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Visitors' Voices

THE NEWSLETTER FOR THE AASLH VISITORS' VOICES AFFINITY GROUP

July 2013 Issue 7

Jump into Visitor Surveys

Are you new to visitor research? Have you thought about doing a survey or gathering visitor data but you're overwhelmed by the prospect? Are you looking for a place to start? If so, the AASLH Visitors' Voices and Small Museums affinity groups have a deal for you!

Mark your calendar for July 31st and plan to join us from 1 to 2:30 p.m. Eastern (adjust for your time zone) for ***Jump Right In: Getting Your Feet Wet with a Special Event Survey***, a FREE webinar to learn about a visitor survey you can adapt for your site in five minutes or less. We hope that by the end of the webinar you will be willing to try the survey at a special program or event with your own visitors.

The webinar is designed for paid and unpaid staff who work at small historic sites and museums and who have little or no experience conducting surveys with visitors. During the webinar, speakers will discuss adding your own questions to the survey and training volunteers to use it.



Speakers for the webinar will be Conny Graft of Conny Graft Research and Evaluation, and Stacy Klingler,



Assistant Director of Local History Services at the Indiana Historical Society. Conny and Stacy are co-authors of "In Lieu of Mind Reading: Visitor Studies and Evaluation," a chapter in the [Small Museum Toolkit](#). Also taking part in the webinar will be two people who have used the survey at their institutions: Anne Kennedy, past board member and volunteer of the Miami County Museum in Peru, Indiana and Matt Schuld, museum director at the Elkhart County Historical Society and Museum in Bristol, Indiana.



Visitors' Voices

Visitors' Voices is a quarterly e-newsletter for members of the Visitors' Voices affinity group. Membership in the group is free. Join us by either [updating your record](#) in AASLH's database or [creating a new one](#). Be sure to look for the list of affinity groups and click on Visitors' Voices.

Want to Learn More?

Check out our web page at www.aaslh.org/visitors-voices.htm to learn more about the Visitors' Voices affinity group.

Join the Discussion

To join the Visitors' Voices discussion group, go to the [Visitors' Voices homepage](#) and click on the "Join" button.

Meet Us in Birmingham!

Here's how to take part in the webinar: At least 15 minutes before the event starts on July 31st, go to <http://aaslhcommunity.org/office/> and login. You only need to enter your name and city to participate. Participation is limited to 100 logins, so come early to guarantee your spot. If you are not among the first 100 logins or if you have a schedule conflict, you will have the opportunity to view the recorded version on demand via the Small Museums Online Community at <http://www.smallmuseumcommunity.org/link-resources/event-archive/>. A link to the recording will also be uploaded to the Visitors' Voices webpage at <http://www.aaslh.org/visitors-voices.htm>. Learning Times will host this online event. If you've never participated in a Learning Times webinar, please go to <http://aaslhcommunity.org/tech-check/> right now to test your computer and ensure you can connect.

Visitors' Voices in Birmingham

Registration is now open for the 2013 AASLH annual meeting, September 18-21 in Birmingham, Alabama. Peggy Dalman from Biltmore will be the guest speaker for the joint Visitors' Voices and Corporate History affinity group luncheon. Visit <http://www.aaslh.org/CurrentAnnualMeeting.htm> for more information and to register. We hope to see you in Birmingham!

Updated Resource List

Visitors' Voices is committed to providing its members and the field with a comprehensive annotated list of print and electronic resources on audience research and evaluation. The list has recently been updated. [Take a look!](#) Or visit www.aaslh.org/visitors-voices.htm for more information.



Registration for the AASLH Annual Meeting in Birmingham is now open!

More AASLH Resources



"Naper Settlement participated in Visitors Count! so we could get to know those people who so often remain silent in our planning processes—our visitors. Through Visitors Count! we heard what we were doing right, what met expectations and what needed work."

"Visitors Count! gave us highly detailed data about our visitor demographics that can support grant proposals, help us renovate exhibitions, and learn more about the preferences of different visitor groups. We fully intend to participate in this program on an ongoing basis so we can continue to update our knowledge about our visitors and how they learn at our museum."



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