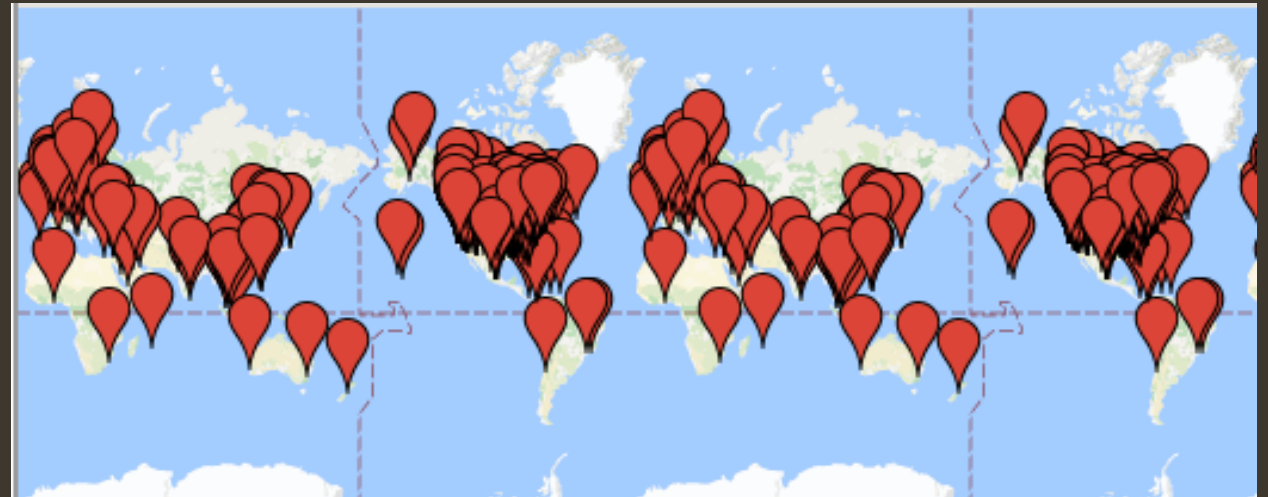


SCIENCE CENTER STATISTICS

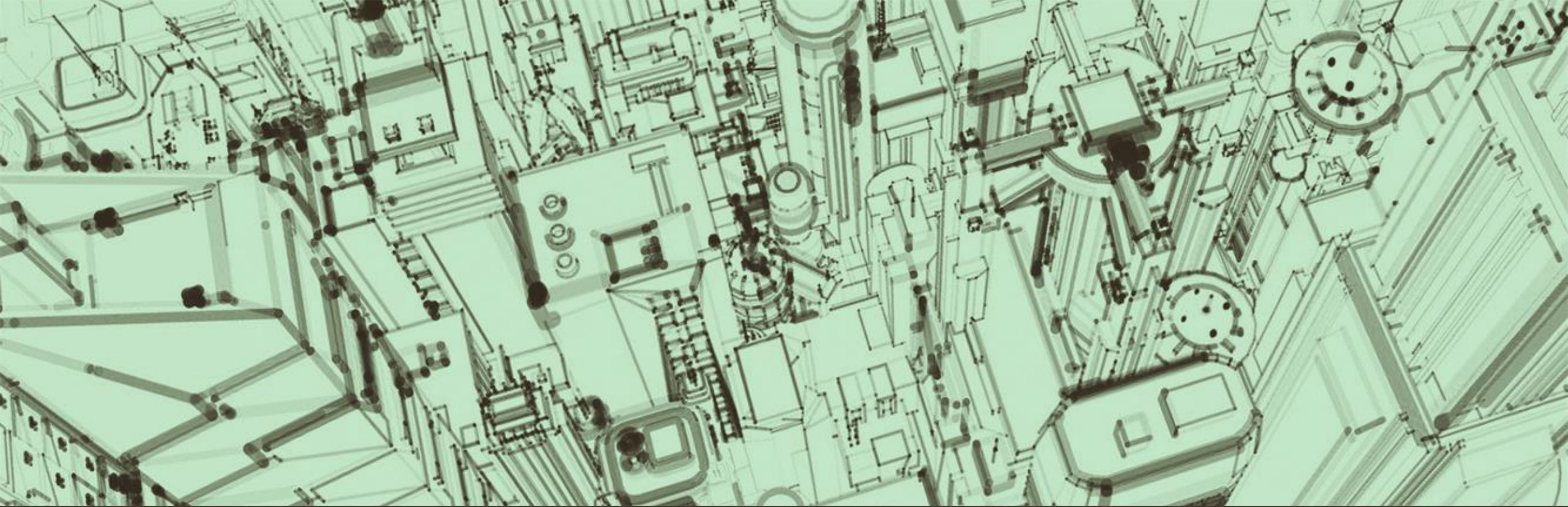
Trends in the Names Region and the World

