2003 Art Museum Education Programs Survey

Conducted August 1 through 21, 2003

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Available online: http://www.museum-ed.org/

2003 Art Museum Education Programs Survey

About the Survey

Between August 1 and August 21, 2003, 85 art museums (see appendix 1) across the U.S. completed an online survey regarding the principal types of programs currently undertaken by their education departments. The survey was publicized through the Museum-Ed listserv and targeted email to museum education departments. The survey was initiated when funders requested information about the structure of art museum education departments, and the authors of this survey realized that no current profile of art museum education activities existed. While the Institute of Museum and Library Services report *True Needs True Partners* (http://www.imls.gov/pubs/pubs_pub.htm) examined services offered to schools by museum education departments in 2002, this survey goes beyond school programs and attempts to document all of the activities of art museum education programs.

A broad range of museums responded, from small museums with only one full-time educator on staff to the Metropolitan Museum of Art with 50 full time educators on staff. Of those museums reporting, the lowest was one full time employee, the highest was 70 full time staff and the median was 5 full time staff. The size of the museums participating in the survey ranged from 2,000 square feet to 4 city blocks, and the size of the museums' collections ranged from 285 objects, to 2 million objects. The median museum collection size was 13,000 objects. The annual operating budgets of museums completing the survey ranged from $575,000 per year to $49 million per year. The median annual operating budget was $3,000,000.

The survey asked museum educators questions in seven areas of programming: tour programs; informal gallery learning programs; community, adult and family programs; classes and other public programs; partnerships with other organizations; school programs; and online educational programs. Each of the seven program areas contained between two and eight checkbox responses, as well as a fill-in box where participants could indicate other programs they offer that did not appear on the survey.

The survey and the resulting report is by no means exhaustive. This report presents a broad brushstroke of art museum education programs and analysis of each survey program area. Relationships between program areas and correlations that include museum demographic information are not included in this report, but the authors invite anyone to pursue these further investigations. Raw data from the survey is available in spreadsheet form at www.museum-ed.org for further analysis, and any additional findings will be published on the Museum-Ed Web site. In the future, the museum education community may find it useful to survey other types of museums such as history, science and children's museums. The authors of this survey hope that profiling the field of museum education can be an ongoing effort, and welcome input and collaboration from all aspects of the museum education community.
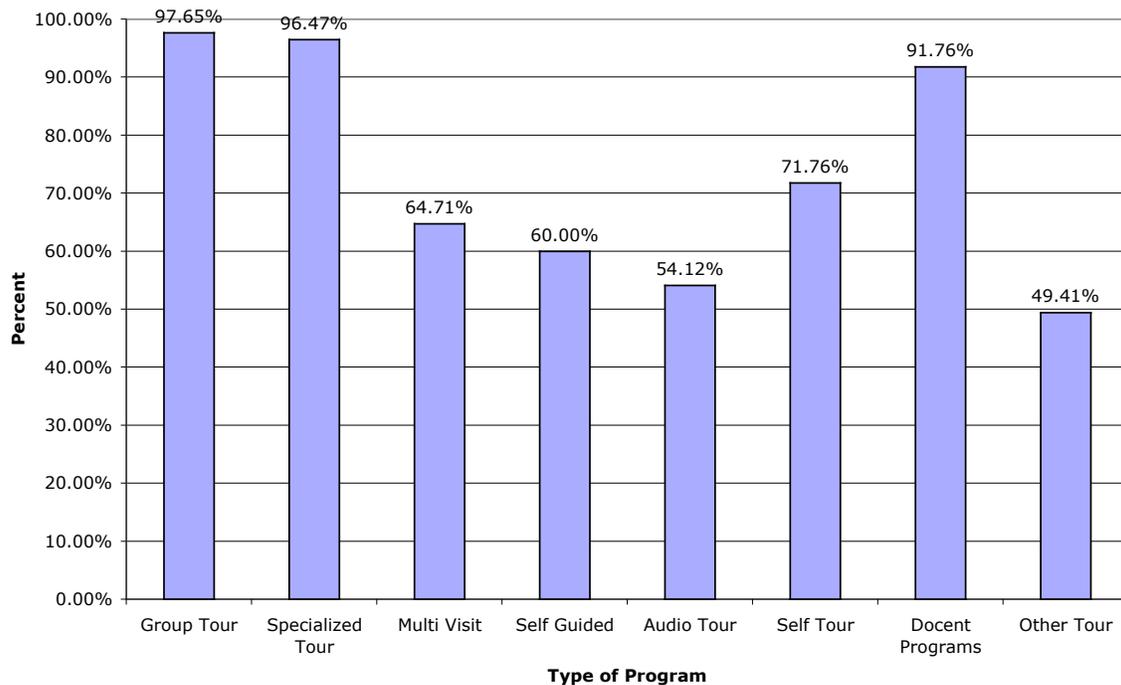
2003 Art Museum Education Programs Survey Results

Tour Programs

Over 90% of the museums indicated that they have group tours, specialized tours for school groups, and docent programs. More than half of the museums indicated that they have multiple visit tours for schools, self-guided tours, and audio tours. Group tours, along with family days and lectures, are the in-house programs most offered by art museum education departments, over 95% reporting that they offer these programs.

