



Additional Information for the Museum Impact Survey

About the Survey, its Questions and Rationale

Thank you for taking the time to learn more about the Museum Impact Survey. A link to participate in the survey online is [here](#).

The Museum Impact Survey builds on *Ontario's Museums 2025: Strategic Vision & Action Plan* for increased collaboration and coordinated approaches to demonstrate public value. In May 2018, closely following the successful advocacy efforts in the library sector, the OMA Council began work with consultant Stephen Abram of Lighthouse Consulting Inc. Stephen Abram, also Executive Director of the Federation of Ontario Public Libraries, presents a strong case for ongoing collaborations in the GLAM (Galleries, Libraries, Archives, and Museums) sector.

Part of this work relies on wide-reaching, current, and relevant data to make the case for support of Ontario museums. The survey was developed by the OMA Council working with Mr. Abram in order to collect and present compelling data and stories from Ontario museums. Representatives from Ontario's Regional Museum Networks also provided valuable insight and feedback during the development of the survey.

The Museum Impact Survey will complement data collected by surveys such as *Ontario's Museums 2014 Profile* and *The Government of Canada Survey of Heritage Institutions*. Responses to the Museum Impact Survey should be saved and retained by respondents, as they may be useful for individual advocacy efforts and upcoming surveys, including *The Government of Canada Survey of Heritage Institutions 2019*.

To communicate the impact of museums in Ontario, other data collection projects in the sector will be consulted to develop a richer perspective, such as:

- The *Diversity Census and Inclusion Survey Report*; a demographic and inclusion profile of Ontario's museum workers prepared by the Canadian Centre for Diversity and Inclusion for the OMA as a part of the Museum Accessibility, Inclusion, and Engagement Collaborative (MAIEC)
- the WorkInCulture *MakingItWork* Survey , which aims “to build a deeper understanding of what careers (and workplaces) look like in Ontario's creative community.”
- initiatives and efforts of Ontario Nonprofit Network, Mass Culture and others across the cultural sector

The Museum Impact Survey parallels other efforts underway for more access to data in the culture sector. The Ontario Museum Association has requested the release of museum data collected through programs of the Ontario Ministry of Tourism, Culture and Sport under Ontario's Open Data Directive. When these data are released as Open Data, we will be better able to understand the current funding environment.

Please see the list below for the rationale for each question in the Museum Impact Survey.

| Question # | Question | With participant data, this question will help us to: |
|------------|---------------------------------------|---|
| 1 | Common name | |
| 2 | Story of Impact | -add depth and personal connections to the data presented in the Museum Impact Survey |
| 3 | Consent to share Story of Impact | |
| 4 | Official (legal) name of organization | -cross-reference with other records if necessary |
| 5 | Alternate names | -capture all forms of an institution's name |
| 6 | Former/ previous names | -find duplicate or old records, and to compare to previous surveys |
| 7 | Admin/ mailing address | |
| 8 | Street Address | |
| 9 | General phone number | |
| 10 | General public email address | |

| | | |
|----|---|--|
| 11 | Primary website address | |
| 12 | Top management contact info | |
| 13 | Board/ Advisory Committee Chair info | |
| 14 | Number of Board members | -develop a better picture of human resources and capacity in our institutions |
| 15 | Head/ Lead Curator Contact info | - target any follow-up questions regarding collections or curation to a particular individual |
| 16 | Librarian/archivist contact info | - target any follow-up questions regarding textual records and research to a particular individual |
| 17 | Primary description that best describes | - group together institutions by their self-determined groups |
| 18 | Other descriptions (Check ALL that apply) | -show the range of capabilities frequently demonstrated by our institutions |
| 19 | Indigenous objects | -understand the prevalence of Indigenous objects in the collections of museums in the province |
| 20 | Indigenous exhibitions/ programs | -identify the prevalence of initiatives that communicate Indigenous content to the public |
| 21 | Programs and | -demonstrate the roles our museums play in sharing their local community with the rest of the world, and the rest of the world with their communities |
| 22 | Shared facility | -better understand co-existing relationships within our museum spaces |
| 23 | Museum content is bilingual | -understand the prevalence of bilingual content in the province |
| 24 | Francophone/ Franco-Ontarian focus | -understand the unique needs of Francophone and Franco-Ontarian museums |
| 25 | Non-official languages | -demonstrate abilities to reach communities |
| 26 | Social media addresses | -demonstrate current and potential capacity for reaching communities in the growing social media sphere; develop a case for training or larger initiatives |

