

Timed Transcript for Museums for All Informational Webinar

0:03

Welcome to an Introduction to Museums for All for Prospective Participants. My name is Ashley Jones, and on behalf of the Institute of Museum and Library Services, I'm pleased to welcome you to this webinar about one of our national initiatives, the Museums for All program.

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There are three speakers on today's webinar.

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In addition to myself, we'll be hearing from Brendan Cartwright, who is the Program Manager at the Association of Children's Museums and the coordinator for this special initiative. And for a participating museum's perspective, we'll also hear from Jeff Stanford, who is the Vice President of Marketing at the Orlando Science Center.

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So, to set the stage for more detailed information that we'll be sharing about the program, I'd first like to present some general introductory information.

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So, what is Museums for All?

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Museums for All is a cooperative venture with the Association of Children's Museums with the goal of expanding access to the nation's museums by offering free or reduced admission for EBT or Electronic Benefit Transfer cardholders.

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And over the past seven years of this initiative, which started in 2014, IMLS has been working closely with ACM to recruit museums as program participants.

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One of the strengths of this nationally branded program is name recognition, meaning that member museums are united in an effort to provide increased access to those who might not otherwise be able to visit their sites.

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And another strength is that the access provided by the program is not limited to certain days or specific times. Museums for All participants are dedicated to providing access to everyone during normal operating hours, every day of the week.

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We began this program with a pilot for the children's museum community. And since then, participation has been open to all museums around the country, and we're really happy by how much the program has grown and flourished, but there's always room for more museums to participate.

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So, I am going to hand it over now to Brendan, who will present the initiative's guidelines.

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All right. Thank you, Ashley.

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The goal of Museums for All is to be easy for all museums to adopt and potentially, to adapt. We have a set of broad, minimum guidelines that make it an easy to use program, ready out of the box.

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Those guidelines include offering a general admission rate of no more than \$3 per person for up to four people when one individual displays a SNAP EBT card from any state.

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This is an easy way to identify a visitor who qualifies as having a financial need in a minimally intrusive way.

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Museums have the freedom to decide what their admission price will be, be it \$1, \$2, et cetera, and are only obligated to offer that price for a basic general admission.

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If there are add-on attractions at your exhibits, you're not obligated to include them in your Museums for All offering.

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The Museums for All rate would be offered during all normal operating hours, as Ashley mentioned.

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But like I said, museums can adapt their offerings as well.

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A popular one is to include WIC. Some museums include Medicaid or other forms of identification that they accept for Museums for All. They can also include discounts on special exhibits or events.

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And some museums choose to offer discounted membership.

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We've seen massive success for this program so far.

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In seven years, over 750 museums have begun participating. We actually had a couple more join this morning. We're getting even closer to about 770, so there's a lot.

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This includes museums in all 50 states, the District of Columbia, and the U.S. Virgin Islands.

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We piloted the program in children's museums, but now every type of museum is represented.

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We have history museums, art museums, zoos, aquariums, multiple Presidential Libraries, and so on.

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Museums in cities and rural areas, large museums, and small.

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Here is a visual representation of where there are museums participating in Museums for All. It used to look a little more interesting before we had all 50, but that's pretty good coverage.

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In case you're wondering how your particular region is doing, we have it broken down there.

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New England sort of looks like it's lagging a bit, but we do have over 30 sites that are counted under the single banner of historic New England.

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So, there are quite a few, but if any more museums in New England would like to join, we're certainly welcome to them.

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Many states are doing quite well. California, Ohio, and Pennsylvania have the most participants, although, Florida,

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And thank you, Jeff, for being here. Florida has been growing very rapidly recently, too.

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As I mentioned, the Museums for All program was piloted in children's museums, which is one reason we see the large number of children's museums that participate.

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We've seen quite a lot of enthusiasm in history museums and art museums lately.

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Some of these museums are free admission anyway, but choose to participate to really drive home their commitment to extending the invitation to every member of their communities.