Over 49% of art museums reported having other types of tour programs, including specialized tours for blind visitors, visitors with hearing impairments and visitors with developmental disabilities. Some museums reported special tour programs for families, and "ask me" docents who circulate in galleries rather than guide groups through galleries. Other specialized programs included tours of areas outside the museum, like architectural tours of the surrounding city or garden tours with connections to museum collections. One museum reported giving gallery guards a weekly tour of exhibitions, and another museum reported a multi-part course for medical students focusing on looking at art to improve observation and description skills.

Tour Programs

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Informal Gallery Learning Programs

Gallery Learning Programs were identified in the survey as areas in museum galleries where learning materials are provided. These areas might include activity centers for kids, an area where visitors might watch a film or video or gallery space set aside for computer learning stations. Gallery learning areas may or may not include staff dedicated to the program. Informal gallery learning programs do not include didactic materials presented with works of art, nor do they include printed materials that can be defined as self-guides to museum galleries.

Half (50%) of art museums surveyed have kids' activity areas in their galleries many of which include hands-on art activity areas. 69% have in-gallery educational programming for visitors, and 44% have other informal in-gallery learning programs, such as in-gallery reading areas. Several museums reported art-on-cart programs in which no dedicated space in a gallery is used but dedicated in-gallery space is created temporarily when a cart with staff and activities or touchable objects is placed in a gallery.
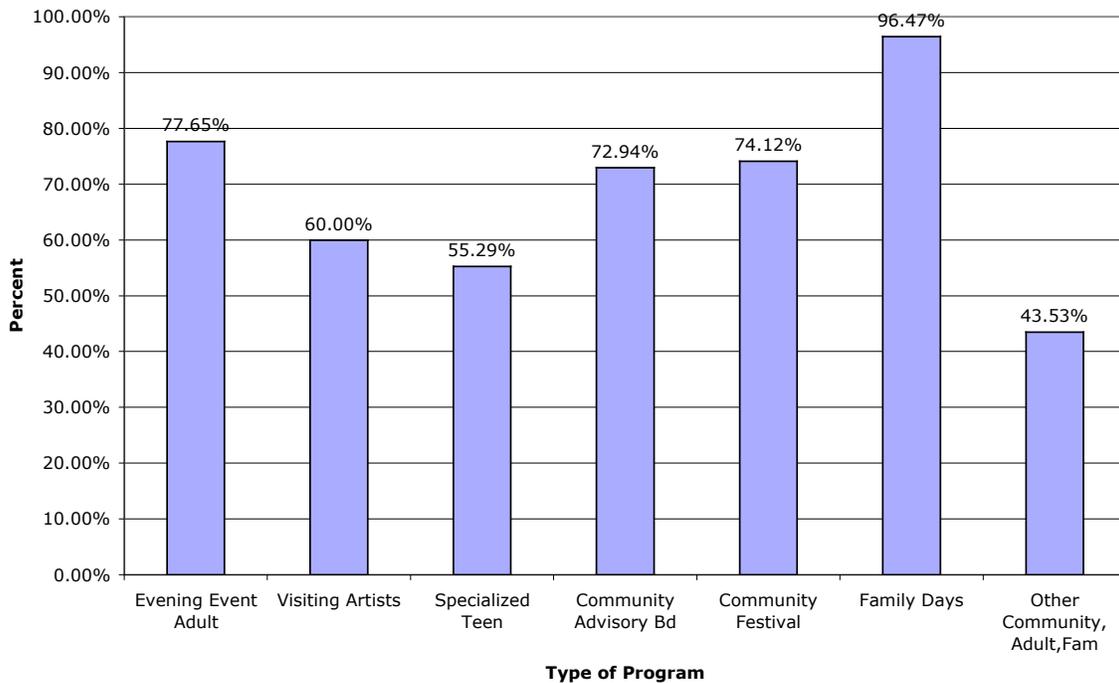
Gallery

