



an initiative of the
Institute of Museum and Library Services

An Introduction to Museums for All
for Prospective Participants

Our Speakers Today

- Ashley Jones
Program Specialist, Office of Museum Services
Institute of Museum and Library Services (IMLS)
- Brendan Cartwright
Program Manager, Special Initiatives
Association of Children's Museums (ACM)
- Amber McCammon
Curator & Director of Programs
The Virgin Islands Children's Museum





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Introduction

What Is Museums for All?

- A partnership between the Institute of Museum and Library Services and the Association of Children's Museums
- A national, branded initiative to promote access to high quality museum experiences for those who might not otherwise be able to afford them
- Discounted admissions any time and any day during regular museum hours
- Launched in October 2014 – first year piloted with the children's museum community
- Open to all types of museums that wish to participate



Guidelines for Museums for All

- Upon the display of a SNAP EBT card, an individual visitor or group of up to four persons will receive the Museums for All admissions rate
- Museums for All admission rate must be between \$0.00 and \$3.00 per person
 - Museum can choose what admission price, if any, to offer
 - Museums for All discount is only required for general admission. Visitors can be charged full “add-on” prices for special exhibitions or events as determined by the participating museum
 - Museums are only required to accept SNAP EBT cards, but can also choose to accept other identification, like WIC or Medicaid



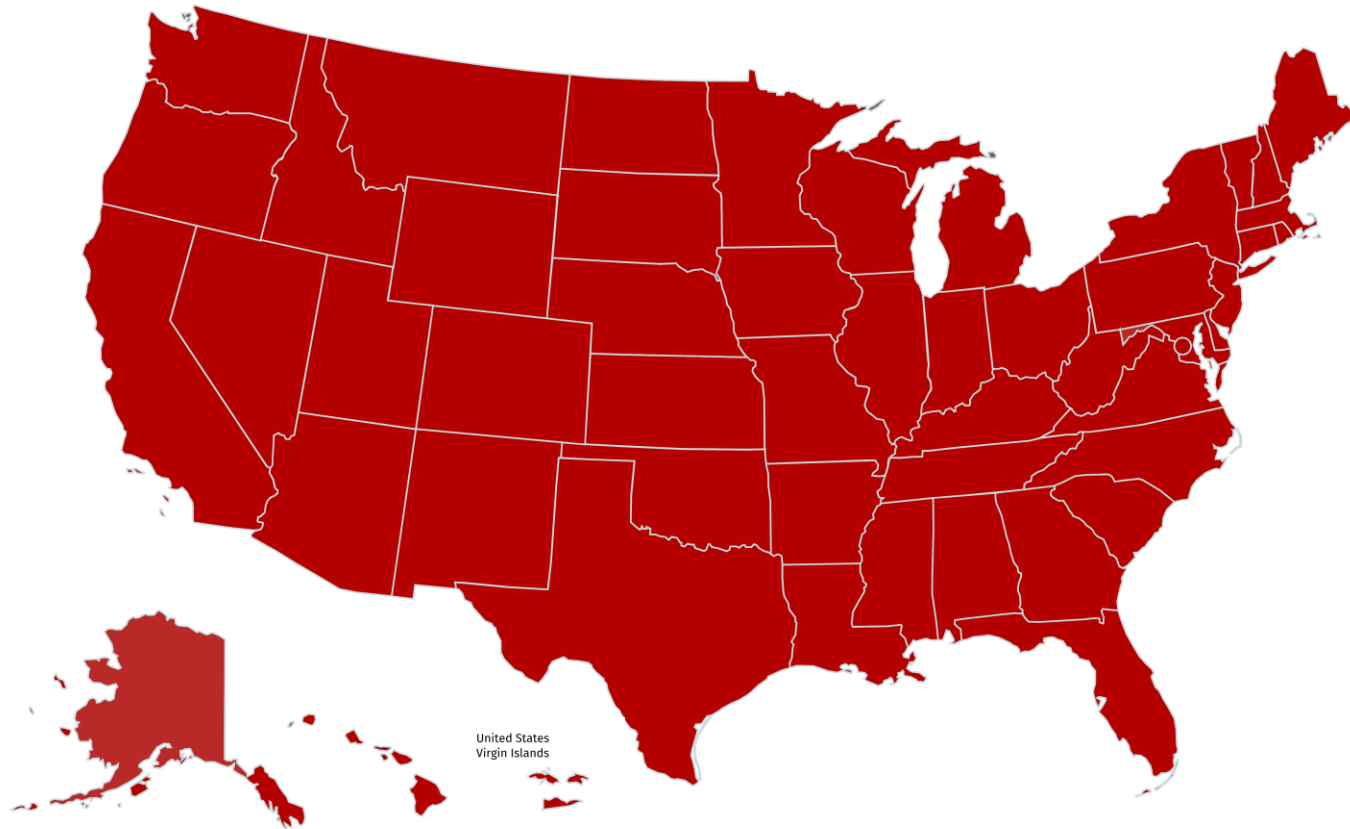
Who Is Participating?