Reverse Session



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Linda Conlon, International Centre for Like – UK and ASTC Chair

28 October 2016



2016 NAMES Survey Results

Dr. Linda Abraham Silver



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Introduction

- The Association of Science and Technology Centers (ASTC) survey is conducted annually and sent to ~450 science centers worldwide that are a part of the ASTC network. There is a response rate that varies between 35 – 45%, year depending.
- The ASTC Statistics Analysis package is used by science centers and the larger ISE sector to understand the state of the field and to help identify trends both micro and macro.
- A critical goal of the survey is to showcase the important work Science Centers do and the impact we have on our local economies and our visitors.
- The NAMES Board agreed to endorse a similar survey for its members in 2016 to investigate the state of the sector in the NAMES region.
- Survey team of Dr. Linda Abraham-Silver and Sean Gaffaney, both of the Technology Development Committee of Abu Dhabi

Overview of Survey

- We used the ASTC survey as a base-line for selecting questions, and parred down from there
- The survey featured a total of 18 question sections covering operations, finances, audiences, future plans
- Sent to NAMES members – 10 active members (as of March 2016)
- Received 5 replies so survey is not as robust as one might like but indicative nonetheless

Response deadline:
APRIL 28, 2016

2016 NAMES Statistics Survey

Institution: _____

City: _____ State/Province: _____

Country: _____

NAMES would like to credit your institution as having participated in the 2015 NAMES Statistics Survey and provide basic data on your institution, along with an analysis of the data collected from all respondents.

Check here if you do NOT want your institution's name and location to be listed in the final report or raw data.

If you have questions about how to complete this survey, please contact:

Dr. Linda Silver or Mr. Sean Gaffney at NAMESsurvey@gmail.com

1. Which ONE of the following best describes your institution?

- | | |
|------------------------------------------------------------|--------------------------------------------------------------|
| <input type="radio"/> a. Aquarium | <input type="radio"/> h. Natural History/Anthropology Museum |
| <input type="radio"/> b. Arboretum/Botanic Garden | <input type="radio"/> i. Nature Center |
| <input type="radio"/> c. Children's/Youth Museum | <input type="radio"/> j. Planetarium |
| <input type="radio"/> d. Educational Foundation | <input type="radio"/> k. Zoo |
| <input type="radio"/> e. General Museum | <input type="radio"/> l. Specialized Museum |
| <input type="radio"/> f. Historic House/Site | <input type="radio"/> m. Science/Technology Center/Museum |
| <input type="radio"/> g. History Museum/Historical Society | <input type="radio"/> n. Other: _____ |

2. Is your institution presently open to the public? a. Yes

b. No, we will open in 20____ [SKIP TO QUESTION 3]

A. In what year did your institution first open to the public? _____

B. In what year did your institution first open to the public in its current location? _____

3. Please indicate the month and year of your most recently CLOSED fiscal year. Month: _____ Year: _____

4. Please indicate the number of paid employees for the following categories at the end of your most recent fiscal year:

A. Total paid full-time employees: _____

B. Total paid part-time employees: _____

C. Total paid full-time equivalent (FTE) employees (SEE BELOW): _____

FTEs are generally calculated by the following method:

1) Take the number of part-time employees. Based on the number of hours worked, determine how many full-time employees would be needed to provide the same level of hours.

