

## **Appendix A: Survey Participants**

¡Explora!, Albuquerque, NM  
A.C. Gilbert's Discovery Village, Salem, OR  
Arizona Museum for Youth, Mesa, AZ  
Austin Children's Museum, Austin, TX  
Bay Area Discovery Museum, Sausalito, CA  
Betty Brinn Children's Museum, Milwaukee, WI  
Boonshoft Museum of Discovery, Dayton, OH  
Bootheel Youth Museum, Malden, MO  
Brooklyn Children's Museum, Brooklyn, NY  
Central Wisconsin Children's Museum, Stevens Point, WI  
Chicago Children's Museum, Chicago, IL  
Children's Discovery Center, Clinton, IA  
Children's Discovery Museum, Normal, IL  
Children's Discovery Museum, Victoria, TX  
Children's Discovery Museum of North San Diego, Carlsbad, CA  
Children's Discovery Museum of San Jose, San Jose, CA  
Children's Museum at La Habra, La Habra, CA  
Children's Museum of Bozeman, Bozeman, MT  
Children's Museum of Durango, Durango, CO  
Children's Museum of Eau Claire, Eau Claire, WI  
Children's Museum of Illinois, Decatur, IL  
Children's Museum of La Crosse, Inc., La Crosse, WI  
Children's Museum of Maine, Portland, ME  
Children's Museum of Oak Ridge, Oak Ridge, TN  
Children's Museum of Southeastern Connecticut, Niantic, CT  
Children's Museum of the Shoals, Florence, AL  
Children's Museum of Winston-Salem, Winston-Salem, NC  
Creative Discovery Museum, Chattanooga, TN  
Curious Kids' Museum, St. Joseph, MI  
Discovery Center at Murfree Spring, Murfreesboro, TN  
Duluth Children's Museum, Duluth, MN  
DuPage Children's Museum, Naperville, IL  
EdVenture Children's Museum, Columbia, SC  
Escondido Children's Museum, Escondido, CA  
Exploration Place, Wichita, KS  
Explorations V Children's Museum, Inc., Lakeland, FL  
Exploris, Raleigh, NC  
Family Museum, Bettendorf, IA  
Fascinate-U Children's Museum, Fayetteville, NC  
Fox Cities Children's Museum, Appleton, WI  
Grand Rapids Children's Museum, Grand Rapids, MI  
Great Explorations, Inc., St. Petersburg, FL  
Great Lakes Children's Museum, Traverse City, MI  
Habitot Children's Museum, Berkeley, CA  
Hannah Lindahl Children's Museum, Mishawaka, IN  
Harrisonburg Children's Museum, Harrisonburg, VA  
Hawaii Children's Discovery Center, Honolulu, HI  
Healthworks! Kids' Museum/Memorial Health Systems, South Bend, IN  
Imagination Workshop, The Temecula Children's Museum, Temecula, CA  
Imagine Children's Museum, Everett, WA  
Imagine It! Children's Museum of Atlanta, Atlanta, GA

## **Association of Children's Museums**

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InterActive Neighborhood for Kids, Gainesville, GA  
Kid City, The Children's Museum of Tampa, Tampa, FL  
kidscommons, Columbus, IN  
KidSenses, Inc., Rutherfordton, NC  
Kidspace Children's Museum, Pasadena, CA  
KidZone Museum, Truckee, CA  
Liberty Science Center, Jersey City, NJ  
Lincoln Children's Museum, Lincoln, NE  
Long Island Children's Museum, Garden City, NY  
Madison Children's Museum, Madison, WI  
Maine Discovery Museum, Bangor, ME  
Miami Children's Museum, Miami, FL  
Minnesota Children's Museum, St. Paul, MN  
Museum of Discovery: Arkansas' Museum of Science & History, Little Rock, AR  
North Carolina Museum of Life and Science, Durham, NC  
North Platte Area Children's Museum, North Platte, NE  
Orpheum Children's Science Museum, Champaign, IL  
Phoenix Family Museum/Museo de la Familia de Phoenix, Phoenix, AZ  
Playspace Children's Museum, Raleigh, NC  
Please Touch Museum, Philadelphia, PA  
Port Discovery, the Kid-Powered Museum in Baltimore, Baltimore, MD  
Portland Children's Museum, Portland, OR  
Providence Children's Museum, Providence, RI  
San Antonio Children's Museum, San Antonio, TX  
Science Center of Connecticut, West Hartford, CT  
Science Museum of Virginia, Richmond, VA  
Shenandoah Valley Discovery Museum, Winchester, VA  
Strong Museum, Rochester, NY  
The Children's Museum of Brownsville, Brownsville, TX  
The Children's Museum of Indianapolis, Indianapolis, IN  
The Children's Museum of Kansas City, Kansas City, KS  
The Crayola Factory, Easton, PA  
The Discovery Center of the Southern Tier, Binghamton, NY  
The Exploration Station. . .A Children's Museum, Bourbonnais, IL  
The Hands On Children's Museum, Olympia, WA  
The Iowa Children's Museum, Coralville, IA  
The Magic House, St. Louis Children's Museum, St. Louis, MO  
The Mid-Hudson Children's Museum, Poughkeepsie, NY  
The Portsmouth Museums, Portsmouth, VA  
Treehouse Children's Museum, Ogden, UT  
Tucson Children's Museum, Tucson, AZ  
Virginia Discovery Museum, Charlottesville, VA  
Wonderscope Children's Museum, Shawnee, KS  
Worldways Children's Museum, Ballwin, MO  
Young at Art, Davie, FL