- 700 museums
- 50 states, DC, and the U.S. Virgin Islands
- 3,170,092 visitors so far!
- Children's museums, history museums, art museums, arboretums, zoos, aquariums, botanical gardens, science centers, planetariums, historical societies... every type of museum, all over the U.S.!



La Brea Tar Pits

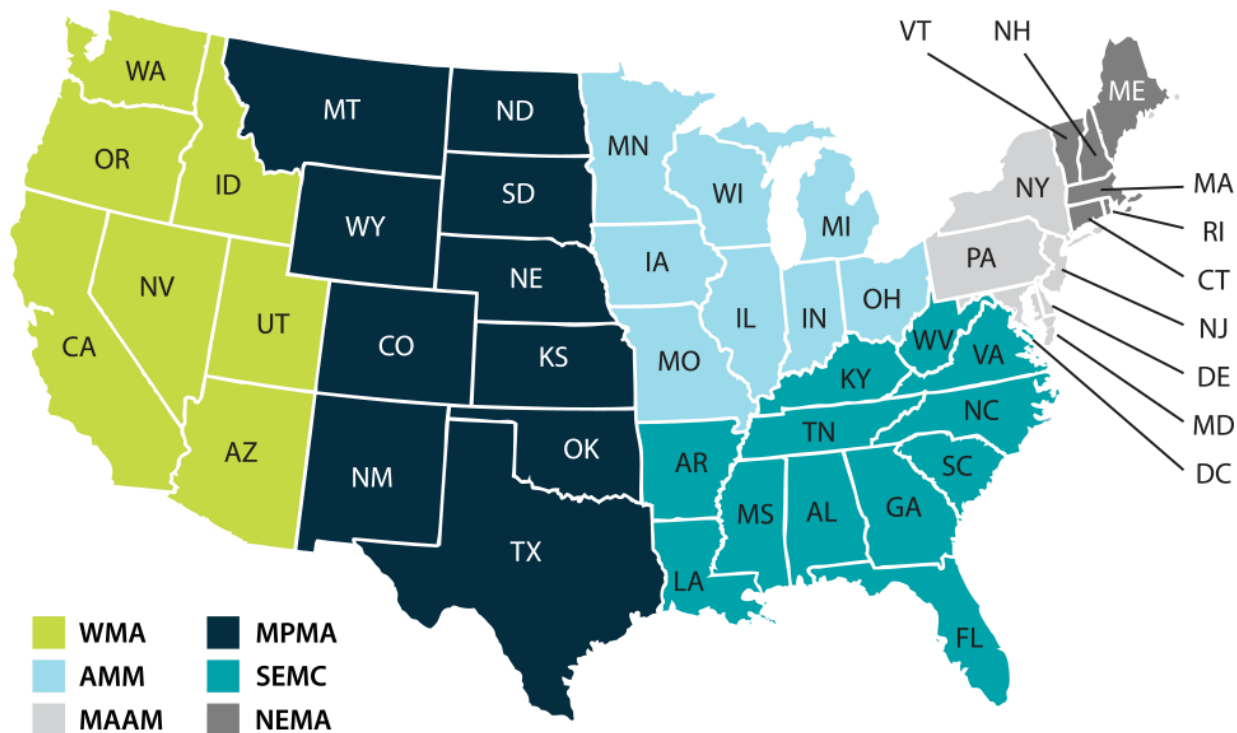
50 States (plus DC and U.S. Virgin Islands)



