State of NYS Museums: 2020

Please help us quantify the ways in which our museums changed in 2020. We will use your responses to create a tool for the field for advocacy, fundraising, and benchmarking.

If there is a question you can't answer, you may return to the survey at a later time, but you must use the same device and web browser.

MANY will maintain the highest level of confidentiality and will not share data connected to names of museums or museum professionals.

If you need assistance in navigating this survey please email info@nysmuseums.org.

Thank you in advance for helping us create a comprehensive picture of how New York's museums changed in 2020.

1. Contact Information of Person Completing Survey

Name

Company

Address

Address 2

City/Town

State/Province

ZIP/Postal Code

Email Address

Phone Number
About The Museum

* 2. Museum website address:

* 3. Is the museum a 501(c)(3)?
   - Yes
   - No

* 4. NY REDC Region
   - Capital Region
   - Central NY
   - Finger Lakes
   - Long Island
   - Mid-Hudson
   - Mohawk Valley
   - New York City
   - North Country
   - Southern Tier
   - Western NY

* 5. NY County in which your museum is located?

* 6. Is the museum chartered by the New York State Education Department (NYSED)?
   - Yes
   - No

* 7. Organizational Budget Size:
   - Under $24,999
   - $25,000 - $49,999
   - $50,000 - $99,999
   - $100,000 - $499,999
   - $500,000 - $999,999
   - $1,000,000 - $2,499,999
   - $2,500,000 - $4,999,999
   - $5,000,000 - $9,999,999
   - over $10,000,000
8. Which of the following social media platforms does the museum use to communicate with constituents? (Check all that apply)

- [ ] Facebook
- [ ] Instagram
- [ ] LinkedIn
- [ ] Twitter
- [ ] YouTube
- [ ] TikTok
- [ ] Other (please specify)

9. Please select one description from the drop down menu that best describes your museum.

10. Please select one description from the drop down menu that is the second best description of your museum.

11. Please select one description from the drop down menu that is the third best description of your museum.

12. Is advocacy included in the museum’s strategic plan or annual work plan?

- [ ] Yes
- [ ] No

13. Did you or your museum advocate for support for museums in 2020?

- [ ] Yes
- [ ] No
14. Did you contact your legislative representatives? Please indicate which level of representatives you contacted. Check all that apply.

- [ ] City/Town
- [ ] County
- [ ] State
- [ ] Federal

15. What did you advocate for? Check all that apply

- [ ] Federal Funding
- [ ] State Funding
- [ ] Local Funding
- [ ] Increase Capacity of Pandemic Restrictions
- [ ] Other (please specify)
- [ ] Re-Opening Guidelines
- [ ] Broadband Access Expansion
- [ ] PPP Loans to Non-Profits
- [ ] Shuttered Venue Operating Grants
**State of NYS Museums: 2020**

**Museum Staff**

* 16. Do you believe that COVID-19 will make a lasting impact on the way your staff conducts museum operations?

<table>
<thead>
<tr>
<th>disagree</th>
<th>somewhat disagree</th>
<th>neutral</th>
<th>agree</th>
<th>strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>⭐️</td>
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<td>⭐️</td>
<td>⭐️</td>
</tr>
</tbody>
</table>

* 17. What was one specific action that your museum took in 2020 to address equity and achieve sustained diversity in your board and staff?

* 18. What was the number of Full Time Staff at the museum at year end 2019?

* 19. What was the number of Full Time Staff at the museum in June 2020?

* 20. What was the number of Full Time Staff at the museum in December 2020?

* 21. What was the number of Part Time staff at the museum at year end 2019?

* 22. What was the number of Part Time staff at the museum in June 2020?

* 23. What was the number of Part Time staff at the museum in December 2020?

* 24. What was the number of Contract Employees at the museum at year end 2019?

* 25. What was the number of Contract Employees at the museum in June 2020?
* 26. What was the number of Contract Employees at the museum in December 2020?

* 27. What was the number of volunteers at the museum at year end 2019?

