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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)

- Kristian Zambrana
  Director of Visitor Services
  Cox Science Center and Aquarium

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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

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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

  o Museum can choose what admission price, if any, to offer

  o 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

  o Museums are only required to accept SNAP EBT cards, but can also choose to accept other identification, like WIC or Medicaid

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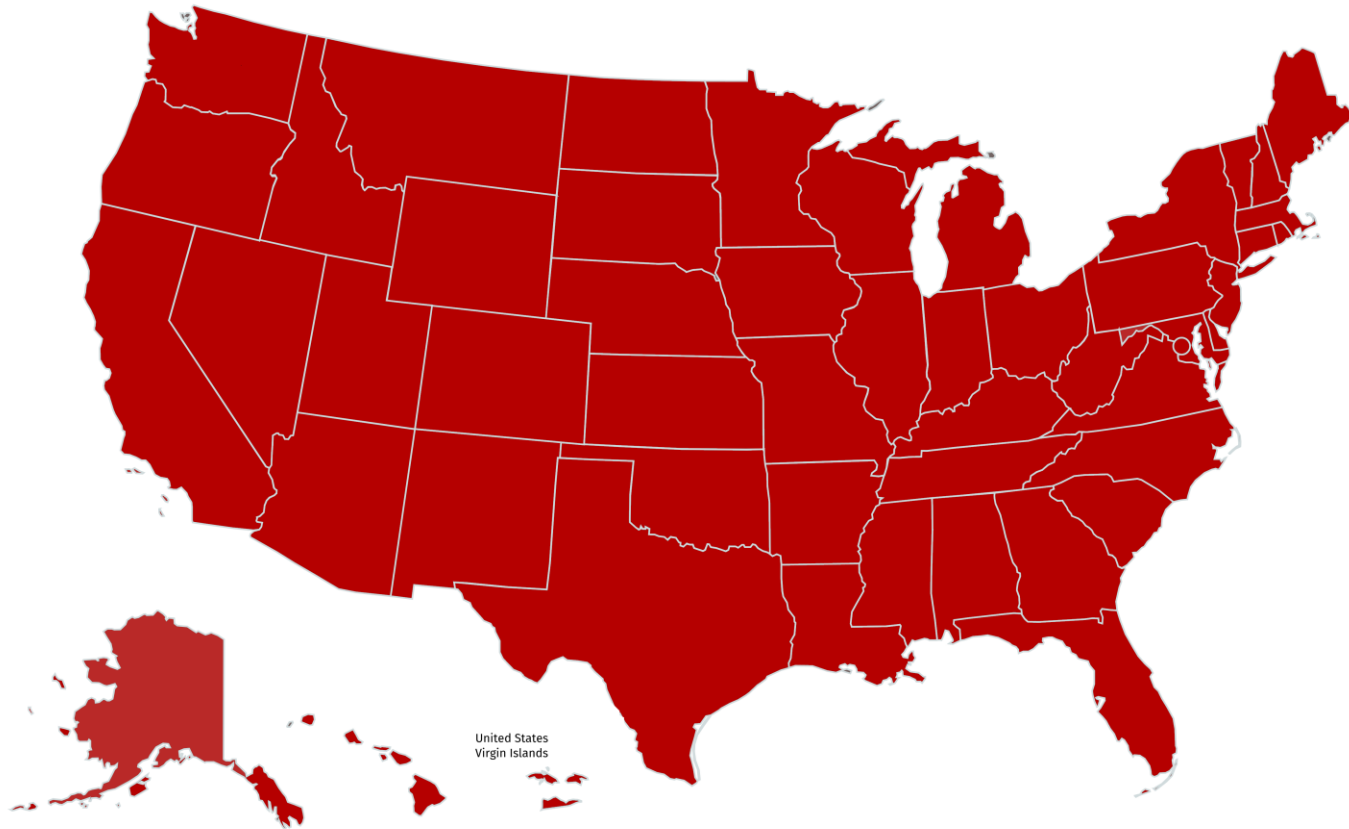
Who Is Participating?

