offered on a paid or volunteer basis?

- Paid
- Volunteer

36. Were the internships on site, virtual, or a hybrid?

- On site
- Virtual
- Combination

Museum Finances

For the purposes of the following questions, contributed income is defined as gifts made freely without receiving any goods or services in exchange, i.e., donations, sponsorships, and grants. Earned income is funds where the donor receives a good or service of equal or greater value in exchange, i.e., ticket sales, advertising, class/camp/workshop fees, shop sales, restaurant/café sales, venue rentals, and merchandise fees.

* 37. Total Annual Income from 2019 or equivalent fiscal year

* 38. What percentage of your 2019 income was earned?

* 39. What percentage of your 2019 income was raised?

* 40. Total Annual Income from 2020 or equivalent fiscal year

* 41. What percentage of your 2020 income was earned?

* 42. What percentage of your 2020 income was raised?

* 43. Total Annual Expenses from 2019 or equivalent fiscal year

* 44. Total Annual Expenses from 2020 or equivalent fiscal year

* 45. What was the approximate total employee salary compensation for the organization in 2019?

* 46. What was the approximate total employee salary compensation for the organization in 2020?

47. Were there any other significant financial changes that you would like to share? (answer not required)

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2020 Impact

* 48. In 2020 and YTD 2021 did the museum receive funding from the following state and federal funding sources? (check all that apply)

- | | |
|---|---|
| <input type="checkbox"/> Institute of Museum and Library Services | <input type="checkbox"/> Other Federal |
| <input type="checkbox"/> National Endowment for the Arts | <input type="checkbox"/> CARES ACT NEA |
| <input type="checkbox"/> National Endowment for the Humanities | <input type="checkbox"/> CARES ACT IMLS |
| <input type="checkbox"/> National Science Foundation | <input type="checkbox"/> CARES ACT NEH |
| <input type="checkbox"/> New York State Council on the Arts General Operating Support | <input type="checkbox"/> PPP I |
| <input type="checkbox"/> New York State Council on the Arts Museum Program Support | <input type="checkbox"/> PPP II |
| <input type="checkbox"/> New York State Council on the Arts Other Program Support | <input type="checkbox"/> EIDL |
| <input type="checkbox"/> Other State | <input type="checkbox"/> Humanities NY |
| <input type="checkbox"/> Other (please specify) | |

49. What is the approximate dollar amount that your museum spent in 2020 to open safely under Phase 4 of the New York Forward Safety Plan? Include items like PPE, hand sanitizing stations, plexi barriers, cleaning supplies, and gallery reinstatement costs.

- | | |
|--|---|
| <input type="radio"/> \$0-\$250 | <input type="radio"/> \$2,500-\$4,999 |
| <input type="radio"/> \$251-\$500 | <input type="radio"/> \$5,000-\$9,999 |
| <input type="radio"/> \$500-\$999 | <input type="radio"/> more than \$10,000 |
| <input type="radio"/> \$1,000-\$2,499 | <input type="radio"/> my museum has not opened to the public since March 20, 2020 |
| <input type="radio"/> Other (please specify) | |

50. In what ways did your board support your museum in 2020? Check all that apply.

- | | |
|---|--|
| <input type="checkbox"/> attended board meetings | <input type="checkbox"/> helped strategize how to meet pandemic operating guidelines |
| <input type="checkbox"/> increased board giving | <input type="checkbox"/> volunteered for on-site work upon opening |
| <input type="checkbox"/> wrote letters of support for grant applications | <input type="checkbox"/> shared social media posts |
| <input type="checkbox"/> supported diversity, equity, access, and inclusion initiatives | <input type="checkbox"/> advocated on behalf of your museum with state legislators |
| <input type="checkbox"/> recommended new board members | <input type="checkbox"/> advocated on behalf of your museum with federal legislators |
| <input type="checkbox"/> participated in virtual fundraising events | |
| <input type="checkbox"/> helped identify funders and/or write grant proposals | |
| <input type="checkbox"/> Other (please specify) | |

None of the above

* 51. Did you conduct programs and events virtually in 2020?

- Yes
 No

52. We know that recent graduates of museum studies programs are having difficulties finding work. What is one specific action you would recommend to a recent graduate of a museum studies program seeking work or career advancement in 2021?

