

# DATA IS AMAZING!

Having data at your fingertips makes it easier for you to see what's working (and what isn't). It helps with planning. Grantors and donors may request it.

## BUT WHAT'S THE BEST SYSTEM?

Maybe you gather lots of statistics at your museum. But some of it is in the finance office; some belongs to the facilities manager; more is kept by the education department; and some is in the hands of the visitor services team.

Or maybe you always wish you had more operations data available. Or you've been meaning to gather more visitation information.

**Collecting data can be hard and so is keeping it in one easy-to-find location.**

**We've made tracking data easier: download the Data Collection Spreadsheet. With this Data Collection Spreadsheet, you can have the data you need in ONE SPOT.**

YOU CAN USE THIS WORKSHEET IN TWO WAYS:

**1** Consolidate your museum's data as you get ready to add your information to the New York Study of Public and Private Museums. The spreadsheet organizes your data in the order and format you'll need when you fill out the survey.

**2** Collect numbers going forward, so you can more easily track your museum's data.

### WHAT IS SO IMPORTANT ABOUT TRACKING DATA?

- Having access to data helps leadership understand what is happening at the museum.
- It helps with planning.
- Plus, grantors and donors may request it.

## THE SPREADSHEET OFFERS YOU CHOICES.

Enter your answers for each question into the tab called **2024 DATA SUMMARY – DIY**.

Or let the spreadsheet calculate the totals and automatically populate the tab called **2024 DATA SUMMARY**.

- For financial information, volunteer hours, and visitation data, pick the tabs that work best for you.
- Add your staffing, collections, and facilities information to the appropriate tabs.

We want your participation in the New York Study of Public and Private Museums to be as easy as possible, so you can focus on what you do best: sharing art, culture, history, science, and more with your community.

Need help with the spreadsheet or any other part of the Study? You can reach out to us at:

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