- 1,000+ museums

- 50 states, DC, and the U.S. Virgin Islands

- 5,834,894 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.!
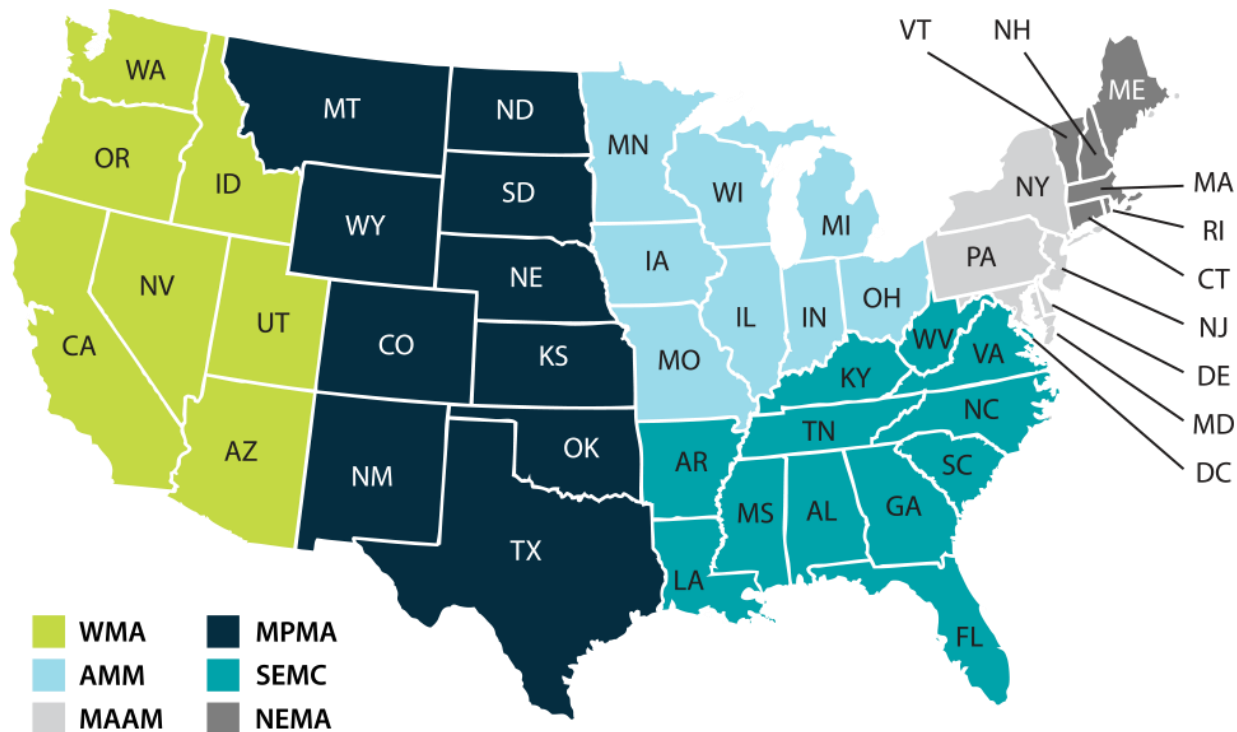

La Brea Tar Pits

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

United States
Virgin Islands

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Geographic Distribution – Current Participants

WMA	MPMA	AMM	SEMC	MAAM	NEMA
217	135	221	198	192	81

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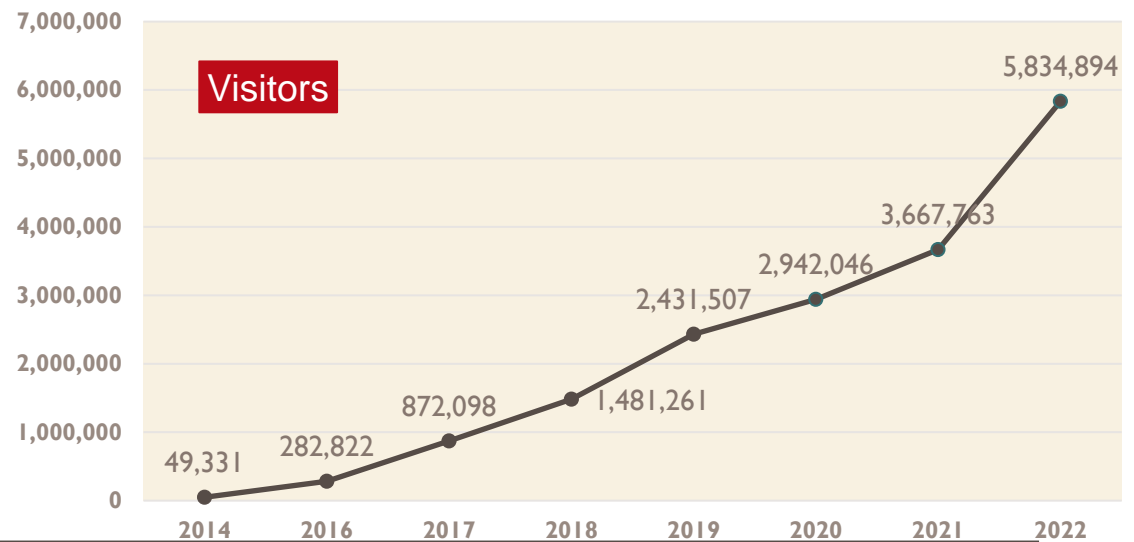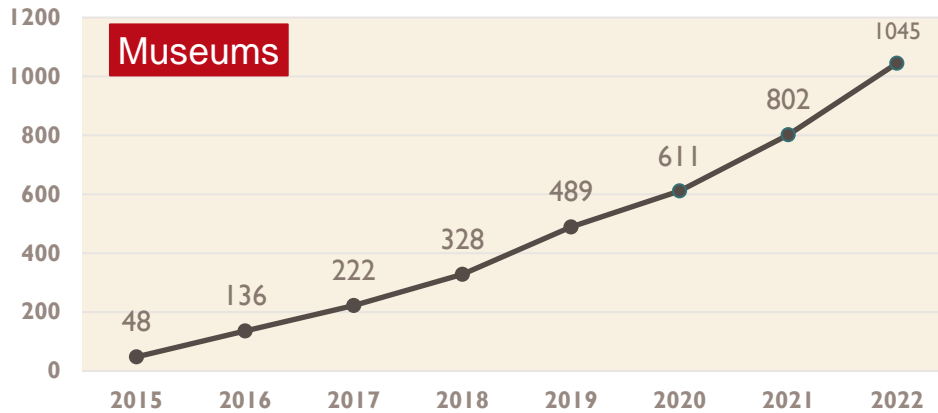
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Breakdown by Type of Museum