Kid Activity Area	50.59%
In Gallery Info	69.41%
Other Gallery	44.71%
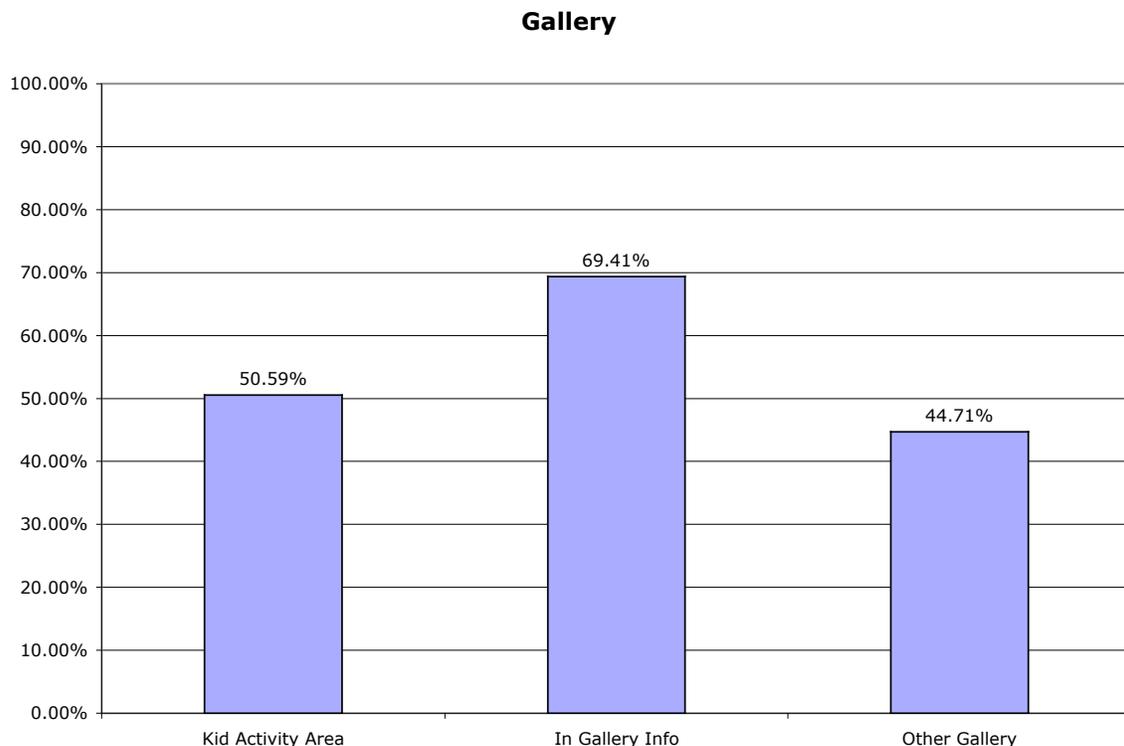
2003 Art Museum Education Programs Survey

Community, Adult, and Family Programs

100% of the museums responding indicated that they have some type of community, adult, and/or family programming. The most popular community programs among art museums are family days. Areas other than education often arrange visiting artists, and education staff is responsible for programmatically tying into a visiting artist's agenda. Teen programs and visiting artists may be categorized as school programs as well as community programs, because some museums involve schools in these initiatives. Development staff or marketing departments may organize special events with museum educators as members of a planning team.

The 43.5% that makes up the "other" category includes off-site programs, programs in community centers such as book clubs, and programs at after school sites with other community organizations such as Boy and Girls Clubs. One art museum reported organizing and hosting a young museum professionals group as part of their service to the community.

Community, Adult, Family Programs

Bar chart titled "Community, Adult, Family Programs" with y-axis labeled "Percent" (0.00% to 100.00%) and x-axis labeled "Type of Program":
- Evening Event Adult: 77.65%
- Visiting Artists: 60.00%
- Specialized Teen: 55.29%
- Community Advisory Bd: 72.94%
- Community Festival: 74.12%
- Family Days: 96.47%
- Other Community, Adult, Fam: 43.53%

Classes and Other Public Programs
Different from community programs that offer informal learning conditions, classes and other public programs are defined as formal, structured learning situations, open to registrants rather than the general museum visitor. Lectures are the most commonly offered type of public program at art museums, followed by classes specifically offered to teachers. Ninety-one percent of art museums surveyed offer some type of teacher training program. In addition to traditional professional development for teachers, many museums offer a special annual event to showcase their educational resources just for teachers.

Art centers with a visual arts program pointed out that many performances are organized by performing arts staff and may not be included in an education department offering. Other museums offer classes through schools; for example, one art museum offers college credit for a museum-taught high school contemporary art history class. A few museums include art schools in their organizational structure, and classes are offered through the school's programming staff.

Classes reported in the "other" category (36%) included writers' workshops and other literary programs, artist talks in the galleries, and symposia or conferences offered to university audiences.

