

# Museums Count Survey Instrument

## July 2, 2012

### MUSEUM NAME, LOCATION AND HOURS

#### 1.1 [ASK IF SURVEY IS PRE-POPULATED WITH MUSEUM NAME]

[MUSENAME]: [Alphanumeric]

Question:

Please verify or correct the name of this museum.

Response options:

[blank to fill—75 character limit]

1a.1 [LEGLNAME]:[Alphanumeric]

Question:

What is the legal name of this museum?

Response options:

[blank to fill--75 character limit]

#### 1.2 [ASK IF SURVEY IS NOT PRE-POPULATED WITH MUSEUM NAME]

[LEGLNAME]:[Alphanumeric]

Question:

What is the legal name of this museum?

Response options:

[blank to fill--75 character limit]

#### 2. [OTHRNAME]:[Alphanumeric/Categorical]

Question:

Is there an additional name(s) by which this museum is commonly known?

Response options:

Yes

No

2a. [OTHRNAME]:[Alphanumeric/Categorical]

Question:

What is the other name by which this museum is commonly known?

(Please separate multiple entries by commas.)

Response options:

[blank to fill—150 character limit]

3. [ADDRESS]:[Alphanumeric/Categorical]

Question:

Please provide the street address of this museum's primary physical location. (Use the main public entrance.)

Response options:

Street address [Text box]

City [Text box]

State [Drop down]

Zip code [Fill-in box numeric]

Or

This is a virtual museum that exists solely on the web.

3a. [ASK IF RESPONDENT PROVIDES A VALID ADDRESS]

[DIFFADDR]:[Categorical]

Question:

Is this museum's current mailing address different from the physical address?

Response options:

Yes

No

3b. [ASK IF ANSWER TO 3a = YES OR ANSWER TO QUESTION 3 = "This is a virtual museum that exists solely on the web."]

[MAILADD]:[Alphanumeric]

Question:

Please provide this museum's current mailing address if different from the physical address or if this is a web based museum.

Response options:

Street address [Text box]

City [Text box]

State [Drop down]

Zip code [Fill-in box numeric]

4. [PHONE]:[Numeric]

Question:

Please provide this museum's main phone number.

Response options:

Phone number: [blank to fill]

5. [EMAIL]:[Freetext]

Question:

Please provide an email address which may be used to contact this museum for requests to update its Museums Count record in the future.

Response options:

Email address: [blank to fill]

**6.1 [ASK IF URL HAS BEEN PRE-FILLED]**

**[FIXURL]:[Alphanumeric]**

**Question:**

**Please verify or correct the address of this museum's Web site.**

**Response options:**

**[blank to fill—75 character limit]**

**6.2 [ASK IF URL HAS NOT BEEN PRE-FILLED]**

**[WEBSITE]:[Categorical]**

**Question:**

**Does this museum have a Web site?**

**Response options:**

**Yes**

**No**

**6.2a [ASK IF ANSWER TO 7B = YES]**

**[ENTERURL]:[Alphanumeric]**

**Question:**

**What is the address of this museum's Web site?**

**Response options:**

**[blank to fill—75 character limit]**

**7. [HAVEMISS]:[Categorical]**

**Question:**

**Does this museum have a mission statement that was approved by the board or some other governing body?**

**Response options:**

**Yes**

**No**

**Don't know**

**7a [ASK IF ANSWER TO QUESTION 7 = YES]**

**[MISSFILL]:[Alphanumeric]**

**Question:**

**Please insert the text of this museum's mission statement here.**

**Response options:**

[blank to fill—? character limit]

**8. [REGHOURS]:[Categorical]**

**Question:**

**Does this museum have regular business hours during which it is open to the public?**

**Response options:**

**Yes**

**No**

[ASK IF ANSWER TO QUESTION 8 = YES]

8a [weeks]:[Categorical/Numeric]

**Question:**

**How many weeks of the year is this museum open to the public at least four days a week?**

**Response options:**

**Number of days open: [blank field; 3 numeric character limit]**

**Don't know**

8b [OPENYEAR]:[Categorical/Numeric]

**Question:**

**In calendar year 2011 how many days of the year is this museum open to the public at least four hours per day?**

**Response options:**

**Number of days open: [blank field; 3 numeric character limit]**

**Don't know**

8c

**[OPENWEEK]:[Categorical]**

**Question:**

**In a typical week in calendar year 2011, how many hours are you open per day?**

**Please mark all that apply.**

**Response options:**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Drop down menu to select hours						

[ASK IF ANSWER TO QUESTION 9 = YES]

8c [REGHOURS]:[Categorical]

**Question:**

Were the hours when this museum was open to the public consistent throughout calendar year 2011 or do they change seasonally?

