

**ASSESSMENT OF NEEDS OF THE CALIFORNIA  
MUSEUM COMMUNITY**

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COMMUNITY**

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# **ASSESSMENT OF NEEDS OF THE CALIFORNIA MUSEUM COMMUNITY**

## **I. INTRODUCTION**

In order to acquire information necessary to the publishing of a comprehensive directory of California museums, The California Association of Museums (CAM) developed an inclusive list of existing museums located in California.

Months of exhaustive effort resulted in the location of an overall, extensive listing of over 1,800 museums. For the purpose of this report, a museum is defined according to the American Association of Museums' definition: *an organized and permanent non-profit institution, essentially educational or aesthetic in purpose, with professional staff, which owns and utilizes tangible objects, cares for them, and exhibits them to the public on a regular schedule.* Also included in this directory are planetariums, science and technology centers, aquariums, nature centers, historic buildings, and zoos. By eliminating some duplication and overlapping, this list was reduced to 1,542 viable museums.

In addition to the process of accumulating the information necessary to publish the directory of California museums, a study of museums was also undertaken in order to collect significant ancillary detail of interest and importance to the museum community. This project was made possible with major support from the Institute of Museum and Library Services, a Federal agency that fosters innovation, leadership and a lifetime of learning. Other supporters include the California Arts Council and California Division of Tourism.

This detailed information has become the subject of three comprehensive reports:

- ABOUT CALIFORNIA MUSEUMS
- ASSESSMENT OF NEEDS OF THE CALIFORNIA MUSEUM COMMUNITY
- IMPACT OF MUSEUMS ON THE CALIFORNIA STATE ECONOMY

All data collected during this study pertains to each museum's fiscal 1997/98 year. An in depth 12-page questionnaire was mailed to all museums identified. The questions asked covered two broad categories:

- Questions about the museums themselves, covering areas such as what is included in the organizations' primary and additional focuses and disciplines, collections and activities; what the organizations' physical facilities are; and the organizations' involvement in research fields, exhibits and technology. This section of the questionnaire also collected information pertaining to hours of operation, annual attendance, involvement in museum associations, and past history of the museum itself.

- Questions involving the needs and preferences of the museums as they relate to carrying out their activities. This section of the questionnaire investigated needs and preferences regarding such entities as resources; content of programs, seminars and workshops; benefits of CAM membership; and areas of unfulfilled needs.

A sub-sample of 450 museums were sent an additional 4-page questionnaire requesting detailed information regarding:

- Total Income and Revenue
- Sources of Income and Revenue
- Employment, Payroll Taxes and Benefits
- Purchases of Services
- Purchases of Goods
- Non-personnel Operating Expenses
- Purchases of Artistic/Cultural Properties
- Capital Expenditures

A total of 354 completed questionnaires were received. This response represents 23% of the 1,542 identified museums, a significant response considering the length of the questionnaire

Ordinarily, a sample size of 354 has a margin for statistical error of  $\pm 5.3\%$  at the .95 confidence level. However, application of the finite population correction factor brings the error margin down to  $\pm 1.6\%$ .

What this means is that the chances are 95 out of 100 that the results of this survey will not differ more than 1.6% (in either direction) from those that would have been obtained had all 1,542 museums responded. This ensures that the results of this survey are projectable to all California museums.

In response to the Economic Impact survey, 71 responses were received. Ordinarily, a sample of 71 would have a margin for error of  $\pm 11.9\%$ . When the finite population correction factor is applied, this error margin is reduced to  $\pm 2.2\%$ .

On file with CAM are the over 400 statistical tables that analyze the responses to these two questionnaires. In this electronic data analysis, the total column only has been weighted to reflect the actual representation within the universe of museums of the specific museum disciplines. This was done in order to reduce the possible bias of over or under responses from the specific museum disciplines. In other words, by applying the weights, we are assured that we can make valid projections to the entire museum community. In addition to the total, all responses have been analyzed as follows:

Discipline

Anthropology  
Art  
Botanical Garden  
Children's  
General  
Historic Site/House  
History  
Natural History/Nature Center  
Planetarium/Science  
Zoo