Geographic Distribution – Current Participants

WMA MPMA AMM SEMC MAAM NEMA

158 91 167 127 108 48



Breakdown by Type of Museum

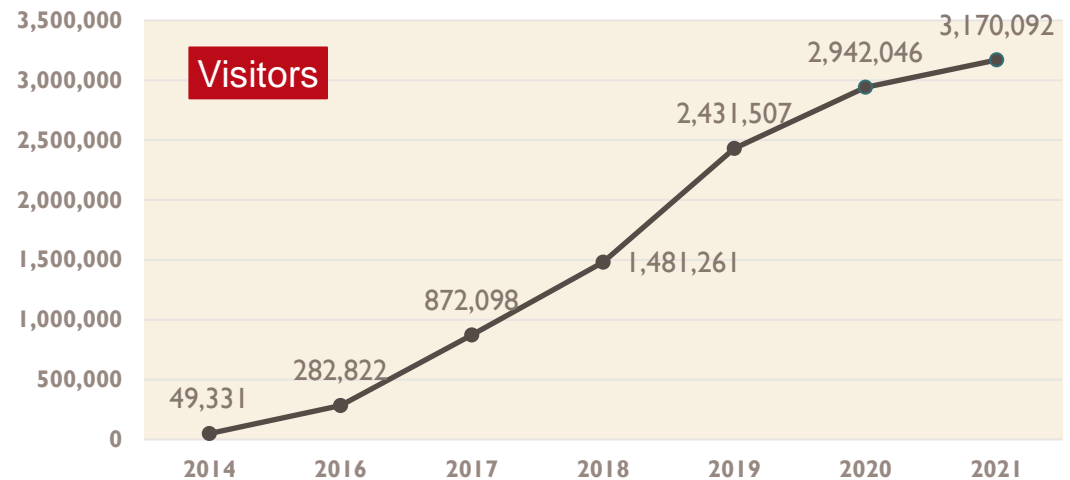
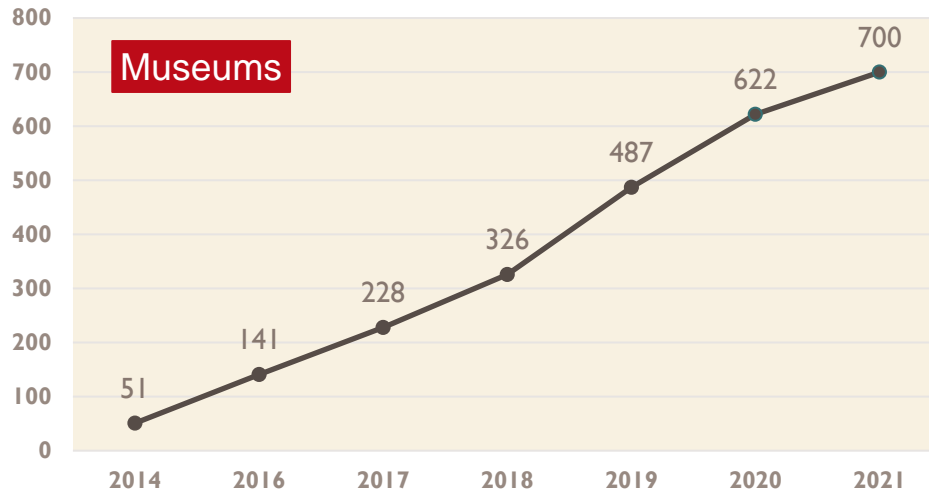
- Aquarium – 6
- Arboretum/Botanical Garden – 36
- Art – 122
- Children's Museum – 171
- General – 38
- History – 203
- Natural History – 29
- Planetarium – 2
- Science & Technology – 57
- Specialized – 23
- Zoo – 13