2) Add the number from step 1 to the number of current full-time employees. The resulting sum is the FTE number.
Your FTE should be greater than or equal to your total number of full-time employees.

5. Indicate the square meters for each of the following. Please read the definitions for each before providing the information requested.

A. Gross interior building space . . . _____ sq. meters

Gross interior building space refers to total INTERIOR building space. If your institution has more than one building, please report the combined size. Include permanent off-site storage, but do not include outdoor exhibit areas.

B. Total interior exhibit space . . . _____ sq. meters

Total interior exhibit space includes all interior permanent exhibit space plus any temporary/traveling exhibit space. Do not include non-exhibit spaces such as office space, theaters, auditoriums, and classrooms.

C. Total interior temporary/traveling exhibit space . . . _____ sq. meters

Note: Please enter a zero if your institution does not have temporary/traveling exhibit space.

6. Which of the following facilities are present in your institution? (Check all that apply.)

Facility	Facility features
----------	-------------------

a. Giant-screen theater (e.g., IMAX) . . . Number of seats = _____

b. Digital dome theater Number of seats = _____

c. Other paid, ticketed theater

d. Live animal exhibits

e. Maker/tinkering/DIY space

f. Planetarium

g. Simulator

h. Cafeteria/restaurant

i. Gift shop

j. Outdoor interactive exhibit area/science park Total size: _____ sq. meters

k. Outdoor exploration space Total size: a. Up to 20,000 sq. meters (e.g. hiking trails, gardens, etc.)
 b. Greater than 20,000 sq. meters

l. Satellite or additional facilities Describe in box below:

7. Which of the following programs/activities/materials are currently offered by your institution?

a. After-school programs

b. Camp-in programs

c. Classes and demonstrations

d. Curriculum materials

e. Field trips

f. School outreach

g. Science kits

h. Science camps

i. Youth employment programs

j. Workshops/institutes for teachers

k. Programs for home schoolers

l. Programs targeting senior citizens

m. Programs targeting adult audiences

n. Citizen science projects

8. Many Institutions offer programs for ages 11 year olds to 14 year olds 15 year olds to 18 year olds students, such as advanced science courses, robotics clubs/teams, labs, etc. Please describe the programs your institution offers for these students school students:

9. Does your Institution offer professional development workshops for teachers? a. Yes b. No [SKIP TO QUESTION 10]

A. Please indicate the workshop formats offered for teachers: (Check all that apply.)

- a. One day workshops
- b. 2-3 day workshops
- c. Week-long workshops
- d. Workshop series (e.g., , afternoons, etc.)
- e. Workshops that are part of a year-long or extended program with your Institution
- f. Other: _____

B. Do teachers earn professional development credit for these workshops? a. Yes b. No

10. Does your Institution offer memberships? a. Yes b. No [SKIP TO QUESTION 11]

A. Please indicate the number of paid, active memberships as of the end of your most recent fiscal year. (Count family memberships as ONE membership.)

_____ paid, active memberships

B. What was your membership renewal rate as of the end of your most recent fiscal year? _____%

11. Indicate your Institution's total attendance for the following time periods. Please read the definition before answering.

Total attendance = paid visits, free visits, attendance at events and programs, facility rentals, and students in school groups. Do NOT include visits to your website or exhibits you rent to other institutions. Do NOT double count people attending programs in exhibit halls or buying a combination ticket to exhibits and theaters or other venues.

Most recent fiscal year Previous fiscal year

A. On-site attendance: _____

B. Off-site attendance: _____

12. How many of your total attendance visits reported above are paid ticketed visits?

Paid ticketed/visit attendance = general public admissions, group admissions (e.g., school or bus tours), members' paid admission, and members' pre-paid admission (members who visit using membership for free admission). Do NOT double count people attending programs in exhibit halls or buying a combination ticket to exhibits and theaters or other venues.

(Enter the number of PEOPLE, not the revenue generated.)
Most recent fiscal year Previous fiscal year

A. Paid ticketed on-site attendance: _____

B. What percentage of your total paid ticketed on-site attendance are member visits? _____%
(If you do not have members, please leave % blank)

13. Please indicate the number of students served in school groups for the following time periods. Do NOT include visits to your website and do NOT double count students attending programs.