Geographic Location

Northern Coast  
Northern Region  
Lake Tahoe/Sacramento  
San Francisco Bay Area  
Central Region  
Central Coast  
Desert Region  
LA Metro  
Southern Region

CAM Membership

Member  
Non-member  
High Propensity for Becoming Member

Additionally, the Economic Impact portion of these studies has included:

Size is defined by operating budget as follows:

**SIZE OF ORGANIZATION**

	<b><u>SMALL</u></b>	<b><u>MEDIUM</u></b>	<b><u>LARGE</u></b>
Arboretum/Botanical Garden	Under \$200k	\$200k to \$1 mil.	\$1 mil. & over
Art Museum	Under \$200k	\$200k to \$1 mil.	\$1 mil. & over
Children's Museum	Under \$200k	\$200k to \$1 mil.	\$1 mil. & over
General Museum	Under \$350k	\$350k to \$1 mil.	\$1 mil. & over
Historic Site	Under \$350k	\$350k to \$1 mil.	\$1 mil. & over
History Museum	Under \$350k	\$350k to \$1 mil.	\$1 mil. & over
Natural History/Anthropology Museum	Under \$250k	\$250k to \$1 mil.	\$1 mil. & over
Nature Center	Under \$250k	\$250k to \$1 mil.	\$1 mil. & over
Planetarium	Under \$250k	\$250k to \$1 mil.	\$1 mil. & over
Science Museum/Technology Center	Under \$1 mil.	\$1 mil. to \$5 mil.	\$5 mil. & over
Specialized Museum	Under \$350k	\$350k to \$1 mil.	\$1 mil. & over
Zoo	Under \$1 mil.	\$1 mil. to \$3 mil.	\$3 mil. & over

Appended to each report is a copy of the survey instrument.

Following this Introduction is the report titled:

**ASSESSMENT OF NEEDS OF THE CALIFORNIA MUSEUM COMMUNITY**

# ASSESSMENT OF NEEDS OF THE CALIFORNIA MUSEUM COMMUNITY

## **II. EXECUTIVE SUMMARY**

### **1. There is significant interest in the California Association of Museums among museum organizations.**

Interest in CAM is demonstrated by the large number of museum organizations expressing an interest in further direct contact from CAM, especially among non-members.

Among those who are not presently members of CAM, 70% ask to be included in CAM's mailing list and 56% wish to receive membership information.

This is a strong indication that efforts by CAM to market and promote themselves could result in significant increases in membership.

### **2. Networking - contact with someone from another museum organization is the resource most used and most valued by museums.**

In order to carry out the museum's activities, nearly 9 out of 10 (88%) have used networking as a resource, and 2 out of every 3 who use it say it is the most useful.

This means that a strong need exists for museums to be in contact with one another, and that the value of this contact is recognized. CAM membership fulfills this need by providing a cohesive infrastructure that facilitates networking, making it more efficient and productive.

CAM should understand and respect this by touting networking as a benefit of membership and by creating additional opportunities for members to formalize access of the procedure via such things as networking workshops, conference calling, internet chatrooms, etc.

### **3. Individuals from museum organizations are willing to pay \$25 for workshops and seminars that are of short duration and close to home.**

Workshops or seminars that take 1/2 to one day and are close to home or within a driving distance of two hours or less, costing \$25 or less would see significant participation. In fact, just about everyone says that they would participate in such a program.

However, regardless of where such a program is held, it is doubtful that a geographic location could be found that would satisfy everyone.

The fact that 1/2 to one day seminars or workshops, close to home, costing \$25 or less are what everyone would like to see, does not mean that individuals from museum organizations would not participate in other formats.

A majority of museums would pay up to \$100 and consider one-hour plane flights and/or one overnight stay for what they perceived to be a worthwhile program; and significant numbers express interest in longer and more costly programs.

What this means is that predicated on content, CAM can successfully market two-day, regional programs as well as 1/2 to one day local programs.

**4. Discounts to members for CAM programs are perceived to be a significant benefit of membership.**

A 25% discount for members would be a membership benefit for nearly everyone, and 20% would be a benefit to 69%. At least one in 3 (35%) would consider 10% to be a benefit.

In fact, discounts for CAM programs is one of the most compelling reasons to join CAM or to renew one's membership.

