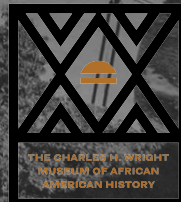




Evaluation at The Wright

Charles H. Wright Museum of African American History

October 26, 2021





Presenters

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Overview

Today, we will review the evaluation work at The Wright, beginning with our organization's history, the grant application, and our 3-year process.

01 | History of The Wright

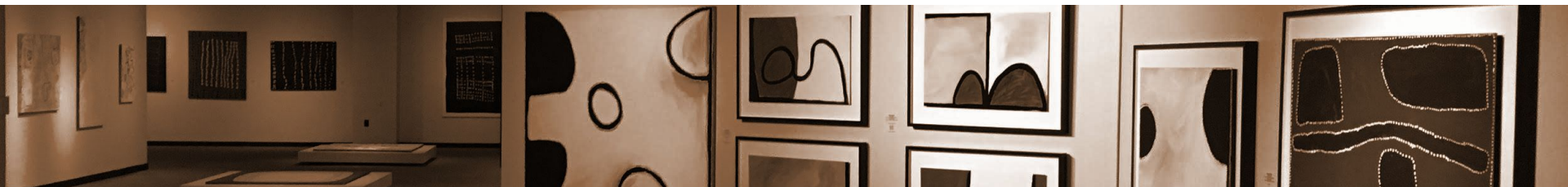
02 | IMLS Grant

03 | Year One

04 | Year Two

05 | Year Three

06 | Takeaways





History of The Wright

1

In 1965, Detroit OB-GYN, Charles H. Wright, opened what would become The Wright Museum in the his doctor's office.

2

In 2015, we celebrated our 50th anniversary in our 3rd building, which is 125, 000 square feet and hosts thousands of visitors per year.

3

We are a mid-sized museum with around 50 staff members, but we do not have a dedicated evaluation department.

4

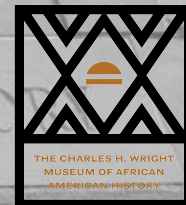
In 2017, The Wright museum applied for an [Institute of Museum and Library Services \(IMLS\)](#) grant to build staff capacity around evaluation methods.



IMLS Evaluation Grant

In 2018, IMLS awarded The Wright a 3-year evaluation grant, “Museums Empowered: Professional Development Opportunities for Museum Staff,” to build our evaluation capacity and learn about our visitors.

Year One



Kate Livingston

- The Wright partnered with independent evaluator Kate Livingston.
- Kate is the founder of [ExposeYourMuseum, LLC](#)
- She served as our “evaluation coach”
 - Setting the strategy
 - Demonstrating key evaluation tenets and methods
 - Training and motivating Museum staff members



Visitor Advocate Team (VAT)

- The Wright created an interdepartmental Visitor Advocate Team of 6 staff members.
- Over the years, this team has changed but we have maintained staff participation from our visitor facing departments:
 - Curatorial
 - Development
 - Education
 - External Affairs
 - Guest Services
 - Sustainability



General Visitor Survey

Year one, our main goal was to create a general visitor survey as a benchmark to establish a basic understanding of our visitorship demographics.

- Kate conducted trainings and workshops around logic models and survey writing for all staff.
- The VAT developed a general visitor survey and engaged with visitors to provide feedback.
- We offered a hardcopy and digital survey until we reached the goal of 275 completed questionnaires.



2019 Visitor Experience Survey

Thank you for helping us to improve your experience by completing this survey.

What brings you to the Charles H. Wright Museum? (Please check as many as apply.)

- General Visit
- Specific Exhibitions *(please specify):* _____
- Public Program *(please specify):* _____
- Private Event *(e.g., wedding, reunion, etc.)*
- Group Tour
- Research *(e.g., specific topic, school assignment, etc.; please specify):* _____
- Other *(please specify):* _____

How do you feel when you visit the museum? (Please check as many as apply.)

- Empowered Tolerant Knowledgeable Motivated Frustrated Represented
- Uncomfortable Proud Reflective Connected Sad Inspired Angry
- Others *(please specify):* _____

Please complete this sentence: "Before my visit to the museum, I never knew/realized..."

What **questions** do you still have? (Please list below.)

After my museum visit, I plan to: (Please check all that apply.)

