



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)
- Jeff Stanford
Vice President of Marketing
Orlando Science Center





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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?

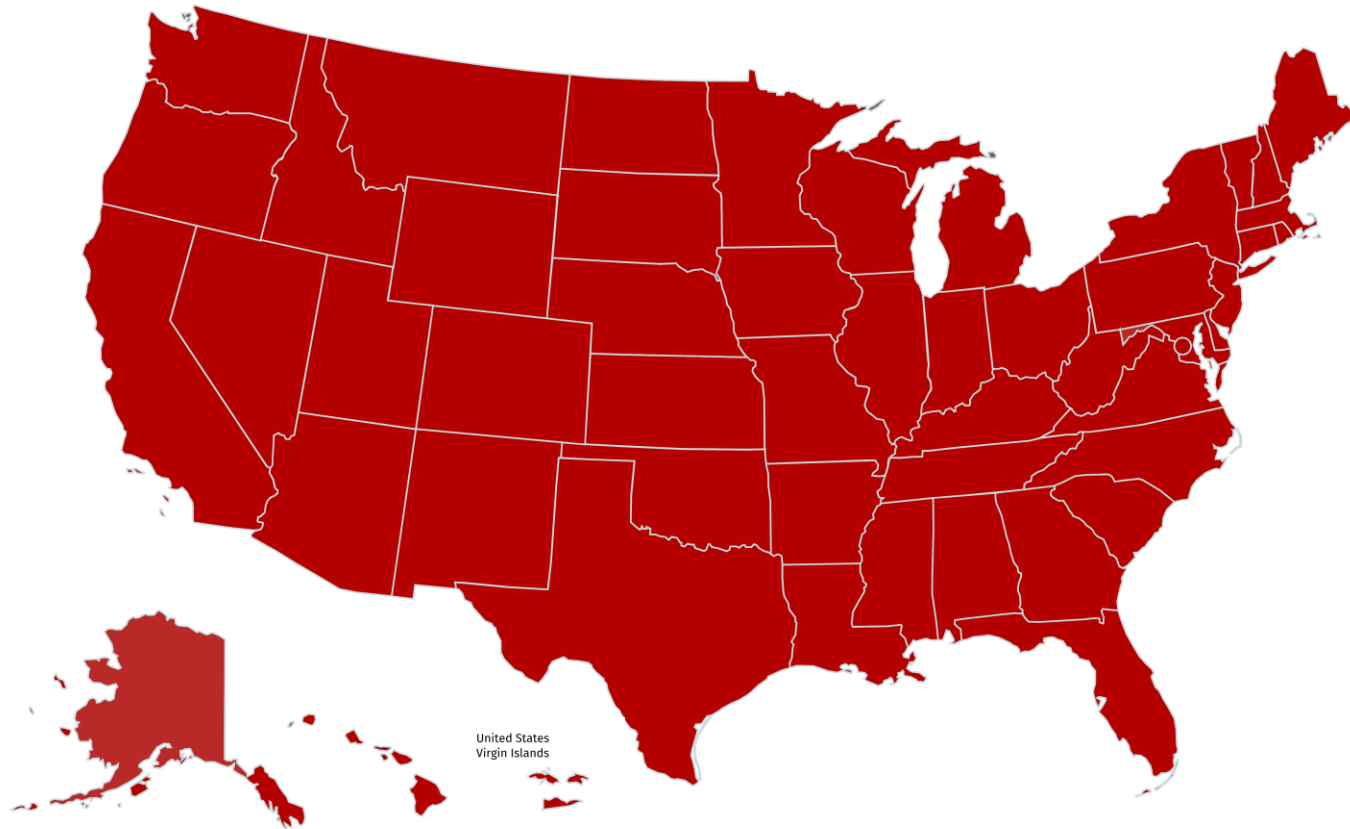
- 750+ museums
- 50 states, DC, and the U.S. Virgin Islands
- 3,444,325 visitors so far!
- Children's museums, history museums, art museums, arboretums, zoos, aquariums, botanical gardens, science centers, planetariums, historical societies... every type of museum, all over the U.S.!