***Note: Four respondents requested that their museum name not be listed.***

## Appendix B: Statistical Tables

**Exhibit 28: Present Levels of Diversity by Museum Size**

		Board/Trustees				
		Low	Moderate	High	No response/ opinion	Average score
Overall		46.0%	37.0%	14.0%	3.0%	2.5
Museum operating budget	Less than \$250,000	70.6%	29.4%	0.0%	0.0%	1.8
	\$250,000-\$499,999	47.6%	33.3%	19.0%	0.0%	2.7
	\$500,000-\$999,999	34.8%	56.5%	4.3%	4.3%	2.6
	\$1-\$3 million	55.6%	22.2%	16.7%	5.6%	2.5
	Greater than \$3 million	28.6%	38.1%	28.6%	4.8%	3.0
		Executive/management staff				
		Low	Moderate	High	No response/ opinion	Average score
Overall		77.0%	13.0%	9.0%	1.0%	2.0
Museum operating budget	Less than \$250,000	88.2%	5.9%	5.9%	0.0%	1.5
	\$250,000-\$499,999	71.4%	19.0%	9.5%	0.0%	2.1
	\$500,000-\$999,999	69.6%	17.4%	8.7%	4.3%	2.0
	\$1-\$3 million	94.4%	0.0%	5.6%	0.0%	1.8
	Greater than \$3 million	66.7%	19.0%	14.3%	0.0%	2.4
		Technical/professional (non-management) staff				
		Low	Moderate	High	No response/ opinion	Average score
Overall		48.0%	30.0%	14.0%	8.0%	2.4
Museum operating budget	Less than \$250,000	47.1%	29.4%	0.0%	23.5%	1.9
	\$250,000-\$499,999	57.1%	23.8%	9.5%	9.5%	2.2
	\$500,000-\$999,999	47.8%	21.7%	21.7%	8.7%	2.6
	\$1-\$3 million	72.2%	16.7%	11.1%	0.0%	2.1
	Greater than \$3 million	19.0%	57.1%	23.8%	0.0%	3.1

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**Exhibit 28: Present Levels of Diversity by Museum Size**

		Administrative staff				
		Low	Moderate	High	No response/ opinion	Average score
Overall		51.0%	22.0%	13.0%	14.0%	2.3
Museum operating budget	Less than \$250,000	41.2%	11.8%	0.0%	47.1%	1.4
	\$250,000-\$499,999	61.9%	19.0%	9.5%	9.5%	2.1
	\$500,000-\$999,999	56.5%	17.4%	13.0%	13.0%	2.3
	\$1-\$3 million	72.2%	11.1%	11.1%	5.6%	1.9
	Greater than \$3 million	23.8%	47.6%	28.6%	0.0%	3.0
		All other staff				
		Low	Moderate	High	No response/ opinion	Average score
Overall		26.0%	21.0%	33.0%	20.0%	3.2
Museum operating budget	Less than \$250,000	11.8%	23.5%	17.6%	47.1%	3.1
	\$250,000-\$499,999	28.6%	19.0%	19.0%	33.3%	2.7
	\$500,000-\$999,999	39.1%	21.7%	26.1%	13.0%	3.0
	\$1-\$3 million	33.3%	22.2%	38.9%	5.6%	3.2
	Greater than \$3 million	14.3%	19.0%	61.9%	4.8%	3.7

**Exhibit 29: Past Changes (Last Five Years) in Diversity Levels  
by Museum Size**

		<b>Board/Trustees</b>				
		Decrease	Remain the same	Increase	Not sure/no response	Average score
	Overall	9.0%	41.0%	42.0%	8.0%	3.5
Museum operating budget	Less than \$250,000	5.9%	64.7%	23.5%	5.9%	3.3
	\$250,000-\$499,999	14.3%	33.3%	42.9%	9.5%	3.5
	\$500,000-\$999,999	4.3%	56.5%	34.8%	4.3%	3.6
	\$1-\$3 million	16.7%	27.8%	50.0%	5.6%	3.5
	Greater than \$3 million	4.8%	23.8%	57.1%	14.3%	3.7
		<b>Executive/management staff</b>				
		Decrease	Remain the same	Increase	Not sure/no response	Average score
	Overall	8.0%	66.0%	20.0%	6.0%	3.2
Museum operating budget	Less than \$250,000	0.0%	88.2%	5.9%	5.9%	3.1
	\$250,000-\$499,999	4.8%	61.9%	19.0%	14.3%	3.2
	\$500,000-\$999,999	4.3%	73.9%	17.4%	4.3%	3.2
	\$1-\$3 million	16.7%	55.6%	27.8%	0.0%	3.1
	Greater than \$3 million	14.3%	52.4%	28.6%	4.8%	3.2
		<b>Technical/professional (non-management) staff</b>				
		Decrease	Remain the same	Increase	Not sure/no response	Average score
	Overall	4.0%	64.0%	22.0%	10.0%	3.2
Museum operating budget	Less than \$250,000	0.0%	70.6%	5.9%	23.5%	3.1
	\$250,000-\$499,999	4.8%	57.1%	19.0%	19.0%	3.3
	\$500,000-\$999,999	0.0%	69.6%	26.1%	4.3%	3.3
	\$1-\$3 million	5.6%	61.1%	33.3%	0.0%	3.3
	Greater than \$3 million	9.5%	61.9%	23.8%	4.8%	3.2