Response Options:

- a. Consistent throughout the year
- b. Change seasonally

## MUSEUM TYPE AND GOVERNANCE

[QUESTION 11 SHOULD CONSIST OF TWO COLUMNS OF THE SAME RESPONSE OPTIONS. RESPONDENTS SHOULD ONLY BE ABLE TO SELECT ONE OPTION IN THE FIRST COLUMN, BUT SHOULD BE ABLE TO SELECT AS MANY OPTIONS AS THEY LIKE IN THE SECOND COLUMN. RESPONDENTS *MUST* ANSWER THIS QUESTION BEFORE MOVING ON IN THE SURVEY]

### 9. [MUSETYPE]:[Categorical /(Alphanumeric for two response options)]

Question:

In the first column, please select the one option that best describes the primary identity of this museum. In the second column, select all options that describe secondary identities of this museum.

Response options:

- a. Aquarium
- b. Anthropology Museum
- c. Arboretum/Botanical Garden/Public Garden
- d. Art Museum/Center/Sculpture Garden
- e. Children's or Youth Museum
- f. Ethnically/Culturally/Tribally Specific Museum
- g. General or Multi-disciplinary Museum (several subjects)
- h. Hall of Fame (e.g., music, sports, entertainment, media)
- i. Historic House
- j. Historic Site/Landscape
- k. History Museum
- l. Historical Society
- m. Military Museum/Battlefield
- n. Nature Center
- o. Natural History Museum
- p. Planetarium
- q. Presidential Library
- r. Science/Technology Center/Museum
- s. Specialized Museum (single topic/individual)
  - a. Please name specialty: \_\_\_\_\_ [blank to fill—75 character limit]
- t. Transportation Museum (air & space, auto, maritime, train)
- u. Visitor Center/Interpretive Center

v. **Zoo/Animal Park**

w. **Other:\_\_\_\_\_**[blank to fill—75 character limit]

10. [HAVEDUNS]:[Categorical]

Question:

Does this museum have a unique business ID number called a DUNS number?

Response options:

Yes

No

Don't know

10.1 [ASK IF ANSWER TO QUESTION 12 = YES]

[DUNS#]:[Numeric]

Question:

Please provide this museum's DUNS number below.

Response options:

[blank to fill]

Don't know

11. [EIN#?]:[Categorical]

Question:

**Does this museum have an Employer Identification Number (E IN)?**

Response options:

**Yes**

**No**

**Don't know**

11.1 [ASK IF ANSWER TO QUESTION 13= YES]

[EINFILL]:[Alphanumeric]

Question:

Please provide this museum's 9 digit E IN below.

Response options:

[blank to fill]

Don't know

12. [GOVAUTH]:[Categorical]

Question:

Which of the following best describes the governing authority of this museum? Select one category.

Response options:

a. corporate/for-profit

b. government

- c. non-profit
- d. tribal
- e. dual governance (specify): \_\_\_\_\_
- f. other: \_\_\_\_\_

12.1. [ASK IF ANSWER TO QUESTION 14 = b. government]  
[GOVLEVEL]:[Categorical]

Question:

Please identify which level of government has authority over this museum:

Response options:

- municipal or city
- county or regional
- state
- federal
- military

12.2 [ASK IF ANSWER TO QUESTION 14 = d. tribal]  
[TRIBEGOV]:[Categorical]

Question:

Is this museum governed by a tribe, band, nation, or other organized group or community, including any Alaska Native village, regional corporation, or village corporations (as defined in or established pursuant to the Alaska Native Claims Settlement Act (43 U.S.C. Section 1601 et seq.)) that is recognized by the Secretary of the Interior as eligible for the special programs and services provided by the United States to Indians because of their status as Indians?

Response options:

- Yes
- No

12.2.1. [ASK IF ANSWER TO QUESTION 14.2 = YES]  
[TRIBTYPE]:[Categorical]

Question:

Please list the name of the tribe in the space provided below:

[Blank to fill]

13. [UNIAFILL]:[Categorical]

Question:

**Is this museum affiliated with a United States institution of higher education, including public, private nonprofit or private for-profit college or university?**

Response options:

- a. Yes
- b. No

**13.1 [ASK IF ANSWER TO QUESTION 15 = YES; Go to 15.2]**

**[UNITYPE]:[Categorical]**

**Question:**

**Which institution of higher learning is this museum affiliated with?**

**Response options:**

**[Drop down menu with list of states and then a list of all institutions of higher learning in that state; users should only be allowed to select one institution; data for institutions can be drawn from Integrated Post Secondary Data System at NCES (<http://nces.ed.gov/ipeds/>)].**

**14. [OPENYEAR]:[Numeric]**

**Question:**

**In what year did this museum open to the public?**

**Response options:**

**Year opened: [blank to fill]**

**Don't know**

## **MUSEUM PROGRAMS, VISITATION, AND SERVICES**

**15. [FISCYEAR]:[Numeric]**

**Question:**

**The following questions ask for data from the most recently completed fiscal year. Please indicate the final day of the fiscal year for which you are providing data.**

**Response options:**

**[Formatted boxes for MM/DD/YYYY]**

**Don't know/Fiscal information not available**

**16. [PROGRAMS]:[Categorical]**

**Question:**

**Did the museum offer public programs in the last fiscal year?**

**Response options:**

**Yes**

**No (Skip to end of section.)**

**[ASK ONLY IF RESPONDENT ANSWERS "YES" TO QUESTION 21]**

**16a[PROGTYPE]:[Categorical/one option is Alphanumeric]**

**Question:**

In the past year, which of the following categories of public programs did you offer on a regular basis to general audiences? Check all that apply.

