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# Museum Services Act (1984): Correspondence 05

Daphne Wood Murray

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Cover Letter to Respondents

Dear Colleague:

As the Director of the Institute of Museum Services, I invite you to take the next hour to participate in a very important project by completing the enclosed survey.

This survey is a vital part of the first comprehensive, independent evaluation of the General Operating Support (GOS) grant program; it is being conducted for IMS by Reed Public Policy. The results of this survey will help IMS more effectively serve museums of all sizes and disciplines in all parts of our country.

Your response is important because you have been specifically selected to represent hundreds of other museums and museum professionals. I hope you will give us your candid opinion as we are undertaking this evaluation to learn how we can improve our service to you. We would appreciate hearing from you (even if you have never heard of IMS, GOS, or think we fail to meet your needs!)

Your response to the survey questions will be confidential. Only the staff of Reed Public Policy will see the completed questionnaire. No one at IMS will know your individual responses. Your selection for and participation in this survey will have no effect on any pending or future grant award.

Thank you for participating in this important project to improve our support for museums. If you have questions about the Institute of Museum Services, please call us at 202/786-0539.

Yours truly,

Daphne Wood Murray Director

# SURVEY TO IMPROVE SUPPORT FOR MUSEUMS

Dear Museum Director:

The Institute of Museum Services, a U.S. government agency, has hired Reed Public Policy, an independent research company, to conduct this survey to evaluate the General Operating Support program (GOS). GOS is a government program that makes grants to museums.

Response to this survey is voluntary, but it is very important that you respond. Your museum has been selected to represent hundreds of others of similar size and discipline. Whether our findings will be accurate enough to improve government support for museums depends on each museum director who receives this survey. Our tests indicate that it takes a museum director less than one hour on average to complete this survey.

Your answers will be used for a statistical analysis to determine how well GOS is serving museums and how it can be improved, and to measure the benefits of continued government support for museums.

Your answers to this survey are confidential. Only Reed Public Policy's researchers and key entry operators will see how you answered any question. Reed Public Policy is contractually prohibited from telling the government or anyone else how any individual or museum answered any question. We will only notify the Institute of Museum Services whether you responded to this survey, not how you answered. When the study is finished, we will destroy all questionnaires.

Thank you for your time. Please return this survey in the enclosed selfaddressed stamped envelope before XXX XX, 1991. If you have any questions about this survey, please call me collect at (202) 466-0566.

Yours truly,

David S. Reed

Public reporting burden for this collection of information is estimated to average xx minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to GOS Evaluation, Institute of Museum Services, Room 609, 1100 Pennsylvania Avenue NW, Washington DC 20506; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington DC 20503. This questionnaire should be answered by the chief manager of the museum, that is, the Director, President or equivalent official.

Please print your name here:

Is the name of your museum correct on the label on page 1 of this questionnaire?

[]YES []NO

If you answered "NO", then print the name of your museum here:

### SECTION A

QUESTIONS ABOUT YOUR MUSEUM The following questions are about your museum. Please answer these questions to the best of your knowledge, and give your best estimate if you are not sure of an answer. We do not expect you to do extensive research to answer these questions, but please consult any persons or records that will help you give accurate answers.

Many of the questions refer to GOS, the General Operating Support program. GOS is a program of the Institute of Museum Services, which is a U.S. government agency. GOS is a program that makes grants to museums.

What was your museum's total operating income in the most recent year for which you have figures?

\$ \_ \_, \_ \_ \_, \_ \_ \_.00

Please select the code for the discipline of your museum, and enter it here.

- 01 Aquarium
- 02 Arboretum / Botanical Garden
- 03 Art
- 04 Children's / Junior
- 05 General (Use this category if two or more disciplines listed here are equally applicable, for example, history and art.)
- 06 Historic House / Site
- 07 History
- 08 Natural History / Anthropology
- 09 Nature Center
- 10 Planetarium
- 11 Science / Technology
- 12 Zoo
- 13 Specialized (Use this category for museums with collections limited to a single distinct subject, for example, numismatics, transportation or a single cultural group.)