Thinkery



Growth Over Time



Hub Cities

Cities with three or more participating museums are Hub Cities

- Huntsville, AL
- Tucson, AZ
- San Francisco, CA
- Escondido, CA
- Oakland, CA
- San Jose, CA
- Eureka, CA
- Riverside, CA
- San Diego, CA
- Santa Barbara, CA
- Denver, CO
- Pueblo, CO
- Colorado Springs, CO
- St. Petersburg, FL
- Tampa, FL
- Chicago, IL
- Springfield, IL
- Des Moines, IA
- Waterloo, IA
- Louisville, KY
- Baltimore, MD
- Boston, MA
- Grand Rapids, MI
- Minneapolis, MN
- Missoula, MT
- Las Vegas, NV
- Santa Fe, NM
- Ithaca, NY
- New York, NY
- Wilmington, NC
- Akron, OH
- Cincinnati, OH
- Columbus, OH
- Springfield, OH
- Tulsa, OK
- Eugene, OR
- Philadelphia, PA
- Pittsburgh, PA
- Erie, PA
- Providence, RI
- Columbia, SC
- Greenville, SC
- Austin, TX
- Fort Worth, TX
- Houston, TX
- San Antonio, TX
- Salt Lake City, UT
- Richmond, VA
- Seattle, WA
- Tacoma, WA

How to Register for Museums for All

- Visit www.Museums4All.org, or send an email to Info@Museums4All.org
- No cost to register
- Access to branded collateral, a collaborative Groupsite, and virtual hangouts
- All registered museums listed on www.Museums4All.org, including the searchable map



Resources for Museums for All

- Archived webinars
- Infographics
- Press release templates
- Examples of every state EBT card
- Staff training recommendations
- Hub City resources (coming soon)



Wenham Museum





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The Value of Participation

Why Join Museums for All?

- Fits with museum mission, vision, and inclusion plans
- Opportunity to increase community access
- Appeal of a national initiative
- Alignment with existing program(s) or local collaboration platform
- Hub City opportunities
 - Cooperation with other museums in your city
 - New, outside the box partnerships
 - Builds trust within communities, including demographics not typically seen in museums



In Their Own Words

- “We collaborated with the other San Diego participating museums on a marketing campaign at the end of May. I hope this leads to increased visibility for the program and increased Museums for All attendance.”
-San Diego Natural History Museum, San Diego, CA
- “These visitors (a middle-aged couple) let go from their jobs due to COVID-19, received EBT for the first time in their lives. They were taking day trips to visit museums and botanical gardens that participate in Museums for All as an activity to fill their days.
-Museum of Art DeLand, DeLand, FL





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The Virgin Islands Children's Museum's Experience



Amber M. McCammon
VICM Director of Programs & Curator





VI Children by Race/Ethnicity, 1990-2015

Year	Black	Hispanic (any race)	Other Races	White
1990	83%	15%	10.2%	6.8%
2000	82%	15%	11%	7%
2014	83%	16%	12%	5%
2015	86%	18%	9.6%	4%

**Note: Population measures VI children age birth through 19 years old.*

"Other races" may include the following: Hispanic, Asian, Middle Eastern, East Indian, or a mix of any races.

Many Nationalities:



...by language*:

All children ages 5-19 were reported as speaking English (albeit at varying proficiency levels), regardless of whether English was the primary or only language spoken in the home.

- 75% of children spoke only English in their home.
- Of those children who spoke another language in their home, Spanish made up the majority (65% of children for whom another language was spoken), while French/Patois/Creole followed (28%), and "other languages" combined to make up a small percentage (7%).