**Response options:**

- a. Audio/multi-media tours
- b. Classes/Workshops
- c. Demonstrations
- d. Discovery Rooms
- e. Exhibits
- f. Films or IMAX or other large format
- g. Lectures
- h. Live Theater Performances
- i. Self-guided tours using printed guides or maps
- j. Staff or Volunteer Guided Tours
- k. Travel programs
- l. Other: \_\_\_\_\_

**17. [KIDPROG]:[Categorical]**

**Question:**

Did this museum provide educational programming specifically targeted toward school-age children and youth in the past year?

**Response options:**

- a. Yes
- b. No

[ASK ONLY IF RESPONDENT ANSWERS "YES" TO QUESTION 20]

**17.1 [KIDTYPE]:[Categorical]**

**Question:**

Which of the following categories of educational programs does this museum offer for school-age children and youth? [Check all that apply]

**Response options**

- a. Guided or unguided visits for school groups (Field trips)
- b. Off-site visits to schools by museum staff or volunteers
- c. On-site out-of-school or after-school programs during the school year
- d. On-site summer programming
- e. Web-based instructional programs
- f. Other: \_\_\_\_\_
- g. None of the above.

**17.2 [TEACHER]:[Categorical]**

**Question:**

Which of the following formal educational resources did this museum provide to teachers or the home school community in the past year? Check all that apply.

Response options:

Curriculum guides

Lesson plans

Teacher training sessions/professional development workshops

Other : \_\_\_\_\_

None of the above.

Visitors

18. [PROGRAMS]:[Categorical]

Question:

Has the museum designed and provided museum programs that are targeted toward a specific population in the last year?

Response options:

Yes

No

DK

[ASK ONLY IF RESPONDENT ANSWERS "YES" TO QUESTION 18]

18.1 [PROGRAMS]:[Categorical]

Question:

Please identify the specific group for which the museum and designed and provided targeted programming in the last year (either on-site or off-site) : [Check all that apply.]

Response options:

toddlers/pre-school children (pre-school age children)

five to twelve year olds (elementary school age children)

teens (middle or high school age children)

seniors

military families/veterans

home-schoolers

racial or ethnic groups from the area

persons with physical disabilities

persons with cognitive disabilities

New Americans, immigrants/refugees

Other : \_\_\_\_\_

19. [PROGRAMS]:[Categorical]

Question:

**Does this museum make available assistive devices for persons with physically or cognitive disabilities?**

**Response options:**

**Yes**

**No**

**DK**

**[ASK ONLY IF RESPONDENT ANSWERS "YES" TO QUESTION 18]**

**19.1 [PROGRAMS]:[Categorical]**

**Question:**

**Please identify the types of devices that are available (either on-site or off-site) :**

**[Check all that apply.]**

**Assistive listening devices**

**Braille wall text/maps**

**Large text exhibit guides and displays**

**Personal interpreters**

**Wheel chairs and other mobility devices**

**Other : \_\_\_\_\_**

**20. [VISITCNT]:[Numeric]**

**Question:**

**Please indicate total on-site attendance to this museum during the most recently completed fiscal year.**

**Response options:**

**Number of visitors: [blank to fill]**

**Don't know**

**21. [K12PROG]:[Numeric]**

**Question:**

**Please indicate total on-site attendance to this museum by children under the age of 18 in the most recently completed fiscal year.**

**Response options:**

**Number of children/youth under 18 served: [blank to fill]**

**Don't know**

**22. [ADMISS]:[Categorical]**

**Question:**

**Does this museum charge a general admission fee?**

**Response options:**

**Yes, we charge admission.**

**No, admission is free but there is a suggested donation amount.**

No, admission is free and we do not have a suggested donation amount.

21a [ASK IF ANSWER TO QUESTION 23 = YES]

[GENFEE]:[Numeric]

Question:

What is the full-price adult general admission fee?

Response options:

Dollar amount: [blank to fill]

21b [ASK IF ANSWER TO QUESTION 23 = YES]

Does this museum offer a reduced admissions rate for any of the following groups?

Mark all that apply.

children

students

educators

members of armed forces/veterans

seniors

others \_\_\_\_\_

21c [ASK IF ANSWER TO QUESTION 23 = YES]

[FREEDAY]:[Categorical]

Question:

Does this museum have specific days when people can visit for free?