Here is a list of methods museums use for evaluation. For each method, please indicate whether your museum has NOT USED that method in the past five years, or if your museum has used it, how useful it was for improving your museum's understanding of itself. CHECK ONE BOX FOR EACH METHOD

\_ \_

Accreditation programs

Museum Assessment Program (MAP) operated by the American Association of Museums for the Institute of Museum Services

Consultants

Evaluation processes, such as studies, surveys or meetings, which are conducted entirely by your museum's own staff

Other (optional). Please describe:

[]NOT USED []NOT USEFUL []SLIGHTLY USEFUL []USEFUL []VERY USEFUL

[]NOT USED []NOT USEFUL []SLIGHTLY USEFUL []USEFUL []VERY USEFUL

[]NOT USED []NOT USEFUL []SLIGHTLY USEFUL []USEFUL []VERY USEFUL

[]NOT USED []NOT USEFUL []SLIGHTLY USEFUL []USEFUL []VERY USEFUL

[]NOT USEFUL []SLIGHTLY USEFUL []USEFUL []VERY USEFUL

bo you expect your museum will apply for a GOS grant at the next deadline (November 1991)?	[]YES	[]NO
IF YOU ANSWERED "YES", THEN SKIP THE REST OF THIS SECTION AND GO DIRECTLY TO SECTION B ON PAGE 6.		
Here is a list of statements about why a museum would not apply for a GOS grant. Check "NOT A REASON" if the statement is not true for your museum, or if you don't know, or if it just doesn't affect your museum's decision whether to apply to GOS. Otherwise, check the box that shows how important the reason is to your museum.		ONE BOX FOR STATEMENT
We've never heard of GOS.	[]SLIGHTL []IMPORT	PORTANT Y IMPORTANT
We don't know enough about GOS.	[]SLIGHTL []IMPORT	PORTANT Y IMPORTANT
We don't have a good chance of receiving a grant.	[]SLIGHTL []IMPORT	PORTANT Y IMPORTANT
It would take too much effort to apply.	[]SLIGHTL []IMPORT	PORTANT Y IMPORTANT
We don't have the staff to prepare an application.	[]SLIGHTL []IMPORT	PORTANT Y IMPORTANT
The application asks for information that the government doesn't need to know.	[]SLIGHTL []IMPORT	PORTANT Y IMPORTANT
We don't want the government becoming more involved with our museum.	[]SLIGHTL []IMPORT	PORTANT Y IMPORTANT
Even if we received a grant, the amount of money we would get is too small.	[]SLIGHTL []IMPORT	PORTANT Y IMPORTANT

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[]NOT A REASON []NOT IMPORTANT []SLIGHTLY IMPORTANT Even if we received a grant, the regulations and paperwork for using the grant money are too much trouble. IMPORTANT VERY IMPORTANT NOT A REASON We object to what the GOS program does, so we don't want SLIGHTLY IMPORTANT to be associated with it. ]IMPORTANT VERY IMPORTANT []NOT IMPORTANT Other (optional). Please describe: SLIGHTLY IMPORTANT IMPORTANT VERY IMPORTANT SECTION B []YES []NO Did your museum apply for a GOS grant in any year from 1985 through 1990? IF YOU ANSWERED "NO", SKIP THE REST OF THIS SECTION AND GO DIRECTLY TO SECTION C ON PAGE 10. []YES []NO Did your museum apply for a GOS grant in any year before 1985? CHECK ONE BOX FOR Some museums use their completed GOS applications for other EACH PURPOSE purposes, in addition to applying for GOS grants. For each purpose listed below, indicate whether your museum has NEVER USED its GOS application for that purpose in the past five years, or if your museum did use its GOS application for that purpose, how useful it was. []NEVER USED Representing your museum to other potential funding []NOT USEFUL sources []SLIGHTLY USEFUL []USEFUL []VERY USEFUL []NEVER USED []NOT USEFUL []SLIGHTLY USEFUL []USEFUL []VERY USEFUL Representing your museum to its governing authority (Board of Directors, etc.). []NOT USEFUL Other (optional). Please describe: SLIGHTLY USEFUL VERY USEFUL

Some people say that applying for a GOS grant is useful to museums as an evaluation method, whether or not the museum receives a grant. Please rate the following aspects of the GOS process, based on their usefulness to your museum as evaluation methods.