Most recent fiscal year Previous fiscal year

A. Students served in school groups on-site: _____

B. Students served in school groups off-site: _____

NOTE: Please provide all financial data for the remainder of this survey in your country's currency, and specify that currency here please.

14. Please provide the following financial data for your most recent fiscal year.

A. Total earned income \$ _____ Include admission revenue, education fees, ancillary services, memberships, other fees, and non-endowment interest. Do NOT include endowment earnings here (see item D).
What % of the total earned income listed above is from admissions?
_____%

B. Total public funds \$ _____ Include contributions from central government sources for unrestricted operations or programs; funding from local or regional government funds for operations; revenue from local tax initiatives used to support the museum; and grants from specific projects or programs. Include restricted funds only if they have been released in this fiscal year.
Please indicate the percentage of public funds listed above that came from:
a. Federal/National sources: _____%
b. Local/Regional sources: _____%
c. Other sources: _____%
The total should be 100%

C. Total private funds \$ _____ Include any contributions/gifts/grants from private sources (individuals, corporations, or foundations) for specific projects or programs; any unrestricted gifts from individuals, corporations, or foundations; corporate memberships; and proceeds from fundraising events. Include restricted funds only if they have been released in this fiscal year.

D. Endowment income \$ _____ Include endowment earnings that are applied to operations.

E. Total operating revenue \$ _____ Sum of A + B + C + D. Do NOT include in-kind contributions.

F. Total operating expenses \$ _____ Include expenses related to personnel, admissions, education, exhibits, programs, membership, ancillary income, and overhead. Do NOT include depreciation, capital expenditures, or expenses covered by in-kind contributions.

15. What were your Institution's total personnel expenses in your most recent fiscal year? Please include salaries, wages, benefits, and regularly contracted services (such as security and janitorial) in your total.

Total personnel expenses: \$ _____

16. Does your Institution charge a general admission fee? a. Yes
 b. No [SKIP TO QUESTION 18]

17. Please indicate your: A. Adult basic admission fee: _____ (Do NOT include combination tickets)

B. Child basic admission fee: _____ (Do NOT include combination tickets)

18. Which, if any, of the following activities will occur between January 1, 2016 and January 1, 2019? Please limit your responses to ONLY THAT TIME PERIOD.

- a. Open a new museum (e.g., a completely new physical plant or relocation of an existing museum)
- b. Begin a museum expansion
- c. Begin a facility renovation
- d. Begin an exhibit renewal (e.g., a redevelopment of one or more exhibit halls or exhibitions)
- e. Implement a major reorganization
- f. None of the above

Thank you for your participation in the 2015 NAMES Statistics Survey!

Please provide a contact person in case we have questions regarding your responses.

Name: _____

Phone: _____ Email: _____

Thank you! Please return your completed survey via email
Dr. Linda Silver at silverlma@gmail.com or
Mr. Sean Gaffaney at gaffansm@yahoo.com

Locations of Respondents (n = 5)