Response options:

Yes

No

21c1[ASK IF ANSWER TO QUESTION 21c = YES]

[#FREE]:[Numeric]

Question:

How many days per year does this museum offer free admission for all visitors?

Response options:

[Number fill in the blank; number should not be larger than 365]

Don't know

21c2 [ASK IF ANSWER TO QUESTION 21c = YES]

[#FREEGST]:[Numerical]

Question:

How many people were admitted to this museum for free during the last fiscal year?

Response options:

Number of free visits: [blank to fill]

Don't know

**21d [ASK IF ANSWER TO QUESTION 23 =  
No, admission is free but there is a suggested donation amount.**

**]**

**[GENFEE]:[Numeric]**

**Question:**

**What is the suggested donation amount?**

**Response options:**

**Dollar amount: [blank to fill]**

## Partnerships

**23. [PARTNER]:[Categorical]**

**Question:**

In the last year, did your museum establish formal partnerships with any other institutions to execute a project?

**Response options:**

Yes

No

Don't know

**22a [ASK IF ANSWER TO QUESTION 24 = YES]**

**[PTNRTYPE]:[Categorical]**

**Question:**

With what types of organizations did your museum partner with to execute a project in the last year? [Mark all that apply.]

**Response options:**

**Government agencies**

[Such as: Municipal or city, County or regional, State, Federal, Military]

**Libraries and Archives**

[Such as: Public Library, Special Library, Research Library, Other Libraries]

**Arts and Culture Organizations**

[Such as: State or Local Arts or Humanities Council, Performing Arts Organizations, Other Museums]

**Social Service/Civic Affairs Community Organizations**

[Such as: Civic organizations; Local health facilities; Family services organizations; Senior service centers; Youth organizations]

**O Schools and Institutions of Higher Learning**

[Such as: Charter Schools, Elementary school, Secondary/high school  
Community college, 4-year College or university]

**O Local Businesses/Chamber of Commerce/Tourism Bureau**

**O Local Media**

[Such as: Local Newspaper, Radio Station, or Television Channel]

**24. [ONLY ASK IF RESPONDENT HAS FILLED IN INFORMATION FOR QUESTION 7 OR ANSWER  
TO QUESTION 7b = YES]**

**[WEBSVCS]:[Categorical/Free Response]**

**Question:**

**Does your museum make collections information available on the website?**

Response options:

Yes

No

Don't know

**[ASK ONLY IF RESPONDENT ANSWERS "YES" TO QUESTION 24]**

**23a [webcoll]:[Categorical]**

**Question:**

**Please indicate the type of collections information available on the museum's public  
website (Mark all that apply).**

Response options:

**O Images of items in the collection**

**O Videos of items in the collection**

**O Exhibits**

**O Collections information**

**O Other, please specify \_\_\_\_\_**

**25. [ONLY ASK IF RESPONDENT HAS FILLED IN INFORMATION FOR QUESTION 7 OR ANSWER  
TO QUESTION 7b = YES]**

**[WEBSVCS]:[Categorical/Free Response]**

**Question:**

**Does your museum make visitor information available on the website?**

Response options:

Yes

No

Don't know

**[ASK ONLY IF RESPONDENT ANSWERS "YES" TO QUESTION 25]**

**24a [webvisi]:[Categorical]**

**Question:**

Please indicate the type of visitor information available on the museum's website (Mark all that apply).

Response options:

Admission prices

Location information/directions

Hours of operation

Information for visitors with disabilities

Visitor guides

Other, please specify \_\_\_\_\_

26. [ONLY ASK IF RESPONDENT HAS FILLED IN INFORMATION FOR QUESTION 7 OR ANSWER TO QUESTION 7b = YES]

[WEBSVCS]:[Categorical/Free Response]

Question:

Does your museum make information for teachers/home schoolers available on the website?

Response options:

Yes

No

Don't know

[ASK ONLY IF RESPONDENT ANSWERS "YES" TO QUESTION 25]

25a [webteac]:[Categorical]

Question:

Please indicate the type of available for teachers and home schoolers on the museum's website (Mark all that apply).

Response options:

Curriculum guides/lesson plans

Group tour information

Webinars or other distance learning programs

Online multimedia resources (games, video content, audio guides, etc)

Other, please specify \_\_\_\_\_

27. [ONLY ASK IF RESPONDENT HAS FILLED IN INFORMATION FOR QUESTION 7 OR ANSWER TO QUESTION 7b = YES]

[WEB2.0]:[Categorical/one free response]

Question:

Does your museum currently use any of the following web-based resources to engage the public? (Please check all that apply.)