USVI MUSEUMS

- Historical sites - All islands
 - Forts - All islands
 - Sugar Plantations - All islands
 - Weibel Memorial Museum - Synagogue - STT
- French Heritage Museum - STT
- Pirates Treasure Museum - STT
- Virgin Islands Children's Museum - STT
- Caribbean Museum Center for the Arts, Inc - STX

*Art Galleries



WHY MUSEUMS FOR ALL?

The museum serves families, educators, children of the Virgin Islands and visitors to the Territory. We aim to be inclusive of our diverse community & accessible to everyone.



CHILD & FAMILY DEMOGRAPHICS

Supplemental Nutrition Assistance Program (SNAP)

The federal SNAP program provides food subsidies to reduce hunger for individuals and families experiencing unemployment, disability, reduced work hours, or other causes of income insecurity.

- 16,345 VI children ages 0-18 received SNAP benefits in 2015, similar to the numbers in previous years 2014 (16,497) and 2013 (16,530).
- 76% of children receiving SNAP assistance lived with a single parent (12,485 children), 13.6% (2,229 children) lived with two parents, and 7% (1,142 children) lived without either parent.



Children Living with Female Parent Only

In 2015
58%
of VI children lived in households with only their female parent.



Children Living with Male Parent Only

In 2015
10%
of VI children lived in households with only their male parent.



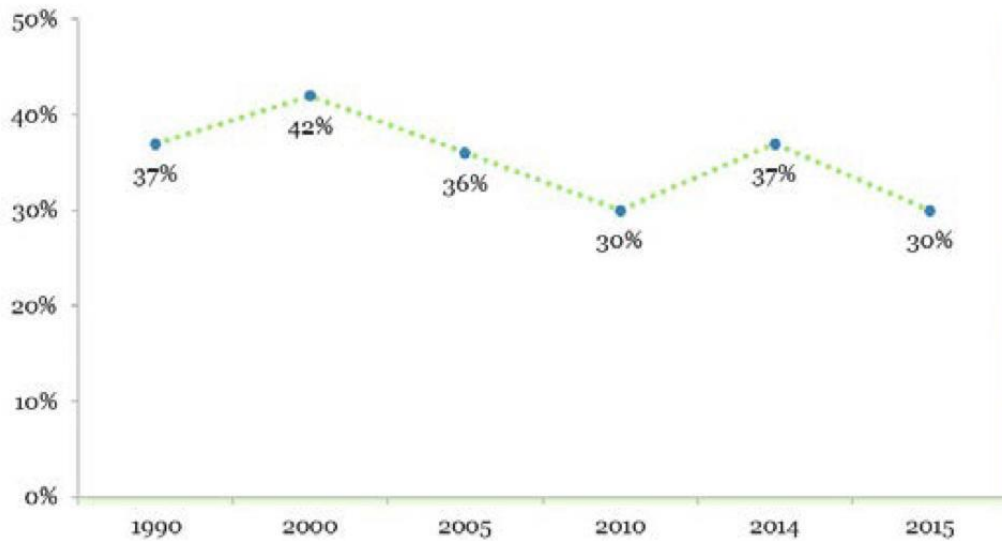
Children in Households Headed by a Non-Parent

In 2015
8%
of VI children lived in non-parent families.



CHILD & FAMILY DEMOGRAPHICS

Children in Poverty, 1990-2015



- 25.4% of families with children under 18 lived in poverty, 2015
- 11.95% Territorial Unemployment Rate, 2015

In 2015
32%
of VI children under age 6
lived in families in poverty.