Self-evaluation by your museum in the process of writing its GOS application.

Evaluation of your museum through the comments and scores that field reviewers gave its GOS application.

Finding out how your museum compares to others of similar size and discipline throughout the nation.

Did writing your museum's GOS application take the place of any self-evaluation activities your museum would otherwise perform?

Did the GOS application take the place of any documents your museum would otherwise produce to describe itself?

Did field reviewers' comments and scores on your museum's GOS application take the place of any outside evaluation that your museum would otherwise solicit?

Is there anything else your museum would probably do if it didn't apply to GOS, that it does not do currently?

If you answered "YES", then please write in the activity here:

How many work hours did it take to prepare your museum's most recent GOS application? Please fill in the total work hours by professional and clerical personnel for each step listed below. Include museum employees, volunteers, consultants, and any others. The total work hours for all steps listed below should equal the total effort your museum spent on its most recent GOS application.

Studying the directions, consulting with IMS staff, and -- professional other steps to understand the GOS program and how to apply -- clerical

[]NOT USEFUL []SLIGHTLY USEFUL []USEFUL []VERY USEFUL

[]NOT USEFUL []SLIGHTLY USEFUL []USEFUL []VERY USEFUL

[]NOT USEFUL []SLIGHTLY USEFUL []USEFUL []VERY USEFUL

[]DEFINITELY NO []PROBABLY NO []PROBABLY YES []DEFINITELY YES

[]DEFINITELY NO []PROBABLY NO []PROBABLY YES []DEFINITELY YES

[]DEFINITELY NO []PROBABLY NO []PROBABLY YES []DEFINITELY YES

[]YES []NO

WRITE THE NUMBER OF WORK HOURS Conducting studies, surveys and meetings, reviewing records, and other activities specifically to obtain information for the GOS application

Writing, editing, and assembling the GOS application, after you had obtained all the required information

Please refer to your museum's most recent GOS application, and answer the following questions about the various parts of the application form:

Face Sheet (including part L. Assurances)

Were the instructions clear and understandable?

Statement of Purpose

Were the instructions clear and understandable?

Did the way the questions were stated, and the way you were asked to answer them (short answers, space for written responses, etc.), allow you to accurately describe your museum?

Application Narrative, including the questions on Audience, Collections, Collections Care and Management, Exhibits, Education and Research, Staff and Physical Facilities, Support, Administration and Long Range Plans

Were the instructions clear and understandable?

Did the way the questions were stated, and the way you were asked to answer them (short answers, space for written responses, etc.), allow you to accurately describe your museum?

Financial Statements (Forms A and B, and Forms C and D where applicable)

Were the instructions clear and understandable?

Did the way the questions were stated, and the way you were asked to answer them (categories of income and expenses, etc.), allow you to accurately describe your museum? \_ \_ \_ professional \_ \_ \_ clerical \_ \_ \_ professional \_ \_ \_ clerical

[]UNCLEAR []SOMEWHAT CLEAR []CLEAR []VERY CLEAR

[]UNCLEAR []SOMEWHAT CLEAR []CLEAR []VERY CLEAR

[]DEFINITELY NO []MOSTLY NO []MOSTLY YES []DEFINITELY YES

[]UNCLEAR []SOMEWHAT CLEAR []CLEAR []VERY CLEAR

DEFINITELY NO MOSTLY NO MOSTLY YES DEFINITELY YES

[]UNCLEAR []SOMEWHAT CLEAR []CLEAR []VERY CLEAR

[]DEFINITELY NO []MOSTLY NO []MOSTLY YES []DEFINITELY YES Did your museum contact IMS staff by telephone or in person for help preparing your most recent GOS application, and if so, how useful was their help?

Did IMS' decision whether to fund or not fund your museum's most recent GOS application accurately reflect the quality of your museum?

