



## Collaboration for Ongoing Visitor Experience Studies

Shared Measures for Evaluating Common Outcomes of Informal  
Education Experiences

Visitor Studies Association Conference

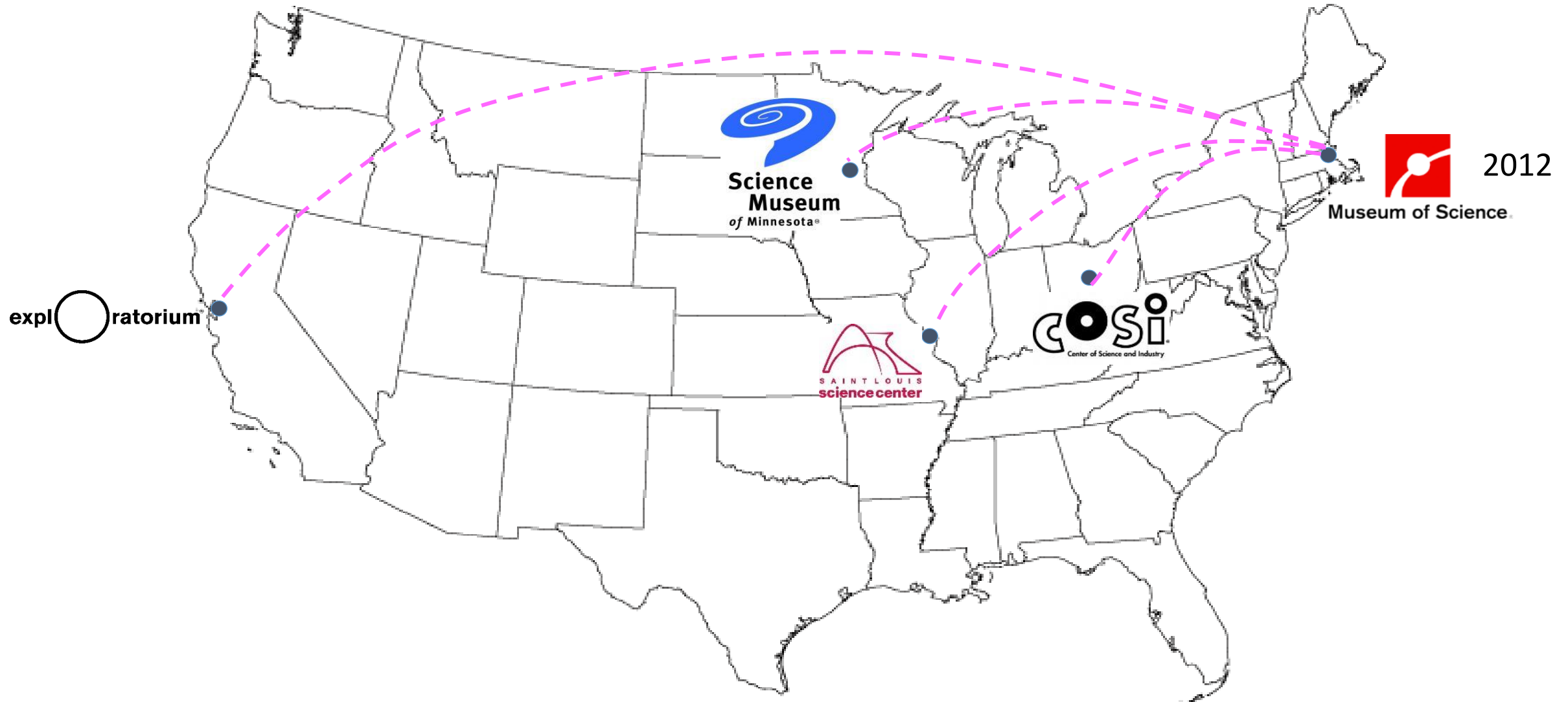
July 12<sup>th</sup>, 2019

# COVES

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



# How do we compare?





# IMLS support

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2012: National Forum Grant

2014: National Leadership Grant

2018: Member-supported



# Siloed studies





# Creating the system



SCIENCE WORLD at  
**TELUS WORLD**  
of SCIENCE



**Science Museum**  
of Minnesota®



discovery  
center  
MUSEUM



**DISCOVERY WORLD**  
science + technology center



**GREAT LAKES**  
Science Center



**THE FRANKLIN**  
INSTITUTE



Museum of Science



Connecticut  
Science Center