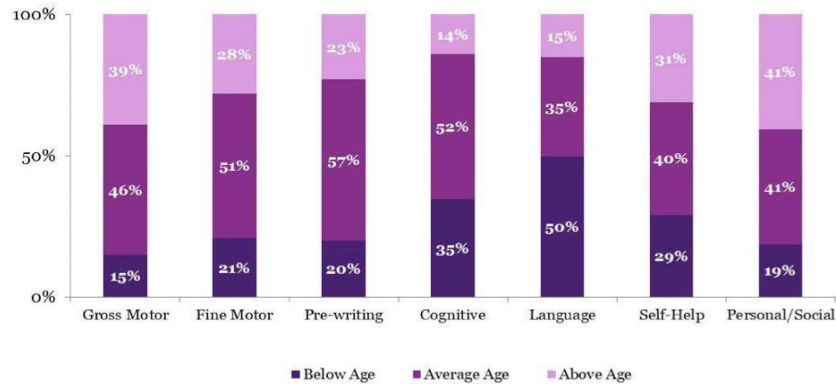


The average Territorial jobless rate for April-July 2020 was 12.2 percent, on the island of St. Croix the unemployment rate was 9.8 percent, and in the St. Thomas and St. John district the jobless rate was 13.8 percent.

USVI Division of Economic Research

EDUCATION DEMOGRAPHICS

VI Children's Learning Skills at Entry to Public Kindergarten, Fall 2015



Note: Due to rounding error, percentages may not always sum to 100%.



Student Academic Performance by Grade

Grade 3 Reading Proficiency:

Below Basic	59.1%
Basic	25.7%
Proficient	10.3%
Advanced	4.8%

Grade 3 Math Proficiency:

Below Basic	0.0%
Basic	20.0%
Proficient	20.0%
Advanced	60.0%

Grade 5 Reading Proficiency:

Below Basic	57.2%
Basic	18.9%
Proficient	19.7%
Advanced	4.0%

Grade 5 Math Proficiency:

Below Basic	41.7%
Basic	0.0%
Proficient	33.3%
Advanced	25.0%

Grade 7 Reading Proficiency:

Below Basic	61.8%
Basic	23.1%
Proficient	12.7%
Advanced	2.3%

Grade 7 Math Proficiency:

Below Basic	33.3%
Basic	26.7%
Proficient	40.0%
Advanced	0.0%

Grade 11 Reading Proficiency:

Below Basic	32.9%
Basic	32.4%
Proficient	27.1%
Advanced	7.4%

Grade 11 Math Proficiency:

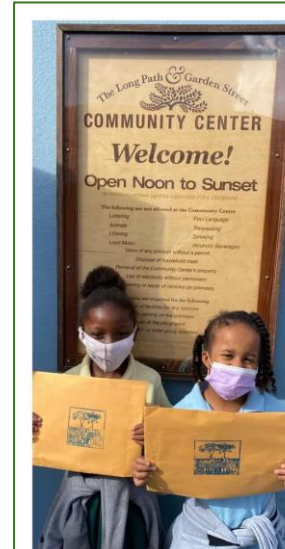
Below Basic	37.5%
Basic	25.0%
Proficient	37.5%
Advanced	0.0%

MARKETING



- Postcard flyer
- Word of mouth
- Social Media Facebook and Instagram @vichildrensmuseum

EVENT & PROGRAM OUTREACH



FUNDING

New, Reduced, Affordable Admission!

We've reduced the cost of admission so you and your family can enjoy all the magic and wonder here. If you have an active SNAP EBT (Electronic Benefit Transfer) card, simply show it when you arrive to receive our lowest-priced admission, \$2 per person (limit 4 visitors per card).

Through Museums for All, and with the support of Princess Cruises Community Foundation and the Community Foundation of the Virgin Islands, we're partnering with museums across the country to make sure everyone can experience the best museums have to offer, all for the lowest and most-affordable prices.

