

Sharing is C(omp)aring: The Value of Cross-Institutional Data

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Association of Science and Technology Centers Annual Conference

Sunday, October 22, 2017



INSTITUTE *of*
Museum and **Library**
SERVICES

COVES

=

Collaboration for Ongoing
Visitor Experience Studies



COVES is designed to unite science centers in systematically collecting audience-level data, with a focus on institutional and field-wide improvement.



COVES provides common data to help with decision-making.

What do we need to know?

Who visits



Why they visit



What they see & do

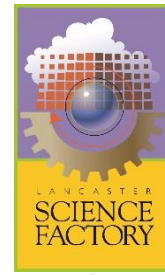


How they feel



provides:

- a common instrument & shared measures
- institutional flexibility
- analytical assistance
- evaluation capacity building resources
- dynamic reporting
- systematic comparison



19 (+2) participating institutions



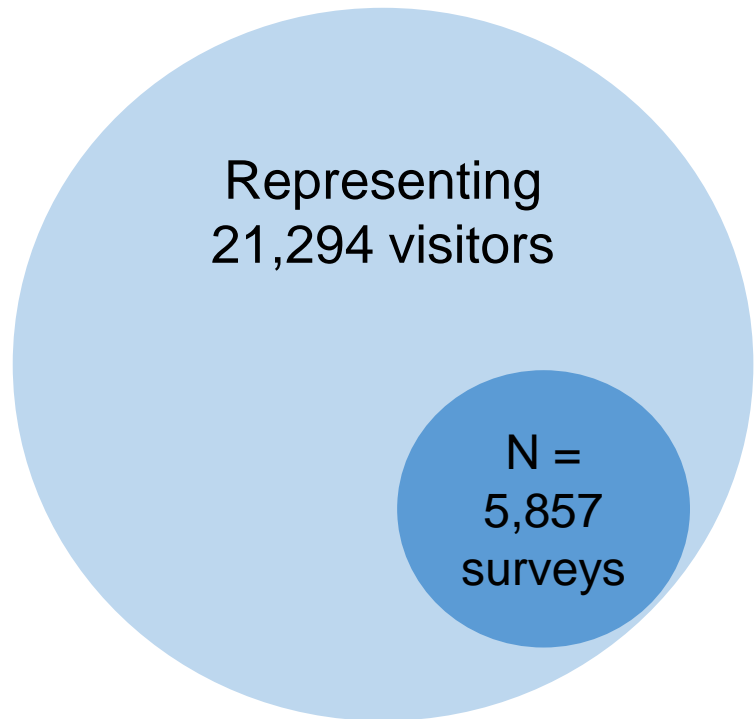
SOUTH FLORIDA SCIENCE CENTER AND AQUARIUM