- Aquarium – 8
- Arboretum/Botanical Garden – 51
- Art – 189
- Children's Museum – 193
- General – 68
- History – 338
- Natural History – 41
- Planetarium – 4
- Science & Technology – 86
- Specialized – 46
- Zoo – 21

Thinkery

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Growth Over Time

Museums

	2015	2016	2017	2018	2019	2020	2021	2022
Museums	48	136	222	328	489	611	802	1045

Visitors

	2014	2016	2017	2018	2019	2020	2021	2022
Visitors	49,331	282,822	872,098	1,481,261	2,431,507	2,942,046	3,667,763	5,834,894

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Hub Cities

Cities with three or more participating museums are Hub Cities

- Huntsville, AL
- Mobile, AL
- Tucson, AZ
- San Francisco, CA
- Escondido, CA
- Oakland, CA
- San Jose, CA
- Eureka, CA
- San Diego, CA
- Santa Barbara, CA
- Santa Rosa, CA
- Berkeley, CA
- Sacramento, CA
- Los Angeles, CA
- Denver, CO
- Pueblo, CO
- Colorado Springs, CO
- Fort Lauderdale, FL
- Fort Myers, FL
- St. Petersburg, FL
- Tampa, FL
- Gainesville, FL

- Miami, FL
- Naples, FL
- Orlando, FL
- Jacksonville, FL
- Atlanta, GA
- Boise, ID
- Chicago, IL
- Springfield, IL
- South Bend, IN
- Davenport, IA
- Des Moines, IA
- Waterloo, IA
- Wichita, KS
- Louisville, KY
- New Orleans, LA
- Baltimore, MD
- Annapolis, MD
- Boston, MA
- New Bedford, MA
- Ann Arbor, MI
- Grand Rapids, MI
- Detroit, MI

- Minneapolis, MN
- St. Louis, MO
- Missoula, MT
- Billings, MT
- Las Vegas, NV
- Santa Fe, NM
- Ithaca, NY
- Jamestown, NY
- New York, NY
- Rochester, NY
- Saratoga Springs, NY
- Wilmington, NC
- Akron, OH
- Cincinnati, OH
- Columbus, OH
- Dayton, OH
- Springfield, OH
- Cleveland, OH
- Warren, OH
- Lancaster, OH
- Tulsa, OK
- Oklahoma City, OK

- Eugene, OR
- Portland, OR
- Philadelphia, PA
- Pittsburgh, PA
- Erie, PA
- Harrisburg, PA
- Providence, RI
- Newport, RI
- Columbia, SC
- Greenville, SC
- Charleston, SC
- Austin, TX
- Fort Worth, TX
- Houston, TX
- San Antonio, TX
- Longview, TX
- Salt Lake City, UT
- Richmond, VA
- Seattle, WA
- Tacoma, WA
- Milwaukee, WI

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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

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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

The New Children's 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

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In Their Own Words

- "We have had an excellent experience so far with Museums for All! In particular this program helps us provide the best customer service for many of our visitors with intellectual disabilities arriving with personal care staff. Their support staff often arrive exhausted and many light up excitedly when we can offer them the discounted rate for the people they are supporting. We have seen repeat visitors as a result, both from the individuals themselves as well as personal care staff returning with different people they are supporting because they know we are offering an accessible experience both financially and programmatically."
  -Moonshot Museum, Pittsburgh, PA

- "I did have someone come up to the info desk asking for admission prices, and when told the price stated they couldn't afford it. I then showed them a short list of discounted admission programs (including military, EBT, WIC, etc.) and asked if any of these programs applied to them. They responded that they had an EBT card and were very thankful because they would not have been otherwise able to enter."
  -Museum of Science, Boston, MA

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The Cox Science Center and Aquarium's Experience

Museums For All

About the Cox Science Center

Serving Palm Beach County since 1961, the Science Center revolves around a simple premise: science is exciting!