* 28. What was the number of volunteers at the museum in June 2020?

* 29. What was the number of volunteers at the museum in December 2020?

* 30. What was the second highest paid full time staff salary in 2020? What is that position title?

* 31. What was the lowest paid full time staff salary in 2020? What is that position title?

32. Please identify up to three additional staff salaries and position titles in 2020. Indicate if they are FT or PT (answer not required)

Staff Salary, and Position Title, FT or PT

Staff Salary, and Position Title, FT or PT

Staff Salary, and Position Title, FT or PT

* 33. Did the museum offer internships in 2020?
   
   [ ] Yes
   
   [ ] No
34. Were the internships for (Check all that apply)

- [ ] high school students
- [ ] college students
- [ ] graduate students
- [ ] Other (please specify)

35. Were the internships offered on a paid or volunteer basis?

- [ ] Paid
- [ ] Volunteer

36. Were the internships on site, virtual, or a hybrid?

- [ ] On site
- [ ] Virtual
- [ ] Combination
State of NYS Museums: 2020

Museum Finances

For the purposes of the following questions, contributed income is defined as gifts made freely without receiving any goods or services in exchange, i.e., donations, sponsorships, and grants. Earned income is funds where the donor receives a good or service of equal or greater value in exchange, i.e., ticket sales, advertising, class/camp/workshop fees, shop sales, restaurant/café sales, venue rentals, and merchandise fees.

* 37. Total Annual Income from 2019 or equivalent fiscal year

* 38. What percentage of your 2019 income was earned?

* 39. What percentage of your 2019 income was raised?

* 40. Total Annual Income from 2020 or equivalent fiscal year

* 41. What percentage of your 2020 income was earned?

* 42. What percentage of your 2020 income was raised?

* 43. Total Annual Expenses from 2019 or equivalent fiscal year

* 44. Total Annual Expenses from 2020 or equivalent fiscal year

* 45. What was the approximate total employee salary compensation for the organization in 2019?
46. What was the approximate total employee salary compensation for the organization in 2020?

47. Were there any other significant financial changes that you would like to share? (answer not required)
* 48. In 2020 and YTD 2021 did the museum receive funding from the following state and federal funding sources? (check all that apply)

- [ ] Institute of Museum and Library Services
- [ ] National Endowment for the Arts
- [ ] National Endowment for the Humanities
- [ ] National Science Foundation
- [ ] New York State Council on the Arts General Operating Support
- [ ] New York State Council on the Arts Museum Program Support
- [ ] New York State Council on the Arts Other Program Support
- [ ] Other State
- [ ] Other (please specify)
- [ ] Other Federal
- [ ] CARES ACT NEA
- [ ] CARES ACT IMLS
- [ ] CARES ACT NEH
- [ ] PPP I
- [ ] PPP II
- [ ] EIDL
- [ ] Humanities NY

49. What is the approximate dollar amount that your museum spent in 2020 to open safely under Phase 4 of the New York Forward Safety Plan? Include items like PPE, hand sanitizing stations, plexi barriers, cleaning supplies, and gallery reinstallation costs.

- [ ] $0-$250
- [ ] $251-$500
- [ ] $500-$999
- [ ] $1,000-$2,499
- [ ] $2,500-$4,999
- [ ] $5,000-$9,999
- [ ] more than $10,000
- [ ] my museum has not opened to the public since March 20, 2020
- [ ] Other (please specify)
50. In what ways did your board support your museum in 2020? Check all that apply.

- attended board meetings
- increased board giving
- wrote letters of support for grant applications
- supported diversity, equity, access, and inclusion initiatives
- recommended new board members
- participated in virtual fundraising events
- helped identify funders and/or write grant proposals
- Other (please specify)

- None of the above

* 51. Did you conduct programs and events virtually in 2020?