- ★ Children who visit museums are better prepared for school and life.
- ★ Museums are safe places for families to bond, learn, and explore! They help build strong individuals, families, and communities.
- ★ Pre-register your family at www.vichildrensmuseum.org



Buccaneer Mall Havensight

vichildrensmuseum@gmail.com
www.vichildrensmuseum.org
(340) 643-0366

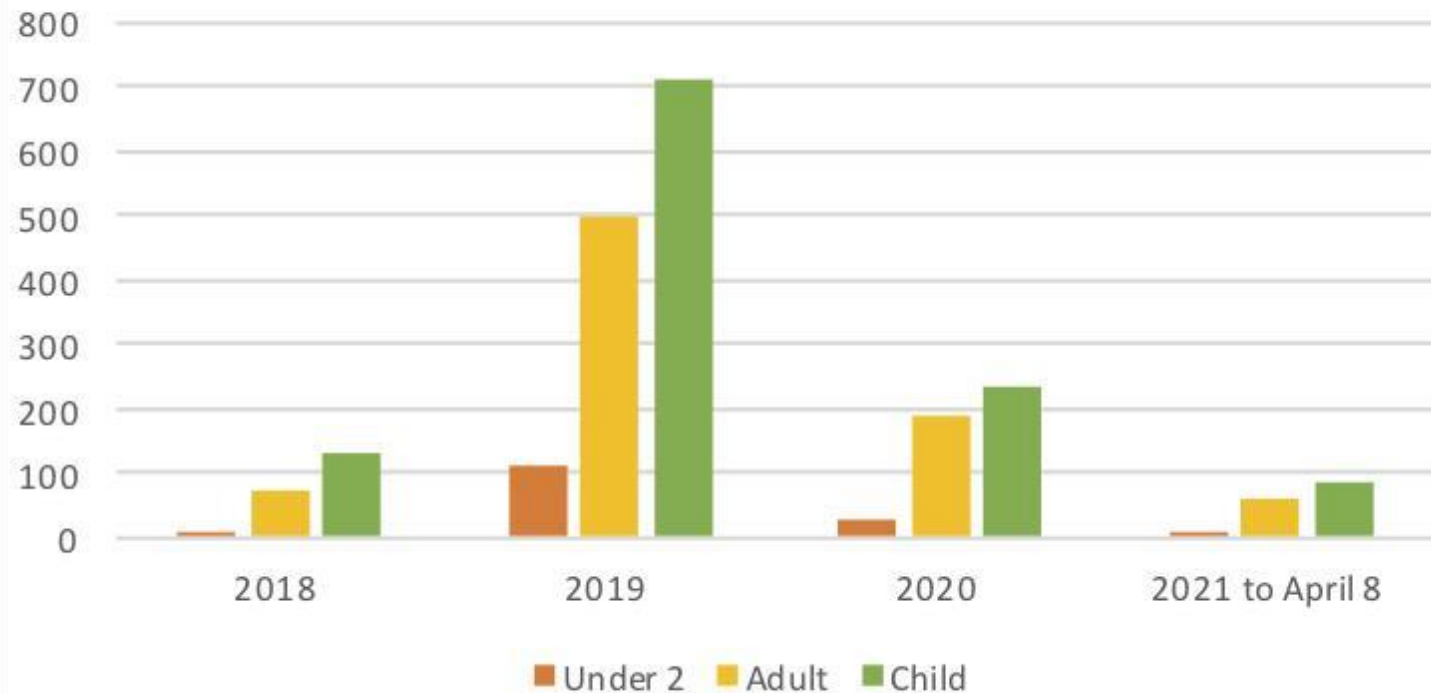


Hours of Operation

Tuesday-Saturday	10 am-5 pm
Sunday	11 am-4 pm
Monday	Closed



Museums For All at the VI Children's Museum



2018 = 205

- 7+ months
- Little promotion

2019 = 1,321

- Full year of operations
- Promotions via social media & postcard flyers

2020 = 460

- 3 months of normal operations
- 3 months of by appointment operations
- Closed 6 months due to COVID-19

