BRACE FOR IMPACT
Ideas for Measuring Museum Value

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It started with a social impact study at Thanksgiving Point.
They shared the results with the Utah Division of Arts and Museums.
Together they conducted a statewide social impact pilot study.
Purpose of the Thanksgiving Point Study

• Determine the social impact we are having on visiting families
• Build the case for supporting Thanksgiving Point
If we can show this . . .

Intermediate Outcomes

- Family Relationships
- Content and Process Knowledge
- Personal Application
- Outlook on Life and Others
- Recharge
- Self Esteem
- Social Interaction
If we can show this . . . Then we can assume this.

**Intermediate Outcomes**
- Family Relationships
- Content and Process Knowledge
- Personal Application
- Outlook on Life and Others
- Recharge
- Self Esteem
- Social Interaction

**Long-Term Outcomes**
- Strengthening Families
- Less Drug Use
- Higher Educational Attainment
- Personal Health & Well-being
- Social Success
Results Highlights

Incredibly positive results!

• 67 of the 95 measured indicators showed statistically significant positive change.

• Most meaningful aspect of participants’ experiences was spending quality time with their family.

• Participants were surprised at Thanksgiving Point’s quality, size, beauty, and variety of experiences.

Percentage of the 95 indicators that were significantly changed
Utah’s New Butterfly Biosphere at

THREE KEY COMPONENTS

LIFE SCIENCE DISCOVERY ZONE

- Utah’s children will have more hope and education opportunities in life science fields due to the discovery zone.
- The zone includes an indoor and outdoor discovery area and hands-on interactions with live animals.
- It is designed to inspire and educate young minds about the importance of science.

Butterfly Flight Conservatory and Heteromorphis Lab

- This lab will be home to hundreds of butterflies.
- It offers educational programs that teach children about the life cycle of butterflies and the role they play in ecosystems.
- Students will have the opportunity to observe and interact with live butterflies.

Rainforest Treetop Science Lab

- This lab provides an immersive experience with interactive exhibits and educational programs.
- It features a rainforest-themed environment that encourages exploration and learning about the rainforest ecosystem.

VITAL ECONOMIC ENGINE

In February 2016, Laura Young Robertson & Birmingham, an independent municipal financial advisory firm, conducted a comprehensive economic impact study of the Butterfly Biosphere. This study estimated that future economic impact of the Butterfly Biosphere will be key to preserving Utah’s economic engine for the State of Utah.

Key Findings:

- The Butterfly Biosphere will be the largest cultural institution in Utah and is one of the most highly anticipated in the nation.
- During the 2015 fiscal year, the Butterfly Biosphere

Produced $3.4 million in tax revenue for the State of Utah.

627 local jobs with over 1,137 workers in wages and benefits.

$66 million in additional spending in the region.

POSITIVE SOCIAL IMPACT

In the fall of 2015, Brigham Young University, University of Utah, and other educational institutions in the area conducted an exploration of social impact study that involved families who had attended the Butterfly Biosphere to visit all four Thanksgiving Point properties.

As a result of the study, the following outcomes were observed:

- Increased understanding of the value of family and educational experiences.
- Improved collaboration and teamwork.
- Increased self-confidence and positive outlook.

Extensive research showed that these families had:

- Increased family cohesion.
- Improved educational attainment.
- Improved personal health.

"Family time at the Butterfly Biosphere was a perfect way to spend the day together. We learned so much about the beauty of nature."

- Sandra Miller, Parent of Two Young Children

"The Butterfly Biosphere was a fantastic educational experience. My children were engaged and excited to learn about butterflies and their life cycle."

- John Green, Teacher at a Local School
VITAL ECONOMIC ENGINE

In February 2016, Lewis Young Robertson & Burningham, an independent municipal financial advisory firm, conducted a comprehensive economic impact study of Thanksgiving Point. This study concluded: "Therefore future investment into TPI to ensure well maintained capital assets will be key to preserve Thanksgiving Point Institute as an economic engine for the Study Area."

Key findings:
Thanksgiving Point is the largest cultural institution in Utah and is one of the most highly-attended in the nation. During the 2015 fiscal year, Thanksgiving Point Institute:

- Hosted 2,065,000 visitors
- Generated $45 million in additional spending at local businesses
- Produced $3.4 million in tax revenue for local and state government
- Accounted for 587 local jobs in wages and benefits
- Benefitted from 1,117 volunteers that donated 29,238 hours of labor
- Had an economic impact—from its spending and contracted services, along with spending by guests—of $68,178,000 (does not include indirect multiplier effect as measured by RIMS II economic model)

POSITIVE SOCIAL IMPACT

In the fall of 2016, Brigham Young University Master of Public Administration faculty and students conducted a sophisticated social impact study that invited 60 families who had never attended Thanksgiving Point to visit all four Thanksgiving Point venues.