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As you can see, there's been steady growth over time. With our latest round of reporting, we're at over three point four million visitors that have used the Museums for All program to visit a museum.

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The visitor numbers have taken a little bump over the last 12 months due to shutdowns and diminished capacities, but people are still using this program.

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A similar program to Museums for All is Blue Star Museums, which gives free admission to military members and their family during the summer.

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There are around 2,000 museums that participate in that.

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And Museums for All, which runs year round and is aimed at helping families with financial need, is close to 40% of that total.

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So, in just the seven years that we've been doing this, we've been really pleased with the growth.

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One phenomenon that we've begun tracking are Hub Cities, or cities that have three or more museums that participate in Museums for All.

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As you can see, many of the big cities that you might expect, like New York, Houston, and Chicago are on here.

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But there are also places like Greenville, South Carolina, Missoula, Montana, and Springfield, Illinois. In a Hub City, museums can work together to really strengthen their Museums for All offerings and they can also recruit other museums to join, or at least demonstrate the benefits of joining.

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We've seen that in places like Richmond, San Antonio, Pueblo, and Grand Rapids. We'll talk a little bit more about Hub Cities later.

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Registering for Museums for All is very easy.

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We have a dedicated website, WWW dot museums for all dot org, with the number four, and there's a button to register there.

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The actual process should take less than five minutes, and it's free to do.

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We provide support materials, like access to branded collateral, a group site, virtual hangouts, webinars like these, and more. We'll also send you a window cling to use at your site.

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And there's a searchable map on the website and all the participating museums are listed there.

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Some of the other resources that we provide include previous webinars that have been archived, infographics that you can use on social media, press release templates, examples of every state EBT card, and staff training recommendations.

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We do periodically create and add more resources, so don't be shy in telling us what you'd like to have.

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We have created some resources specifically for those Hub Cities that I mentioned, such as sample press releases and template agendas, and slide decks for holding meetings as a collective.

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So, now you have some of the background of Museums for All, gotten an idea of who's participating, and what kind of support is offered.

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Ashley is now going to let you know about why participating in this program can be valuable to your museum.

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Great. Thank you, Brendan. I'm going to talk with you a bit more about the value of participating in Museums for All.

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So, now that we've told you about the guidelines and who's participating in this initiative, you're probably wondering, why should we join Museums for All? And we think there are so many reasons to participate, but most importantly, it affirms that museums are meant for all members of their community and that participating museums are committed to equitably expanding their community outreach. And what's great is that this effort typically fits easily with a museum's mission, vision, and inclusion plans.

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Also, Museums for All is yet another way to increase community access to your research, your collections, your programming and exhibitions, as it reduces barriers.

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And additionally, we make it as easy as possible for you by providing free, customizable collateral, such as press release templates and other branding opportunities to make it even more successful.

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And another benefit we're beginning to understand is the power of participation among multiple museums in a single city.

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Forming these hubs is allowing museums to market the program jointly and thereby offering a menu of rich opportunities for families in their cities, to work together to build new partnerships, work with social service organizations and other community-based organizations, and to have a louder and more unified voice when approaching municipal leadership or local funders for support.

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So, here on this slide, we've shared just a couple of comments we've received from participating museums that we think show the evolving value of the program. The first is

from the San Diego Natural History Museum and shows the power of museums participating as a group on the local level.

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And the second quote here demonstrates the current urgency of these types of activities, or opportunities, really, as the country continues to navigate the impacts of the COVID-19 pandemic.

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But much better than sharing quotes with you, we have with us a live museum participant. So, now, I am pleased to turn it over to Jeff Stanford of the Orlando Science Center, who will talk about their experience with the program.

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Thank you, Ashley.

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Orlando Science Center has been part of Museums for All since 2016, and it has been, it's quickly become, a very vital program for us in our outreach to the community to provide a welcoming, inclusive, experience to our museum. I wanted to just go through a little bit who Orlando's Science Center is.