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**Exhibit 29: Past Changes (Last Five Years) in Diversity Levels  
by Museum Size**

		<b>Administrative staff</b>				
		Decrease	Remain the same	Increase	Not sure/no response	Average score
Overall		3.0%	68.0%	15.0%	14.0%	3.2
Museum operating budget	Less than \$250,000	0.0%	64.7%	0.0%	35.3%	3.0
	\$250,000-\$499,999	4.8%	57.1%	14.3%	23.8%	3.1
	\$500,000-\$999,999	4.3%	65.2%	21.7%	8.7%	3.2
	\$1-\$3 million	5.6%	72.2%	22.2%	0.0%	3.2
	Greater than \$3 million	0.0%	81.0%	14.3%	4.8%	3.2
		<b>All other staff</b>				
		Decrease	Remain the same	Increase	Not sure/no response	Average score
Overall		6.0%	42.0%	33.0%	19.0%	3.5
Museum operating budget	Less than \$250,000	11.8%	23.5%	23.5%	41.2%	3.4
	\$250,000-\$499,999	9.5%	33.3%	28.6%	28.6%	3.3
	\$500,000-\$999,999	4.3%	60.9%	21.7%	13.0%	3.3
	\$1-\$3 million	0.0%	44.4%	50.0%	5.6%	3.7
	Greater than \$3 million	4.8%	42.9%	42.9%	9.5%	3.6

**Exhibit 30: Anticipated Changes (Next Five Years) in Diversity Levels by Museum Size**

		<b>Board/Trustees</b>				
		Decrease	Remain the same	Increase	Not sure/no response	Average score
	Overall	0.0%	20.0%	67.0%	13.0%	4.1
Museum operating budget	Less than \$250,000	0.0%	29.4%	47.1%	23.5%	3.9
	\$250,000-\$499,999	0.0%	19.0%	71.4%	9.5%	4.1
	\$500,000-\$999,999	0.0%	17.4%	69.6%	13.0%	4.2
	\$1-\$3 million	0.0%	11.1%	83.3%	5.6%	4.2
	Greater than \$3 million	0.0%	23.8%	61.9%	14.3%	3.8
		<b>Executive/management staff</b>				
		Decrease	Remain the same	Increase	Not sure/no response	Average score
	Overall	1.0%	37.0%	39.0%	23.0%	3.6
Museum operating budget	Less than \$250,000	5.9%	41.2%	11.8%	41.2%	3.2
	\$250,000-\$499,999	0.0%	33.3%	38.1%	28.6%	3.7
	\$500,000-\$999,999	0.0%	43.5%	39.1%	17.4%	3.7
	\$1-\$3 million	0.0%	33.3%	50.0%	16.7%	3.8
	Greater than \$3 million	0.0%	33.3%	52.4%	14.3%	3.7
		<b>Technical/professional (non-management) staff</b>				
		Decrease	Remain the same	Increase	Not sure/no response	Average score
	Overall	0.0%	24.0%	49.0%	27.0%	3.8
Museum operating budget	Less than \$250,000	0.0%	29.4%	11.8%	58.8%	3.4
	\$250,000-\$499,999	0.0%	28.6%	42.9%	28.6%	3.6
	\$500,000-\$999,999	0.0%	17.4%	60.9%	21.7%	4.0
	\$1-\$3 million	0.0%	16.7%	66.7%	16.7%	3.9
	Greater than \$3 million	0.0%	28.6%	57.1%	14.3%	3.7

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**Exhibit 30: Anticipated Changes (Next Five Years) in Diversity Levels by Museum Size**

		<b>Administrative staff</b>				
		Decrease	Remain the same	Increase	Not sure/no response	Average score
	Overall	0.0%	29.0%	43.0%	28.0%	3.7
Museum operating budget	Less than \$250,000	0.0%	23.5%	17.6%	58.8%	3.6
	\$250,000-\$499,999	0.0%	33.3%	33.3%	33.3%	3.5
	\$500,000-\$999,999	0.0%	26.1%	52.2%	21.7%	3.8
	\$1-\$3 million	0.0%	33.3%	50.0%	16.7%	3.7
	Greater than \$3 million	0.0%	28.6%	57.1%	14.3%	3.7
		<b>All other staff</b>				
		Decrease	Remain the same	Increase	Not sure/no response	Average score
	Overall	1.0%	21.0%	50.0%	28.0%	3.8
Museum operating budget	Less than \$250,000	5.9%	11.8%	29.4%	52.9%	3.5
	\$250,000-\$499,999	0.0%	23.8%	42.9%	33.3%	3.7
	\$500,000-\$999,999	0.0%	21.7%	56.5%	21.7%	3.9
	\$1-\$3 million	0.0%	22.2%	61.1%	16.7%	3.9
	Greater than \$3 million	0.0%	23.8%	57.1%	19.0%	3.8

