

Join the

NEW YORK STUDY OF PUBLIC AND PRIVATE MUSEUMS

The **NEW YORK STUDY OF PUBLIC AND PRIVATE MUSEUMS** is a sort of 'census' of all chartered museums in the state of New York, conducted by Empire State Development, New York State Council on the Arts, New York State Parks, Recreation and Historic Preservation, New York State Department of State, and New York State Education Department.

The survey is for all museums in NY state that are open to the public.



THE STUDY IS GATHERING COMPREHENSIVE DATA FROM MUSEUMS TO:

- understand if funding and support are sufficient
- enable informed decision making
- build support for initiatives that aim to keep all museums in New York state open, accessible, and delivering impact in our communities

Wilkening Consulting, an audience research firm specializing in museums and the informal learning and cultural sectors, is conducting this research.

**WHY SHOULD
YOUR
MUSEUM
PARTICIPATE
IN THE
SURVEY?**

**MUSEUMS ARE
STRONGER
TOGETHER**

By collecting the combined data of museums across the state, we can better understand the challenges faced by museums in New York state. In other words, by contributing to this effort, you can help policymakers decide what kinds of funding and other support museums statewide receive in the future.



We know you do great work.

This survey will help make sure more people know how amazing museums in New York state are.

RESOURCES TO COLLECT DATA

The downloadable worksheets we mentioned include templates and tracking tools that will help you collect data for the Study. But you can also continue using these tools in the future! With data, you can make informed decisions. To access these tools, go to



START ANYTIME! Data collection runs through the end of July

WE'LL HELP!

We've set you up for success. We've provided links to downloadable worksheets, instructional videos, and even a PDF copy of the survey to help you prepare your responses. If you hit a snag, you can always call or email us. We will provide virtual or in-person support if you need it!

WHAT HAPPENS AFTER THE DATA COLLECTION PHASE?

- Data analysis
- Reporting results to the State
- Sharing with museums across New York state: Your museum will receive data sheets providing comparison data to museums of similar size and type, and you'll have access to data from the whole state to use for further comparison.

Contact us with questions:

Zachary Finn | outreach@wilkeningconsulting.com

Noël Koehn | noel@wilkeningconsulting.com