Our mission is to "Open Every Mind to Science" and we are delivering on this promise by providing schools, visitors and campers an entirely new set of science programming and tech ventures based on computer coding, robotics, and other leading-edge educational programs.

These new programs have allowed us to educate more young minds than ever before, now serving over 300,000 students, teachers and visitors annually, including 130,000 through field trips and educational outreach into schools and classrooms.

Why "Museums For All"?

- While our immediate area of West Palm Beach is becoming a booming area with significant growth in the nearby downtown area, our immediate neighborhoods are some of the most underserved
- We are encountering a significant rise in the wealth disparity in Palm Beach County, ranking among the top 15% in the nation
- Nearly 70% of schools in Palm Beach County are designated as Title 1 schools, meaning that 70% or more of their student population participates in the Free and Reduced Lunch Program and are living at or below the poverty line, according to Federal Standards.

- Our Mission: Open Every Mind to Science

Our Impact

- Adopted Museums For All program in October 2021
    - $3 ticket price with valid SNAP/EBT card and ID
- Over 5000 individuals served
- Our Community: Dreher Park Neighborhoods
    - Removing the final barrier to entry: cost!
- Small price point, Big donations!

Museums for All during COVID-19

COVID-19

- Over 400 museums have joined Museums for All since the beginning of the pandemic
- Some museums have ceased operations, but only one museum has stopped offering the Museums for All rate during this time

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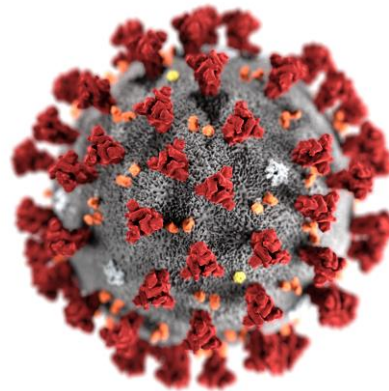
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Operational Changes

- 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

Gateway to Science Center

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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

Georgia O'Keeffe Museum

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A Chance for Internal Reflection

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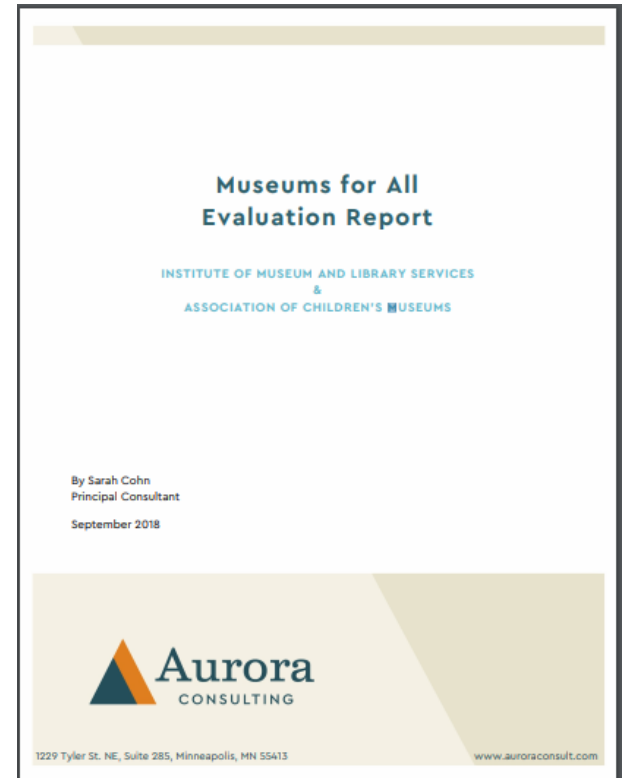

Portland Children's Museum

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Leveraging Participation

Museums for All Evaluation Report

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

Museums for All Evaluation Report

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&
ASSOCIATION OF CHILDREN'S MUSEUMS

By Sarah Cohn
Principal Consultant

September 2018

Aurora CONSULTING

1229 Tyler St. NE, Suite 285, Minneapolis, MN 55413   www.auroraconsult.com

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

ECHO, Leahy Center for Lake Champlain

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Hub City Convening

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

Museums for All Hub City Convening Participants

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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

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Register Today!

- Visit www.Museums4All.org

Naples Botanical Garden

Gadsden Arts Center and Museum

Museum of Natural and Cultural History

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Contact Information

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- Kristian Zambrana – KZambrana@CoxScienceCenter.org
- General – Info@Museums4All.org (ACM administers Museums for All. Please send any inquiries to Brendan Cartwright.)

- On Twitter - @MuseumsForAll

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