This means that CAM must strive to present meaningful content for its programs and to market and promote them to both members and non-members.

It should be taken note of that these programs also provide an active forum for networking.

**5. Existing resources made available through CAM are valued by members and provide a perception of benefit to non-members.**

A majority considers the CAM membership directory to be a benefit of membership or an incentive to join. This is probably due, at least in part, to the networking opportunities the directory could offer.

Access to information referral services and CAM's quarterly newsletter are also perceived to be of benefit.

**6. As demonstrated by the perception of usefulness, there is a need for many of the programs and membership benefits under consideration by CAM.**

Most notable among these are the publishing of the directory of museums, regional workshops, and help in implementing a survey of visitors.

It is not surprising that a potential formalized consultant referral service also generates significant interest, since most museums acknowledge recent use of both paid and unpaid consultants in order to carry out the museum's activities.

What this means is that CAM has identified areas of unfulfilled need within the museum community. Proper marketing and promotion of these benefits of membership and programs under consideration would increase CAM membership, help to make membership a satisfying experience, and be of value to the museum community.

**7. Potential CAM workshop topics generate significant levels of interest to both warrant their inclusion and to demonstrate existing areas of unfulfilled need within the museum community.**

Any workshop program that concerns itself with how to run the museum, or how to market and publicize what the museum is, generates high levels of interest within the museum community.

**8. Concluding statement:**

CAM's mission statement, existing membership benefits, and programs and benefits under consideration demonstrate that CAM understands the needs of the museum community and is committed to meeting them.

What remains is the need for CAM, a relatively new association, to market and promote what it is and what it can be to the museum community.

## **ASSESSMENT OF NEEDS OF THE CALIFORNIA MUSEUM COMMUNITY**

### **III. PRINCIPAL FINDINGS AND CONCLUSIONS**

1. **Within the past two years, the resource used most often by California museums in order to carry out the organizations' activities is contact and networking with someone in another museum.**

Contact and networking is also the resource found to be the most useful by museum organizations. Nearly 9 out of 10 (88%) have used this as a resource, and the same number (87%) say it is among the three most useful resources used.

Museum associations or what is provided by them, also ranks high in the list of resources that are used and resources that are most useful.

Professional museum associations in general, and CAM specifically, are mentioned respectively by 60% and 35% as resources used. However, resources provided by museum associations, most notably museum association meetings, workshops and seminars, and publications are used by 56%, 42%, and 65% (respectively).

These museum association resources also rank high among those considered most useful, with 29% mentioning museum associations within this context, 25% mentioning museum association publications, and 22% mentioning workshops and seminars put on by museums. These percentages are significantly greater than they seem, since they represent significant majorities among those who use them.

Consultants, paid or unpaid, are also a frequently used and valued resource by the museum community.

What this means is that what can be provided through museum associations furnishes the museum community with useful and valuable tools when it comes to providing them with the resources needed to fulfill their commissions and purposes.

2. **When it comes to preferences regarding programs, seminars and workshops, the closer to home - the better.**

Indications are that one day programs that take place at a location that is within a 2-hour drive are preferred by significant majorities of museum organizations, regardless of whether or not they are CAM members. Eighty-six percent prefer the local area; 65% prefer that no overnight stay is required, and 67% include locations within a 2-hour drive among their preferences.

However, there is enough interest in locations that are further away to warrant their consideration, especially among CAM members. A location within a 1-hour plane flight would be likely to be considered by 29% among members, 21% generally. Nearly half, (49%) among members, would be likely to consider programs that involved a one overnight stay (37% among the general museum community); and one in five, (19%) among members, would be likely to attend a program that encompassed up to three nights.

It must be mentioned that all of this is dependent upon the premise that the program content would be of interest.

**3. A majority would pay between \$75 and \$100 for programs of interest.**

Just about everyone would invest a sum of under \$25 for a program, workshop or seminar that is of interest to them.

If the program cost was \$25 to \$50, 83% would be likely to participate, and majorities of 69% and 51% would be likely to participate in programs with costs of \$50 to \$75 and \$75 to \$100 (respectively). Once costs exceed \$300, only 4% would be likely to participate, but 30% would be likely to participate at \$100 to \$200, and 11% are likely at \$200 to \$300.