53. Which audiences did you reach with virtual programs? (select all that apply)

- | | |
|---|---|
| <input type="checkbox"/> Adults | <input type="checkbox"/> Children |
| <input type="checkbox"/> Families | <input type="checkbox"/> Nursing homes |
| <input type="checkbox"/> School Students | <input type="checkbox"/> Other museum professionals |
| <input type="checkbox"/> University Students | |
| <input type="checkbox"/> Other (please specify) | |

54. Do you plan to continue offering programs virtually in the future?

- Yes
- No

Museum Visitors

* 55. Do you believe that COVID-19 will make a lasting impact on the way you serve museum audiences?

disagree

somewhat disagree

neutral

agree

strongly agree



* 56. What was one specific action that your museum took in 2020 to address equity and achieve sustained diversity in your programming?

* 57. How many people visited your museum in 2019?

* 58. How many people participated in programs offered in 2019? Include in person and virtual program participants.

* 59. How many people visited your museum in 2020?

* 60. How many people participated in programs offered in 2020? Include in person and virtual program participants.

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* 61. Does the museum offer interpretive materials in more than one language?

Yes

No

* 62. Does the museum have ongoing partnerships with the following groups in your communities? (Check all that apply)

Boy Scouts of America

Other Cultural Institutions

Colleges or Universities

Other Museums

Community Centers

Refugee/Immigration Agencies

Community Colleges

Religious Institutions

Elementary Schools

Social Service Organizations

Girl Scouts

Tourism Agency Partners

High Schools

Visitor Centers

Hospitals

YM/YWCA

Libraries

LGBTQIA+ organization

Middle Schools

Other (please specify)

* 63. Does the museum offer free admission at certain times of the week/month/year? (Check all that apply)

Holidays

Specific days of week

Weekends

We do not offer free admission

Evenings

* 64. Does the museum offer free admission at all times to (Check all that apply)

- | | |
|---|---|
| <input type="checkbox"/> Children under the age of 12 | <input type="checkbox"/> Senior Citizens |
| <input type="checkbox"/> Children under the age of 6 | <input type="checkbox"/> State Residents |
| <input type="checkbox"/> City/Town/Municipality Residents | <input type="checkbox"/> Teachers/Professors |
| <input type="checkbox"/> Current Military | <input type="checkbox"/> Veterans |
| <input type="checkbox"/> EBT Card Holders | <input type="checkbox"/> Museum members |
| <input type="checkbox"/> Members of Museum Associations | <input type="checkbox"/> We do not offer free admission |
| <input type="checkbox"/> Other museum staff | |
| <input type="checkbox"/> Other (please specify) | |

Many MANY Questions

* 65. How do you hear about MANY programs, news, conference, etc.?

- Email
- MANY website
- Social Media
- Newsletter

* 66. Is the museum an Organizational MANY member?

- Yes
- No

67. Please select the MANY member benefits and programs that your museum finds most valuable.

- | | |
|---|---|
| <input type="checkbox"/> Regional Meet-Ups | <input type="checkbox"/> Advocacy at the State Level |
| <input type="checkbox"/> Regional Workshops | <input type="checkbox"/> Advocacy at the National Level |
| <input type="checkbox"/> Annual Conference | <input type="checkbox"/> Industry Partner Resources |
| <input type="checkbox"/> Newsletter | <input type="checkbox"/> Connecting with NYS Museum Community |
| <input type="checkbox"/> Job Board | <input type="checkbox"/> The Museum Institute |
| <input type="checkbox"/> Discussion Forums | <input type="checkbox"/> Virtual Meet-Ups |

68. If the museum was previously a member but is not one now, please share one insight why you did not renew the MANY membership.

69. Did Museum staff attend MANY's virtual programs in 2020?

- Yes
- No

70. Would you like to see MANY continue to offer virtual programs?

- Yes
- No

71. What are the topics which are most important to you for professional development in the next 12 months?
(select all that apply)

- | | |
|---|---|
| <input type="checkbox"/> Educational practices & strategies | <input type="checkbox"/> Membership current best practices |
| <input type="checkbox"/> Responding to current events | <input type="checkbox"/> Marketing and PR |
| <input type="checkbox"/> DEAI strategies | <input type="checkbox"/> Conservation |
| <input type="checkbox"/> Career development & leadership | <input type="checkbox"/> Collections and curatorial |
| <input type="checkbox"/> Crisis management and strategic planning | <input type="checkbox"/> Exhibit design |
| <input type="checkbox"/> Environmental issues, education, and advocacy | <input type="checkbox"/> Coronavirus relief and response |
| <input type="checkbox"/> Fundraising and development current best practices | <input type="checkbox"/> Support for under-employed or unemployed |
| <input type="checkbox"/> Other (please specify) | |

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72. Please use the space provided below to share one insight about what else MANY can do to support museums in New York. (answer not required, 250 words)

Thank You

Thank you for contributing your valuable information to our survey of the field. We look forward to sharing the report as soon as we can.