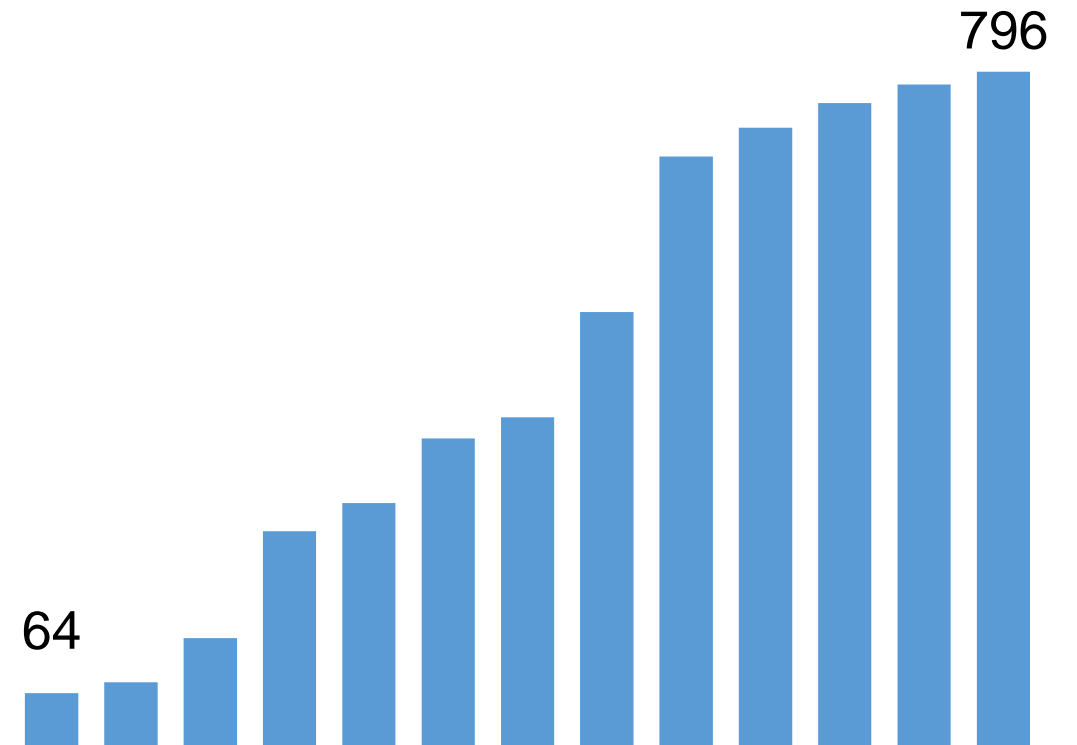


Data Summary

14 months of data



From 13 institutions,
sample sizes from





Museum of Science



New York Hall of Science



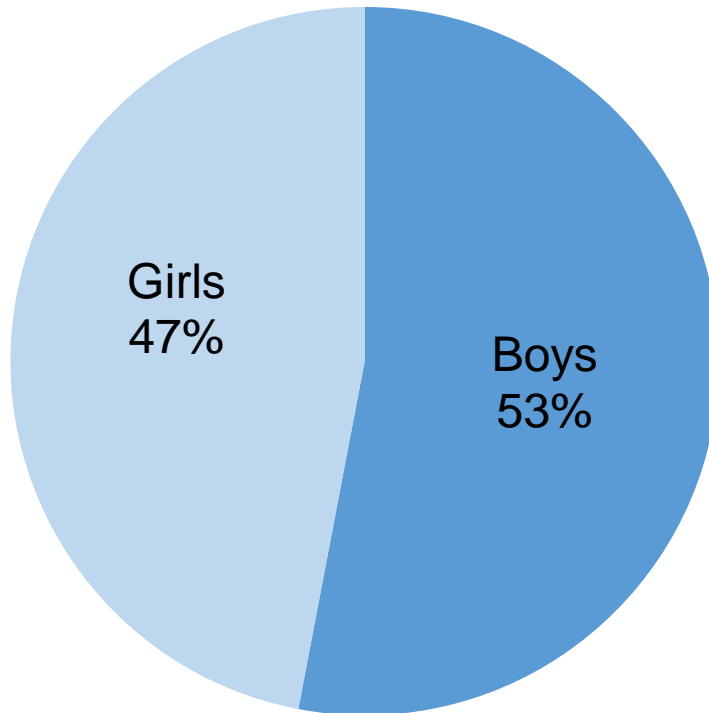
What kinds of comparisons can we make?

Examples created with COVES Year 1 aggregate data
Collected July 1, 2016 – June 30, 2017