As a result of their visits, these families reported:
- Increased understanding of the natural world and the learning process
- Improved scientific questioning and exploration
- Increased self-confidence and positive outlook

Extensive research shows that these behaviors lead to stronger families, reduced drug use, increased educational attainment, and improved personal health.

"Thanks again for this chance to spend some quality time with my children in a safe, wholesome, learning environment. We will never forget this fun and educational summer thanks to you."

- Social Impact Study visitor
Consider the following...

What is it you want to know about your museum? What impact do you want to measure?

Why do you want to measure this?
The Brigham City Museum of Art & History and the Box Elder Museum of Natural History are participating in a social impact research study and we need your help! Our organization is looking to measure the social impact our work has on our community, and we are looking for participants to visit our museum and tell us about their experience. See More
# Logic Model

<table>
<thead>
<tr>
<th>Inputs</th>
<th>Activities</th>
<th>Outputs</th>
<th>Short-Term Outcomes</th>
<th>Intermediate Outcomes</th>
<th>Long-Term Outcomes/Impacts</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Utah Museums</strong></td>
<td>提供访问机会：终身学习机会、艺术/历史、STEM主题、文化</td>
<td>Exhibits and programs for visitors to participate in</td>
<td>Content knowledge</td>
<td>Stimulate inquiry, wonder, curiosity,</td>
<td>Continued learning and engagement</td>
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<td></td>
<td>School success</td>
<td>and interest</td>
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<td>Making interpretations</td>
<td>Critical thinking</td>
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<td>Personal application</td>
<td>Conservation</td>
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<td>Restorative</td>
<td>Recharge</td>
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<td>Increased health and well-being</td>
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<td>Self esteem</td>
<td>Positive outlook</td>
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<td></td>
<td>Participating in community activities</td>
<td>Involvement in community</td>
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<td>Altruism</td>
<td>Connection to community</td>
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<td>Intercultural competence</td>
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<td></td>
<td>Empathy</td>
<td>(belonging, perspective, place, sense, etc.)</td>
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<td>Communication</td>
<td>Empathy</td>
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<td>Perspective</td>
<td>Social success/competence</td>
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<td>Positive time spent with others</td>
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<td>Care and concern for others</td>
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<td>Strengthened social relationships</td>
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<td>Strengthened family relationships</td>
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Sample Indicator Statements...

**Continued Education and Engagement**
- I wonder about how things work.
- I can see how exploration leads to learning.
- My mind is actively engaged in new ideas.
- I challenge the way things are currently done.

**Increased Cultural Competence**
- I learn new things from people who are different than me.
- I recognize my deeply held beliefs when interacting with others.
- When interacting with others, I recognize their deeply held beliefs.
- I am open to multiple perspectives.
Sample Indicator Statements...

**Increased Health and Well Being**
- I understand my own strengths, limitations, and emotional status.
- I recognize my own emotions and manage them effectively.
- I weigh the consequences of my choices.
- I am content with my life.
- I have an excitement for living.
- I have the flexibility to adapt to change.

**Strengthened Relationships**
- I build strong and supportive relationships with a variety of people.
- I keep my commitments to others.
- I often engage in meaningful conversations with my friends and/or family members.
- I enjoy spending time with my friends and/or family.
Hey folks, it's me again!

Asking you to please, pretty please, complete your Social Impact Study for the Clark Planetarium if you haven't already. (If you have, and you are still getting these emails from me, I'm really sorry - and I hope you enjoy the gifs and memes so hopefully they're not TOO painful).

If you, like me, are starting to feel like we've been here before, won't you take a moment to [complete the survey](#)? What better way to celebrate Groundhog Day than to get me to stop emailing you?
Consider the following...

Who are your partners? How can they help you measure this?

What methods could you see yourself using to measure this?
FREE Single Scoop Of ICE CREAM

Valid at all BYU CREAMERY Locations

Exp: DEC 31 2019

Authorized by: [Signature]
The Monte L. Bean Life Science Museum is participating in a social impact research study and we need your help! Our organization is looking to measure the social impact our work has on our community, and we are looking for participants to visit our museum and tell us about their experience.