**OMSI**



THE LAWRENCE  
HALL OF SCIENCE  
UNIVERSITY OF CALIFORNIA, BERKELEY

Children's  
Discovery  
Museum  
of San Jose



CITY OF  
**ROSEVILLE**  
CALIFORNIA

**THE Discovery**  
Terry Lee Wells Nevada Discovery Museum



**NATURAL HISTORY**  
MUSEUM  
LOS ANGELES COUNTY



**NATURAL HISTORY**  
MUSEUM OF UTAH  
Rio Tinto Center | University of Utah



**BRADBURY**  
SCIENCE  
museum



**SCIENCE**  
CENTER  
OF IOWA  
& BLANK IMAX  
DOME THEATER



**THE DO**  
SEUM



MAYBORN  
MUSEUM



**SAINT LOUIS**  
SCIENCE  
CENTER



**imagination**  
STATION  
pure science. pure fun.



**ORLANDO SCIENCE CENTER**



**MUSEUM**  
OF DISCOVERY  
& SCIENCE  
AUTOMATION IMAX THEATER



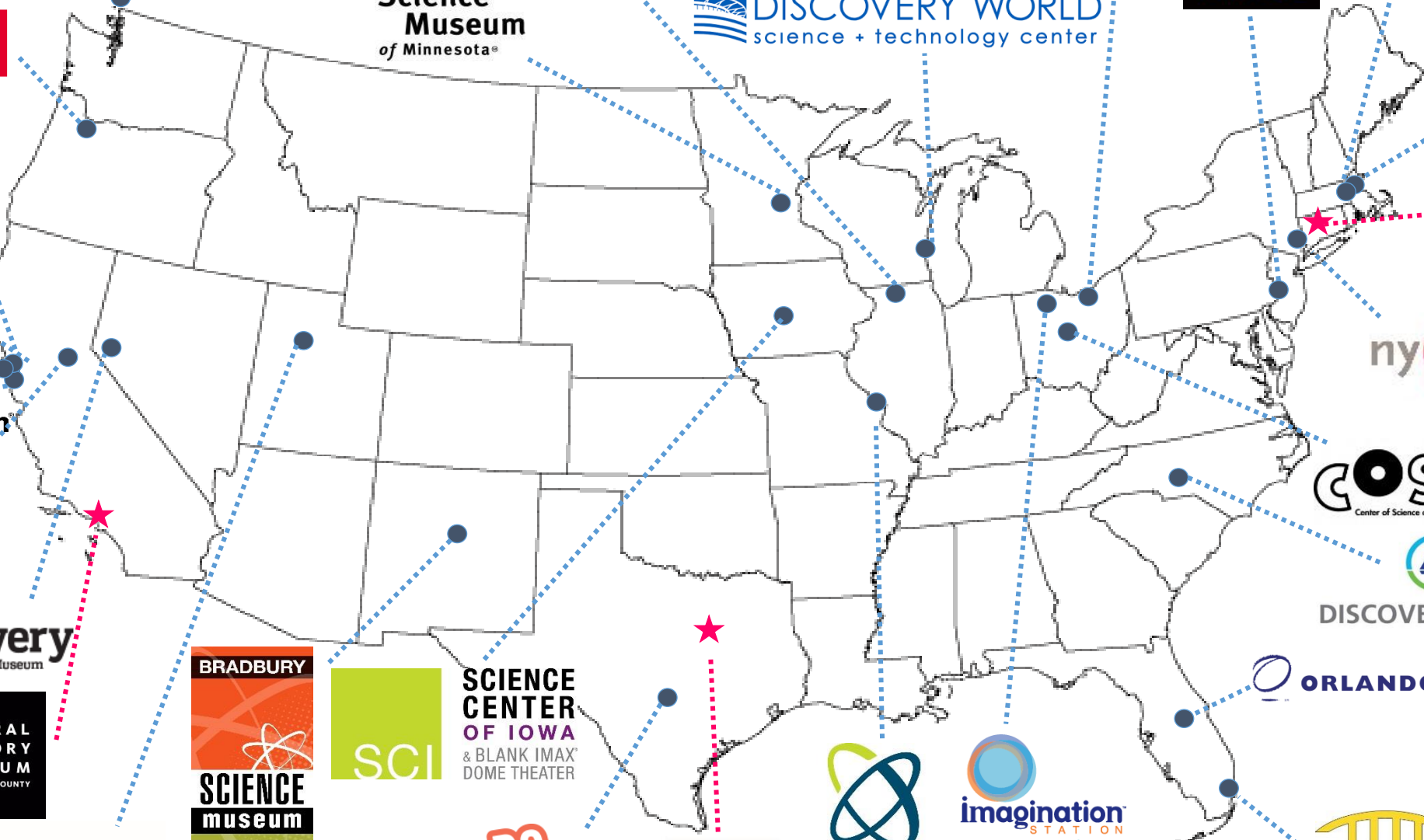
ny sci



**COsi**  
Center of Science and Industry



**DISCOVERY PLACE**



COVES

“visitor experience”