Classes and Other Public Programs

Bar chart titled "Classes and Other Public Programs" with y-axis "Percent" (0.00% to 100.00%) and x-axis "Type of Program":
- Classes for Adults: 74.12%
- Classes for Kids: 76.47%
- Summer Prog for Kids: 74.12%
- Classes for Teachers: 91.76%
- Lectures: 98.82%
- Films: 67.06%
- Performances: 83.53%
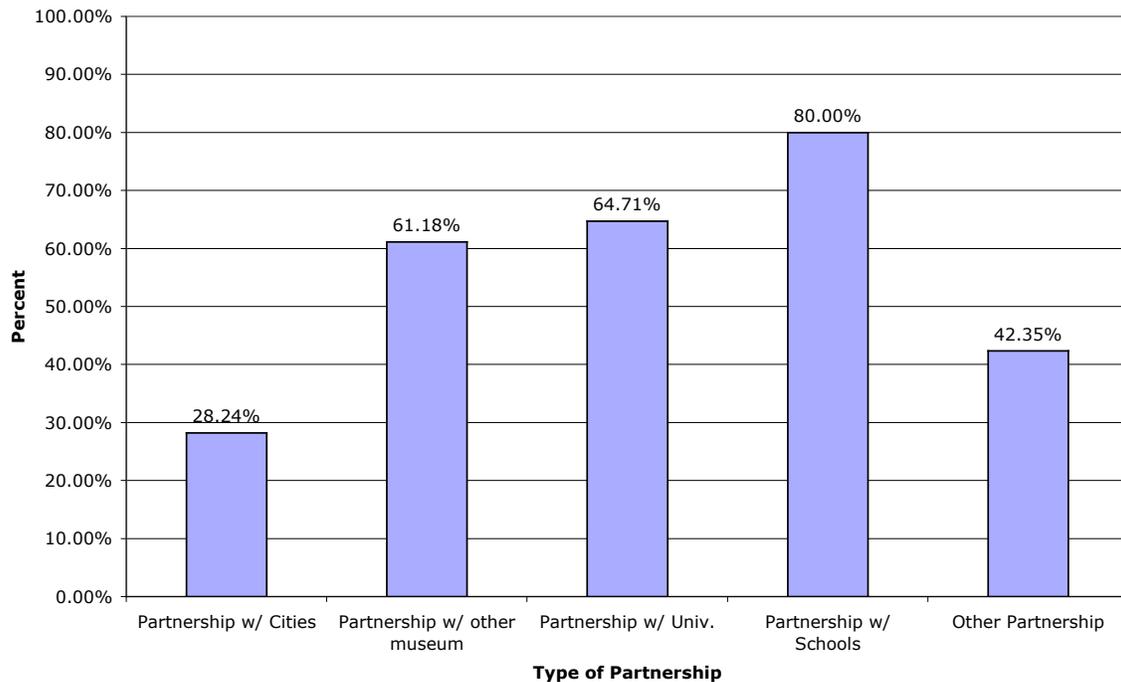- Music: 84.71%
- Other Classes/Pub Prog: 36.47%
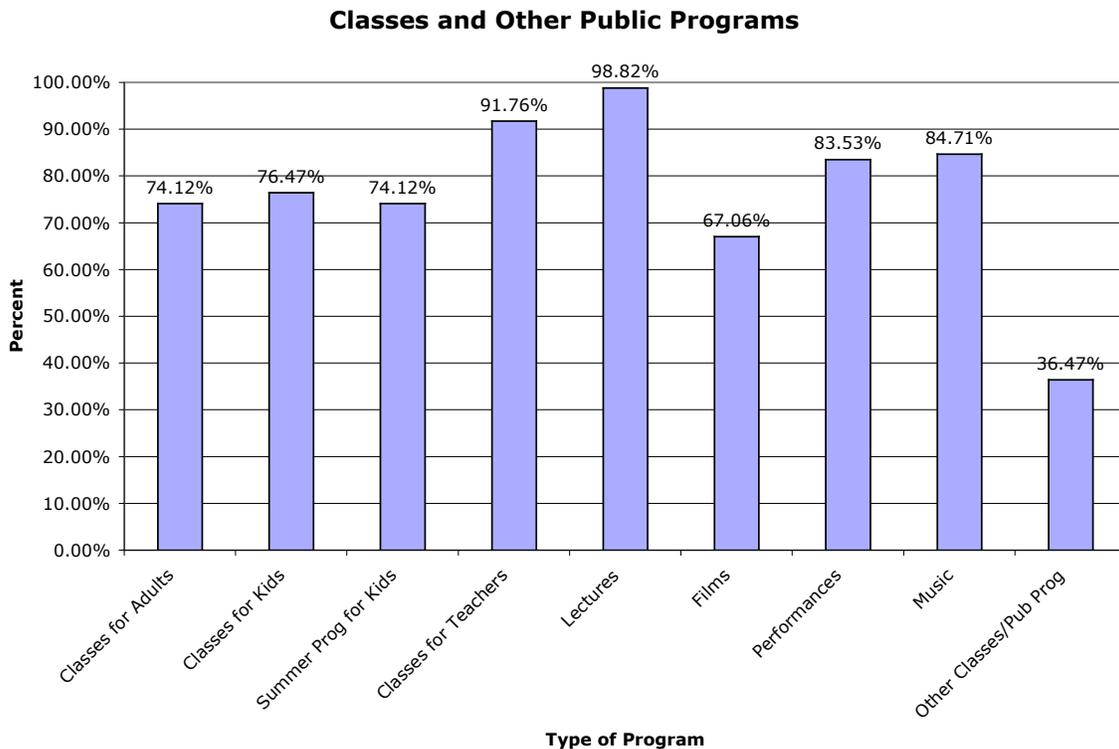
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Partnerships with Other Organizations

100% of museums indicated they are partnered with other organizations, with the largest percent (82.6%) representing partnerships with K-12 schools. Even among the 42% of "other" partnerships, museums reported partnering with other museums to offer K-12 teacher workshops and partnering with an entire school district to offer professional development for K-12 teachers. Museums also reported partnerships with public libraries and hospitals in the "other" category.

Partnerships with Other Organizations

Bar chart titled "Partnerships with Other Organizations" showing Percent (y-axis, 0.00% to 100.00%) by Type of Partnership (x-axis):
- Partnership w/ Cities: 28.24%
- Partnership w/ other museum: 61.18%
- Partnership w/ Univ.: 64.71%
- Partnership w/ Schools: 80.00%
- Other Partnership: 42.35%

School Programs

100% of museums that completed the survey reported that they offer K-12 school programs other than tours for school groups. Materials for use in the classroom made up the largest percentage (85.88%) of programming for K-12 audiences. Almost half of the responding museums reported programming for a preschool audience. School programs reported in the "other" category included traveling art exhibitions that visit schools, literacy programs for ESL students, after school art programs, programs for home schools and resource centers for teachers housed in the museum.