- Visit again Go to museum store
- Become museum volunteer Become more involved in my community
- Tell friends/family about museum Donate to museum
- Become museum member Learn more about the African American experience
- Other *(please specify):* _____ Share pictures and/or reviews on social media

How often do you visit the Charles H. Wright Museum of African American History? (Please check one.)

- This is my first time 1-2 times per year 3-4 times per year More than 5 times per year

Are you a museum **member**? (Please check one.) Yes No Unsure

If not, what might encourage you to become a member? (Choose all that apply.)

- Free/discounted admission Advanced previews Museum store discounts
- Special access/tours Other *(please specify):* _____

Race, ethnicity, or racial identity: (Please check all that apply.)

- African American, Black, African, or Afro-Caribbean Native American or Alaskan Native
- East Asian, Southeast Asian, or Asian American Native Hawaiian or Pacific Islander
- Latinx or Hispanic South Asian, Indian, or Pakistani
- Middle Eastern, Arab, or Arab American White or Caucasian
- Would rather not say Prefer to self-describe: _____

Age: Under 13 13-17 18-24 25-34 35-44 45-54 55-64 65-74 75 and older

Gender Identity (e.g., female, non-binary, transgender, etc.): _____

Zip Code*: _____ **Please list primary zip code; if from outside of the U.S., please list your country.*

THANK YOU! Please share any **suggestions/recommendations** you have for us on the reverse. →

General Visitor Survey

Demographics



Race, Ethnicity, or Racial Identity	Summer 2019		Fall/Winter 2018	
	Percent of Respondents	Number of Respondents (out of 141)	Percent of Respondents	Number of Respondents (out of 120)
African American, Black, African, or Afro-Caribbean	88.65%	125	63.33%	76
White or Caucasian	11.35%	16	30.83%	37
Multiracial (i.e., more than one selection)	6.38%	9	1.67%	2
Latinx or Hispanic	1.42%	2	2.50%	3
East Asian, Southeast Asian, or Asian American	1.42%	2	N/A	N/A
South Asian, Indian, or Pakistani	0.71%	1	0.83%	1
Would rather not say	0.71%	1	0.83%	1
Native American or Alaskan Native	N/A	N/A	0.83%	1

Note: The following categories were included on the survey, however not selected by respondents: 1) East Asian, Southeast Asian, or Asian American; 2) Middle Eastern, Arab, or Arab American; and 3) Native Hawaiian or Pacific Islander. “Prefer to self-describe” was also an option.

General Visitor Survey

Demographics (Cont.)



Age Range	Summer 2019		Fall/Winter 2018	
	Percent of Respondents	Number of Respondents (out of 144)	Percent of Respondents	Number of Respondents (out of 123)
Under 13 years old	5.56%	8	1.63%	2
13-17 years old	2.78%	4	0.00%	0
18-24 years old	8.33%	12	8.94%	11
25-34	11.81%	17	13.82%	17
35-44	16.67%	24	14.63%	18
45-54	17.36%	25	13.01%	16
55-64	18.75%	27	29.27%	36
65-74	15.28%	22	16.26%	20
75 years old and older	3.47%	5	2.44%	3

2018

70% Female (89 respondents)

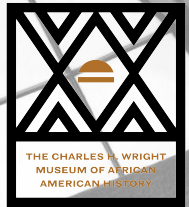
29% Male (37 respondents)

2019

58% Female (67 respondents)

40% Male (46 respondents)

Year Two





Falk Study

[Dr. John H. Falk](#) developed a predictive model to help museums understand their visitor's identity-related motivations. The model is a collection of 5 cards with images and words. The visitor selects the card that best describes their motivation for visiting.

Respectful Pilgrims

Falk Study

Dr. Falk gave the Wright Museum permission to customize our cards with museum images and use 2 additional cards that were never tested: Respectful Pilgrim and Cultural Affinity.

- 01 | Explorers
- 02 | Rechargers
- 03 | Experience Seekers
- 04 | Professional Hobbyist
- 05 | Facilitators
- 06 | Respectful Pilgrims
- 07 | Cultural Affinity

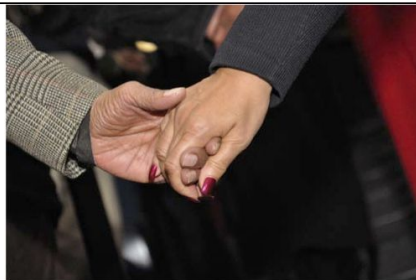
I am here to honor the memory of those represented here.