- Yes
- No

52. We know that recent graduates of museum studies programs are having difficulties finding work. What is one specific action you would recommend to a recent graduate of a museum studies program seeking work or career advancement in 2021?
53. Which audiences did you reach with virtual programs? (select all that apply)

- Adults
- Families
- School Students
- University Students
- Other (please specify)
- Children
- Nursing homes
- Other museum professionals

54. Do you plan to continue offering programs virtually in the future?

- Yes
- No
State of NYS Museums: 2020

Museum Visitors

* 55. Do you believe that COVID-19 will make a lasting impact on the way you serve museum audiences?

<table>
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</thead>
</table>

* 56. What was one specific action that your museum took in 2020 to address equity and achieve sustained diversity in your programming?

* 57. How many people visited your museum in 2019?

* 58. How many people participated in programs offered in 2019? Include in person and virtual program participants.

* 59. How many people visited your museum in 2020?

* 60. How many people participated in programs offered in 2020? Include in person and virtual program participants.
* 61. Does the museum offer interpretive materials in more than one language?
   - Yes
   - No

* 62. Does the museum have ongoing partnerships with the following groups in your communities? (Check all that apply)
   - Boy Scouts of America
   - Colleges or Universities
   - Community Centers
   - Community Colleges
   - Elementary Schools
   - Girl Scouts
   - High Schools
   - Hospitals
   - Libraries
   - Middle Schools
   - Other (please specify)

   - Other Cultural Institutions
   - Other Museums
   - Refugee/Immigration Agencies
   - Religious Institutions
   - Social Service Organizations
   - Tourism Agency Partners
   - Visitor Centers
   - YM/YWCA
   - LGBTQIA+ organization

* 63. Does the museum offer free admission at certain times of the week/month/year? (Check all that apply)
   - Holidays
   - Weekends
   - Evenings
   - Specific days of week
   - We do not offer free admission
64. Does the museum offer free admission at all times to (Check all that apply)

- [ ] Children under the age of 12
- [ ] Children under the age of 6
- [ ] City/Town/Municipality Residents
- [ ] Current Military
- [ ] EBT Card Holders
- [ ] Members of Museum Associations
- [ ] Other museum staff
- [ ] Other (please specify)

- [ ] Senior Citizens
- [ ] State Residents
- [ ] Teachers/Professors
- [ ] Veterans
- [ ] Museum members
- [ ] We do not offer free admission
State of NYS Museums: 2020

Many MANY Questions

* 65. How do you hear about MANY programs, news, conference, etc.?
   - [ ] Email
   - [ ] MANY website
   - [ ] Social Media
   - [ ] Newsletter

* 66. Is the museum an Organizational MANY member?
   - Yes
   - No

67. Please select the MANY member benefits and programs that your museum finds most valuable.
   - [ ] Regional Meet-Ups
   - [ ] Regional Workshops
   - [ ] Annual Conference
   - [ ] Newsletter
   - [ ] Job Board
   - [ ] Discussion Forums
   - [ ] Advocacy at the State Level
   - [ ] Advocacy at the National Level
   - [ ] Industry Partner Resources
   - [ ] Connecting with NYS Museum Community
   - [ ] The Museum Institute
   - [ ] Virtual Meet-Ups

68. If the museum was previously a member but is not one now, please share one insight why you did not renew the MANY membership.

69. Did Museum staff attend MANY’s virtual programs in 2020?
   - Yes
   - No

70. Would you like to see MANY continue to offer virtual programs?
   - Yes
   - No
71. What are the topics which are most important to you for professional development in the next 12 months? (select all that apply)

- Educational practices & strategies
- Responding to current events
- DEAI strategies
- Career development & leadership
- Crisis management and strategic planning
- Environmental issues, education, and advocacy
- Fundraising and development current best practices
- Membership current best practices
- Marketing and PR
- Conservation
- Collections and curatorial
- Exhibit design
- Coronavirus relief and response
- Support for under-employed or unemployed
- Other (please specify)
72. Please use the space provided below to share one insight about what else MANY can do to support museums in New York. (answer not required, 250 words)
Thank You

Thank you for contributing your valuable information to our survey of the field. We look forward to sharing the report as soon as we can.