Programs related to K-12 schools can be found in areas of the survey other than "School Programs." As mentioned above, much of the audience that makes up group tours in art museums are K-12 students. Classes specifically for teachers are listed in the "Classes and Other Public Programs" section of the survey, and many museums operate advisory boards of teachers, reported in the community advisory board data in the section "Community, Adult and Family Programs."

School Programs
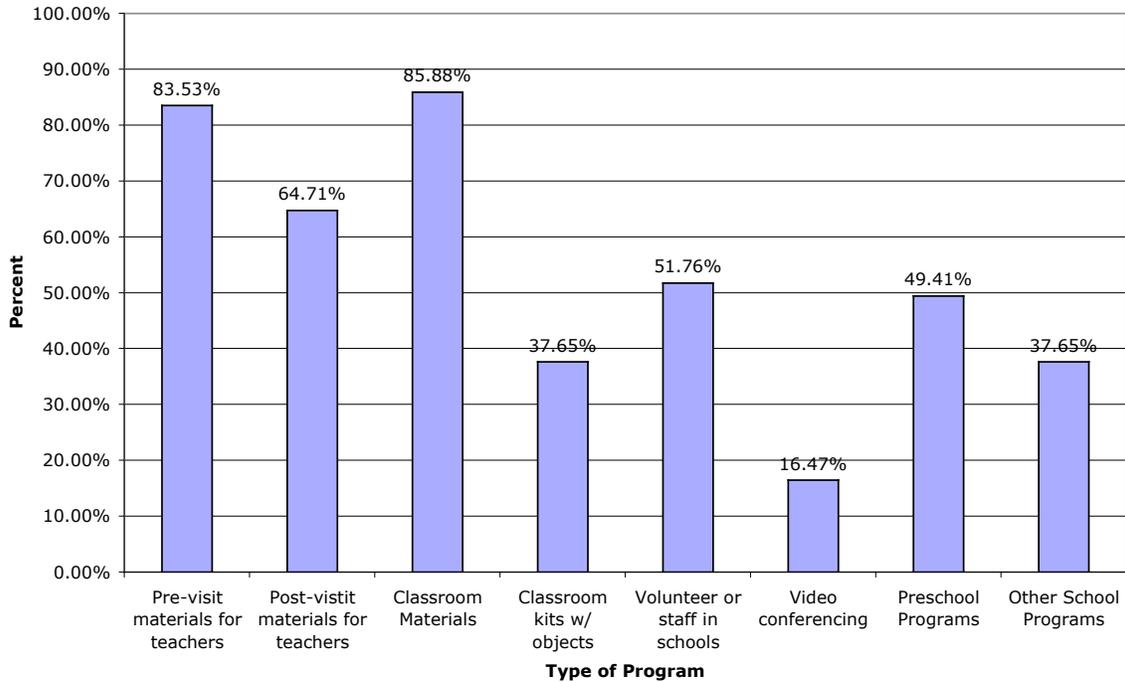
Online Educational Programming