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For those of you that don't know, we are located in Orlando, Florida.

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Our mission is dedicated to inspiring science learning for life.

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We're one of the oldest museums in the area, and we also get probably the largest reach of any museum in Central Florida.

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We're four floors of exhibits and live shows, workshops, and experiences. We're dedicated to inspiring science learning for life and doing so through iconic and engaging experiences that help people understand why science is relevant and important to their daily lives, and how science allows you to develop a certain set of skills to address the problems in your life.

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So, we partner with the local school system and a number of other community initiatives.

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Moving on, we're fortunate that we've been acknowledged by IMLS. We've been a four-time finalist for the National Medal.

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We've been awarded a few other awards in our community.

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And so, we are considered probably one of the cornerstone museums in our community, and Museums for All certainly helps us achieve that goal.

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So, when we were looking at why we wanted to join Museums for All, we were looking for a way to become even more welcoming and inclusive. You know, our mission is to inspire science learning for life. And that doesn't just mean inspire science learning for people who can afford a membership, or people who can afford the admission for the day. And we did identify, there's certain barriers for entry, and some of those barriers are socioeconomic.

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So, we looked at how do we address those issues?

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And so initially, we did this, back in 2013, we launched our own discounted membership program, and we were doing scholarships for families in need to attend summer camps, but it was, how do you vet that?

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How do you identify who is the most in need?

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You know, because everybody has a different definition of what need is.

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And also, it was, you know, once you open up to serve those needs, it can be overwhelming. And so, we were constantly looking at, how do we develop a process? How do we develop a series of guidelines?

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How do we do this as efficiently as possible so we can be effective at this?

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We had started in 2013 with these discounted memberships, and it was slow to grow.

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And one of the feedbacks we got from that is people were nervous about committing to a full year. That discounted membership program was, our normal admission price was about \$150 at the time, and our discounted admission, once it had been vetted, took that price down to \$25 for an annual membership for people in need.

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But we had a very complicated process that was an application looking at and asking for tax returns. We were trying to do the right thing, but we made it a very complicated process, and so I think that slowed our momentum in this, and we also were getting the feedback, it was an annual membership.

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And for a lot of people in the communities that we were trying to reach, they were even hesitant about coming to the Science Center in general. I mean, is this a place for me?

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And, you know, is it something where I feel comfortable? And do I see myself here? You know, there's a big concern with parents bringing their kids to the Science Center.

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You know, I don't want to look dumb in front of my kids, and I'm not a scientist, and am I going to be able to explain this and experience it? Another feedback is, is it going to be boring? I didn't like science in school.

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We had to really look at how do we address those first-time visitors, people who come in and sample the experience, get comfortable with who we are, and get comfortable with themselves in the space, and then build that relationship ultimately to this membership plan.

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So, we were trying to tackle how to do that and how to address an outreach program that addressed daytime admission, when we were connected with Museums for All. That was back in 2016, and what was great about it was they'd done all the work for us.

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They had guidelines, they had protocols, they had processes. It completely simplified our process to the point that we took Museums for All's example for what they were doing with walk in admissions and applied it to our discounted membership program.

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Just going through EBT and SNAP as the qualifier, it became less invasive on the families.

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It became a less complicated process for us and much easier to communicate.

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We have been a participant in Museums for All since 2016.

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So, it has, if you can see, we have a slide on community reach, and you can see our growth over the last five years.

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It started out slow, and some of that was just being able to get the word out. It took us awhile to find the right communication channels to get this to the audience who would benefit from it the most.

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But once we did that, you can see our growth was really strong.

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Just in that following year, that response almost tripled, and then grew the next year, and then we started to plateau in the next few years. And that's kind of what we feel, that this audience probably does plateau at some point.

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But what we have also noticed is this is an audience that needs to be constantly communicated with.