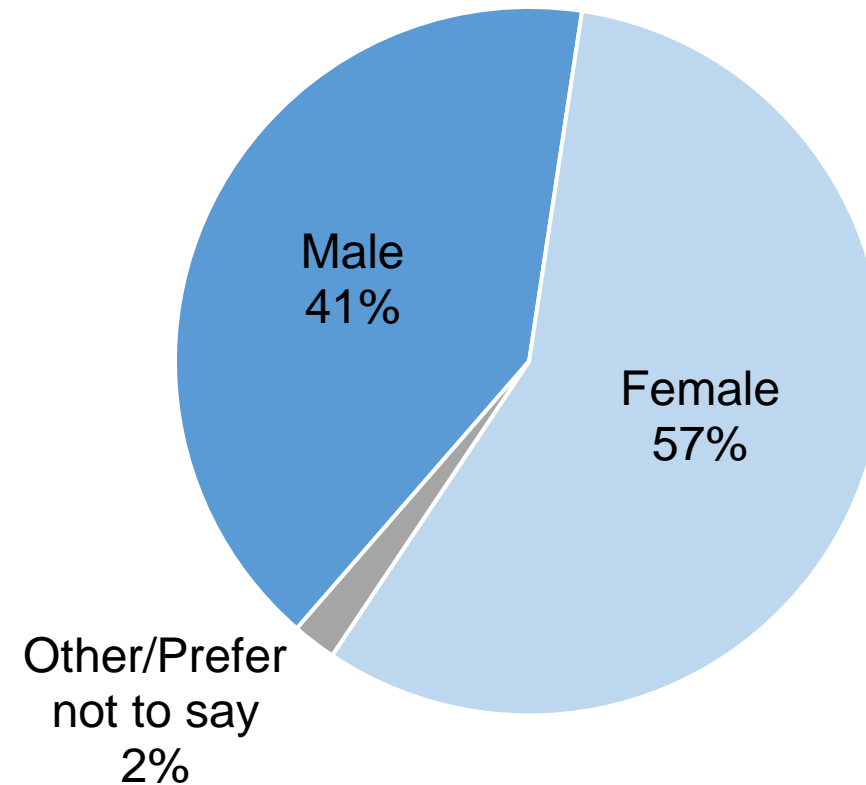


Looking at the aggregate - Gender

Gender of children in groups



Gender of adults in groups





Looking at the aggregate - Motivations

37%

Spend time together

17%

Education for group / kids



To see a specific exhibit, program, show

25%

Fun / entertainment for group

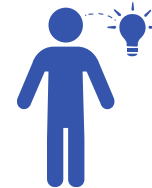
Education for myself