La Brea Tar Pits



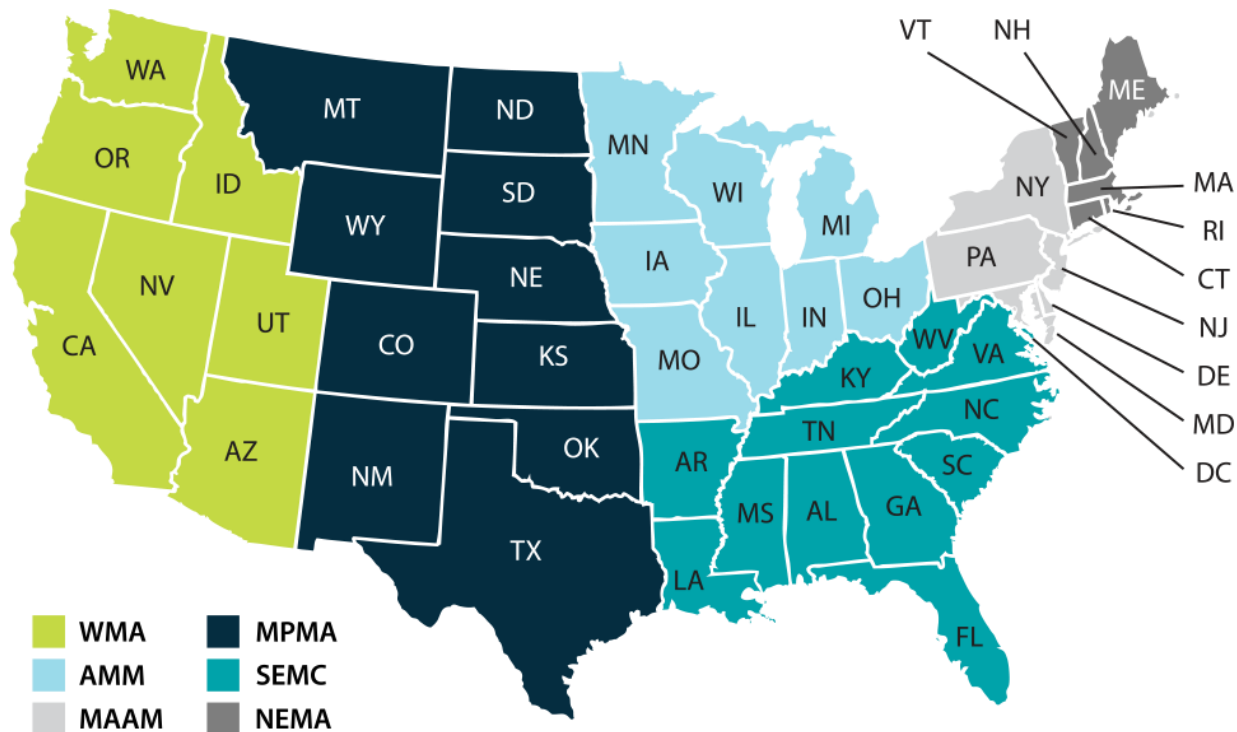
50 States (plus DC and U.S. Virgin Islands)