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This is a program, at least in our community, that benefits from top-of-mind awareness. We can't just set it and forget it, so we have to continue to be diligent in sharing this information.

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And one of the one of the challenges that we did find, though, is the right way to share that information, but since 2016, we have reached about 159,361 people, and that represents about 6% of our total attendance.

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We have noticed that this is mostly first-time visitors. There was a concern before we joined Museum for All, because as a museum, how we're funded in Orlando, about 65% of our revenue is coming through earned revenue, and then the rest is coming through contributed revenue through fundraisers, donations, government support.

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So, the earned revenue makes a big portion of the budget to support Orlando Science Center, and there was a concern offering a \$3 admissions program when our current admissions is \$20 for an adult admission, \$15 for a youth admission. You know, are we going to be restricting that earned revenue?

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And we made the decision, what is more important, mission or margin? And we thought mission was the highest priority. It's inspire science learning for all. We are committed as an organization to be more welcoming, more inclusive, to break down these barriers of entry, and we knew that cost was one of those barriers. So, we made the commitment to join in 2016 at the \$3 admission.

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And what we found is it did not negatively impact the walk-in revenue stream.

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If anything, this was newfound revenue, because a lot of the people coming under Museums for All were new audience members, first time visitors. It was those people who are hesitant coming because of socioeconomic conditions or a cultural issue.

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But finding the \$3 admission, it really made them a lot more comfortable to experience the museum, to sample it as the first time. Also, we had done discount days in the past. We had, prior to launching Museums for All, we had for about five years worked with Wal-Mart that underwrote a series of discounted days that we would offer about four times a year where we would drop our admissions price to \$5.

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So, four times a year, and we would get a good response from those days.

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But we just didn't know how effective those discount days were doing in terms of outreach and addressing families in need. Was it just being viewed as, you know, a good deal?

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And then, it was still only four times a year.

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So, what was really attractive about Museums for All was that it was not a specific day.

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It was every day, and so we knew that we could reach this audience where they were at, when they could come, so they didn't have to schedule this opportunity. And so we found it was a nice addition to our attendance.

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Now, we did face some challenges at first. It was slow to grow.

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And so, we needed to see what was feeding that slow growth, and a lot of it was getting the information out to the right audience, because this isn't a program that really responds to a traditional marketing campaign. You know, you have to reach this audience where they're at, where they're looking for information.

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We did a media relations campaign. We got some media stories for it, but it was just too broad.

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And then we tried a social media campaign and we found social media was not very effective in communicating the program for us in our community for two reasons.

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One, we just could not get the audience demographics targeted enough, right?

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Household income is not really, a demographics or EBT card holder, that's not something that you target in a social media campaign. And then, we also found the comments from the general public, when we would post on social media, people would misinterpret the program. You have people who have a very specific political point of view.

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And it became all about, you know, I'm working for a living, and I can't afford to bring my six kids, but this person on food stamps can come. That's not fair, and it became a very aggressive discourse, as things can happen on social media these days. So, we found that social media, for us, was not the way to communicate this program. We found the greatest success

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In promoting this program through identifying collaborative partners, finding networks that already serve this audience, and then having them share the information to their clients, so that it was like a third-party endorsement. And we found this grassroots effort was much more effective in spreading the word. And once we started doing that is when we saw the attendance growth.

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But you need to be patient. It's not going to be an immediate response.

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It does need to grow over time, and then it is, you need to continue to feed those communication streams. One of the big challenges beyond communicating the availability of the program was transportation.

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We are fortunate that Orlando Science Center is fairly centrally located in Orlando, and it is near public transportation, a bus stop, a commuter rail stop, because we found a good portion of this audience is either a one car family or no car family.

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A lot of our attendees from Museums for All work on the weekend, when it is a prime attendance opportunity for us at the Science Center, and they needed access to public transportation. So I would say, explore the public transportation options to support this audience.