Something to do while visiting



Fun / entertainment for myself



Had coupon/free pass



To bring out-of-town guests



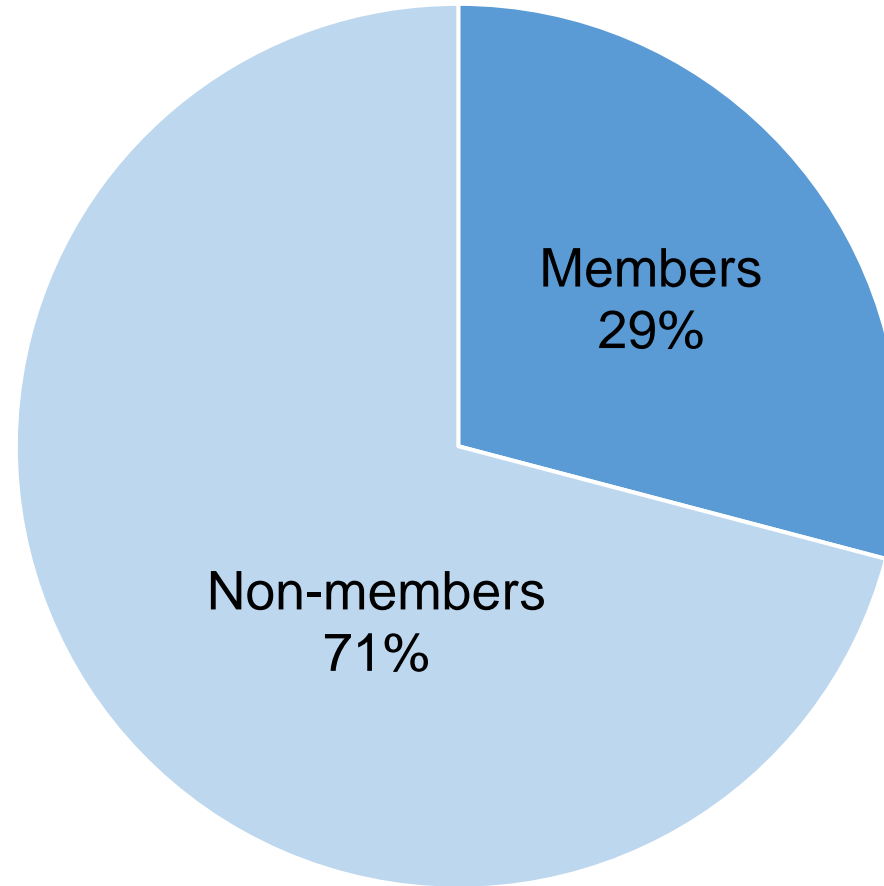
Because that's what good parents do



Something to do in poor weather



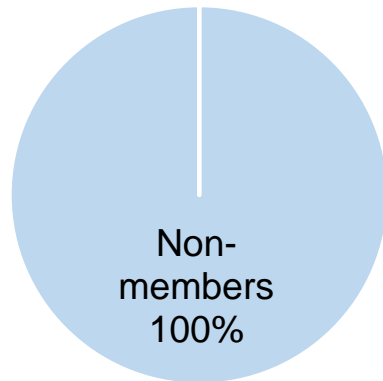
Comparing to the aggregate – Membership



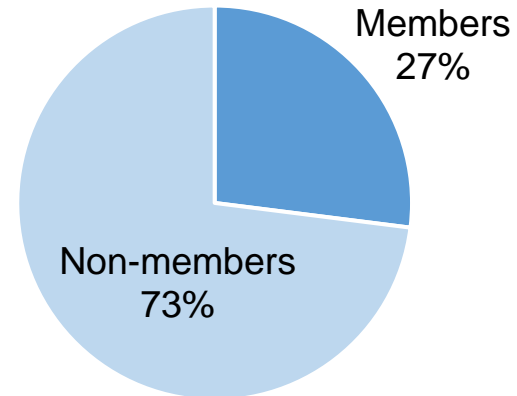