There do not appear to be any strong preferences regarding the inclusion of meal costs in registration fees. A majority (51%) say it makes no difference, while 24% prefer that meal costs be included, and 25% prefer that they be separate.

**4. Shorter appears to be better when duration of programs is considered.**

Nearly 8 out of 10 (79%) would be more inclined to participate in programs, seminars, or workshops that encompassed one half to one day. The number of those inclined to participate in longer programs decreases significantly as duration increases: 33% at 1 1/2 days, 27% at 1 1/2 to 2 days, and 6% at 2 to 2 1/2 days. Only 5% would be likely to participate at 3 days.

**5. Discounts to members for CAM programs is a strong benefit of membership.**

Virtually everyone (100% among members - 90% among non-members - 98% among potential members) would consider a 25% discount to be a benefit of CAM membership. But, the benefit perception is also there for lesser discounts - 35% at a 10% discount and 69% at a 20% discount.

6. **Discounts for CAM programs are one of the most compelling reasons to join or renew one's membership.**

For 60%, discounts for CAM programs provide a reason for joining CAM or for renewing membership. Also ranking high as a reason for joining or renewing are a copy of the CAM Membership Directory (mentioned by 53%), a listing in the CAM Directory (50%), access to information referral services (50%), and a subscription to the quarterly newsletter (49%). Mentioned within the context of being a reason to join CAM or renew membership by 40% to 48% are a listing-link on CAM web-site; advance notice of programs and events; advocacy on local, state, and national levels; and the biannual salary surveys.

Access to the lending library of audio and videotapes and eligibility for fellowships and scholarships are mentioned by 39% and 36% (respectively).

Among the least important as reasons for joining or renewing are a web-site with members only access, mentioned by 24%; a seat on the Board of Directors, mentioned by 11%; and eligibility to make nominations for CAMMY awards, mentioned by only 9%.

7. **All potential benefits receive significant mentions as evoking inclination to join CAM or renew membership and also in the areas of interest and possible participation.**

Significant numbers among museums consider each of the proposed membership benefits to make them feel more inclined to join CAM or to renew their memberships.

Majorities of 55% and 50% feel that a directory of California museums and regional workshops to be benefits that would make them feel more inclined to join CAM or renew their memberships.

For 41%, an opportunity to implement a survey of visitors would be a reason to join or renew, while 37% mention training programs for new personnel within this context.

Resource sharing via the internet is a benefit to make 35% feel more inclined to join or renew, and an expanded web-site and joint programming with other organizations are each mentioned within this context.

Training programs for new and emerging museums would be a benefit to make 28% feel more inclined to join or renew.

As this type of benefit, a formalized referral service for consultants receives mentions by 26%, an on-line newsletter by 23%, a purchasing co-op by 22%, and assistance packet for new or start-up museums by 21%.

Also important is the fact that interest in these benefits range from highs of 60% and 43% for a directory of California museums and regional workshops to lows of 16% for purchasing co-ops and assistance packets for new and start-up museums.

When it comes to anticipated usage of these benefits, we see highs of 56% and 48% for the directory of California museums and regional workshops to lows of 16% for purchasing co-ops and assistance packets for new and start-up museums.

All of this indicates that a need exists for each of these proposed benefits. Each, in its own way, has strong potential for maintaining satisfaction among members and for increasing the prospects of membership among non-members.

8. **It would appear that there are strong reasons for CAM to present programs, workshops and seminars that include each of the fifteen topics asked about.**

There are sufficient levels of interest, anticipated usage, and perception of benefit to warrant the inclusion of each potential subject asked about.

Within this context of being a benefit to make one more inclined to join CAM or to renew a membership are collections management (51%) and educational programs for the public (46%).

Receiving mentions within this context of 45% each are exhibit design and fundraising.

Museum management issues are mentioned by 44%, volunteers by 42%, and technology training by 39%.

Within this context of making one feel more inclined to join or renew, cultural tourism is mentioned by 38%, marketing and collections research by 36% each, and evaluation by 32%.

Receiving mentions of 30%, 29%, and 28% (respectively) are general administration, board issues, and retail marketing.

Twenty-five percent view programs on maintenance of grounds and facilities as making them feel more inclined to join or renew membership.