Response Options:

Streaming video

Social media tools (e.g. Facebook, Twitter, )

Static images of museum contentTools/apps for smart phones (e.g. Foursquare, [other examples needed])

On-line visitor surveys

Podcasts

Other, please specify: \_\_\_\_\_

DRAFT

## MUSEUM STAFFING AND FUNDING

[POP UP AT THE BEGINNING OF THIS SECTION SHOULD READ AS FOLLOWS:

Note to non-profit museum respondents. Some of the questions in this section can be answered with information found on the IRS Form 990. Form 990 is an annual reporting return that certain federally tax-exempt organizations must file with the IRS. It provides information on the filing organization's mission, programs, and finances. Those questions that directly correlate to a Form 990 line are indicated as such.

[POP UP: This question corresponds to Form 990 Question A]

28. [FISCYEAR]:[Numeric]

Question:

The following questions ask for data from the most recently completed fiscal year. Please indicate the final day of the fiscal year for which you are providing data.

Response options:

[Formatted boxes for MM/DD/YYYY]

Don't know

29. [PAIDFTE]:[Numeric]

Question:

What was the total number of paid full-time employees in this museum in the last fiscal year?

Response options:

Number of full-time employees: [blank to fill]

Don't know

30. [#PAIDPT]:[Numeric]

Question:

What was the total number of paid part-time employees in this museum in the last fiscal year?

Response options:

Number of paid part-time employees: [blank to fill]

Don't know

[POP UP: This question corresponds to Form 990 Part I Question 6]

31. [#VOLS]:[Numeric]

Question:

What was the total number of unpaid staff/volunteers in this museum in the last fiscal year?

Response options:

Total number of unpaid staff: [blank to fill]

Don't know

32. [VOLHRS]:[Numeric]

Question:

What was the total number of unpaid staff/volunteers hours at this museum in the last fiscal year?

Response options:

Total number of unpaid staff hours: [blank to fill]

Don't know

[Automated Branching: If response to 32 is less than "20", respondent should answer 32a. If response to 32 is "20" OR MORE, respondent should answer 32b.]

32a Please indicate whether this museum has at least one paid staff member who **devotes at least 50% of his/her work time** to the following functions listed below.

[Mark all that apply.]

Response options:

administration

collections management

conservation

curation/research

education/outreach

evaluation

exhibit design/exhibit installation/exhibit maintenance

finance

fundraising/grant writing

human resources

public relations/marketing

membership

security

visitor services

web development

OR

Don't know

32b. Please indicate whether this museum has at least one paid staff member who **devotes 100% of his/her work time** to the following functions listed below.

CHECK ALL THAT APPLY.

Response options:

administration

collections management

conservation

curation/research

education/outreach

evaluation

exhibit design/exhibit installation/exhibit maintenance

finance

fundraising/grant writing

human resources

public relations/marketing

membership

security  
visitor services  
web development  
OR  
Don't know

33. [OPREV]:[Numeric]

Question:

What was this museum's total operating expenses for the most recently completed fiscal year?

Response options:

Total operating expenses in last fiscal year: [blank to fill]

Don't know

[POP UP: This question corresponds to Form 990 Part I Question 15]

34. OPPERSON]:[Numeric]

Question:

What were the total operating expenses for personnel at this museum for the most recently completed fiscal year including wages, salaries and benefits?

Response options:

Total Operating Expenses for Personnel in last fiscal year: [blank to fill]

Don't know

35. [EARNREV]:[Numeric]

Question:

What was the museum's Total Revenue for the most recently completed fiscal year?

Response options:

Total Revenue in last fiscal year : [blank to fill]

Don't know

36. [PRIVREV\$]:[Categorical]

Did this museum receive private support revenue for the most recently completed fiscal year?

Response options:

Yes

No

Don't know

36.1 [POP UP: This question corresponds to the sum of Form 990 Part VIII Questions 1a, 1b, 1c, 1d and 1f]

[ASK ONLY IF ANSWER TO QUESTION 36 = YES]

[PRIVREV\$]:[Numeric]

Question:

What was the museum's total private support revenue for the most recently completed fiscal year?

Response options:

Total Private Support Revenue in last fiscal year : [blank to fill]

Don't know

37. [GOVREV]:[Categorical]

Question:

Did this museum receive government support revenue for the most recently completed fiscal year?

Response options:

Yes

No

Don't know

[POP UP: This question corresponds to Form 990 Part VIII Question 1e]

[ASK IF ANSWER TO QUESTION 37 = YES]

37.1 [GOVAMT]:[Numeric]

Question:

What was the museum's total government support revenue for the most recently completed fiscal year?

Response options:

Total Government Support Revenue in last fiscal year : [blank to fill]

Don't know

37.2 [GOVNAME]:[Categorical/Free Response]

Question:

Which of the following government sources provided financial support during the most recently completed fiscal year? Mark all that apply.

Response options:

Municipal or city

County or regional

State

Federal

Military

Other, please specify

Don't know

38. Has your institution EVER applied for support from federal?

Yes (proceed to 38a)

No (skip to 39)

I Don't Know (skip to 39)

38a. Did your museum apply for support from a federal government sources through a competitive grant process in the last fiscal year?