I feel it is my duty to visit a place like this.



Places like this are sacred.



I want to discover more about what happened to African Americans.





Findings

More than half of the sample (n=97) identified as Respectful Pilgrims (28.9%) or Affinity Seekers (25.8%). The next most prevalent category of visitor was Experience Seekers (13.4%).

Respectful Pilgrims

28.9%

28 Visitors

Cultural Affinity

25.8%

25 Visitors

Experience Seekers

13.4%

13 Visitors

Findings

The Falk study was also another opportunity to collect demographic information from Museum visitors, similar to what was collected in the 2018 and 2019 baseline visitor surveys. Each demographic question is outlined below, including number and percentage of respondents and how this sample compared to the baseline visitor surveys.

Race, Ethnicity, or Racial Identity	Falk Study 2019		Summer 2019		Fall/Winter 2018	
	Percent of Respondents	Number of Respondents (out of 84)	Percent of Respondents	Number of Respondents (out of 141)	Percent of Respondents	Number of Respondents (out of 120)
African American, Black, African, or Afro-Caribbean	67%	58	88.65%	125	63.33%	76
White or Caucasian	22%	19	11.35%	16	30.83%	37
Multiracial (i.e., more than one selection)	6%	5	6.38%	9	1.67%	2
Latinx or Hispanic	2%	2	1.42%	2	2.50%	3

Conferences

VSA

Visitor Studies Association

2018 Visitor Studies Association (VSA)

The VAT attended the 2018 VSA annual conference in Chicago, IL.

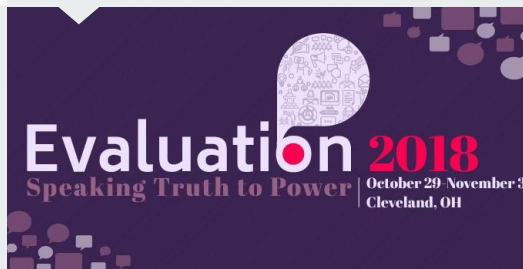
2018 American Evaluation Association (AEA)

The VAT conducted a round table session at the 2018 AEA annual conference in Cleveland, OH.

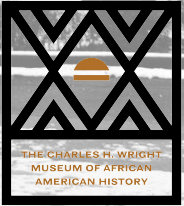


2019 VSA, Detroit

The VAT conducted a round table session at the 2019 VSA annual conference in Detroit, MI. The Wright Museum hosted the conference guests.



Year Three



THE CHARLES H. WRIGHT
MUSEUM OF AFRICAN
AMERICAN HISTORY

[View instructions](#)[Leave a comment](#)[Finished](#)

Focus Groups

- Kate offered 2 workshops to all staff on how to conduct a proper focus group.
- VAT conducted 3 virtual focus groups using Museum staff around the topic of an internal employee portal that was being redesigned.
 - We encouraged staff to take a pre survey and offered a monetary incentive for participating in the focus group.
 - We asked questions and did an online card sort activity where staff grouped similar items together and named the group.

Upcoming Exhibition Schedule
Group Tour Reservation Calendar
Holiday Schedule
Key Request Form
Logo Brand Guidelines
List of CHW Annual Events
Using Veevart software
Work Orders
Staff Directory
COVID-19 Safety Plan
Strategic Museum Goals
CHW meeting agenda templates
Working the fax machine
Paycheck payment date
Working the mail machine
Tax exempt Letter
Museum Mission
Employee Handbook
Signature, Annual, Partner Events
Evacuation Plan

Step 1

Take a quick look at the list of items to the left.

We'd like you to sort them into groups that make sense to you.

There is no right or wrong answer. Just do what comes naturally.

Step 2

Drag an item from the left into this area to create your first group.

Tracking and Timing

- Kate offered a virtual Tracking and Timing workshop to all staff on how to monitor how visitors interact with museum spaces.
- Although we intended to conduct this workshop onsite with actual visitors, Kate successfully offered a virtual workshop to all staff.





Takeaways

- Meetups and Partnerships
- COVID -19 Adjustments
 - Grant extension
 - Virtual Focus Groups and Virtual Tracking and Timing
- Future Plans -
 - The Wright does not have a formal evaluator.
 - VAT will continue to meet.
 - How to continue equitable evaluation? How to manage survey data responsibly? Who on staff will do this work?



Thank you.

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