Comparing to the aggregate – Membership

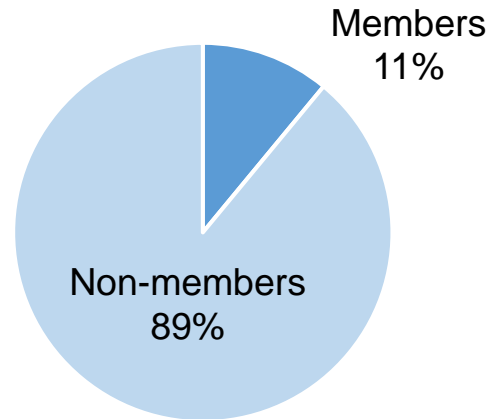
Institution A



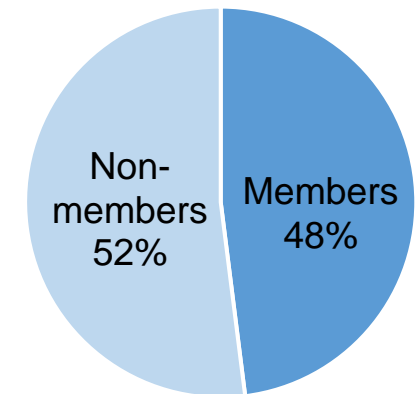
Institution E



Institution K

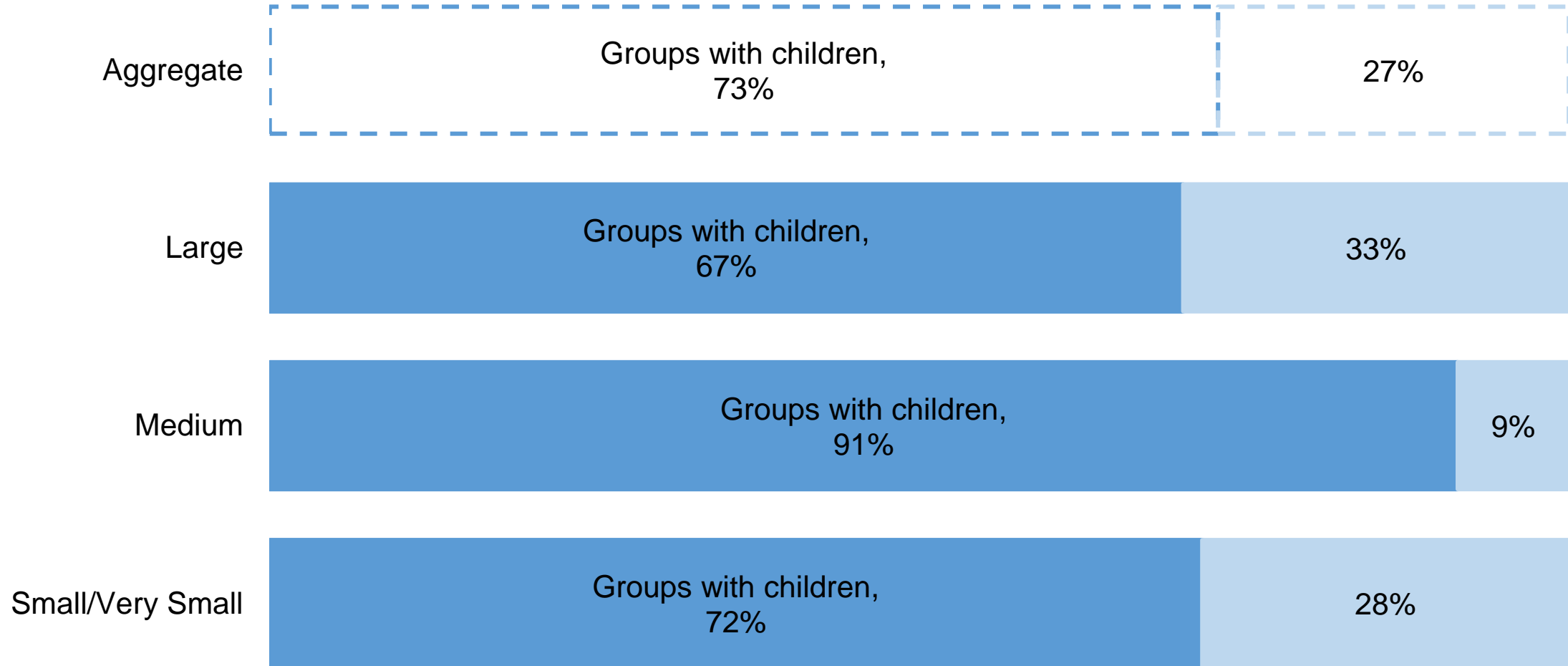


Institution L



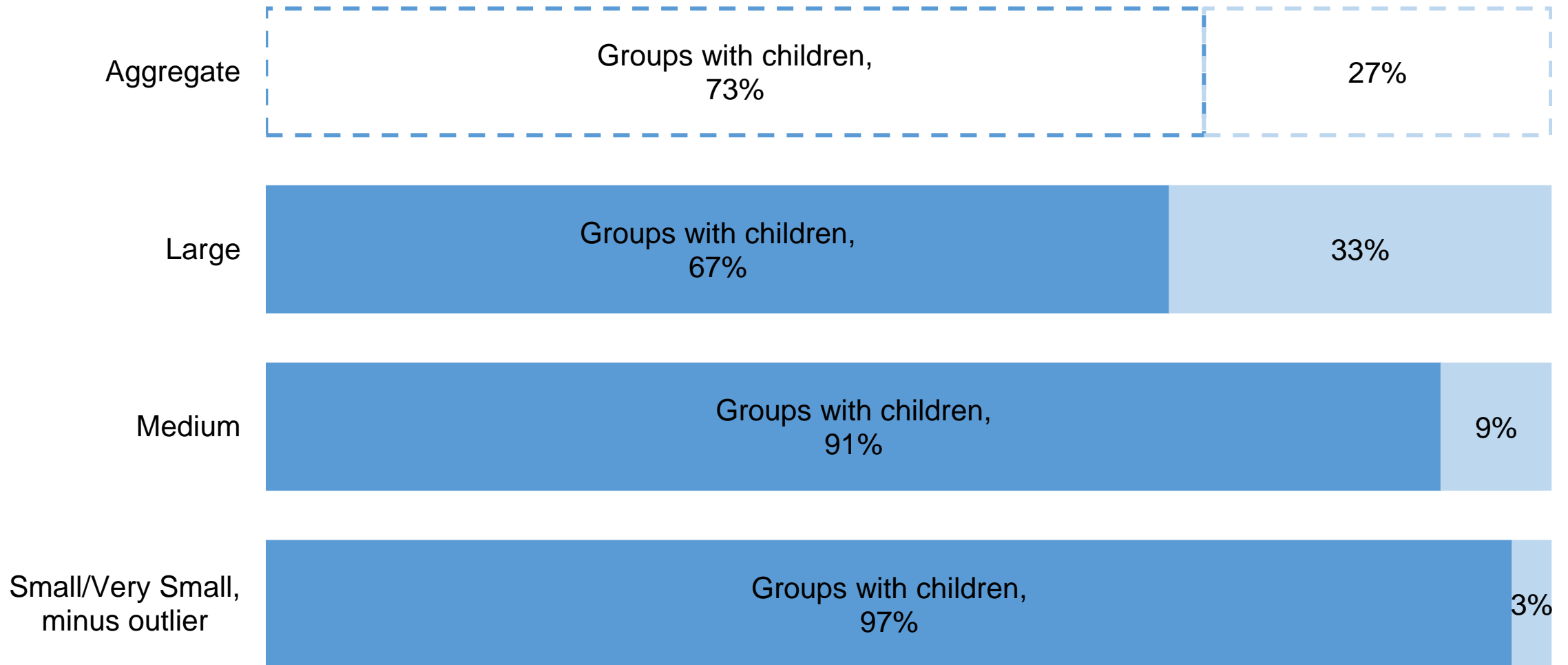


Comparing to subgroups – Adults/children



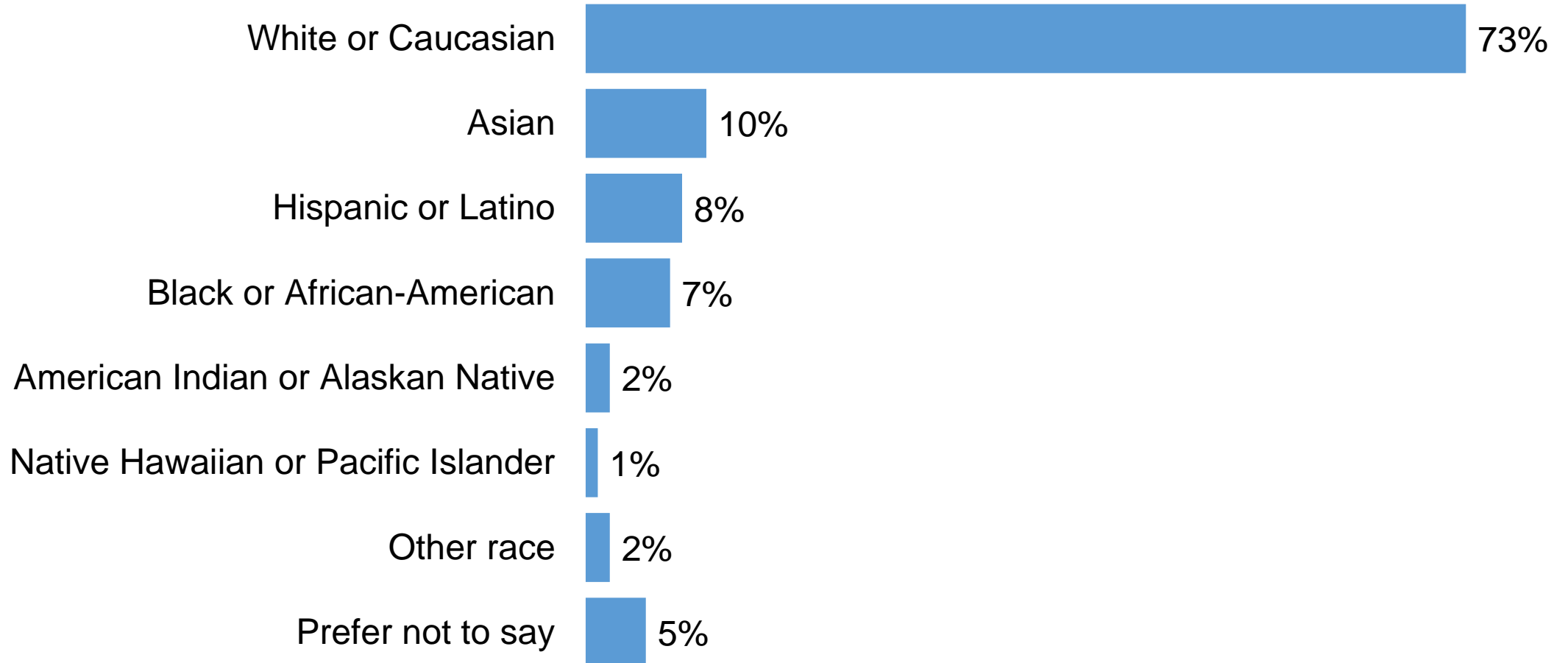


Comparing to subgroups – Adults/children