Response options:

Yes (proceed to 38a1)

No (skip to 39)

I Don't Know (skip to 39)

38a1. To which federal government agency did your museum apply? *Check all that apply.*

Response options:

Institute of Museum and Library Services

National Endowment for the Arts

National Endowment for the Humanities

Department of Education

Department of Transportation (National Historic Bridges Program, etc.)

National Science Foundation

Department of Interior (National Park Service, etc.)

Department of Housing and Urban Development

Other: \_\_\_\_\_

39a. [INVEST]:[Categorical]

Question:

Did this museum have investment income in the last fiscal year?

Response Options:

Yes

No

Don't know

[ASK IF ANSWER TO QUESTION 39 = YES]

39a1 [INVEST\$]:[Numeric]

Question:

What was the total investment income used for expenses at this museum in the last fiscal year?

Response Options:

Total investment income in last fiscal year: [blank to fill]

Don't know

39b. [EARNED]:[Categorical]

Question:

Did this museum have earned income in the last fiscal year?

Response Options:

Yes

No

Don't know

[ASK IF ANSWER TO QUESTION 39 = YES]

39b1 [EARNED\$]:[Numeric]

Question:

What was the total earned income used for expenses at this museum in the last fiscal year?

Response Options:

Total earned income in last fiscal year: [blank to fill]

Don't know

40. [ENDOW]:[Categorical]

Question:

Does this museum have an endowment?

Response Options:

Yes

No

Don't know

40a [ASK IF ANSWER TO QUESTION 39 = YES]

[ENDOWSIZ]:[Numeric]

Question:

What was the value of this museum's endowment at the end of the most recently completed fiscal year?

Response options:

Value of endowment: [blank to fill]

Don't know

41. [CAPCAMP]:[Categorical]

Question:

Does the museum own its facility?

Response options:

Yes

No

Don't know

## MUSEUM COLLECTIONS AND COLLECTIONS CARE

[ASK IF ANSWER TO QUESTION 3 DOES NOT EQUAL "This is a virtual museum that exists solely on the Web."]

42. [COLLECT]:[Categorical]

Question:

Does this museum own or manage any collections (living or non-living) on an ongoing basis?

**Response options:**

**Yes**

**No (if no, skip to 43)**

42.1 [ASK IF ANSWER TO QUESTION 42 = YES]

Question:

Does this museum have any of the following?

Response options:

Archives

Collections storage (off-site)

Collections storage (on-site)

Conservation lab

Specimen/collection preparation area

42.2 [ASK IF ANSWER TO QUESTION 45 = YES]

[COLLTYPE]:[Categorical/One response is Alphanumeric]

Question:

Please indicate the types of objects in the collection of this museum. Check all that apply.

Aeronautics, space/airplanes

Animals, live

Animals, preserved

Anthropological, ethnographic

Archaeological

Books

Ceramics, glass, metals, plastics

Documents, manuscripts

Furniture/wooden objects

Geological, mineral, paleontological

Historic building

Historic sites

Horological (clocks)

Landscape features, constructed

Machinery

Maritime, historic ships

Medals

Medical, dental, health, pharmacological

Military, including weapons

Motion picture, audiovisual

Musical instruments

Numismatics (money)

Paintings  
Philatelic (stamps)  
Photography, negatives  
Photography, prints  
Physical science projects  
Plants, live  
Plant, preserved  
Sculpture, indoor  
Sculpture, outdoor  
Textiles and costumes  
Tools  
Toys and dolls  
Transportation, excluding airplanes  
Works of art on paper  
Other objects not listed above \_\_\_\_\_ [blank to fill—limit 200 characters]

42.3 [ASK IF ANSWER TO QUESTION 45 = YES]  
[COLLSRVY]:[Categorical]  
Question:  
Has this museum conducted a general conservation survey of its collections and environmental conditions?  
Response options:  
Yes  
No  
Don't know

42.3.1 [ASK IF ANSWER TO QUESTION 42.2 = YES]  
[YESSRVY]:[Numerical]  
Question:  
In what year was the most recent general conservation survey completed?  
Response options:  
Year completed: [blank to fill]

42.4 [ASK IF ANSWER TO QUESTION 45 = YES]  
[EMRGNCY]:[Categorical]  
Question:  
Does this museum have a written emergency/disaster plan  
Response options:  
Yes  
No  
Don't know

42.4.1 [ASK IF ANSWER TO QUESTION 45.4 = YES]

[EMRGNCY]:[Categorical]

Does this museum's written emergency/disaster plan include the collection?

Response options:

Yes

No

Don't know

42.5 [ASK IF ANSWER TO QUESTION 45 = YES]

[CONSRVTN]:[Categorical]

Question:

In the past fiscal year has this museum hired an outside consultant to provide conservation services?