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If there's a partnership that you can make with your community bus company or your community commuter rail company, where you can offer a discounted fair or free rides with EBT. If you can eliminate the barrier of transportation, you can also see greater growth in this program.

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So, those were our challenges to get this up and running.

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And what we have learned is, again, grassroots is the best way for us to communicate this program.

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And so, find those support networks, and we're talking about food banks, churches, schools, community centers, afterschool programs, United Way agencies. What we have developed is a physical postcard and a digital version of this postcard that promotes the Museum for All program.

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And we distribute that to these partner organizations. We do this about 3 to 4 times a year, because we just find that it needs to stay stuck top of mind. We have found that when we're not fueling that conversation, that's when we're seeing the attendance dip more, and so, it's like once a season, revisit your partners.

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We started this with two, and now we're out to about half a dozen, but that reach is broad, because, you know, it's our local food bank.

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It is a collection of neighborhood churches and community centers.

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It's our local school systems. It's our United Way, with access to 80 different agencies.

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And so we let them kind of, endorse us. Rather than putting out ads or promotions, just getting our information in front of their clients has really helped feed our response.

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And that feeds also, word of mouth has been really strong to promote Museums for All with our organization. Families recommending families, friends recommending friends.

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And we have had Museums for All participants bring friends with them that also are on EBT.

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It has been very popular with our families with young children, because there aren't a lot of educational opportunities for families with young children in our community. And so the science center is kind of viewed as that safe, fun place if you have children under seven years old.

29:08

And families also are feeling good about an educational opportunity that's also fun and affordable. But we most have to look at Museums for All as an opportunity to build a relationship with the community. Don't look at it as a one-time visit. That one-time visit is the first step.

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And what we want to do is encourage multiple visits over time.

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And for us, often when we try to transition them into the discounted membership program, get the kids to participate in the camp programs, and ultimately, just continue a lifelong relationship with Orlando Science Center, because all of us know the positive impact that museums can have on families and individuals, and the world of possibilities that unlocks people.

30:01

And we have gotten some great response from our participants.

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I've got some testimonials that you can look over, but it just reminds me, you truly never know the impact you're going to have on someone's life or the things that are going to change them.

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And just by providing that opportunity for inspiration and exploration, you just don't know where it's going to lead.

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We've had a lot of grateful parents just talk about how the program has enabled them to provide opportunities for their children that they didn't think was possible.

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It's also very gratifying to hear from parents who are just amazed at the response that their family and their children are having with these subjects, with these exhibits, and how it's made the kids more social and communicative.

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And it's led to library visits and it's led to watching documentaries. A museum experience can really be a gateway to greater learning, and Museums for All can really be the key to that. So, I'm going to leave you with this quote from Benjamin Franklin. It's one of my favorites, and I think about it when I think about our role in this community. As Mister Franklin said, an investment in knowledge pays the best interest. I do feel that Museums for All is a tremendous investment in knowledge.

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So, thank you.

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Thank you, Jeff. That was fantastic to hear from you.

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As Jeff mentioned, and as I alluded to earlier, and as you well know, museums have been affected vary greatly by COVID-19. Even now, some museums are operating at reduced capacity.

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But in something of a surprise, we're still seeing about eight museums a month continue to register for Museums for All, even if they were closed at the time.

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We have increased the number of participating museums during the pandemic by over 150.

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It proves the continuing necessity of the program's mission, and unfortunately, it has been the case that some of the museums that were participating in Museums for All have had to close permanently.

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But I think with one exception, every other museum has kept their commitment to offering Museums for All rates to its visitors, which is really incredible. And now that I say that, I think that was the Turtle Bay Exploration Park in California, and they just resubmitted a registration. They're joining back up again.

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So, people and the museums have seen that this is it's a valuable program. They they want to keep it even through the hardship.

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In fact, a couple have compensated for their reduced capacities by offering their Museums for All rates to every visitor.

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No, you don't have to do that, but some museums have done that.