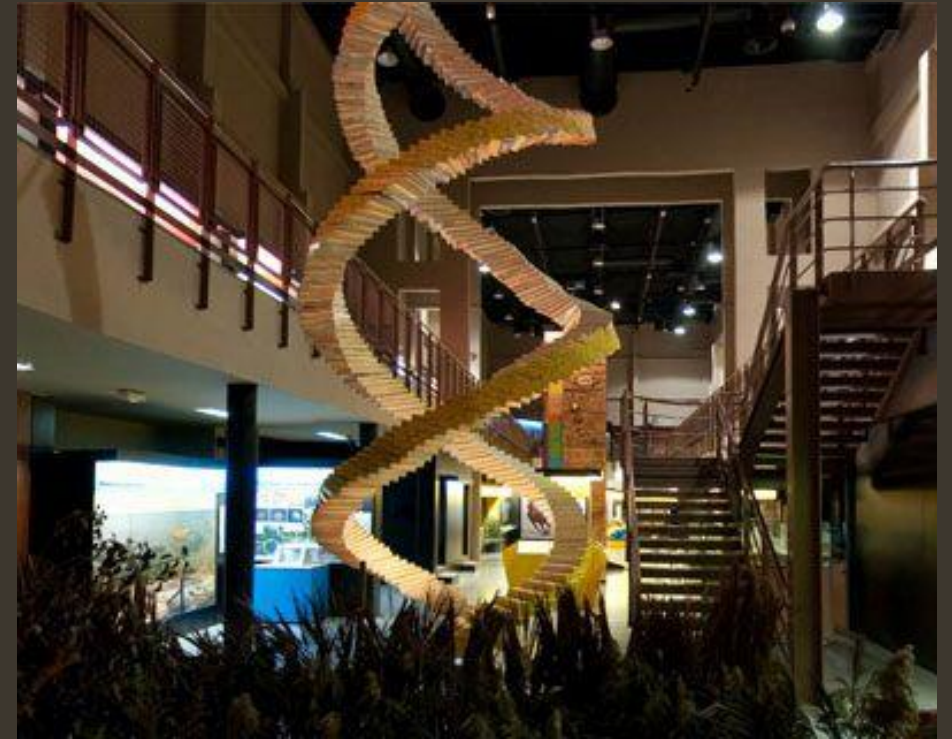


- Jordan
- Egypt
- Kuwait
- Saudi
- Tunisia

NEXT YEAR PLEASE PARTICIPATE!

Respondent Institution Size Ranges and Facilities

- Sizes range from 900 sq m to 1,800 sq m gross internal building space
- Median building size is 4,200 sq m with average exhibition space of 1,000 sq. m – utilization of only 24% of the building for exhibits
- 60% have a temporary exhibition space
- 60% have outdoor interactive exhibits
- 40% have outdoor space that is used for programming other than exhibits



NAMES: Average Member Data

- Average size is 6500 sq m
- Median is 4,200 sq m
- Average staff size of 71
- Budget of approximately USD2 million/yr
- Average attendance of 240,000 visitors/yr
- Average school visitation of 50,000/yr
- 40% of respondents have membership scheme
- 80% of respondents identify as a Science Centre
- 25% identify as a Children's/Youth Museum



Attendances – On and Offsite

Total On-Site Attendance: **1,200,000**

Total Off-Site Attendance: **60,000**

- On-Site attendance increased over last FY by **14%**
 - By comparison, ASTC had a **4%** increase in on-site attendance over prior FY
- Off-Site attendance increased over last year by **XX%**
 - By comparison, ASTC had a **37%** increase in offsite engagement over the prior FY

Number of School Students served on- and off-site

NAMES (n = 5)

- Total Students Served: **286,000**
- 250,000 students on-site (87%)
- 36,000 students off-site (13%)



ASTC (n = 118)

- Total Students Served: **13,660,000**
- 9,500,000 students served on-site (70%)
- 4,160,000 students served off-site (30%)



