Survey Summary

The Utah Division of Arts & Museums seeks to advance the value of museums within Utah and to enable the broadest physical, intellectual, and emotional access to collections and programs.

The purpose of this survey is to gain information on museums’ growth, development and value in the state of Utah.

- Collection: online, invited by email and US mail
- Response rate: 29% (85 out of 285)
- Improved rate of response 100% since 2013
Types of Museums

- Aquarium
- Anthropology
- Art
- Botanic/nature
- Children/youth
- DUP
- History
- Military
- Natural History
- Planetarium
- Science/Technology
- Zoo/animal park
Staff

- 558 Paid full-time employees (avg. 9)
- 898 Paid part-time employees (avg. 15)
  - 470 Paid staff new this year (avg. 9)
- 3837 Unpaid staff/volunteers (avg. 53)
  - 717 Unpaid staff/volunteers new this year (avg. 14)
Visitors

- 8,518,821 visitors
  - 119,983 average
  - 9.480 median

Frequency of visitor type (1=most frequent)

1. Local non-school (1.78)
2. School groups (2.34)
3. Non-local, in-state (2.55)
4. Out of state (3.08)
How Museums Measure Attendance

- Manual count, 49%
- Admission, 20%
- Estimate, 17%
- Automated, 9%
- Don't measure, 5%
- Don't measure, 5%

Utah Division of Arts & Museums
Regular Admission

- Free, 74%
- $1 - $5, 12%
- $6 - $10, 9%
- $11 and up, 5%
Services and Activities

- Alternate languages
- Changing exhibitions
- Classes or workshops
- Films/video
- Guided tours
- Lectures/gallery talks
- Literary/musical/theatrical
- Permanent exhibitions
- Research access
- School groups
- Teacher workshops
Annual Operating Budget

- Under $1K, 19%
- $1K - $5K, 12%
- $500K - $1M, 4%
- $15K - $25K, 3%
- $350K - $500K, 3%
- $250K - $350K, 6%
- $25K - $100K, 25%
- $100K - $250K, 16%
- Over $1M, 10%
- $250K - $350K, 6%
- $500K - $1M, 4%
- $1K - $5K, 12%
- $15K - $25K, 3%
- $25K - $100K, 25%
- $100K - $250K, 16%
- Over $1M, 10%
Sources of Museum Income*

Average percentage reported – total is more than 100%

- Admissions, 16%
- Other earned, 31%
- Other, 13%
- Corporate, 0%
- Individual, 23%
- Foundation, 16%
- Federal, 0%
- State, 23%
- County, 16%
- City or Town, 19%

*Utah Division of Arts & Museums
Who pays staff salaries?*

Average percentage reported – total is more than 100%

- Admissions, 16%
- Other earned, 31%
- Other, 13%
- Foundation, 16%
- City or Town, 19%
- County, 16%
- State, 23%
- Federal, 0%
- Individual, 23%
- Corporate, 0%
Who governs the museum?

*Average percentage reported – total is more than 100%

- Nonprofit: 52%
- State: 13%
- County: 5%
- City/town: 11%
- Church: 5%
- Federal: 0%
- Public university: 11%
- Private university: 3%
Who owns the building?

*Average percentage reported – total is more than 100%*

- City/town: 34%
- Nonprofit: 27%
- Private university: 4%
- Public university: 9%
- Federal: 0%
- State: 10%
- County: 13%
- Church: 3%
Who maintains the building?

*Average percentage reported – total is more than 100%

- City/town: 21%
- Nonprofit: 27%
- County: 7%
- Federal: 0%
- Public university: 8%
- State: 8%
- Private university: 2%
- Don't know: 2%
- Church: 3%
Professional development utilized

- Onsite
- Online
- Workshops
- Conferences
- Multiple day
- Semester long

Categories:
- Free
- Discount
- Full price
Training Needs (cont.)

- Planning exhibits
- Cataloging/digitization
- Board Development
- Standards/accreditation
- Accessibility
- Budgeting & financials

Legend:
- High priority
- Helpful
- Not as helpful
- Not a need
Institutional Needs
55% received the UA&M museum newsletter
60% used the UA&M website
56% applied for a UA&M museum grant
35% attended Museum Day at the Legislature
23% discovered resources through UA&M
20% participated in Smithsonian Museum Day
21% received technical assistance
Accreditations/Certifications

- Certified Utah Museum: 54%
- Utah Performance Goals: 35%
- National Register: 14%
- AAM: 16%
- AASLH StEPS: 6%
Percentage of collection:

- Records computerized: 64% in 2010, 69% in 2012, 77% in 2014
- Insured: 73% in 2010, 50% in 2012, 69% in 2014
- Inventoryed: 77% in 2010, 73% in 2012, 64% in 2014
- Condition noted: 50% in 2010, 64% in 2012, 73% in 2014
- Labeled: 73% in 2010, 77% in 2012, 69% in 2014
Percentage of museums with:

- Security policy: 49% (2014), 18% (2011)
- Written collections policy: 50% (2014), 47% (2011)
- Written disaster plan: 43% (2014)
- Suitable exhibit cases/materials: 47% (2014)
- Humidity controls: 20% (2014)
Percentage of museums with:

- Temperature controls: 39% (2014), 53% (2013)
- Fire detection systems: 53% (2014)
- Monitored light: 16% (2014)
- Pest control: 40% (2014)

Utah Division of Arts & Museums
Percentage of museums with:

- Mission statement: 2014, 70%
- Current strategic plan: 2014, 49%
- Code of ethics: 2014, 43%
- AAM Pledge of Excellence: 2014, 16%
Percentage of museums with:

- **Own website**: 2014, 59%
- **Presence on other website**: 2014, 14%
- **Blog**: 2014, 12%
- **Facebook page**: 2014, 49%
Collections Management Software

- Past Perfect: 40%
- Re:discovery: 8%
- Access: 3%
- Argus: 3%
- Collective Access: 3%
- Excel: 15%
- Filemaker: 3%
- Musarch: 3%
- Museum System: 3%
- Other: 19%