Geographic Distribution – Current Participants

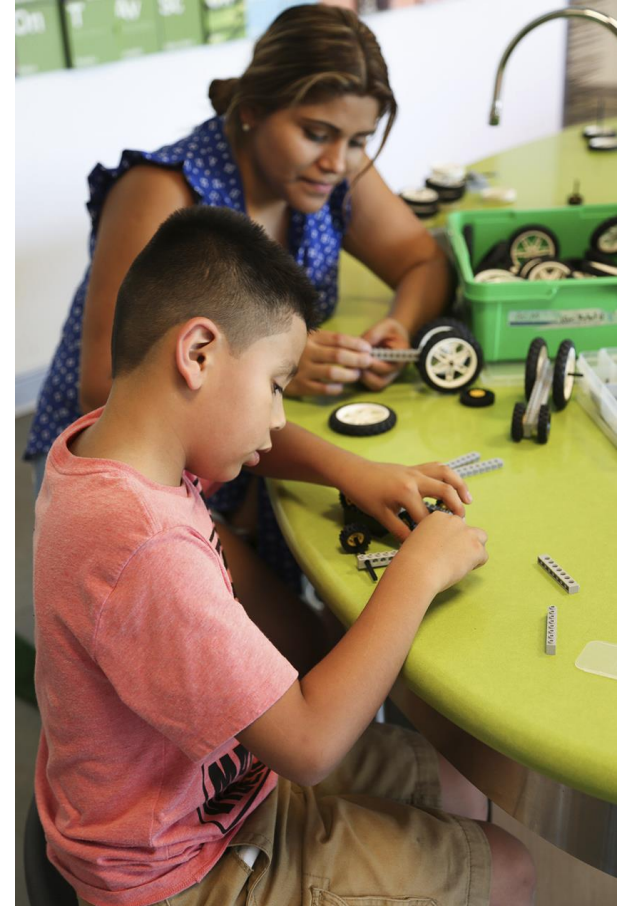
WMA MPMA AMM SEMC MAAM NEMA

173 97 176 144 117 51



Breakdown by Type of Museum

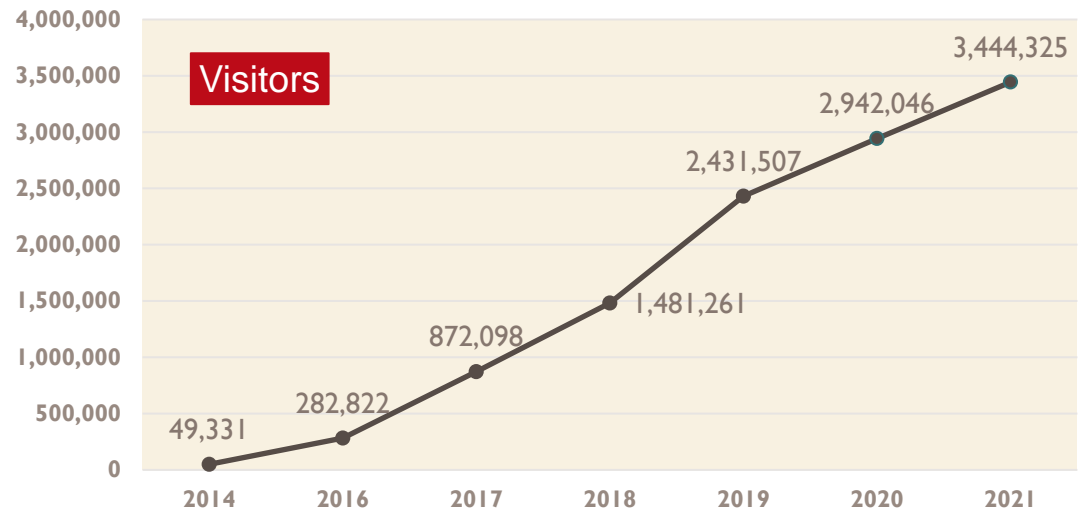
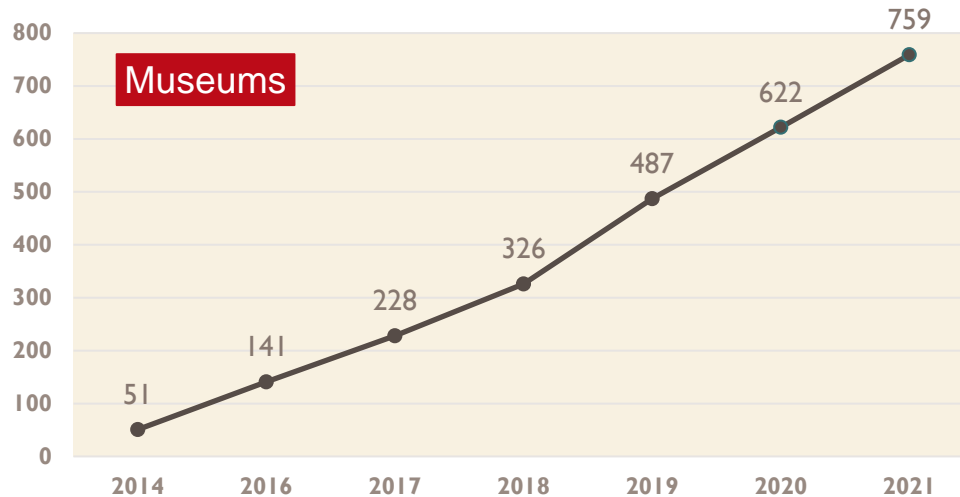
- Aquarium – 6
- Arboretum/Botanical Garden – 40
- Art – 136
- Children's Museum – 177
- General – 40
- History – 221
- Natural History – 31
- Planetarium – 3
- Science & Technology – 64
- Specialized – 26
- Zoo – 15



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
- San Diego, CA
- Santa Barbara, CA
- Santa Rosa, CA
- Denver, CO
- Pueblo, CO
- Colorado Springs, CO
- Fort Lauderdale, FL
- Fort Myers, FL
- St. Petersburg, FL
- Tampa, FL
- Chicago, IL
- Springfield, IL
- Des Moines, IA
- Waterloo, IA
- Louisville, KY
- Baltimore, MD
- Boston, MA
- Ann Arbor, MI
- 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
- Dayton, 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



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 Orlando Science Center's Experience

Museums For All Partnership



- Dedicated to inspiring science learning for life
- Established in 1955, one of the oldest and largest museums in Central Florida.
- Strives to create lasting impacts on science, technology, engineering and math (STEM) education and develop the next generation of creative innovators.
- STEM Education Partner with Orange County Public Schools - one of the largest school districts in the nation.
- Accredited by the American Association of Museums



- Four-time finalist for the Institute of Museum and Library Services National Medal, our industry's highest honor
- Awarded Bank of America Neighborhood Builders Award in 2017 and Dr. Phillips Charities Leadership Award in 2020.
- Named “Best Museum” by Orlando Weekly, Orlando Sentinel and Playground Magazine
- Four floors of exhibits, films, labs and experiences



Why Museums for All?