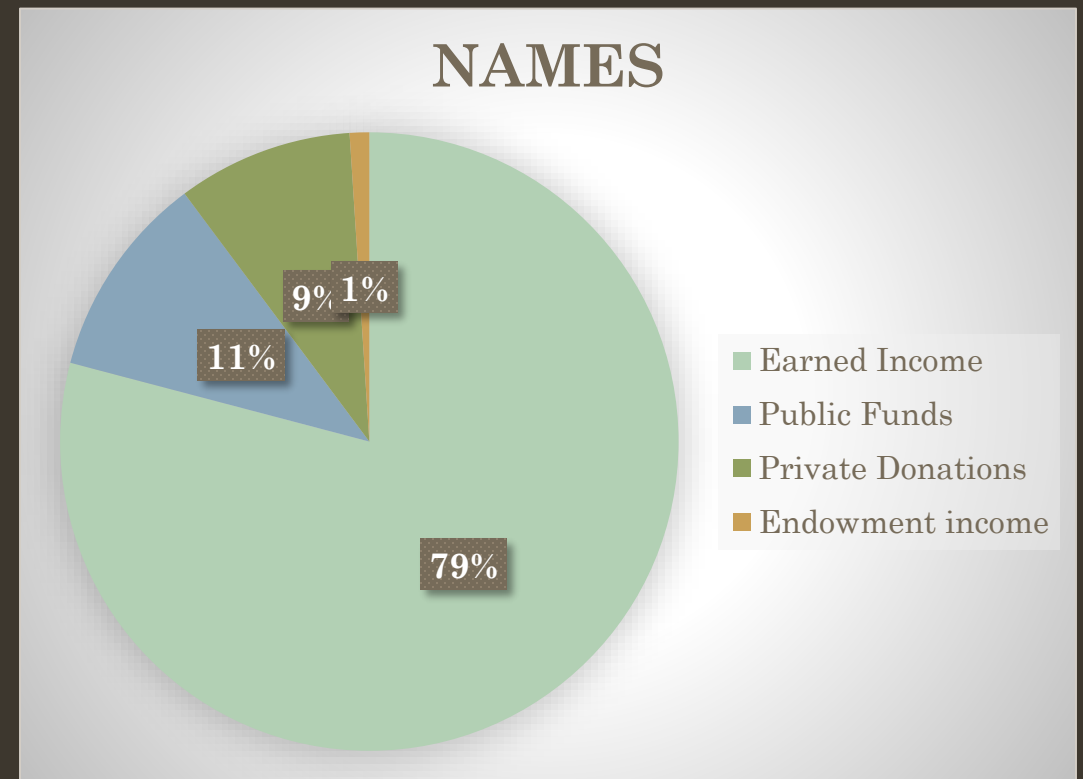
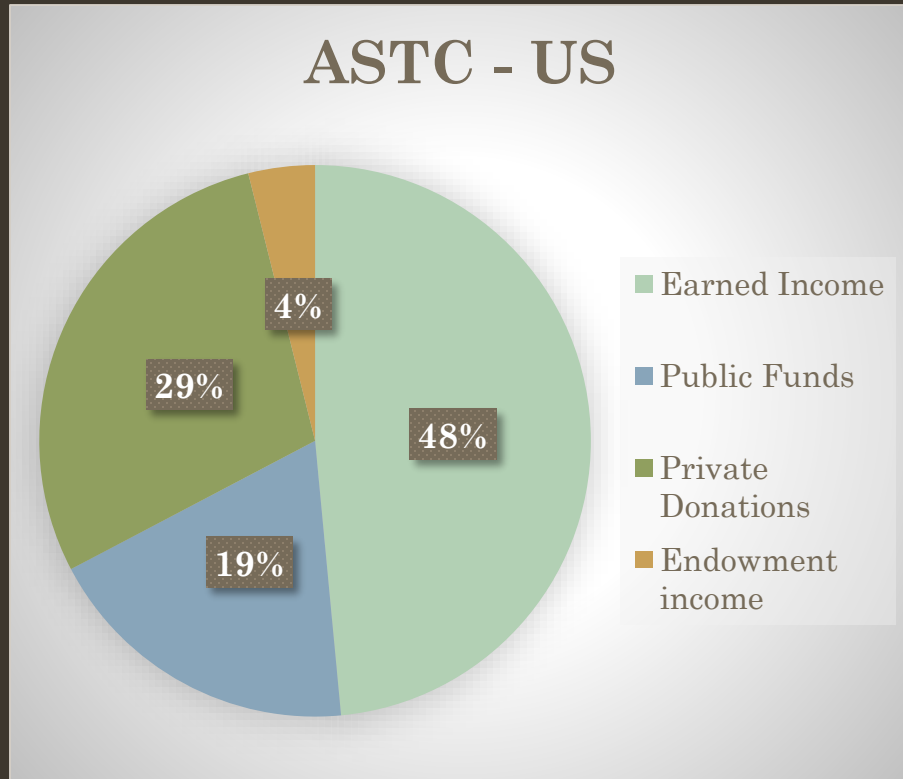
Programmatic Breakdown

- All respondents offer class visits, field trips and/or science outreach programs
- Some members offered science camps, teacher workshops or youth employment or volunteer opportunities
- Few offered programs that we see as main-stay programs in the US or Worldwide such as camp-ins, programs for adults or senior citizens, citizen science projects or curriculum materials for teachers
- No members offered programs for home schoolers which is a growing audience for the US