**Exhibit 31: Actual Diversity Levels by Museum Size**

		Board/Trustees								
<i>{All data are average values.}</i>	Number of responses			White (non-Hispanic)	Black (non-Hispanic)	Hispanic	Asian/Pacific Islander	American Indian/Alaskan Native	Multi-ethnic	
		Male	Female							
Overall	89	42.4%	57.6%	86.0%	6.0%	4.4%	2.2%	0.1%	1.2%	
Museum operating budget	Less than \$250,000	16	25.4%	74.6%	85.7%	6.7%	4.2%	3.1%	0.0%	0.4%
	\$250,000-\$499,999	19	41.0%	59.0%	87.0%	4.9%	4.1%	3.2%	0.0%	0.8%
	\$500,000-\$999,999	21	40.7%	59.3%	87.0%	4.0%	5.0%	0.9%	0.0%	3.1%
	\$1-\$3 million	17	50.6%	49.4%	87.4%	7.5%	3.0%	1.6%	0.2%	0.2%
	Greater than \$3 million	16	54.4%	45.6%	82.5%	7.5%	5.7%	2.7%	0.6%	1.0%
		Executive/management-level staff								
<i>{All data are average values.}</i>	Number of responses			White (non-Hispanic)	Black (non-Hispanic)	Hispanic	Asian/Pacific Islander	American Indian/Alaskan Native	Multi-ethnic	
		Male	Female							
Overall	95	19.5%	80.5%	88.9%	3.6%	4.7%	1.6%	0.3%	0.9%	
Museum operating budget	Less than \$250,000	16	6.3%	93.7%	93.8%	0.0%	6.3%	0.0%	0.0%	0.0%
	\$250,000-\$499,999	20	23.0%	77.0%	95.7%	0.0%	4.3%	0.0%	0.0%	0.0%
	\$500,000-\$999,999	21	15.0%	85.0%	81.4%	3.0%	5.5%	6.3%	0.8%	3.0%
	\$1-\$3 million	18	16.3%	83.7%	90.0%	8.0%	1.3%	0.8%	0.0%	0.0%
	Greater than \$3 million	20	33.9%	66.1%	85.3%	6.6%	5.9%	0.1%	0.6%	1.4%

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**Exhibit 31: Actual Diversity Levels by Museum Size**

		Technical/professional staff (non-management)								
<i>{All data are average values.}</i>	Number of responses			White (non-Hispanic)	Black (non-Hispanic)	Hispanic	Asian/Pacific Islander	American Indian/Alaskan Native	Multi-ethnic	
		Male	Female							
Overall	68	28.1%	71.9%	86.3%	4.2%	5.3%	2.1%	0.4%	1.6%	
Museum operating budget	Less than \$250,000	8	12.5%	87.5%	85.7%	0.0%	14.3%	0.0%	0.0%	0.0%
	\$250,000-\$499,999	11	20.5%	79.5%	94.4%	1.8%	0.0%	2.3%	1.5%	0.0%
	\$500,000-\$999,999	17	30.6%	69.4%	83.5%	4.1%	6.5%	0.0%	0.0%	5.9%
	\$1-\$3 million	15	32.2%	67.8%	91.2%	4.5%	4.3%	0.0%	0.0%	0.0%
	Greater than \$3 million	17	34.2%	65.8%	79.9%	7.7%	4.4%	6.9%	0.6%	0.5%
		Administrative staff								
<i>{All data are average values.}</i>	Number of responses			White (non-Hispanic)	Black (non-Hispanic)	Hispanic	Asian/Pacific Islander	American Indian/Alaskan Native	Multi-ethnic	
		Male	Female							
Overall	72	9.3%	90.7%	81.3%	7.8%	6.5%	3.4%	0.5%	0.4%	
Museum operating budget	Less than \$250,000	6	16.7%	83.3%	83.3%	0.0%	16.7%	0.0%	0.0%	0.0%
	\$250,000-\$499,999	14	4.2%	95.8%	98.7%	0.6%	0.6%	0.0%	0.0%	0.0%
	\$500,000-\$999,999	17	7.4%	92.6%	83.3%	0.0%	10.8%	5.9%	0.0%	0.0%
	\$1-\$3 million	16	4.9%	95.1%	82.1%	8.5%	2.4%	6.3%	0.0%	0.7%
	Greater than \$3 million	19	16.4%	83.6%	65.5%	22.0%	7.3%	2.5%	1.8%	1.0%

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**Exhibit 31: Actual Diversity Levels by Museum Size**