Within the area of generating a lot of interest are highs of 53% and 47% for collections management and fundraising and lows of 26% and 17% for general administration and maintenance of grounds and facilities.

Anticipated usage generates highs of 47% and 45% for collections management and educational programs for the public and lows of 23% and 17% for general administration and maintenance of grounds and facilities.

**9. Interest in CAM is demonstrated by the high numbers of non-CAM members who wish to be included in CAM's mailing list.**

Among non-members, 70% ask to be included in CAM's mailing list and 56% wish to receive membership information.

Also, 53% of museums are interested in a survey of visitors. Among members, 74% are interested in this type of survey. Among non-members, this number is 51%.

**10. Additional observations:**

- Nearly 40% of non-CAM members could be considered to have a high interest in becoming members.
- A survey of visitors appears to generate enough interest to warrant inclusion as a possible How-To workshop.
- When it comes to programs that are concerned with computer technology as a tool or resource, it must be remembered that not all museums use computers; fewer still have internet access; and even fewer have LAN setups. However, we cannot lose sight of the fact that being connected is the way of the future and within the predictable range of time, museums will have difficulty existing efficiently without full use of computer technology.

**ASSESSMENT OF NEEDS OF THE CALIFORNIA MUSEUM COMMUNITY**

**IV. SUMMARY, HIGHLIGHTS, AND DETAILED FINDINGS**

When museums are asked to indicate which resources they have used within the past two years and which have been the most useful, we see the following: (Tables 93-94)

**RESOURCES USED WITHIN PAST TWO YEARS**

	<b><u>USED</u></b>				<b><u>MOST USEFUL</u></b>			
	<b><u>CAMMEMBERSHIP</u></b>				<b><u>CAMMEMBERSHIP</u></b>			
	<b><u>TOTAL</u></b>	<b><u>MEMBER</u></b>	<b><u>NON-MEMBER</u></b>	<b><u>CONSIDER MEMBERSHIP</u></b>	<b><u>TOTAL</u></b>	<b><u>MEMBER</u></b>	<b><u>NON-MEMBER</u></b>	<b><u>CONSIDER MEMBERSHIP</u></b>
	<b>354</b>	<b>128</b>	<b>163</b>	<b>63</b>	<b>354</b>	<b>128</b>	<b>163</b>	<b>63</b>
<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	
Contact/Networking with someone in another organization	88.0	87.6	85.5	94.9	86.6	85.8	83.6	95.1
Unpaid Consultant	45.4	53.3	34.5	53.5	25.8	20.2	25.3	40.1
Paid Consultant	45.3	52.1	43.5	34.6	40.5	47.1	39.4	27.5
Publications from a museum association	64.5	82.5	47.1	66.4	24.6	26.8	21.3	26.7
Museum association meeting	56.2	73.9	42.5	49.5	28.6	32.7	20.0	38.0
Museum association workshop/seminar	42.2	64.9	25.0	32.8	22.4	35.5	12.8	12.8
California Association of Museums	35.1	61.4	16.6	20.8	6.4	9.5	6.1	0.0
Other Professional Associations	60.1	63.2	56.9	61.0	25.8	18.2	38.2	16.6
State, Tribal or Nat'l Training Course	12.1	16.6	11.6	3.2	1.9	1.4	3.0	0.6
Undergraduate College Course	10.9	9.8	10.0	15.5	3.0	1.6	4.1	3.8
Graduate College Course	11.4	12.5	8.3	16.5	3.2	1.6	3.2	6.9
Other	4.0	3.1	3.1	6.4	2.8	3.2	2.5	3.2
None	0.8	0.0	1.9	1.9				
Can't Decide					1.7	1.4	2.9	0.0

Museums are asked to indicate which aspects of programs, seminars or workshops would make their participation more likely, assuming that the program content would be of interest. The following tables will recap the response: (Tables 95-98)