| | | |
|----|---|--|
| 27 | Revenue numbers (see a Glossary of Financial Terms here.) | -understand sources of revenue for museums in the province |
| 28 | Property tax exemption | -understand the status of exemptions in the province, and potential for a focussed follow-up survey |
| 29 | Separate fundraising foundation | -understand the breakdown of institutions with formal or professional fundraising capacity or potential |
| 30 | Size of reserve/ endowment | -understand distribution of reserve funds and the state of financial sustainability in the province |
| 31 | CRA status | -understand the role of museums as charities in their communities |
| 32 | Governing authority | -recognize unique needs of each group of institutions based on their governing authority |
| 33 | CMOG yes/no in 2017 | -be able to determine the characteristics and needs of museums based on their CMOG status |
| 34 | CMOG refusal, yes/no | -understand more fully the nature of the CMOG program and its role in assisting museums |
| 35 | Retail operation/ Gift shop | -understand sources of revenue |
| 36 | Food service operation | -understand sources of revenue |
| 37 | Paid staff in retail or food service | -understand the readiness of museums for increased tourism, with the potential for larger sectoral work and initiatives |
| 38 | Personnel statistics | -understand the sector's impact as an employer, as well as the nature of employment in the sector |
| 39 | Number of workers supported by funding programs | -understand the role of museums as educational institutions, and their impact on economic development through early-career learning |
| 40 | Number of employees in each role | -show the characteristics of staffing structures |
| 41 | Union yes/no | -get a better picture of human resource capacity and the nature of employment, and complement work done by the Ontario Nonprofit Network |
| 42 | Percentage receiving benefits | -complement work done by WorkInCulture related to working conditions in the sector |
| 43 | Professional development/ training | -understand museums' educational and training resources to develop and retain volunteers and staff with transferable skills |
| 44 | Attendance numbers | -develop an understanding of the contribution the sector makes to tourism, community life, and education |

| | | |
|----|---|--|
| 45 | Exhibitions statistics | -demonstrate the visible outputs of the sector |
| 46 | Programming linked to curriculum | -show the role of museums as places for education, in a measurable way; as well as comparison to previous surveys |
| 47 | # of academic / public research requests | -demonstrate the services provided by our institutions, including a dollar value |
| 48 | Buildings in age categories | -show how museums play a role in creating a sense of place through architectural preservation, and get a better picture of the unique needs of museums regarding their buildings |
| 49 | Undertaking infrastructure upgrades in 3 years | -show needs and plans for infrastructure projects |
| 50 | AODA compliance | -demonstrate need and / or success related to accessibility in our museum spaces |
| 51 | Museum storage | -show need in regards to core museum functions |
| 52 | Collections numbers (see Definitions of Collections Terms here.) | |
| 53 | Days of the week | -show readiness and availability for tourism and research |
| 54 | Days of the year | -perform a summation across the province to show the value of an open day for a museum |
| 55 | Seasonal opening | -determine needs specific to each type of museum |
| 56 | Comments on opening hours | |
| 57 | Free admission | -show how museums are committed to financial access |
| 58 | Membership fees | -demonstrate revenue generation |
| 59 | Admission fees | -develop a breakdown of admission fees in the province |
| 60 | Free passes | -show pre-existing partnerships that encourage financial access to museums |
| 61 | Paid pass with other museums | -show existing value-added collaborations that encourage tourism |
| 62 | Formal partnerships | -show the interconnectedness within and beyond the sector, and potential for growth and strengthening of connections |
| 63 | Contact info | -follow-up or clarify and to share the report from the survey |