		Floor staff/interpreters								
<i>{All data are average values.}</i>	Number of responses			White (non-Hispanic)	Black (non-Hispanic)	Hispanic	Asian/Pacific Islander	American Indian/Alaskan Native	Multi-ethnic	
		Male	Female							
Overall	80	28.1%	71.9%	71.3%	15.1%	9.6%	3.0%	0.2%	0.8%	
Museum operating budget	Less than \$250,000	9	40.7%	59.3%	68.9%	14.8%	16.3%	0.0%	0.0%	0.0%
	\$250,000-\$499,999	16	30.6%	69.4%	86.7%	8.1%	2.7%	2.5%	0.0%	0.0%
	\$500,000-\$999,999	20	15.4%	84.6%	70.1%	13.0%	12.1%	4.1%	0.0%	0.7%
	\$1-\$3 million	17	24.6%	75.4%	71.3%	18.6%	6.6%	1.6%	0.0%	1.9%
	Greater than \$3 million	18	37.2%	62.8%	60.0%	20.5%	12.4%	5.2%	1.0%	0.8%
		Maintenance/security								
<i>{All data are average values.}</i>	Number of responses			White (non-Hispanic)	Black (non-Hispanic)	Hispanic	Asian/Pacific Islander	American Indian/Alaskan Native	Multi-ethnic	
		Male	Female							
Overall	49	74.4%	25.6%	62.9%	25.6%	8.0%	1.0%	2.0%	0.5%	
Museum operating budget	Less than \$250,000	2	25.0%	75.0%	50.0%	50.0%	0.0%	0.0%	0.0%	0.0%
	\$250,000-\$499,999	9	65.3%	34.7%	88.9%	11.1%	0.0%	0.0%	0.0%	0.0%
	\$500,000-\$999,999	11	72.7%	27.3%	54.5%	20.5%	11.4%	4.5%	9.1%	0.0%
	\$1-\$3 million	11	83.7%	16.3%	75.4%	20.1%	4.5%	0.0%	0.0%	0.0%
	Greater than \$3 million	16	80.3%	19.7%	53.3%	38.0%	7.3%	0.0%	0.0%	1.4%

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**Exhibit 31: Actual Diversity Levels by Museum Size**

<i>{All data are average values.}</i>		All volunteers								
		Male	Female	White (non-Hispanic)	Black (non-Hispanic)	Hispanic	Asian/Pacific Islander	American Indian/Alaskan Native	Multi-ethnic	
Overall	38	35.0%	65.0%	72.9%	11.2%	6.7%	6.7%	0.3%	2.1%	
Museum operating budget	Less than \$250,000	7	36.2%	63.8%	57.2%	15.3%	7.6%	15.4%	0.6%	3.9%
	\$250,000-\$499,999	12	40.8%	59.2%	76.2%	9.1%	7.1%	5.5%	0.6%	1.5%
	\$500,000-\$999,999	5	34.8%	65.2%	71.2%	18.5%	4.4%	5.0%	0.0%	0.8%
	\$1-\$3 million	8	33.3%	66.7%	81.3%	8.4%	4.0%	3.8%	0.2%	2.3%
	Greater than \$3 million	6	24.1%	75.9%	75.0%	8.4%	10.3%	4.1%	0.0%	2.2%

**Association of Children's Museums**

**Exhibit 32: Challenges Presented by Diversity Issues by Museum Size**

		Management-to-staff communication				
		Low	Moderate	High	No response/ opinion	Average score
	Overall	69.0%	15.0%	6.0%	10.0%	1.8
Museum operating budget	Less than \$250,000	76.5%	5.9%	5.9%	11.8%	1.6
	\$250,000-\$499,999	61.9%	23.8%	4.8%	9.5%	1.8
	\$500,000-\$999,999	78.3%	8.7%	4.3%	8.7%	1.6
	\$1-\$3 million	55.6%	27.8%	0.0%	16.7%	1.9
	Greater than \$3 million	71.4%	9.5%	14.3%	4.8%	2.0
		Staff-to-staff communication				
		Low	Moderate	High	No response/ opinion	Average score
	Overall	68.0%	19.0%	4.0%	9.0%	1.8
Museum operating budget	Less than \$250,000	76.5%	5.9%	5.9%	11.8%	1.6
	\$250,000-\$499,999	61.9%	23.8%	0.0%	14.3%	1.8
	\$500,000-\$999,999	78.3%	13.0%	4.3%	4.3%	1.7
	\$1-\$3 million	55.6%	27.8%	5.6%	11.1%	2.0
	Greater than \$3 million	66.7%	23.8%	4.8%	4.8%	2.0
		Staff education				
		Low	Moderate	High	No response/ opinion	Average score
	Overall	67.0%	12.0%	8.0%	13.0%	1.8
Museum operating budget	Less than \$250,000	64.7%	5.9%	11.8%	17.6%	1.9
	\$250,000-\$499,999	66.7%	14.3%	4.8%	14.3%	1.7
	\$500,000-\$999,999	73.9%	8.7%	8.7%	8.7%	1.7
	\$1-\$3 million	61.1%	16.7%	5.6%	16.7%	1.7
	Greater than \$3 million	66.7%	14.3%	9.5%	9.5%	2.1