**PREFERENCES REGARDING DISTANCE**

		<b><u>CAMMEMBERSHIP</u></b>		
			<b>NON-</b>	<b>CONSIDER</b>
	<b>TOTAL</b>	<b>MEMBER</b>	<b>MEMBER</b>	<b>MEMBERSHIP</b>
	<b>354</b>	<b>128</b>	<b>163</b>	<b>63</b>
	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
Local Area	85.9	85.4	83.4	92.3
No Overnight Stay	64.9	76.7	53.6	66.1
Within a 2-hr. Drive	66.7	74.0	59.3	68.6
Within a 1-hr. Plane Flight	20.6	28.9	11.1	24.8
No More Than One Overnight Stay	37.1	48.8	29.8	30.2
Two Nights, Up to Three Nights	14.2	19.0	9.3	15.6
No Interest	0.5	0.0	1.1	0.0

**PREFERENCES REGARDING COST**

		<b><u>CAMMEMBERSHIP</u></b>		
			<b>NON-</b>	<b>CONSIDER</b>
	<b>TOTAL</b>	<b>MEMBER</b>	<b>MEMBER</b>	<b>MEMBERSHIP</b>
	<b>354</b>	<b>128</b>	<b>163</b>	<b>63</b>
	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
Less than \$25	100.0	100.0	100.0	100.0
\$25-\$50	83.0	91.6	73.6	86.9
\$50-\$75	68.8	84.4	53.1	72.8
\$75-\$100	50.8	66.2	35.6	54.6
\$100-\$200	29.7	39.9	18.3	34.9
\$200-\$300	10.5	14.0	8.7	7.2
More than \$300	4.4	5.1	4.2	3.3
	<b>\$</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>
Mean:	63.30	68.10	58.30	61.80
Median:	47.10	52.60	40.80	47.90

**PREFERENCES REGARDING MEALS**

		<b>CAM MEMBERSHIP</b>			
		<b>TOTAL</b>	<b>MEMBER</b>	<b>NON-MEMBER</b>	<b>CONSIDER MEMBERSHIP</b>
		<b>354</b>	<b>128</b>	<b>163</b>	<b>63</b>
		<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
Prefer Cost of Meals to be Included in Registration Fee		23.5	27.1	23.0	16.4
Prefer Cost of Meals to be Separate		25.4	23.0	26.2	29.0
No Difference		51.1	49.9	50.8	54.6

**PREFERENCES REGARDING TIME**

		<b>CAM MEMBERSHIP</b>			
		<b>TOTAL</b>	<b>MEMBER</b>	<b>NON-MEMBER</b>	<b>CONSIDER MEMBERSHIP</b>
		<b>354</b>	<b>128</b>	<b>163</b>	<b>63</b>
		<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
1/2 to One Day		78.6	75.3	78.2	86.8
One Day to 1 1/2 Days		33.2	45.1	26.1	24.1
1 1/2 to 2 Days		26.7	36.4	19.2	23.5
2 to 2 1/2 Days		5.9	6.6	3.8	9.1
3 Days		4.6	6.5	3.0	4.5

We see the following when museums are asked if discounted costs for CAM seminars would be considered a benefit of membership: (Table 99)

**DISCOUNTED COSTS - BENEFIT OF MEMBERSHIP**

		<b>CAM MEMBERSHIP</b>			
		<b>TOTAL</b>	<b>MEMBER</b>	<b>NON-MEMBER</b>	<b>CONSIDER MEMBERSHIP</b>
		<b>354</b>	<b>128</b>	<b>163</b>	<b>63</b>
		<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
10%		34.7	46.2	28.8	20.1
20%		68.6	78.3	57.8	66.9
25%		98.3	100.0	96.2	98.1

Museums are asked to indicate the level of interest that they have in specific benefits of membership, whether or not they use or would use the benefit, and the degree to which the benefit would influence them to join CAM or renew their membership. The following table will recap the response: (Tables 100-147)