2021 = 159

- Bookings by appointment only due to COVID-19

SUPPORTING FAMILIES IN CRISIS



SUPPORTING EDUCATORS



COMMUNITY ACCESS WITH MUSEUMS FOR ALL



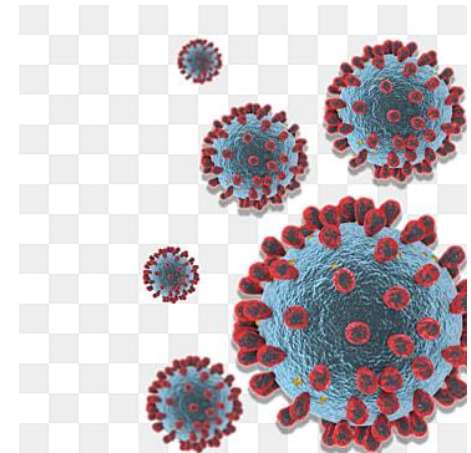


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Museums for All during COVID-19

COVID-19

- Over 100 museums have joined Museums for All during the pandemic
- Some museums have ceased operations, but only one museum has stopped offering the Museums for All rate during this time



Operational Changes

- Most museums now require pre-registration or online ticket ordering
- It's important to be very clear about how visitors can still receive their Museums for All admissions
- Increased community outreach



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How Museums for All Fits Into Institutional Approach to Inclusivity

Part of a Suite

- Museums for All works best as part of a suite of offerings
- Some museums include discounted memberships



A Chance for Internal Reflection

- Working at removing assumptions and biases from staff
- Addressing concerns about who qualifies

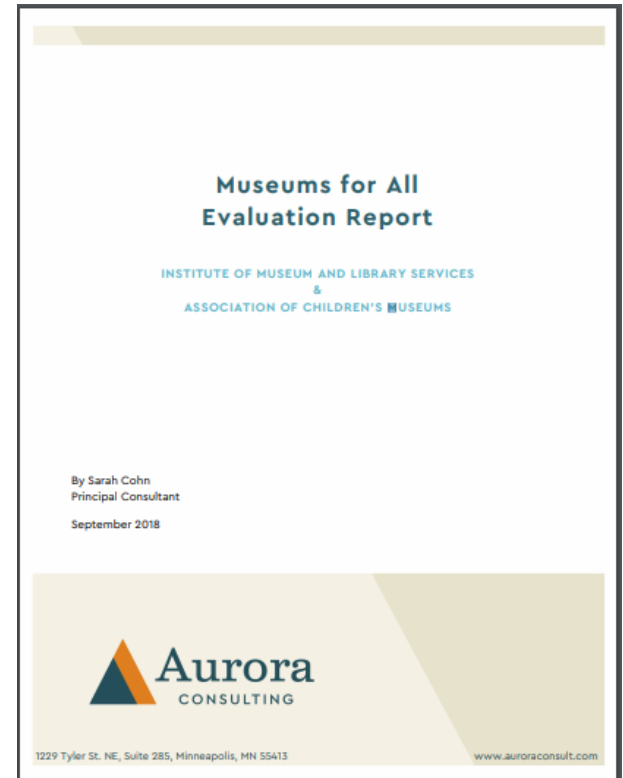


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Leveraging Participation

Museums for All Evaluation Report

- Released in September 2018
- <https://www.imls.gov/publications/museums-all-evaluation>



Lessons from Evaluation

- 34 percent of polled museums saw increases in their ticket sales and attendance
- 25 percent of polled museums saw increases in their development revenue and participation in membership and program sales



Denver Museum of Nature & Science

Hub City Convening

- Held in December 2018
- Convened leaders from Akron, Chattanooga, Chicago, Grand Rapids, Missoula, San Diego, and Worcester



Lessons from Hub City Convening

- Opportunities exist for participating museums in the same city to cooperate
- Allows for outside the box partnerships, and builds win-win partnerships that deeply benefit the community (food banks, transit authorities, etc. to help overcome barriers)
- Museums for All leads to trust building within a community, especially with demographics not typically seen in museums
- Museums for All provides safe spaces that contribute to a sense of belonging



Register Today!

- Visit www.Museums4All.org



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- Amber McCammon –
amber@vichildrensmuseum.org
- General – Info@Museums4All.org
(ACM administers Museums for All. Please send any inquiries to Brendan Cartwright.)
- On Twitter - @MuseumsForAll