*Table continued on following page*

**Exhibit 32: Challenges Presented by Diversity Issues by Museum Size**

		Staff-to-visitor communication				
		Low	Moderate	High	No response/ opinion	Average score
Overall		53.0%	23.0%	17.0%	7.0%	2.3
Museum operating budget	Less than \$250,000	41.2%	29.4%	17.6%	11.8%	2.5
	\$250,000-\$499,999	57.1%	19.0%	14.3%	9.5%	2.3
	\$500,000-\$999,999	56.5%	13.0%	26.1%	4.3%	2.5
	\$1-\$3 million	50.0%	22.2%	22.2%	5.6%	2.5
	Greater than \$3 million	57.1%	33.3%	4.8%	4.8%	2.1
		Visitor-to-staff communication				
		Low	Moderate	High	No response/ opinion	Average score
Overall		51.0%	20.0%	20.0%	9.0%	2.4
Museum operating budget	Less than \$250,000	29.4%	17.6%	35.3%	17.6%	3.0
	\$250,000-\$499,999	57.1%	19.0%	14.3%	9.5%	2.2
	\$500,000-\$999,999	56.5%	8.7%	26.1%	8.7%	2.4
	\$1-\$3 million	50.0%	22.2%	22.2%	5.6%	2.5
	Greater than \$3 million	57.1%	33.3%	4.8%	4.8%	2.1

**Exhibit 33: Techniques, Steps, and Strategies Employed by Museum Size**

	<b>Budget: Under \$250,000</b>			
	Currently in place	Will be implemented in 2006	Considering/evaluating	Not in place or being considered
Communication from museum management/Board on the importance of diversity	23.5%	5.9%	29.4%	41.2%
Development of a diversity mission statement	17.6%	0.0%	17.6%	64.7%
Training on the diversity-based needs of visitors	5.9%	5.9%	41.2%	47.1%
Conducting research (such as surveys or focus groups) with management and staff on diversity issues	5.9%	0.0%	35.3%	58.8%
Review of staff and Board recruitment policies	5.9%	11.8%	41.2%	41.2%
Communication skills training for management	0.0%	0.0%	23.5%	76.5%
Communication skills training for staff	0.0%	5.9%	29.4%	64.7%
Establishment of a diversity task force	0.0%	0.0%	29.4%	70.6%
Review of overall HR policies	0.0%	11.8%	23.5%	64.7%
Review of work/family policies	0.0%	17.6%	17.6%	64.7%
Diversity awareness training for management	0.0%	0.0%	35.3%	64.7%
Diversity awareness training for staff	0.0%	0.0%	35.3%	64.7%
Review of promotion processes	0.0%	11.8%	29.4%	58.8%

*Table continued on following page*

**Exhibit 33: Techniques, Steps, and Strategies Employed by Museum Size**

	<b>Budget: \$250,000-\$499,999</b>			
	Currently in place	Will be implemented in 2006	Considering/ evaluating	Not in place or being considered
Review of work/family policies	38.1%	14.3%	19.0%	28.6%
Communication from museum management/Board on the importance of diversity	38.1%	14.3%	23.8%	23.8%
Review of staff and Board recruitment policies	28.6%	9.5%	42.9%	19.0%
Review of overall HR policies	28.6%	23.8%	19.0%	28.6%
Diversity awareness training for management	23.8%	0.0%	42.9%	33.3%
Development of a diversity mission statement	23.8%	0.0%	38.1%	38.1%
Communication skills training for staff	19.0%	4.8%	42.9%	33.3%
Review of promotion processes	19.0%	4.8%	47.6%	28.6%
Communication skills training for management	19.0%	4.8%	38.1%	38.1%
Diversity awareness training for staff	14.3%	0.0%	52.4%	33.3%
Conducting research (such as surveys or focus groups) with management and staff on diversity issues	9.5%	4.8%	52.4%	33.3%
Training on the diversity-based needs of visitors	9.5%	9.5%	52.4%	28.6%
Establishment of a diversity task force	0.0%	0.0%	52.4%	47.6%

*Table continued on following page*

**Association of Children's Museums**

**Exhibit 33: Techniques, Steps, and Strategies Employed by Museum Size**

	<b>Budget: \$500,000-\$999,999</b>			
	Currently in place	Will be implemented in 2006	Considering/ evaluating	Not in place or being considered
Communication skills training for staff	43.5%	8.7%	17.4%	30.4%
Communication from museum management/Board on the importance of diversity	43.5%	4.3%	17.4%	34.8%
Communication skills training for management	39.1%	4.3%	26.1%	30.4%
Review of overall HR policies	34.8%	21.7%	4.3%	39.1%
Diversity awareness training for staff	30.4%	13.0%	17.4%	39.1%
Review of staff and Board recruitment policies	30.4%	17.4%	17.4%	34.8%
Review of work/family policies	30.4%	4.3%	8.7%	56.5%
Training on the diversity-based needs of visitors	26.1%	17.4%	30.4%	26.1%
Diversity awareness training for management	26.1%	17.4%	21.7%	34.8%
Development of a diversity mission statement	21.7%	0.0%	34.8%	43.5%
Review of promotion processes	21.7%	0.0%	17.4%	60.9%
Conducting research (such as surveys or focus groups) with management and staff on diversity issues	21.7%	8.7%	30.4%	39.1%
Establishment of a diversity task force	13.0%	0.0%	39.1%	47.8%

