

## Jump Right In: Getting Your Feet Wet with a Special Event Survey



Conny Graft, AASLH Visitors' Voices Committee  
& Principal, Conny Graft Research and Evaluation

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& Assistant Director, Local History Services, Indiana Historical Society

## Session Outcomes

- Use some version of the special events survey in your own visitor study
- Feel more comfortable in taking your next step in visitor studies and evaluation
- Understand how to determine what it is you need to know from a visitor study or evaluation
- Join AASLH's Visitors' Voices and Small Museums Affinity Groups

## Visitors' Voices Committee

- **Kerry Lippincott**, Geneva (NY) Historical Society, co-chair
- **Kristie Smeltzer**, Monticello/Thomas Jefferson Foundation, co-chair
- **John Blexrud**, Consultant
- **Sheila Brommel**, Minnesota Historical Society
- **Chris Catanese**, New-York Historical Society
- **Conny Graft**, Consultant, Co-chair
- **Anne Guernsey**, Connecticut Historical Society
- **Dale Jones**, Consultant, Making History Connections
- **Douglas Scot Price**, Brenham (TX) Heritage Museum
- **Elizabeth (Elee) Wood**, Ph.D., IUPUI School of Education

## Small Museums Committee

- **Lindsey Baker**, Laurel Historical Society
- **Bob Beatty** (AASLH Staff Liaison) Vice President of Programs
- **Meg Clovis**, Monterey County Parks
- **Catherine Gilbert**, Museumwise: Museum Association of New York
- **Ken Hickman**, Penn State All-Sports Museum
- **Janice Klein**, EightSixSix Consulting
- **Kathy Lang**, Jean Lafitte National Historic Park
- **Maggie Marconi** (Chair), Follett House Museum/Sandusky Library
- **Nate Meyers**, Chandler Museum
- **John Pentangelo**, US Naval War College Museum
- **Kristie Sheppard**, Napa Valley Museum
- **Bruce Teeple**, Author
- **Heidi Vaughn**, Laboratory of History Museum, Univ. of Central Okla.

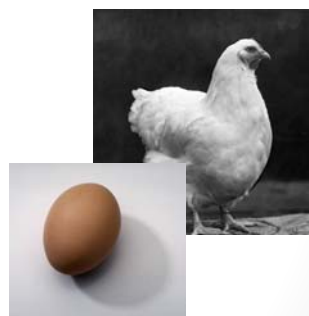
What one word best describes how you feel about visitor studies and evaluation?

What is your level of experience doing visitor research?

## Stacy's Perspective

Barriers for visitor studies and evaluation in small museums

- No funding
- No time
- Intimidation factor
- Discouraging initial attempts
- Close contact with visitors
- No shortcut



## Conny's Perspective

- Planning Special Events
- Attendance/Revenue
- Learning?
- What do we want visitors to walk away with?



## Special Event Survey

- Limited time to collect data
- Investment of time/money
- Everybody does them



What information would really help you make decisions about your special events?

What do you need to know?

- Did they like it?
- What do people think about some of the new things we are considering doing?
- How did they find out about the event?
- Why did they come?
- Why do they come to special events but not regular hours?
- Who came?
- Did they learn anything new?
- Did they have fun?
- Was it worth the price of the ticket?

## Special Event Survey Questions

- Rate your level of satisfaction (1 = Strongly Unsatisfied to 5 = Very Satisfied)
  - Parking
  - Ticket price
  - Friendliness of staff and volunteers
  - Quality of food and drink
  - Prices of food and drink
  - Cleanliness of restrooms
  - Activities for adults
  - Ease of finding my way around
  - Activities for your family
  - Learning experience
  - Overall experience

## Special Event Survey Questions

- If you rated any of the items at a “3” or below, please tell us what we can do specifically to make it a “5+”?
- Would you recommend this event to family and friends?
- How did you hear about this event?
- What was it that motivated you to come to this event today?

## Special Event Survey Questions

- Do you consider yourself to be:
  - African American or Black
  - Caucasian or White
  - Hispanic or Latino
  - Asian
  - Native American
  - Bi or Multi Racial/Ethnic
  - Other
- How far away do you live?
  - Within 60 miles
  - 60-120 miles
  - More than 120 miles
  - Outside the USA

## Special Event Survey Questions

- Including yourself, how many were in your party today?
  - Under 6
  - 6-12 years old
  - 13-19 years old
  - 20-34 years old
  - 35-54 years old
  - 55-66 years old
  - 66+
- Are you
  - Male
  - Female

## Special Event Survey Questions

- Are you a member of this museum?
  - Yes
  - No
- Would you consider becoming a member and supporting your local museum as a result of your experience today?
  - Yes
  - No
  - Unsure
  - Your email address for membership information

## Things we've learned from 2012 Pilot Testing

- Testing/practice for group leader/volunteers
- Reluctance of volunteers
- Limitations of self-administer
- Wanting more



## Defining Your Outcomes

- Visualize what people are doing during the event
- Visualize what people are talking about after they leave the event
- Imagine you are looking at the results of a survey conducted at your special event
- What do you hope you will see in that report?
- What do you want people to know/thing about, feel and do as a result of your event?

## Measuring Your Outcomes

- Review Special Event Survey Question Bank
- Qualitative
- Quantitative

## Interview with Pilot Tester 2013



**Matt Schuld**  
Museum Manager, Elkhart County Historical Museum  
July 5th: Civil War 150th Anniversary Event

## Interview with Pilot Tester 2013



**Mary Chrastil**

**President,  
North Manchester  
Center for History**

**Preservation  
Home Tour and  
Monthly Meeting**

## Pilot Testers 2013

Matt Schuld



Mary Chrastil



After this session, what one word best describes how you feel about visitor studies and evaluation?

What are other ways we could help you better use the tools of visitor studies and evaluation?

## What you can do next

- Share your feedback about this webinar:  
<http://www.surveymonkey.com/s/JMZ3PQT>
- Modify and use the special event survey
- Consider *Visitors Count!* - [www.aaslh.org/visitorscount](http://www.aaslh.org/visitorscount)
- Buy the *Small Museum Toolkit*
- Join the Affinity Groups:
  - Visitors' Voices - [www.aaslh.org/visitors-voices](http://www.aaslh.org/visitors-voices)
  - Small Museums - [www.aaslh.org/SmallMuseums](http://www.aaslh.org/SmallMuseums)
- Join the Small Museums Online Community
  - [www.smallmuseumcommunity.org](http://www.smallmuseumcommunity.org)
- Contact us:
  - Conny Graft - [cgraft6@gmail.com](mailto:cgraft6@gmail.com)
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## Give us your feedback!

<http://www.surveymonkey.com/s/JMZ3PQT>