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There are operational changes that have been made during the pandemic as well. To ensure the reduced capacities, most museums now require guests to buy their tickets online, or at least to pre-register.

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So, it's a bit of a challenge to Museums for All visitors who had merely had to show their SNAP EBT cards at the admissions desk before.

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When building out these new admission policies, it's very important to keep in mind how your museum is still going to accommodate Museums for All visitors.

34:02

Will you have an option at that ticket price on the menu if they're buying online? Will folks have to present their SNAP EBT card in person when they show up?

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Will you just direct Museums for All visitors to buy tickets in person?

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Now, there's no right answer. But whatever your museum chooses, it should be explicit and easy to follow on your website so folks know how to get their tickets.

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When you're allotting the tickets by time, make sure there are enough for Museums for All visitors.

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On average, about 3% of a museum's attendance is coming from Museums for All visitors, but that varies by type of museum.

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It's usually higher for children's museums, lower in art museums, et cetera.

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Jeff said that they were averaging about 6%, which is really sort of towards the high end of what we tend to see among our participants.

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It usually does hold pretty steady at 3% or lower.

35:04

One other thing that museums have done during this pandemic, while they've been closed or unable to welcome as many guests as they'd like, is to really increase their community outreach.

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And whether that's offering virtual museum tours and activities, or distributing stem kits to schools, the museums are embracing their roles as community pillars and making active overtures towards their communities.

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And, at its core, that's what Museums for All is all about, is extending an active invitation to everyone, making sure they know that the museum is for them and that it wants them there, like Jeff really hammered home like it's about building that relationship.

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Museums recognize that access and inclusivity are important bedrock organizational values, and Museums for All is one way to help with DEAI efforts.

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An organization's commitment to inclusivity usually extends beyond just Museums for All.

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And in fact, Museums for All works best when it's part of a suite of offerings.

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Many museums offer reduced admission for seniors, children, and perhaps educators or military.

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Many will offer some sort of monthly free day, or even have free memberships that can be checked out of the library.

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All of those are wonderful and Museums for All supplements them, rather than taking the place of any of them.

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And while the only requirement to participate in Museums for All is to accept SNAP EBT cards, several participants also accept WIC or possibly Medicaid.

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The Madison Children's Museum has 21 different identifications that it will accept for their \$1 admission fee. Again, you don't have to do that many.

37:01

But, you know, this is an adaptable program. You can do what works for your museum and your community.

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There's about 10% of the participating museums also offer some sort of reduced membership program, as well. Jeff talked about the one that they've got at the Orlando Science Center.

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It's taking the next step of getting people in the door on daily admissions, and then turning them into members with more solid museum going habits.

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Some of them are also using the opportunity to catch visitors' that Museums for All might be letting fall through the cracks.

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For instance, at the Omaha Children's Museum, they're expanding their reduced membership to include families that qualify for reduced school lunch rather than just free school lunch.

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There are families that might just exceed the threshold of qualifying for food assistance, but still can find visiting a museum to be cost prohibitive.

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So, these museums are stepping up and supplementing Museums for All in other ways to try and catch as many of those families as possible.

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Another one is foster families. The kids don't get EBT cards for that, but foster families can certainly benefit from the reduced admission. So, that's another one, too, that some museums have really tried to reach out and include.

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One part of joining Museums for All is broadening your visitor base, but another part is taking the time to work on assumptions and biases that exist within your own staff.

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One participating museum that was located in a college town was surprised to see how many grad students were using Museums for All to visit. They hadn't expected that many to be on food assistance.

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There are some wonderful resources around diversity, equity, accessibility, and inclusion on the AAM website.

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And the Cultural Competence Learning Institute, or CCLI, is another fantastic way of museums looking to improve their own approaches to inclusivity.

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One complaint, and Jeff touched on this as well, that does come up, is why people on SNAP assistance deserve this admission discount, or rather, why can't someone not on food assistance get the same rate?