*Table continued on following page*

**Exhibit 33: Techniques, Steps, and Strategies Employed by Museum Size**

	<b>Budget: \$1-\$3 million</b>			
	Currently in place	Will be implemented in 2006	Considering/evaluating	Not in place or being considered
Communication from museum management/Board on the importance of diversity	61.1%	0.0%	5.6%	33.3%
Development of a diversity mission statement	55.6%	0.0%	11.1%	33.3%
Review of staff and Board recruitment policies	38.9%	22.2%	11.1%	27.8%
Review of work/family policies	38.9%	16.7%	0.0%	44.4%
Review of overall HR policies	33.3%	22.2%	5.6%	38.9%
Communication skills training for staff	33.3%	0.0%	22.2%	44.4%
Training on the diversity-based needs of visitors	27.8%	11.1%	22.2%	38.9%
Diversity awareness training for management	22.2%	5.6%	33.3%	38.9%
Communication skills training for management	22.2%	0.0%	22.2%	55.6%
Diversity awareness training for staff	22.2%	5.6%	33.3%	38.9%
Review of promotion processes	22.2%	11.1%	11.1%	55.6%
Establishment of a diversity task force	5.6%	5.6%	33.3%	55.6%
Conducting research (such as surveys or focus groups) with management and staff on diversity issues	0.0%	11.1%	44.4%	44.4%

*Table continued on following page*

**Exhibit 33: Techniques, Steps, and Strategies Employed by Museum Size**

	<b>Budget: Greater than \$3 million</b>			
	Currently in place	Will be implemented in 2006	Considering/evaluating	Not in place or being considered
Communication from museum management/Board on the importance of diversity	61.9%	4.8%	19.0%	14.3%
Review of overall HR policies	61.9%	19.0%	9.5%	9.5%
Review of staff and Board recruitment policies	57.1%	14.3%	14.3%	14.3%
Training on the diversity-based needs of visitors	52.4%	0.0%	28.6%	19.0%
Development of a diversity mission statement	52.4%	4.8%	19.0%	23.8%
Review of work/family policies	42.9%	28.6%	9.5%	19.0%
Diversity awareness training for staff	42.9%	9.5%	23.8%	23.8%
Review of promotion processes	38.1%	19.0%	23.8%	19.0%
Communication skills training for staff	38.1%	9.5%	23.8%	28.6%
Diversity awareness training for management	33.3%	9.5%	28.6%	28.6%
Establishment of a diversity task force	23.8%	0.0%	38.1%	38.1%
Communication skills training for management	23.8%	14.3%	33.3%	28.6%
Conducting research (such as surveys or focus groups) with management and staff on diversity issues	14.3%	4.8%	47.6%	33.3%

**Association of Children's Museums**

**Exhibit 34: Programs to Address the Needs of Under-served Children/Families by Museum Size**

	<b>Budget: Under \$250,000</b>			
	Currently in place	Will be implemented in 2006	Considering/evaluating	Not in place or being considered
Free admission days	76.5%	0.0%	0.0%	23.5%
Summer camps	64.7%	0.0%	5.9%	29.4%
Off-site programming	47.1%	11.8%	5.9%	35.3%
After school programs in math/science	29.4%	5.9%	5.9%	58.8%
After school programs in arts	23.5%	0.0%	17.6%	58.8%
Other	23.5%	0.0%	0.0%	76.5%
	<b>Budget: \$250,000-\$499,999</b>			
	Currently in place	Will be implemented in 2006	Considering/evaluating	Not in place or being considered
Summer camps	66.7%	4.8%	14.3%	14.3%
Off-site programming	66.7%	9.5%	14.3%	9.5%
Free admission days	61.9%	0.0%	28.6%	9.5%
After school programs in math/science	28.6%	9.5%	19.0%	42.9%
After school programs in arts	28.6%	9.5%	14.3%	47.6%
Other	33.3%	0.0%	0.0%	66.7%
	<b>Budget: \$500,000-\$999,999</b>			
	Currently in place	Will be implemented in 2006	Considering/evaluating	Not in place or being considered
Free admission days	73.9%	8.7%	8.7%	8.7%
Off-site programming	73.9%	4.3%	4.3%	17.4%
Summer camps	65.2%	8.7%	4.3%	21.7%
After school programs in arts	26.1%	4.3%	21.7%	47.8%
After school programs in math/science	21.7%	4.3%	26.1%	47.8%
Other	34.8%	4.3%	4.3%	56.5%