98% of art museums surveyed reported they have a museum Web site. 90% of these museums offer online information about their education programs. 54% have a portion of their collections online and 54% offer activities or lessons online. 31% of museums surveyed have some other type of online education programming, such as opportunities for students to curate their own online exhibition or interactive sites for special exhibitions. A few museums reported on-line displays of art created by students.
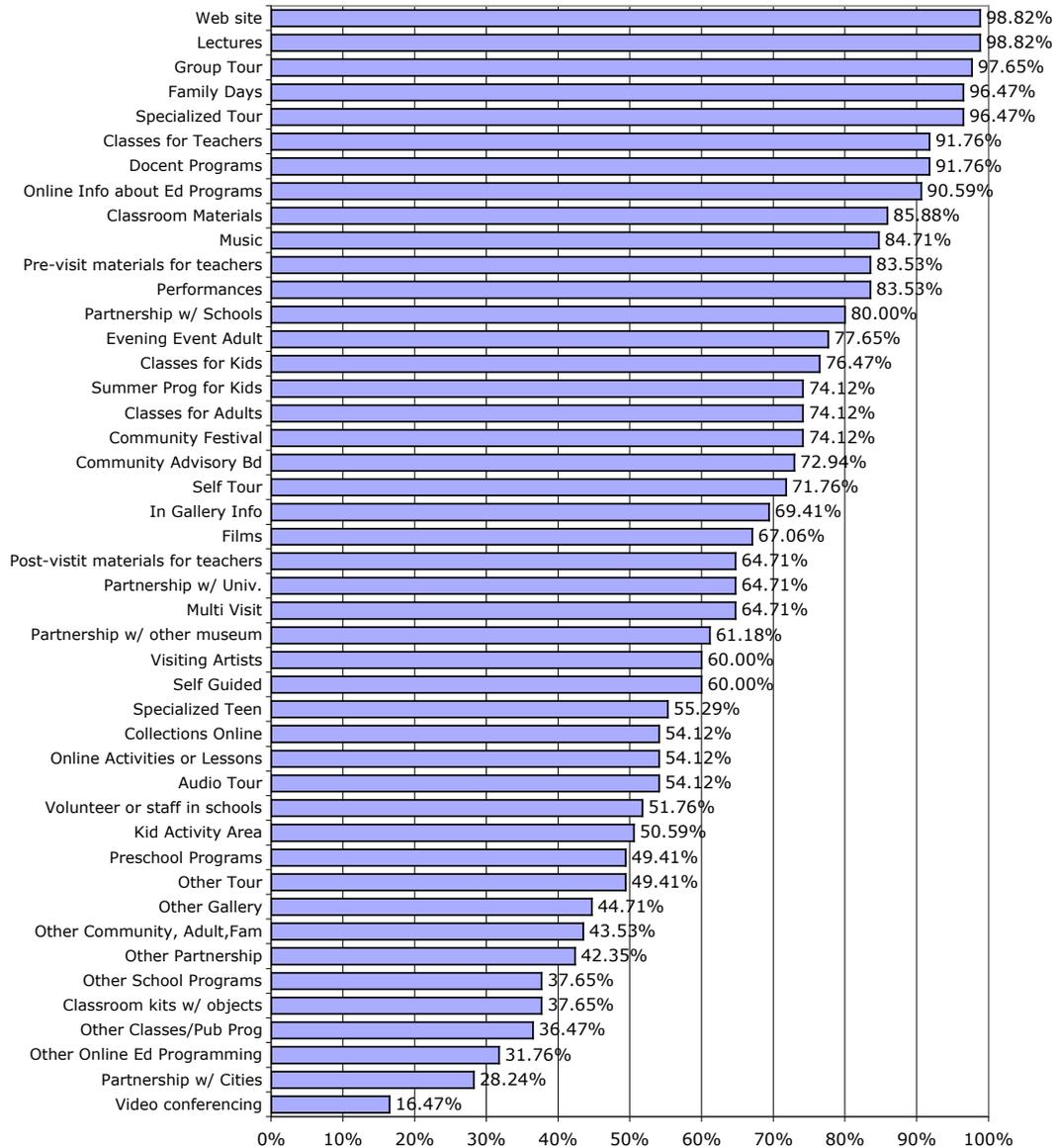
Online Educational Programming
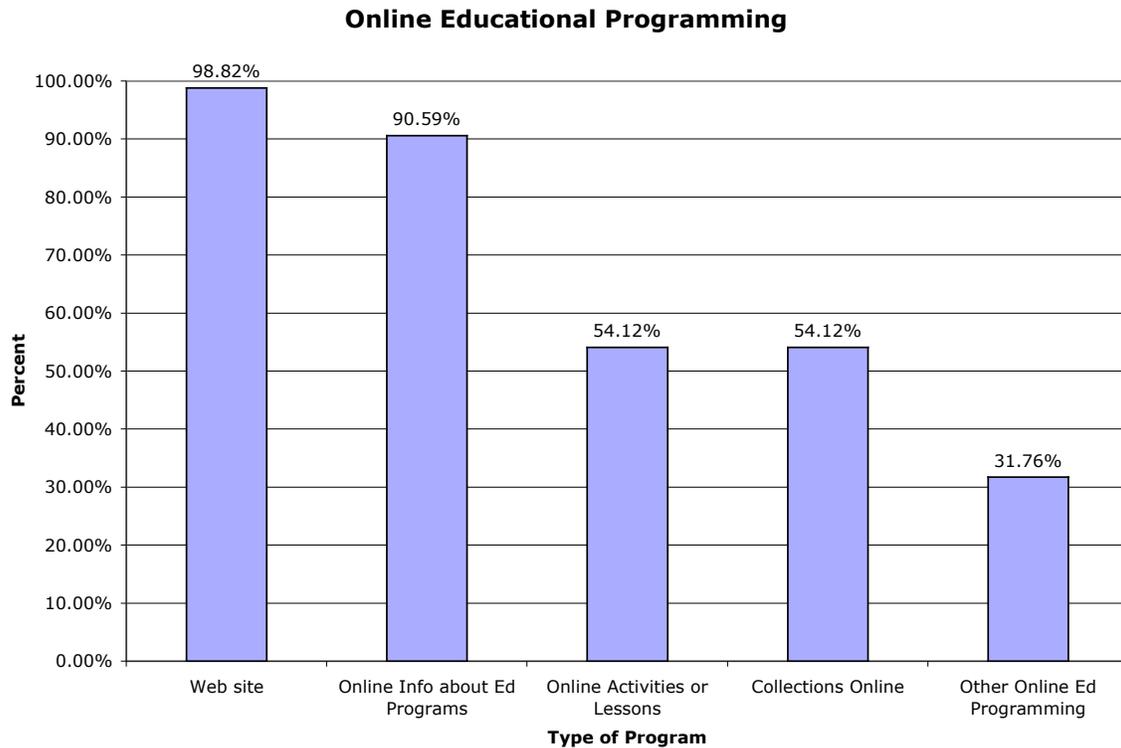
Art Museum Program Ranking

Viewing all of the data in one chart easily summarizes the most popular programming offered by art museum education departments. Technology initiatives rank highest and lowest on the overall scale, with nearly 99% percent of respondents reporting that their museum has a Web site maintained and updated by museum staff or a contractor, and under 17% reporting that their education department provides video conferencing.