Systemic and cultural barriers have limited who engages with STEM. Orlando Science Center wants to be a place where all people feel safe, welcome, and empowered to learn and develop educational and career aspirations in STEM.



Our Program

We launched our own initiative in 2013 focused on reduced price annual memberships and scholarships for break camps.

Orlando Science Center joined Museums For All in 2016 to reach underserved populations by providing \$3 admission to all EBT and WIC cardholders and their families.



Community Reach

2016 – 10,643

2017 – 34,551

2018 – 42,115

2019 – 39,402

2020 – 22,259

2021 – 10,391 (Impact of COVID-19)



Percentage of Total Attendance

- Total reached since 2016 = 159,361
- Museum for All represents about 6% of our annual total attendance
- These are usually first-time visitors



Challenges at First

- Traditional Promotional Methods Weren't Effective
- Social Media Generated Negative Comments
- Attendance is not immediate, needs to build over time
- Transportation is a concern for this audience



What We Have Learned

- Collaborate with support networks to promote
- This effort builds on word of mouth
- Continue to feed top of mind awareness
- It's about building a relationship

Testimonials

“We couldn’t afford the Science Center without it”

“After watching a movie on Humpback Whales, both of my children wanted to go to the library to get books on whales. It introduced them to whales that spread to a greater desire to learn about sea life that they didn’t have before. The science center in general does that for them. It introduces concepts and then as a family we will try and build off their interest.”

“My oldest child wants to be an engineer. He loves building and he loves robots and he has learned about both here.”

Testimonials

“My younger child is in ESE for Speech and Language and having the hands-on experiences she gets at the center somehow gets her brain to want to attempt to speak. She wants to tell us what it is she is experiencing. Even though we may not understand every word being spoken, we can see the excitement in her eyes and hear the enthusiasm in her voice as she tries to speak and as her parents, seeing that growth is priceless.”

“A sincere thank you to everyone who contributes to this wonderful Science Center to make it a mainstay of education in our community. My family has been impacted in a significant and meaningful way.”



**“An investment in knowledge
pays the best interest.”**

- Benjamin Franklin

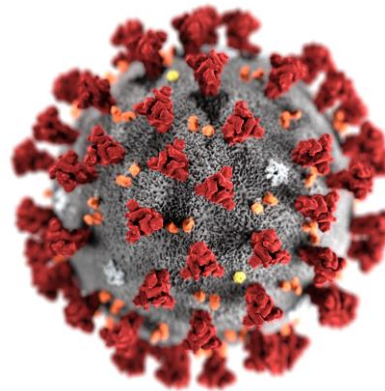


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Museums for All during COVID-19

COVID-19

- Over 150 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

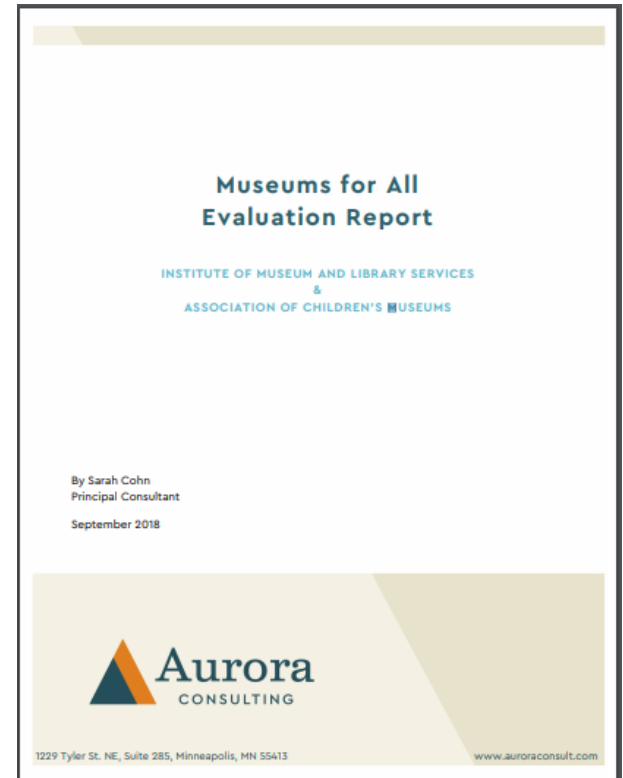


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Leveraging Participation

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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(ACM administers Museums for All. Please send any inquiries to Brendan Cartwright.)
- On Twitter - @MuseumsForAll