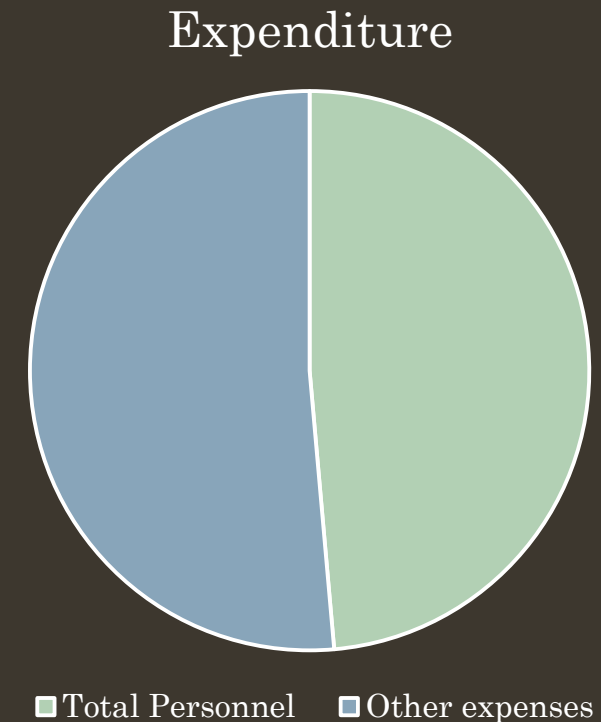
Financial - Income

- Overall Names members collected over USD10.5 million in income
- USD8.3 million of this was earned income (!)
- Remainder was a mix of public, private and endowment funds



Employees numbers and percentage of expense

- Average number of FT employees is 65
- Average number of PT employees is 16
- Average number of FTE is 71
- Staff size ranged from 47 to almost 100
- Overall Expenditure of NAMES members was USD10.7 million (note: USD200K deficit)
- Total Personnel Expense USD5.2 million
- This mirrors the Personnel Expense to Overall Expense ratio of most US Science Centers



Next Three Years' Initiatives

NAMES Members indicate that in the next three years they intend to:

Open a new museum	20%
Begin a museum expansion	60%
Begin a facility renovation	60%
Begin an exhibit renewal	80%
<u>Implement a major reorganisation</u>	20%

Conclusions

- Potential to expand NAMES memberships in the region – JOIN!
- Approximate population of MENA area is 355,000,000 – so even with a very incomplete survey we are achieving a penetration rate of 0.35%
- Economic impact of science centers/museums is not inconsiderable at USD10.5 million/year
- Scope to expand into new areas and audience such as senior citizens, home schoolers and camping in the center (if there is local interest or need)
- It looks like some exciting projects are on the horizon regionally

Prompts for our Reverse Session:

Outreach

- NAMES members do conduct program outside their science centers and museums, but at a lower rate than the rest of the World
 - Is this reflective of the needs of the region?
 - Is this reflective of the economics of the region?
 - Is this something NAMES members could develop a consortium to consider?

Funding

- NAMES Members are highly dependent on earned revenue streams
 - What does this mean for year-to-year budgeting
 - Does this stymie long-term planning and growth
 - What are the opportunities for increased philanthropic options
 - What are the chances that government funding increases

Back Up Slides

ASTC

- 66% of respondents a Science Centre
- 12% as Children's/Youth museum
- 8% as Natural History/Anthropology Museum
- 7% identify as “other” type of museum
- 7% other, not a museum(e.g. Aquarium, Nature Centre, Zoo)

Institution facilities

NAMES

- Most popular facilities:
 - Big Screen Theatre (80%)
 - Café (80%)
 - Gift Shop (80%)
 - Simulators (60%)
 - Live animal exhibits (60%)
 - Making spaces (40%)
 - Planetarium (40%)

ASTC

- Most popular facilities:
 - Big Screen Theatre (41%)
 - Café (80%)
 - Gift Shop (80%)
 - Simulators (60%)
 - Live animal exhibits (60%)
 - Making spaces (40%)
 - Planetarium (40%)