Response options:

Yes

No

Don't know

DRAFT

**43. [SERVICE]:[Categorical]**

**Question:**

**Did the museum make any of the following services available to the public in the last year:**

**Response options:**

- Library (open to the general public)
- Community spaces available at no cost
- Space(s) that this museum rents to the public
- Facilities and Support Spaces
- Giant-screen/large-format theater (e.g., IMAX) or other ticketed theater(s)
- Museum Store
- Nature Trails/Outdoor Grounds
- On-site food service: restaurant, café, cafeteria, etc.
- Parking (on-site parking lot or garage)
- Picnic/eating area

**44. [WHLCHAIR]:[Categorical]**

**Question:**

**Is there an ADA accessible entrance to this museum?**

**Response options:**

- Yes
- No

**45. [INCAMPUS]: [Free Response/Categorical]**

**Question:**

What is the gross interior square footage of this museum building? Select a range. In addition, if available, please provide the actual size, as reflected in architectural plans or other records.

**Response options:**

- The estimated size is:
  - <10,000 sq. ft.
  - 10,000-25,000 sq. ft.
  - 25,0001-50,000 sq. ft.
  - 50,001-75,000 sq. ft.
  - 75,001-100,000 sq. ft.
  - 100,001-175,000 sq. ft.
  - 175,001-250,000 sq. ft.
  - >250,000 sq. ft.
- Unknown
- Not applicable.
- The actual size is \_\_\_\_\_ sq. ft.

## **Glossary of Definitions**

Words:

- **ADA accessible**
  - Definition:
    - An ADA accessible entrance complies with standards for accessible design outlined by the Americans with Disabilities Act. The most recent regulations and standards can be found here:  
[http://www.ada.gov/2010ADASTandards\\_index.htm](http://www.ada.gov/2010ADASTandards_index.htm)
- **Affiliated**
  - Definition:
    - NEED A DEFINITION
- **Capital Campaign**
  - Definition:
    - A capital campaign is an organized drive to raise substantial funds, often for a specific need such as a new building, major repair project or endowment. Typically, capital campaigns have specific time limits.
- **Conservation**
  - Definition:
    - The set of interdisciplinary activities designed to preserve items of cultural or natural heritage in as close to their original condition as possible for as long as possible. Conservators use scientific inquiry and analytical equipment to examine, document, treat, and provide preventive care **for** the museum's collection.
- **Developed Exterior Grounds**
  - Definition:
    - Developed exterior grounds include any land that is owned or leased by the museum and is actively maintained and used.
- **DUNS number**
  - Definition:
    - The Data Universal Numbering System, abbreviated as DUNS, is a system developed and regulated by Dun & Bradstreet that assigns a unique numeric identifier to a single business entity. This system is used as a standard for keeping track of the world's businesses by more than 50 global, industry and trade associations including the U.S. Federal Government. If this museum does not have a DUNS number and would like to receive one, please visit [www.dnb.com/us](http://www.dnb.com/us).
- **Earned Revenue**
  - Definition (straight from MODS)
    - Earned revenue includes money earned by providing goods or services where the amount paid is comparable to the actual value of the goods or services. Includes admission revenue, food and museum store sales, building rental, fairs and festivals, etc. The following types of revenue do not qualify as earned

income: undesignated, unrestricted or general operating grants; contributions from individuals; bequests; sponsorships of special events; and the portion of membership fees that are reported to members as generally deductible from taxes as charitable contributions.

- **EIN**
  - Definition:
    - An Employer Identification Number (EIN) (also known as a Federal Tax ID Number) is a nine-digit number that IRS assigns in the following format: XX-XXXXXXX. If you do not know your Tax ID Number or "EIN", check with your organization's financial representative to find this number, or visit [www.irs.gov](http://www.irs.gov) for more information.
    - If your organization does not have its own EIN and would like to apply for one, please visit <http://www.irs.gov/businesses/small/article/0,,id=97860,00.html>.
- **Endowment**
  - Definition:
    - A fund that is made up of gifts and bequests that are subject to a requirement that the principal be maintained intact and invested to create a source of income for an organization. Donors may set up an endowment to fund a specific interest; and a nonprofit's governing body may set up an endowment. In any case, an endowment requires that the principal remain intact in perpetuity, or for a defined period of time or until sufficient assets have been accumulated to achieve a designated purpose.
- **Fiscal year**
  - Definition:
    - A fiscal year (sometimes also called a financial year or budget year) is a period used for calculating annual financial statements in businesses and other organizations. It can be different from the calendar year, tax reporting deadlines or the federal or state budget year.
- **Formal partnership (with other institution)**
  - Definition:
    - A formal partnership includes a written statement of agreement which defines on-going mutual responsibilities between two or more institutions. Often these agreements enumerate a list of responsibilities and identify the monetary and non-monetary resource that each partner brings to the partnership.
- **Full-price general admission**
  - Definition
    - Full-price general admission is the current price charged to a non-member adult visitor who is not eligible for any discounts (e.g., senior, student, military, local resident, etc). Include only the price for a solo ticket to your primary visitor experience.
- **Full-time employee**
  - Definition