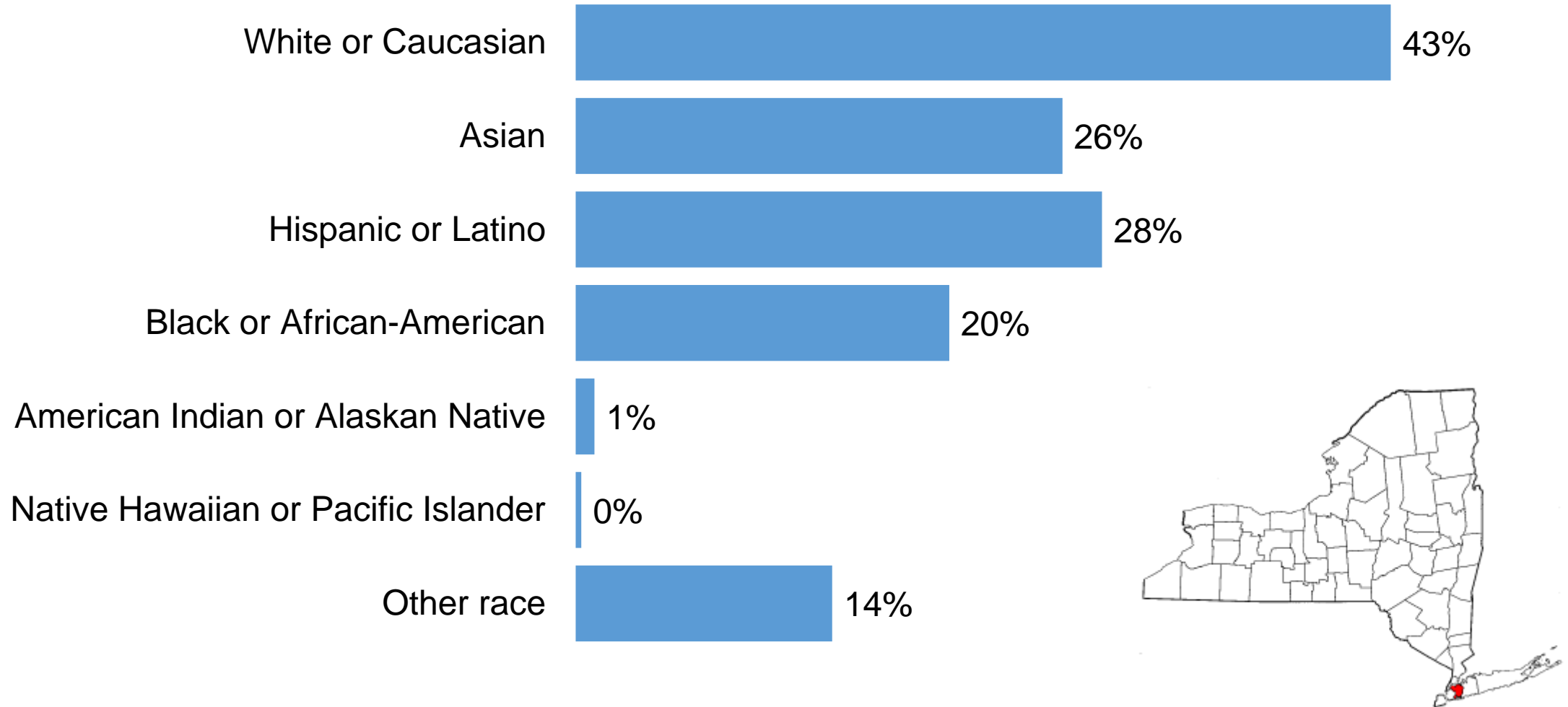


Comparing to Census – Race/Ethnicity



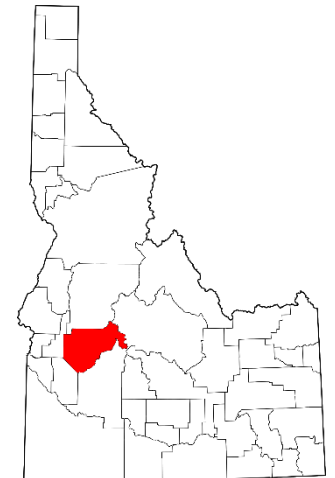
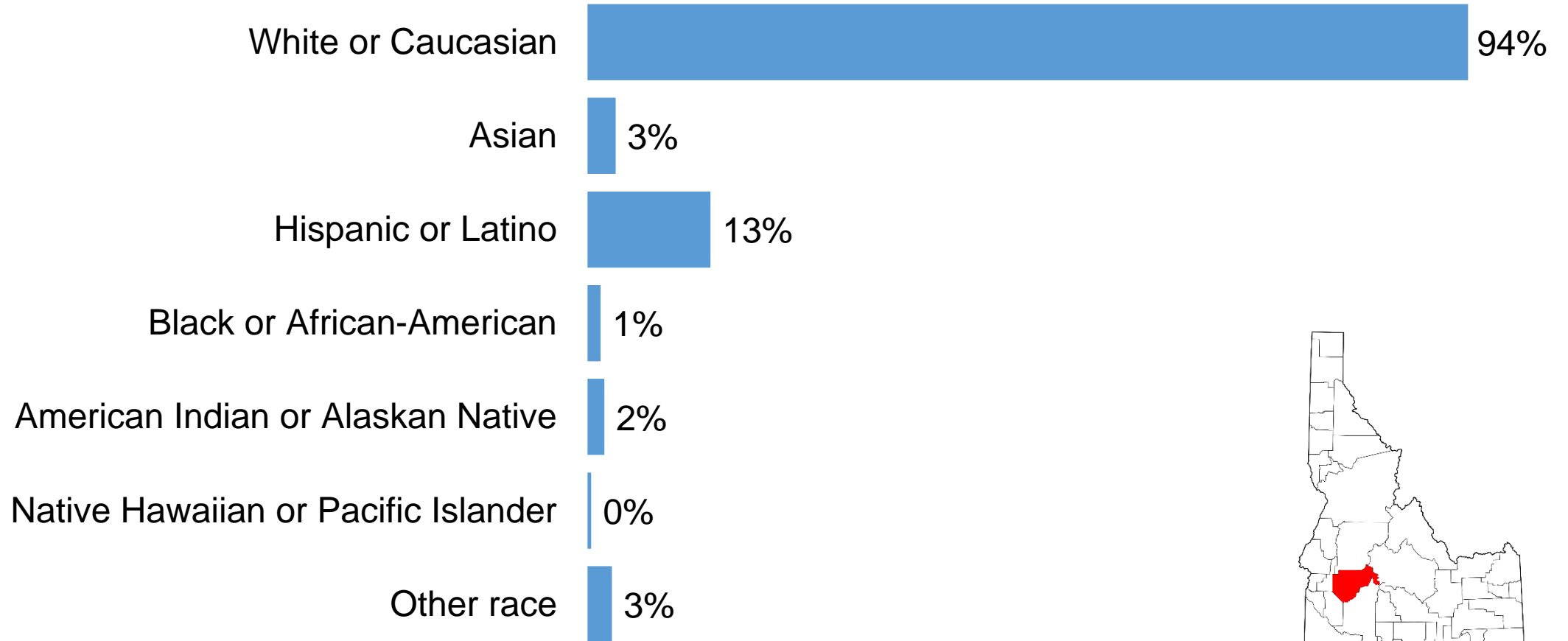


Comparing to Census – Race/Ethnicity





Comparing to Census – Race/Ethnicity





Net Promoter Score

“On a scale from 0 to 10, how likely are you to recommend the New York Hall of Science to a friend or colleague?”