# The “visitor experience”

**Who visits**

**Why they visit**



**What they see & do**

**How they feel**



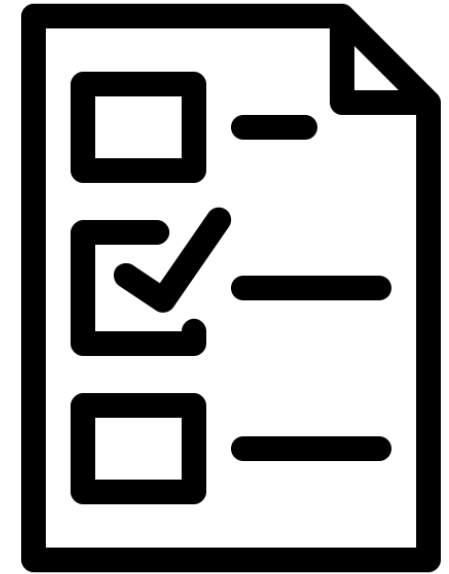
# Creating the shared measure



...



# COVES





# Creating the shared measure

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Content validity

Expert review by:

1. COVES participants
2. Measurement experts
3. VSA attendees



# Creating the shared measure

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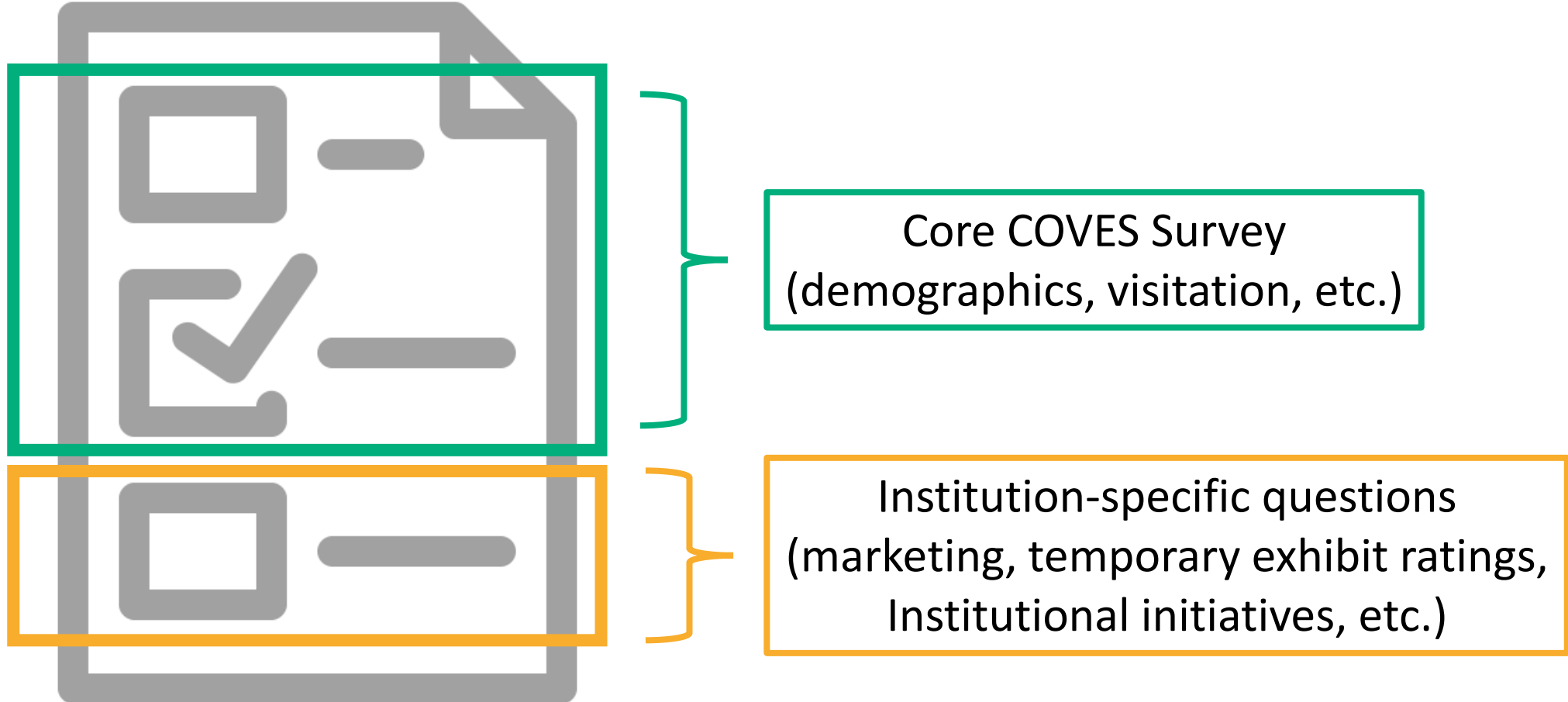
## Process validity