For information and to apply, visit museums.utah.gov/impactstudy
Quantitative Results

Percentage of indicators that were statistically significant:

- Continued Education and Engagement = 100.0%
- Increased Health and Well Being = 60.6%
- Intercultural Competence = 38.9%
- Strengthened Relationships = 18.2%
- Content - Science Track = 100.0%
- Content - Conservation Track = 100.0%
Qualitative Results

Summary from the Social Impact report:

“Most visitors to the Bean Museum found the museum to cultivate creativity and innovation and could communicate something they learned while there. They found the interpretive materials useful, and reported that their perceptions around science, the natural world, and conservation were positively changed. Notably, interactions with others were frequently mentioned across many of the questions.”
Qualitative Results

Question
In what ways, if any, did the Bean Museum change your perception about science and the natural world?

Response Summary (n=26)
The majority of visitors (21/26) indicated that their perception about science and the natural world did change in relation to their museum visits. This was most often (17) connected to an expanded understanding of and appreciation for science and the natural world, and often (8) connected with a motivation to take action or make a change, for example to teach their children more about it, or to be more "eco-friendly."

Example Quotes
“I enjoyed the parts about conservation, it allowed us to have discussions about taking care of our earth.”

“It helps me realize that we are not alone in the world. We need to take care of each other, animals, and the world.”

“It helped me become more aware of the natural world. How different animals interact and/or are dependent on each other. Animals I had never heard of before or knew existed.”
Social Impact

**Question:** In what ways, if any, did the Bean Museum change the way you interact with others?

**Answer:** “I felt more patient with my children. I was able to spend time with them and enjoy learning with them, and that was a definite positive change in how I interact with others.”

**Question:** In what ways, if any, did the Bean Museum change your perception about conservation?

**Answer:** “That quote about nature being a community and not a commodity struck me powerfully. I've been sharing it on social media since.”

**Question:** Please complete the following sentence based on your visits to the Bean Museum: “I never knew…”

**Answer:** “How vitally important conservation is. This is where I was introduced to the concept and internalized it.”
Consider the following...

What impact do you think your museum is having in your community?

What barriers do you face in finding out?
Pilot Results Highlights

*Incredibly positive results!*

- 392 participants from the 8 participating museums completed the survey.
- Of the 104 indicators in the survey, 100 of them (96.2%) showed a statistically significant positive change.
Increased Health and Well Being

- I understand my own strengths, limitations, and emotional status.
- I recognize my own emotions and manage them effectively.
- I weigh the consequences of my choices.
- I am flexible when facing uncertainties and challenges.
- I regularly volunteer in my community.
- I am adventurous, trying out new things.
- I am open to new ideas.
- I am content with my life.
- I have an excitement for living.
- I have the flexibility to adapt to change.
Increased Cultural Competence

- I learn new things from people that are different than me.
- I am able to see things from the point of view of others.
- I have the ability to sympathize with the feelings of others.
- I get along well with others who are different from me.
- I recognize my deeply held beliefs when interacting with others.
- When interacting with others, I recognize their deeply held beliefs.
- I am open to multiple perspectives.
Continued Education and Engagement

- I wonder about how things work.
- I experiment to create new ways of doing things.
- I can see how exploration leads to learning.
- I regularly ask thought-provoking questions to get at the root of the problem.
- I ask insightful ‘what if’ questions that provoke exploration of new possibilities.
- My mind is actively engaged in new ideas.
- I challenge the way things are currently done.


**STRENGTHENED RELATIONSHIPS**

![Diagram showing 91% indicators increased]

**Strengthened Relationships**

- I build strong and supportive relationships with a variety of people.
- I keep my commitments to others.
- I regularly participate in bonding activities with my friends and/or family.
- I often engage in meaningful conversations with my friends and/or family members.
- I reminisce on positive experiences I have had with my friends and/or family.
- I enjoy spending time with my friends and/or family.
- I turn to my friends and/or family when I face challenges.
What were the most positive aspects of your experience?

“Every time I visit the museum I feel inspired and a deep feeling of connectedness to something beautiful. When I leave I always feel better than when I entered.”

“I loved taking a different friend each time I visited the museum. Each person was interested in something different, and it helped me notice something that I'd never noticed before.”

“The ability to have clarity of mind in a relaxing area with seeing art”
Yeah, but is it a valid study and tool?
We received critical feedback, so we consulted an expert.

“These are great scales.”
-Melanie Hwalek
Applied Social Psychology Research Expert
What Comes Next?

- A toolkit? A grant?
- How can we scale what we learned and make it accessible to a wider array of museums?
- How can the process become something that each museum could conduct on their own - regardless of staff size and availability of other resources?
- Meeting with participating museums to discuss their findings
SOCIAL IMPACT STUDY

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