**INTEREST AND ATTITUDE REGARDING SPECIFIC CAM MEMBERSHIPS**

	A LOT OF INTEREST				WOULD USE				MORE INCLINED TO JOIN/RENEW			
	TOTAL	MEMBER	NON-MEMBER	CONSIDER MEMBER	TOTAL	MEMBER	NON-MEMBER	CONSIDER MEMBER	TOTAL	MEMBER	NON-MEMBER	CONSIDER MEMBER
	%	%	%	%	%	%	%	%	%	%	%	%
Subscription to quarterly newsletter	30.6	42.0	17.4	34.4	46.4	62.2	26.4	51.3	49.1	54.6	39.9	55.6
Listing in CAM Membership Directory	36.9	43.2	25.1	47.9	45.6	55.6	31.6	50.2	50.3	53.5	34.1	73.4
Copy of CAM Membership Directory	39.6	45.3	27.4	55.2	48.6	54.3	34.4	66.0	53.4	63.5	35.5	67.0
Discount at CAM Programs	36.7	46.4	28.4	32.4	39.3	50.3	32.3	27.4	60.0	72.2	42.0	70.5
Access to Information Referral Services	34.5	37.4	25.0	49.9	38.0	44.4	21.1	59.1	50.1	53.3	36.0	70.2
Eligibility to make nominations for CAMMY	2.2	3.4	0.2	3.6	3.0	3.8	1.6	4.2	8.1	8.3	6.7	10.4
Eligibility for fellowships or scholarships	25.1	28.6	19.1	30.7	25.3	29.4	20.1	26.8	36.1	44.2	25.5	38.9
Advance Notice of Programs & Events	40.6	51.0	33.9	31.6	40.7	57.5	30.2	23.7	48.2	60.2	33.9	49.8
Access to Lending Library of Audio & Videotapes	25.3	24.3	25.0	28.3	24.4	26.6	24.2	19.5	38.7	44.0	27.1	50.1
Advocacy on Local, State & National Levels	31.0	41.6	23.8	22.4	26.1	30.5	18.8	30.3	41.1	54.4	26.6	38.1
Website w/Members Only Access	14.2	20.0	10.4	8.6	19.2	24.2	12.5	20.8	23.7	29.1	15.8	27.7
Biannual Salary Survey	28.4	42.9	14.5	25.6	35.9	47.6	21.0	38.7	39.5	53.1	21.9	44.7
Listing-Link on CAM Website	42.7	50.7	31.1	49.3	45.0	52.6	29.7	58.5	48.3	57.7	34.1	55.4
Seat on Board of Directors	5.8	10.0	2.8	2.5	9.3	15.0	3.6	6.6	10.7	15.0	9.0	12.0

The following table will recap the response when museums are asked the same questions about potential programs: (Tables 148-239)

**INTEREST AND ATTITUDE REGARDING POTENTIAL PROGRAMS**

		<u>A LOT OF INTEREST</u>				<u>WOULD USE</u>			<u>MORE INCLINED TO JOIN/RENEW</u>			
			<u>NON-</u>	<u>CONSIDER</u>			<u>NON-</u>	<u>CONSIDER</u>		<u>NON-</u>	<u>CONSIDER</u>	
	<u>TOTAL</u>	<u>MEMBER</u>	<u>MEMBER</u>	<u>MEMBER</u>	<u>TOTAL</u>	<u>MEMBER</u>	<u>MEMBER</u>	<u>MEMBER</u>	<u>TOTAL</u>	<u>MEMBER</u>	<u>MEMBER</u>	<u>MEMBER</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Directory of California												
Museums	56.0	64.5	42.2	69.8	60.1	69.2	45.0	71.7	54.5	56.4	43.5	76.3
Survey of Visitors	37.9	47.7	25.1	44.8	39.3	50.2	26.6	38.6	40.8	46.8	33.9	40.3
Assist.Start-Up/New												
Museums	15.9	12.8	15.8	23.7	16.1	9.3	17.9	29.8	21.4	20.1	15.8	37.6
Purchasing Co-op	15.6	17.6	11.0	21.3	15.8	16.5	10.2	26.0	21.8	21.9	17.3	32.3
Resource Sharing via Internet	30.6	41.7	23.1	21.7	29.8	37.9	19.1	24.9	35.2	41.3	27.7	35.6
Expanded Website	29.8	41.8	16.0	30.8	32.2	42.9	14.7	40.1	34.4	39.1	25.9	41.2
Formalized Referral Service												
(Consultants)	21.9	20.3	13.5	43.3	21.9	24.3	13.9	33.6	25.9	25.1	21.7	38.6
Extensive Training Programs												
for New Museums	19.7	16.7	16.7	32.4	16.8	16.9	16.5	17.4	28.2	29.3	16.7	50.3
Training for New Personnel	28.7	30.8	20.8	40.3	26.2	33.2	17.2	26.1	37.3	44.0	25.0	49.2
Joint Programs with other												
Organizations	24.0	30.5	13.1	32.6	24.6	28.7	13.5	38.8	33.5	39.1	20.6	50.7
On-Line Newsletter	17.5	25.4	11.2	13.0	19.2	27.7	10.5	14.7	22.5	26.7	19.3	17.7
Regional Workshops	42.6	55.8	27.5	44.8	48.2	63.0	27.1	53.8	50.1	57.3	34.4	67.4