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For our purposes, a cutoff had to exist somewhere.

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And we thought that a government issued card would work well and the least intrusive way to demonstrate the need for some help in removing a financial barrier. One of the reasons why we think Museums for All works best as part of a suite of options is so that for those who don't have SNAP EBT, some kind of appropriate price can be found.

40:09

I think Ashley is going to take you through this next part. I'll take it from here. Thanks, Brendan. So, sometimes museums or their boards can be wary of joining Museums for

All. They see that it calls for very deep admission discounts in some cases and worry that it will be a hit to their budget. So, we took a look to see if that would be the case.

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In 2018, we engaged Aurora Consulting to do an evaluation of Museums for All and the experiences that the participating museums were having. The complete results of that evaluation are available on the Museums for All website, as well as the IMLS website we've linked to here. Here are some pertinent findings.

40:57

So, as you can see, only one of the museums, that responded to the evaluation reported a decline in their revenue since implementing the program. Most museums reported no change, but over a third of the respondents actually said they saw increases in ticket sales and attendance, and 25% saw increases in development revenue and membership and program sales.

41:22

Museums for All is a great opportunity to add new development streams, either soliciting funding that directly pays for the program, or finding grants and sponsorships that will help. It's a great program that helps the entire community, and there are often foundations, or banks, or other local funders that want to be a part of it, and this is, of course, encouraged. But most importantly, we can see that there's no overall deficit to being a part of Museums for All, and oftentimes, it can be a revenue generator.

41:56

One of the other things that we try to do with participants in Museums for All is to connect them with other museums in their city or area that also participate in the program. We've found that museums can really do great things with a collaborative effort to promote the program within their community. And as Brendan mentioned earlier, we started calling cities with three or more participants Hub Cities.

42:21

In December 2018, we invited representatives from seven of these Hub Cities: San Diego, Chicago, Akron, Missoula, Chattanooga, Worcester, and Grand Rapids to attend a convening, so we could determine how museums can best work together to get the most out of Museums for All.

42:43

And at that convening, we found that several opportunities for cooperation exist, not just between museums. Museums can use Museums for All as an entry point to establish or deepen connections with local food banks or transit authorities in ways that can overcome other barriers that potential visitors face in making it to a museum.

43:07

These actions can help build trust within the organizations of a community and also with the people.

43:15

It shows that the museums are serious about their commitment to having everyone visit.

43:20

The invitation that's being extended is real and genuine, and museums are willing to put in the work on their end to make it happen.

43:28

The complete report from our Hub City Convening is available as well on the Museums for All website.

43:35

And we also wanted to note, on the topic of Hub Cities, earlier this year, we conducted a series of listening sessions with museums in various Hub Cities.

43:46

We wanted to know what better ways we could support them, and based off of these programs, we created some new resources specifically for Hub Cities. They include a special press release template, a flyer that they can distribute around the community, a one pager they can give to local SNAP offices.

44:06

Sample meeting agendas for recruiting other museums or potential partners, as well as a slide deck for use in those meetings. And these are available for all museums in Hub Cities to use.

44:23

So, if all of this is sounding appealing to you, we want to remind you that it's very easy and free to register for Museums for All.

44:32

You'll want to go to the Museums for All website, which is [Museums for All.org](https://museumsforall.org). It's spelled with the number four.

44:42

And in closing, we certainly hope that the information we shared today has interested you in becoming part of the Museums for All participant family. If you have any questions, please do not hesitate to contact us. Listed here on this slide are the names and e-mail addresses for Brendan, Jeff, and myself. We're happy to answer any questions that you have about the program. You can also contact the general mailbox listed there, [info at museums for all dot org](mailto:info@museumsforall.org), and we encourage you to connect with all the latest Museums for All news on our [Twitter page](#).

45:20

The handle is at Museums for All, and we certainly look forward to hearing from you.

45:29

Thank you.