- Full-time employees include persons who work 35 hours or more per week. Include those employees on paid leave, seasonal employees, employees working at remote locations, and vacant positions that are to be filled in the near future. Do not include contractors, employees of contracted service employers, or employees on unpaid indefinite leave.
- **General conservation survey**
  - Definition
    - An assessment of the collection’s overall condition based on visual inspection of the objects and the areas where they are exhibited or stored.
- **General or Multi-disciplinary Museums**
  - Definition:
    - (Straight from MODS) General or Multi-disciplinary Museums address in one location two or more distinct subjects with roughly equal importance, such as history and science. Community museums with a focus on the history, culture and arts of the local community may also be considered General Museums.
- **Governing authority/ governed by**
  - Definition:
    - The body with legal and fiduciary responsibility for the museum and for approving museum policy (e.g., Board of Commissioners, Board of Directors, Board of Managers, Board of Regents, Board of Trustees, City Council, Commission).
- **Government Support Revenue**
  - Definition:
    - Funds from tribal, municipal, state or federal sources. May be grants, exchange agreements, or line-item appropriations.
- **Gross interior square footage**
  - Definition:
    - The total square footage inside the museum, including offices, collections storage, exhibit space, museum store, etc. If the museum exists within larger, non-museum structure, report only the square footage occupied by museum activities.
- **Investment Income**
  - Definition:
    - The portion of operating income derived from investments, which might be determent by a museum’s spending policy and may include capital gains, dividends, interest, etc.
- **Legal name**
  - Definition:
    - The legal name is the name under which the museum conducts business and files its tax forms.
- **Mission Statement**
  - Definition

- A mission statement defines the purpose of a museum. It communicates the organization’s reason for existence, its objectives, and the audiences it aims to serve.
- **Normally**
  - Definition:
    - Here, normally means the days of the week that the museum during the schedule it uses the longest
- **On-site attendance**
  - Definition:
    - Total on-site attendance includes all forms of visitation and program attendance that happens on the museum’s campus. It includes visits for experiencing the museum’s exhibits, theaters, or programs or for research purposes. It does not include visits by staff, volunteers, maintenance or delivery personnel. Each unique visit by an individual visitor counts as a single visit. Do not include audiences reached through off-site outreach or through the museum website.
- **Open to the public**
  - Definition:
    - “Open” refers to general access by the public to at least one of the museum’s on-site visitor experiences. This refers to the museum’s normal operating schedule. Ignore extraordinary periods of closure due to weather, construction or accidents.
- **Operating income and expenses**
  - Definition:
    - Income generated by or expenditures supporting the museum’s general operations in a given fiscal year, including exhibitions, education conservation, collections management, collections acquisitions, research, training, development and administration. Includes any portion of income from the endowment that is applied to operating expenses in a given year. Does not include capital expenditures.
- **Paid Staff**
  - Definition:
    - Paid staff include all staff at the museum in the last fiscal year at any time who received monetary compensation for their work. This includes both full-time and part-time permanent staff, temporary workers, contractors, seasonal employees, paid interns and paid fellows.
- **Part-time employee**
  - Definition
    - Part-time employees include persons who work less than 35 hours per. Include those employees on paid leave, seasonal employees, employees working at remote locations, and vacant positions that are to be filled in the near future. Do not include contractors, employees of contracted service employers, or employees on unpaid indefinite leave.
- **Primary physical location**
  - Definition (straight from MODS)

- Museums Count includes a separate record for each geographically distinct museum in the United States. Contiguous museum campuses, zoos and parks that have several buildings, living history sites that interpret a community of buildings, etc., should have only one record. Remote satellites and affiliated museums at separate addresses should have separate records, even though they may be operated by the same entity.
- **Private Support Revenue**
  - Definition (straight from MODS)
    - Charitable income from non-government sources, e.g., contributions from individuals, foundations, corporations. Includes the portion of membership fees that are reported to members as generally deductible from taxes as charitable contributions. Does not include earned income.
- **QR Code**
  - Definition:
    - A QR Code is a matrix barcode readable by mobile phones with a camera and smartphones. The code consists of black pixels arranged on a white background within a square boundary. Scanning a QR code can link a user to a Web site, text document or contact information, among other things.
- **Unpaid Staff/Volunteer**
  - Definition:
    - Unpaid staff include all staff who worked without pay for any amount of time in the museum over the past fiscal year. It includes volunteers and unpaid interns.
- **Virtual Exhibits**
  - Definition:
    - Virtual exhibits include exhibits which were designed to be viewed primarily on the web.
- **Virtual Museum Tours**
  - Definition:
    - Virtual museum tours are online experiences intended to mimic a walk through a physical museum environment.