**INTEREST AND ATTITUDE REGARDING POTENTIAL WORKSHOP TOPICS**

	<u>A LOT OF INTEREST</u>				<u>WOULD USE</u>				<u>MORE INCLINED TO JOIN/RENEW</u>			
			<u>NON-</u>	<u>CONSIDER</u>			<u>NON-</u>	<u>CONSIDER</u>			<u>NON-</u>	<u>CONSIDER</u>
	<u>TOTAL</u>	<u>MEMBER</u>	<u>MEMBER</u>	<u>MEMBER</u>	<u>TOTAL</u>	<u>MEMBER</u>	<u>MEMBER</u>	<u>MEMBER</u>	<u>TOTAL</u>	<u>MEMBER</u>	<u>MEMBER</u>	<u>MEMBER</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Collections Management	53.1	58.9	47.0	53.7	46.6	52.5	37.0	52.6	50.8	57.9	35.2	67.1
Collections Research	37.2	40.1	35.2	34.4	33.1	40.1	23.5	36.6	35.6	40.2	29.2	38.3
Fundraising	47.3	58.2	38.0	42.4	42.9	54.5	28.7	44.5	44.7	50.6	27.2	64.8
Technology Training	30.5	40.9	22.4	24.2	41.2	44.2	14.7	32.6	39.1	43.9	24.4	58.2
Board Issues	28.9	30.7	20.7	43.7	25.1	31.7	12.9	34.9	29.3	35.4	15.5	45.8
Volunteers	44.0	50.2	40.6	37.1	43.1	48.3	35.1	47.2	42.3	43.6	35.0	55.4
Exhibit Design	45.3	44.4	39.3	58.4	43.0	48.7	32.3	50.6	45.4	43.7	36.3	67.6
Cultural Tourism	40.6	53.8	28.5	37.2	38.7	53.3	24.3	32.6	38.3	48.3	27.4	35.9
Evaluation	33.0	37.9	19.8	49.4	32.3	44.0	14.2	40.9	32.2	36.6	22.5	42.7
Retail Marketing	28.3	36.9	19.7	26.0	27.2	35.0	16.5	30.9	27.7	29.5	20.4	40.0
Marketing	40.3	43.4	32.2	50.8	33.9	37.9	25.6	42.2	36.0	36.4	27.6	55.7
Museum Management Issues	44.1	52.0	32.9	49.9	39.2	52.2	22.5	41.0	43.6	50.6	28.0	58.7
General Administration	26.0	27.1	19.0	37.4	22.8	27.0	14.7	29.2	29.6	30.7	17.7	52.1
Educational Programs for the Public	45.7	47.4	45.3	42.8	44.8	51.9	34.1	49.8	46.4	45.5	37.2	68.2
Maintenance of Grounds/ Facilities	16.9	14.0	15.5	25.5	16.6	17.0	11.6	25.6	25.4	25.1	18.9	39.9

We see the following when museums are asked if they would like to receive specific membership information from the California Association of Museums: (Table 240)

**THOSE SAYING:**

	<b><u>CAM MEMBERSHIP</u></b>			
	<b><u>TOTAL</u></b>	<b><u>MEMBER</u></b>	<b><u>NON-MEMBER</u></b>	<b><u>CONSIDER MEMBERSHIP</u></b>
	<b>354</b>	<b>128</b>	<b>163</b>	<b>63</b>
	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
Would like to Receive				
Membership Information	57.0	30.1	55.5	86.8
Put Me on Mailing List	63.4	40.6	70.4	76.3
Interested in Survey of Visitors	52.7	73.5	51.4	33.1

## THOSE SAYING