Regarding the comments that the field reviewers made on your museum's most recent GOS application:

Did the comments adequately explain why the field reviewers assigned the scores you received?

Did the comments indicate that the reviewers understand museums that are like yours in size and discipline?

Did the comments indicate that the reviewers understood your application?

Were the comments useful for improving your museum's GOS applications in the future?

Were the comments useful for improving your museum?

Regarding the scores that the field reviewers assigned to your museum's most recent GOS application:

Did the scores indicate that the reviewers understand museums that are like yours in size and discipline?

Did the scores indicate that the reviewers understood your application?

Were the scores useful for improving your museum's GOS applications in the future?

Were the scores useful for improving your museum?

[]DIDN'T CONTACT []NOT USEFUL []SLIGHTLY USEFUL []USEFUL []VERY USEFUL

[]DEFINITELY NO []PROBABLY NO []PROBABLY YES []DEFINITELY YES

[]NOT AT ALL []MOSTLY NO []MOSTLY YES []YES, VERY WELL

[]NOT AT ALL []MOSTLY NO []MOSTLY YES []YES, VERY WELL

[]NOT AT ALL []MOSTLY NO []MOSTLY YES []YES, VERY WELL

[]NOT USEFUL []SOMEWHAT USEFUL []USEFUL []VERY USEFUL

[]NOT USEFUL []SOMEWHAT USEFUL []USEFUL []VERY USEFUL

[]NOT AT ALL []MOSTLY NO []MOSTLY YES []YES, VERY WELL

[]NOT AT ALL []MOSTLY NO []MOSTLY YES []YES, VERY WELL

[]NOT USEFUL []SOMEWHAT USEFUL []USEFUL []VERY USEFUL

[]NOT USEFUL []SOMEWHAT USEFUL []USEFUL []VERY USEFUL

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Did your museum receive a GOS grant in any year from 1985 through 1990?

IF YOU ANSWERED "NO", SKIP THE REST OF THIS SECTION AND GO DIRECTLY TO SECTION D ON PAGE 11.

Did receiving a GOS grant produce publicity that was useful to your museum.

Did the fact that your museum received a GOS grant convince another source of funding or non-cash support that it is a quality museum, which helped cause the other source to contribute to your museum?

We have asked you to rate the value to your museum of several benefits of GOS other than the GOS grant money. For comparison, how valuable has the GOS grant money been for your museum?

Some museums find that certain features of the GOS program prevent them from using their GOS grant money most effectively. Please tell us whether each of the following features of GOS has been a problem for your museum.

Not enough time from when the grant is awarded until all money must be spent

Too much record-keeping required on how the grant money is used.

Restrictions on for what the grant money may and may not be spent.

THANK YOU. PLEASE SKIP SECTION C, AND GO DIRECTLY TO SECTION D ON PAGE 11.

#### SECTION C

Since your museum has not applied for a GOS grant recently, please tell us whether your museum has performed any of the following activities, which are similar to the GOS process, within the past five years:

Has your museum conducted a self-evaluation of all its operations?