Promoters select
9 or 10

Detractors select
6 or below

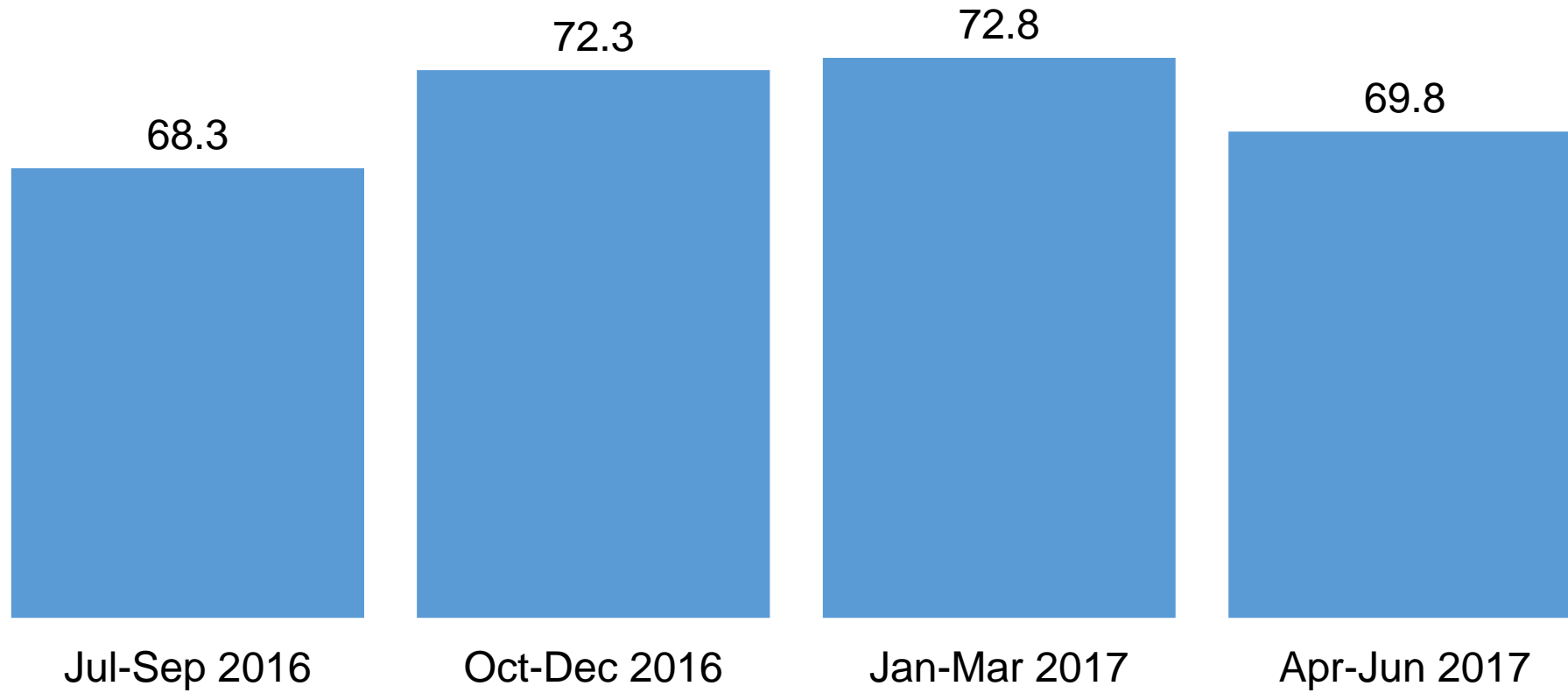
NPS FORMULA

$$\frac{\% \text{ of Promoters} - \% \text{ of Detractors}}{\text{Net Promoter Score}^{\text{®}}}$$