*Table continued on following page*

**Exhibit 34: Programs to Address the Needs of Under-served Children/Families by Museum Size**

	<b>Budget: \$1-\$3 million</b>			
	Currently in place	Will be implemented in 2006	Considering/evaluating	Not in place or being considered
Off-site programming	83.3%	5.6%	5.6%	5.6%
Free admission days	83.3%	0.0%	5.6%	11.1%
Summer camps	83.3%	0.0%	5.6%	11.1%
After school programs in arts	50.0%	11.1%	11.1%	27.8%
After school programs in math/science	38.9%	5.6%	16.7%	38.9%
Other	33.3%	0.0%	0.0%	66.7%
	<b>Budget: Greater than \$3 million</b>			
	Currently in place	Will be implemented in 2006	Considering/evaluating	Not in place or being considered
Off-site programming	81.0%	0.0%	9.5%	9.5%
Free admission days	66.7%	0.0%	9.5%	23.8%
Summer camps	66.7%	9.5%	9.5%	14.3%
After school programs in math/science	42.9%	0.0%	14.3%	42.9%
After school programs in arts	38.1%	0.0%	19.0%	42.9%
Other	42.9%	4.8%	0.0%	52.4%



# Appendix C: Survey Instrument

## Association of Children's Museums 2006 Diversity Survey

**FINAL DEADLINE: APRIL 7, 2006**

Institution: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ St: \_\_\_\_\_ ZIP: \_\_\_\_\_

ACM would like to express its appreciation for all museums that participate in the 2006 survey by listing their museum in the final report. Only the name of the museum will be listed — all museum-specific data will remain strictly confidential. If, however, you would prefer not to have your museum's name listed in the credits, please check here:

### Section I: Overall Diversity Issues

1. Please indicate your museum's total operating budget for your most recent fiscal year:

- a. Less than \$250,000     
  c. \$500,000-\$999,999     
  e. Greater than \$3 million  
 b. \$250,000-\$499,999     
  d. \$1-\$3 million

2. When individuals in your museum talk about addressing or embracing "diverse audiences," both within your museum (e.g., staff) and the audiences your museum serves, what criteria are used to define the term "diversity"?

- a. Racial/ethnic criteria     
  c. Age criteria     
  e. Lifestyle criteria  
 b. Gender criteria     
  d. Religious criteria     
  f. Physical ability criteria  
 g. Other: \_\_\_\_\_

3. Regardless of how it is defined, how important is the topic of diversity to the everyday activities of your museum?

Low importance      2      3      4      High importance      Not sure/no opinion  
 1      5

4. How diverse do you **presently** feel the following groups are at your museum?

	Not at all diverse				Extremely diverse	Not sure
a. Board/Trustees	1	2	3	4	5	<input type="checkbox"/>
b. Executive/management staff	1	2	3	4	5	<input type="checkbox"/>
c. Technical/professional (non-mgmt) staff	1	2	3	4	5	<input type="checkbox"/>
d. Administrative staff	1	2	3	4	5	<input type="checkbox"/>
e. All other staff	1	2	3	4	5	<input type="checkbox"/>

5. How much, if any, has the diversity of the following groups at your museum changed over the PAST five years?

	Diversity has decreased		Diversity has remained the same		Diversity has increased		Not sure
a. Board/Trustees	1	2	3	4	5		<input type="checkbox"/>
b. Executive/management staff	1	2	3	4	5		<input type="checkbox"/>
c. Technical/professional (non-mgmt) staff	1	2	3	4	5		<input type="checkbox"/>
d. Administrative staff	1	2	3	4	5		<input type="checkbox"/>
e. All other staff	1	2	3	4	5		<input type="checkbox"/>

6. Looking five years into the FUTURE, how much will the diversity of the following groups at your museum change?

	Diversity will decrease		Diversity will remain the same		Diversity will increase		Not sure
	1	2	3	4	5		<input type="checkbox"/>
a. Board/Trustees	1	2	3	4	5		<input type="checkbox"/>
b. Executive/management staff	1	2	3	4	5		<input type="checkbox"/>
c. Technical/professional (non-mgmt) staff	1	2	3	4	5		<input type="checkbox"/>
d. Administrative staff	1	2	3	4	5		<input type="checkbox"/>
e. All other staff	1	2	3	4	5		<input type="checkbox"/>

7. What challenges, if any, have diversity issues posed at your museum in the following areas?

	No challenge				Significant challenge		Not sure
	1	2	3	4	5		<input type="checkbox"/>
a. Management-to-staff communication	1	2	3	4	5		<input type="checkbox"/>
b. Staff-to-staff communication	1	2	3	4	5		<input type="checkbox"/>
c. Staff education	1	2	3	4	5		<input type="checkbox"/>
d. Staff-to-visitor communication	1	2	3	4	5		<input type="checkbox"/>
e. Visitor-to-staff communication	1	2	3	4	5		<input type="checkbox"/>
f. All other challenges (describe below)	1	2	3	4	5		<input type="checkbox"/>

8. Please indicate which of the following techniques, steps, or strategies your museum CURRENTLY uses or PLANS to use in the next 12 months to address challenges presented by the diversity of your workplace:

	Currently in place	Will be implemented in 2006	Considering/evaluating
a. Establishment of a diversity task force	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Development of a diversity mission statement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Communication from museum management/Board on the importance of diversity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Conducting research (such as surveys or focus groups) with management and staff on diversity issues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Diversity awareness training for management	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Diversity awareness training for staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Communication skills training for management	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Communication skills training for staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. Training on the diversity-based needs of visitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. Review of overall HR policies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k. Review of work/family policies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l. Review of staff and Board recruitment policies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
m. Review of promotion processes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