[]YES []NO

[]NO []SLIGHTLY VALUABLE []VALUABLE []VERY VALUABLE

[]NO []SLIGHTLY VALUABLE []VALUABLE []VERY VALUABLE

[]NOT VALUABLE []SLIGHTLY VALUABLE []VALUABLE []VERY VALUABLE

[]NOT A PROBLEM []SLIGHT PROBLEM []PROBLEM []SERIOUS PROBLEM

[]NOT A PROBLEM []SLIGHT PROBLEM []PROBLEM []SERIOUS PROBLEM

[]NOT A PROBLEM []SLIGHT PROBLEM []PROBLEM []SERIOUS PROBLEM

[]YES []NO

	•			
•	Has your museum produced a document that describes all its operations in a level of detail that would be of interest to museum professionals (do not include brochures and other documents designed for the general public).	[]YES	[]NO	
	Have your museum's operations been evaluated by museum professionals from outside your museum?	[]YES	[]NO	
	If you answered "YES", to any of the three questions above, then please write in the most important activity to which you were referring:			
SEC	TION D			
	QUESTIONS ABOUT YOU The following questions are a museum professional. Please answer based on your own thoughts, whether or not these answers represent the vi museum or anyone else.	experience	and	
	useful to you are each of the following sources of rmation on how museums should be operated?		K ONE BOX FO ACH SOURCE	R
	Classes, seminars, and workshops (including speakers at meetings of professional societies)	[]USEFU	TLY USEFUL	
	Discussions with colleagues (at work, at meetings of professional societies, by telephone, etc.)	[]SLIGH []USEFU	SEFUL TLY USEFUL	
	Books, magazines, technical leaflets, and other publications	[]SLIGH []USEFl	SEFUL TLY USEFUL	
	Consultants	[]SLIGH []USEFU	SEFUL TLY USEFUL	

On-the-job experience

Comments from field reviewers on GOS applications

Other (optional). Please describe:

Has reading other museums' GOS applications been useful to you as a source of information on how museums should be operated (as opposed to information on how to write a GOS application)?

The following questions refer to "GOS field reviewers." GOS field reviewers are museum professionals who volunteer to read and evaluate museums' applications for GOS grants. Scores from field reviewers are used in awarding GOS grants.

Do you expect to volunteer to serve as a GOS field reviewer next year?

IF YOU ANSWERED "YES", THEN SKIP THE REST OF THIS SECTION, AND GO DIRECTLY TO SECTION E ON PAGE 14.

Here is a list of statements about why someone would not volunteer to be a GOS field reviewer. Check "NOT A REASON" if you disagree with the statement, or if you don't know, or if it just doesn't affect your decision whether to serve as a GOS field reviewer. Otherwise, check the box that shows how important the reason is to you.

I don't know enough about GOS and the role of field reviewers.

I don't know enough about museums to evaluate GOS applications.

Because of other demands on my time, I can't spare enough time to serve as a GOS field reviewer. []NEVER USED []NOT USEFUL []SLIGHTLY USEFUL []USEFUL []VERY USEFUL

[]NEVER USED []NOT USEFUL []SLIGHTLY USEFUL []USEFUL []VERY USEFUL

[]NOT USEFUL []SLIGHTLY USEFUL []USEFUL []VERY USEFUL

[]NEVER READ []NOT USEFUL []SLIGHTLY USEFUL []USEFUL []VERY USEFUL

[]YES []NO

CHECK ONE BOX FOR EACH STATEMENT

[]NOT A REASON []NOT IMPORTANT []SLIGHTLY IMPORTANT []IMPORTANT []VERY IMPORTANT

[]NOT A REASON []NOT IMPORTANT []SLIGHTLY IMPORTANT []IMPORTANT []VERY IMPORTANT

[]NOT A REASON []NOT IMPORTANT []SLIGHTLY IMPORTANT []IMPORTANT []VERY IMPORTANT I've volunteered before and wasn't chosen.

.

I've served as a field reviewer before, and feel I've done my share.

I don't want to judge others or explain my judgments.

I don't want to get involved with the government.

I don't think the GOS field reviewer process results in a fair and proper distribution of grants, so I don't want to be part of it.

Other (optional). Please describe:

Would any of the following changes cause you to volunteer to serve as a GOS field reviewer?

If serving as a field reviewer would help me learn more about how museums are selected for GOS grants.

If serving as a field reviewer would help me learn more about how museums should be operated.

If serving as a field reviewer had more prestige and professional recognition in the museum community.