All Responses (Percent)

Program	Percent
Web site	98.82%
Lectures	98.82%
Group Tour	97.65%
Family Days	96.47%
Specialized Tour	96.47%
Classes for Teachers	91.76%
Docent Programs	91.76%
Online Info about Ed Programs	90.59%
Classroom Materials	85.88%
Music	84.71%
Pre-visit materials for teachers	83.53%
Performances	83.53%
Partnership w/ Schools	80.00%
Evening Event Adult	77.65%
Classes for Kids	76.47%
Summer Prog for Kids	74.12%
Classes for Adults	74.12%
Community Festival	74.12%
Community Advisory Bd	72.94%
Self Tour	71.76%
In Gallery Info	69.41%
Films	67.06%
Post-vistit materials for teachers	64.71%
Partnership w/ Univ.	64.71%
Multi Visit	64.71%
Partnership w/ other museum	61.18%
Visiting Artists	60.00%
Self Guided	60.00%
Specialized Teen	55.29%
Collections Online	54.12%
Online Activities or Lessons	54.12%
Audio Tour	54.12%
Volunteer or staff in schools	51.76%
Kid Activity Area	50.59%
Preschool Programs	49.41%
Other Tour	49.41%
Other Gallery	44.71%
Other Community, Adult,Fam	43.53%
Other Partnership	42.35%
Other School Programs	37.65%
Classroom kits w/ objects	37.65%
Other Classes/Pub Prog	36.47%
Other Online Ed Programming	31.76%
Partnership w/ Cities	28.24%
Video conferencing	16.47%

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Appendix 1
Museums Participating in the 2003 Art Museum Education Survey

1. Ackland Art Museum
2. Akron Art Museum
3. Albright-Knox Art Gallery
4. Allentown Art Museum
5. Amon Carter Museum
6. The Art Institute of Chicago
7. Asia Society Museum
8. Austin Museum of Art
9. Bates College Museum of Art
10. Blanton Museum of Art
11. Brooklyn Museum of Art
12. Chrysler Museum of Art
13. The Cleveland Museum of Art
14. The Columbus Museum
15. The Cummer Museum of Art & Gardens
16. Dallas Museum of Art
17. Dahesh Museum of Art
18. Des Moines Art Center
19. The Detroit Institute of Arts
20. El Paso Museum of Art
21. Flint Museum of Arts
22. Fred Jones Jr. Museum of Art
23. Frederick R. Weisman Art Museum
24. Frist Center for the Visual Arts
25. Fuller Museum of Art
26. High Museum of Art
27. Hirshhorn Museum & Sculpture Garden
28. The Hubbard Museum of the American West
29. Indianapolis Museum of Art
30. Isabella Stewart Gardner Museum
31. The Israel Museum, Jerusalem
32. The J. Paul Getty Museum
33. James A. Michener Art Museum
34. John Michael Kohler Arts Center
35. Kenosha Public Museum
36. Kidspace at MASS MoCA
37. Los Angeles County Museum of Art
38. Louise Wells Cameron Art Museum
39. Louisiana Art & Science Museum
40. Marianna Kistler Beach Museum of Art
41. Metropolitan Museum of Art
42. Milwaukee Art Museum
43. The Minneapolis Institute of Arts
44. Museum of Art, Rhode Island School Design
45. Museum of Contemporary Art, Chicago
46. Museum of Contemporary Art, Los Angeles
47. Museum of Craft and Folk Art
48. Museum of Fine Arts, Boston
49. Museum of Fine Arts, Houston
50. Museum of Fine Arts, Santa Fe
51. Museum of Modern Art
52. Munson-Williams-Proctor Art Institute
53. National Gallery of Art
54. National Museum of Women in the Arts
55. North Carolina Museum of Art
56. The Ohr-O'Keefe Museum, Biloxi MS
57. The Oriental Institute Museum
58. Philadelphia Museum of Art
59. The Phillips Collection
60. Plains Art Museum
61. Portland Art Museum
62. Reynolda House, Museum of American Art
63. San Francisco Museum of Modern Art
64. San Jose Museum of Art
65. Seattle Art Museum
66. Smart Museum of Art, University of Chicago
67. Smith College Museum of Art
68. Smithsonian American Art Museum
69. Solomon R. Guggenheim Museum
70. The Speed Art Museum
71. St. Louis Art Museum
72. Sterling and Francine Clark Art Institute
73. Tacoma Art Museum
74. University of Michigan Museum of Art
75. University of Oregon Museum of Art
76. Ventura County Museum of History & Art
77. Wadsworth Atheneum Museum of Art
78. Walker Art Center
79. Walters Art Museum
80. Weatherspoon Art Museum
81. Wexner Center for the Arts
82. Whitney Museum of American Art
83. Wichita Art Museum
84. Worcester Art Museum
85. Yale University Art Gallery

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Appendix 2
2003 Art Museum Educational Programs Survey

MUSEUM NAME:

☐

TOUR PROGRAMS:
☐ **Group Tours**
(Public tours, special exhibitions tours, permanent collection tours with or without a theme)
☐ **Specialized Tours for School Groups**
(Tours with themes offered to school groups, or extended tours that include a hands-on component)
☐ **Multiple Visit Programs for Schools**
(Multiple visit programs to connect with school curriculum, or series tours on a specific topic)
☐ **Self-Guided Tours**
(Printed materials for groups or programs for self-guided groups that require pre-registration)
☐ **Audio Tours**
(Antenna Audio or Acoustiguide (or other audio tour company) for permanent collection or special exhibition)
☐ **Self-Tour Gallery Guides**
(Printed guides for individuals or groups)
☐ **Docent Programs**
(Formal programs to train docents, continuing-ed for docents, training for docents who specialize in certain areas)
☐ **Other Tour Program**
Please describe below:

☐

INFORMAL GALLERY LEARNING PROGRAMS

☐ **Kids Activity Areas Programmed in Museum**
(Family centers or hands-on learning areas for kids, technology centers with programs for kids)

☐ **In Gallery Information Areas for Visitors**
(Films, videos, learning resource areas or technology areas with information programmed for adult learners)

☐ **Other Informal Gallery Learning Programs**

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Please describe below:

☐

COMMUNITY, ADULT AND FAMILY PROGRAMS

☐ **Evening Events for Adults**
(Gallery crawls, singles events, socializing opportunities open to the public)

☐ **Visiting Artists/Artists Residencies**
(Artists interacting with public groups over an extended period of time, or artists working in a gallery open to the public)

☐ **Specialized Programs for Teens**
(Teen advisory boards, docent programs for teens, teens working as interns or in extended study programs in the museum)

☐ **Community Advisory Boards**
(Groups advising on community concerns such as representing cultural areas, or teachers advising on school programs)

☐ **Community Festivals**
(Art fairs, programs planned in conjunction with communities, performing arts connected with museum programs)

☐ **Family Days**
(Events programmed throughout the museum specifically for families)

☐ **Other Community, Adult and Family Programs**
Please describe below:

☐

CLASSES AND OTHER PUBLIC PROGRAMS

☐ **Classes for Adults**
(One or a series of classes for adults, hands-on arts classes, classes that require adults to visit several areas of the museum)

☐ **Classes for Kids**
(One or a series of classes for kids, hands-on arts classes, classes for kids that are not connected to schools)

☐ **Summer Programs for Kids**
(Summer camps, summer series classes, programs for kids only offered in the summer)

☐ **Classes for Teachers**
(Teacher workshops, adult classes with teacher materials provided, teacher in-services, summer teacher institutes)

☐ **Lectures**
(One-time talks for adults or a series of talks on a theme, artist presentations, gallery lectures different from tours)

☐ **Films**
(Film programs independent of exhibitions, feature films or series presented as an art medium)

☐ **Performances**
(Performing arts groups connected with exhibitions, performing arts presented as part of an art center's program)

☐ **Music**
(In gallery live music or music series connected with exhibitions)

☐ **Other Classes and Public Programs**
Please describe below:

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PARTNERSHIPS WITH OTHER ORGANIZATIONS

☐ **Partnerships with Cities**
(Tours of cities or architecture that are conducted outside of the museum, city tours that include the museum as a stop)

☐ **Partnerships with Other Museums**
(Multi-museum programs, art/science/technology/library or history museum partnerships, partnerships with children's museums)

☐ **Partnerships with Universities**
(Teaching partnerships that use the museum as a college classroom, museum educators or curators serving as adjunct college faculty)

☐ **Partnerships with Schools**
(Formal agreements with school buildings, districts or states, museum programs delivered in schools)

☐ **Other Partnerships**
Please describe below:

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SCHOOL PROGRAMS

☐ **Pre-Visit Materials for Teachers**
(Materials to prepare school groups to visit delivered in printed format or online, pre-tour visits from volunteers or museum staff)

☐ **Post-Visit Materials for Teachers**
(Follow-up materials, activities, etc. delivered in printed format or online)

☐ **Classroom Materials**
(Slide sets, CD Roms, videos, posters offered on loan or purchase for classroom use)

☐ **Classroom Kits or Trunks w/Objects**
(Kits with objects and sets of multimedia offered on loan or for purchase for classroom use)

☐ **Volunteers or Staff in Schools**
(Volunteers or museum staff working in schools with staff or in classrooms presenting programs not connected with a tour)

☐ **Video Conferencing with Schools**
(Distance learning programs using technology, classroom lessons delivered via video conferencing)

☐ **Preschool Programs**
(Classes, workshops, tours or activities designed specifically for pre-school children)

☐ **Other School Programs**
Please describe below:

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[   ]

ONLINE EDUCATIONAL PROGRAMMING

☐ **Web site**
 (Museum Web site maintained and updated by museum staff or contractor)

☐ **Online information about Education Programs**
 (Information on museum Web site about educational programming including schedules, calendars, registration for events, etc.)

☐ **Online activities or lessons**
 (Lesson plans, activities, curriculum resources for teachers and students available online)

☐ **Collections online**
 (Museum objects available online for viewing, information systems with online versions, collection catalog available for browsing or searching)

☐ **Other online educational programming**
Please describe below:

[   ]

☐ **No online educational programming**
 (Does not offer any of the above programs)

Comment on this survey

[   ] *Optional*

The following questions are optional:
Your name

[   ] *Optional*

Your Title

[   ] *Optional*

Number of Ed.
Dept. Staff

[   ] *Optional*

Museum Annual Operating Budget

[   ] *Optional*

Size of collection
(# of objects)

[   ] *Optional*

Total square footage

[   ] *Optional*