Passives (7s and 8s)
are omitted

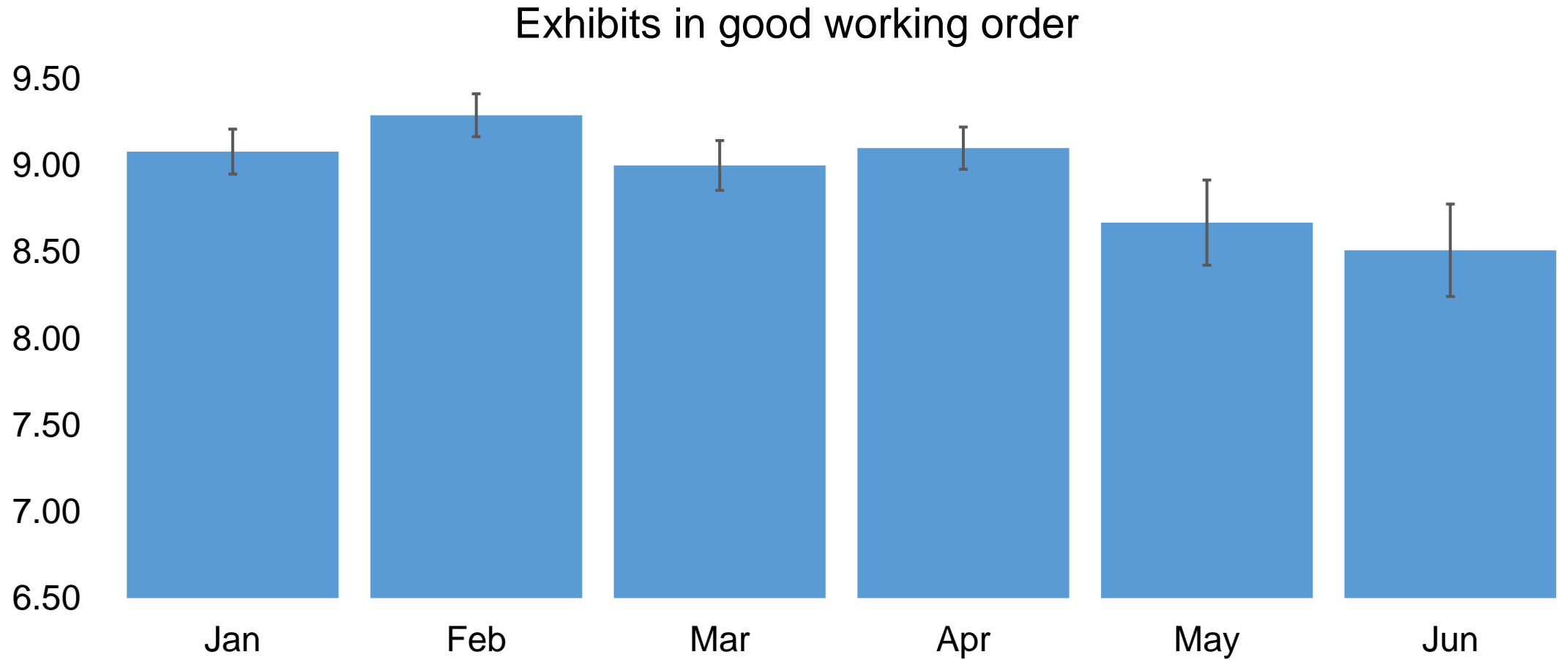


Comparing over time – NPS





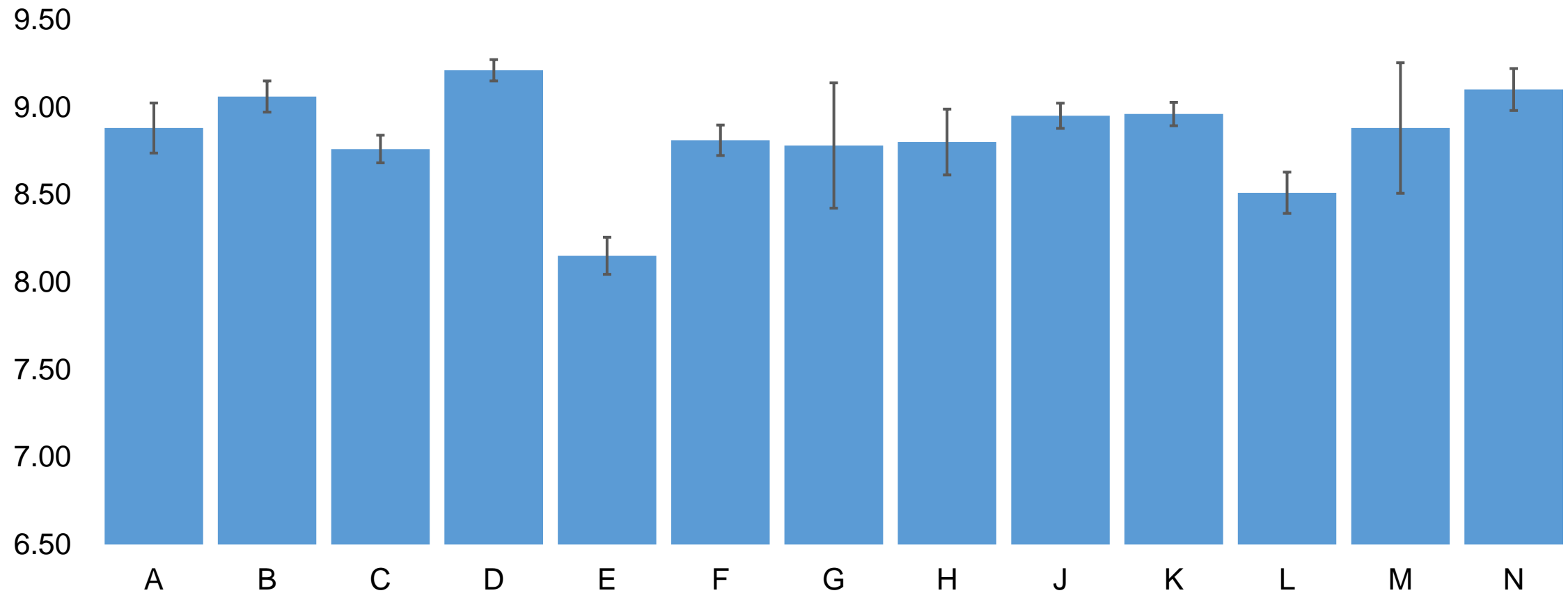
Comparing over time – Experience ratings





Comparing to the aggregate – Experience ratings

Exhibits in good working order



The background consists of numerous white paper strips scattered across the frame. Each strip has the word "QUESTIONS" printed on it in a bold, black, sans-serif font. The strips are oriented in various directions, creating a sense of movement and abundance. A central blue rectangular box contains the text "Panel Q&A" in white, bold, sans-serif font.

Panel Q&A

Megan Pratt
Pensacola MESS Hall

Christine Reich
Museum of Science, Boston

Bert Vescolani
Saint Louis Science Center

Margaret Honey
New York Hall of Science



Audience Q&A



Thank you!

info@understandingvisitors.org

Find us at Booth #517!