[]NOT A REASON []NOT IMPORTANT []SLIGHTLY IMPORTANT []IMPORTANT []VERY IMPORTANT

[]NOT A REASON []NOT IMPORTANT []SLIGHTLY IMPORTANT []IMPORTANT []VERY IMPORTANT

[]NOT A REASON []NOT IMPORTANT []SLIGHTLY IMPORTANT []IMPORTANT []VERY IMPORTANT

[]NOT A REASON []NOT IMPORTANT []SLIGHTLY IMPORTANT []IMPORTANT []VERY IMPORTANT

[]NOT A REASON []NOT IMPORTANT []SLIGHTLY IMPORTANT []IMPORTANT []VERY IMPORTANT

[]NOT IMPORTANT []SLIGHTLY IMPORTANT []IMPORTANT []VERY IMPORTANT

> CHECK ONE BOX FOR EACH STATEMENT

[]DEFINITELY NO []PROBABLY NO []PROBABLY YES []DEFINITELY YES

[]DEFINITELY NO []PROBABLY NO []PROBABLY YES []DEFINITELY YES

[]DEFINITELY NO []PROBABLY NO []PROBABLY YES []DEFINITELY YES

[]DEFINITELY NO If the field reviewer's work did not all occur in January. []PROBABLY NO []PROBABLY YES DEFINITELY YES DEFINITELY NO PROBABLY NO PROBABLY YES DEFINITELY YES Other (optional). Please describe: SECTION E []YES []NO Did you serve as a field reviewer for GOS in any year before 1985? []YES []NO Did you serve as a field reviewer for GOS in any year from 1985 through 1990? IF YOU ANSWERED "NO", THEN SKIP THE REST OF THIS SECTION, AND GO DIRECTLY TO SECTION F ON PAGE 16. CHECK ONE BOX FOR What were your reasons for serving as a GOS field reviewer? EACH STATEMENT For each statement below, please indicate whether it was NOT A REASON why you served, or if it was a reason, how important it was. []NOT A REASON []NOT IMPORTANT []SLIGHTLY IMPORTANT []IMPORTANT I wanted to help the GOS program. VERY IMPORTANT []NOT A REASON []NOT IMPORTANT I wanted to make a contribution to my profession. []SLIGHTLY IMPORTANT []IMPORTANT VERY IMPORTANT []NOT A REASON []NOT IMPORTANT []SLIGHTLY IMPORTANT []IMPORTANT I wanted to help museums. VERY IMPORTANT []NOT A REASON []NOT IMPORTANT I wanted the honorarium (cash payment). SLIGHTLY IMPORTANT IMPORTANT []VERY IMPORTANT []NOT A REASON []NOT IMPORTANT []SLIGHTLY IMPORTANT I thought it would be exciting and/or enjoyable. IMPORTANT []VERY IMPORTANT

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I wanted to learn how to write a GOS application that would receive a grant.

I wanted to increase my knowledge of museum operations.

I wanted the professional recognition that serving as a field reviewer brings.

I wanted to learn how to evaluate my own museum.

Other (optional). Please describe:

Do you think the accuracy of the scores and usefulness of the comments on the applications you reviewed would have been better or worse if you and the other peer reviewers had discussed them during the review?

How useful has your experience as a GOS field reviewer been, as a source of information on how museums should be operated?

How useful has your experience as a GOS field reviewer been as a source of information on how to evaluate museums, including your own?

How useful has your experience as a GOS field reviewer been as a source of information on how to compete successfully for a GOS grant?

How useful has your experience as a GOS field reviewer been to help you get jobs, promotions, or other career benefits? []NOT A REASON []NOT IMPORTANT []SLIGHTLY IMPORTANT []IMPORTANT []VERY IMPORTANT

[]NOT A REASON []NOT IMPORTANT []SLIGHTLY IMPORTANT []IMPORTANT []VERY IMPORTANT

[]NOT A REASON []NOT IMPORTANT []SLIGHTLY IMPORTANT []IMPORTANT []VERY IMPORTANT

[]NOT A REASON []NOT IMPORTANT []SLIGHTLY IMPORTANT []IMPORTANT []VERY IMPORTANT

[]NOT IMPORTANT []SLIGHTLY IMPORTANT []IMPORTANT []VERY IMPORTANT

[]DEFINITELY WORSE []PROBABLY WORSE []NO DIFFERENCE []PROBABLY BETTER []DEFINITELY BETTER

[]NOT USEFUL []SLIGHTLY USEFUL []USEFUL []VERY USEFUL

## SECTION F

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Thank you for completing this questionnaire.

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Please place this entire questionnaire in the return envelope we have provided, and mail it back to us.

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