1. Pilot interviews
2. Think-aloud
3. Data collector feedback





# Flexible instrument





# Shared reporting structures

COVES sites collect data onsite...



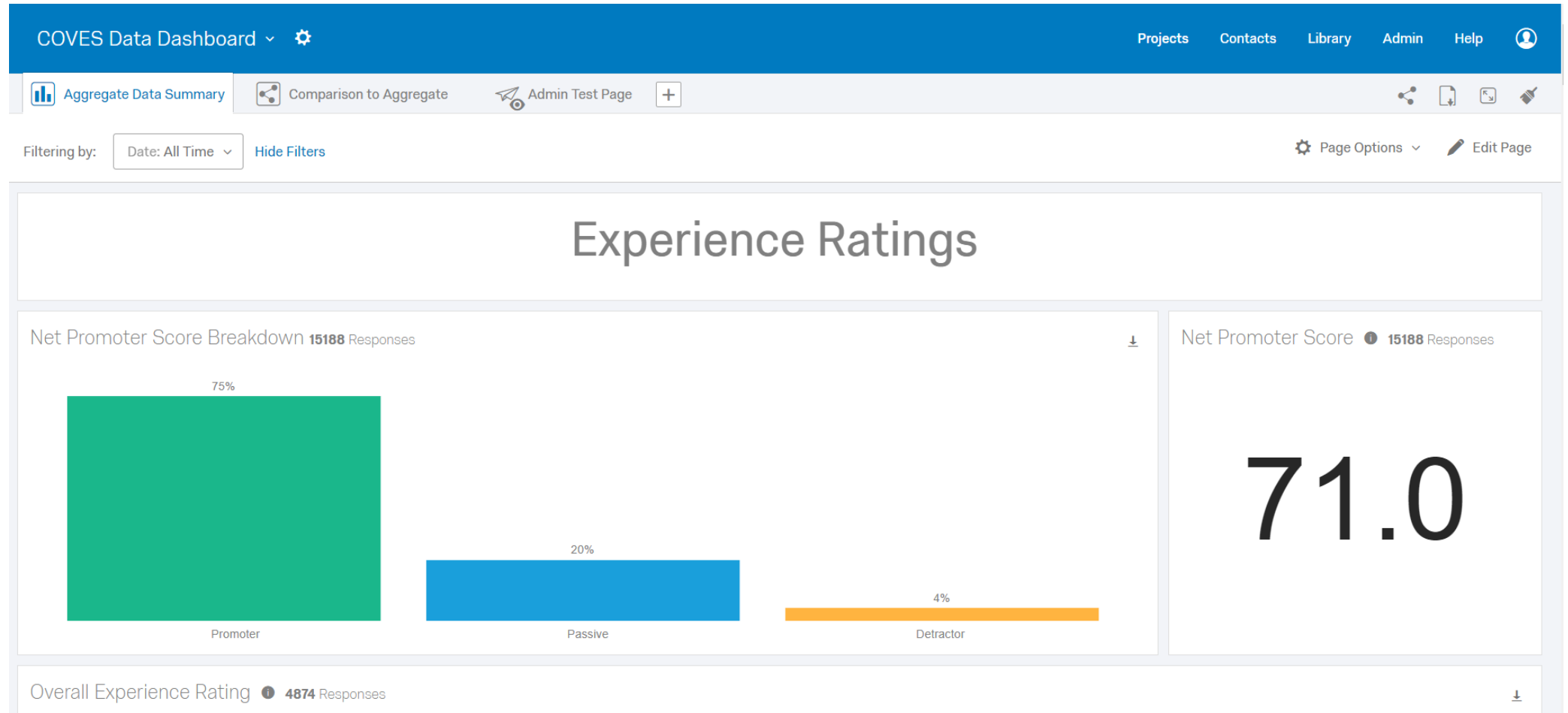
...feeding into the central database

The screenshot shows the Qualtrics XM dashboard with a list of projects. The table includes columns for Type, Project Name, Status, Last Modified, Creation Date, Responses, and Actions.

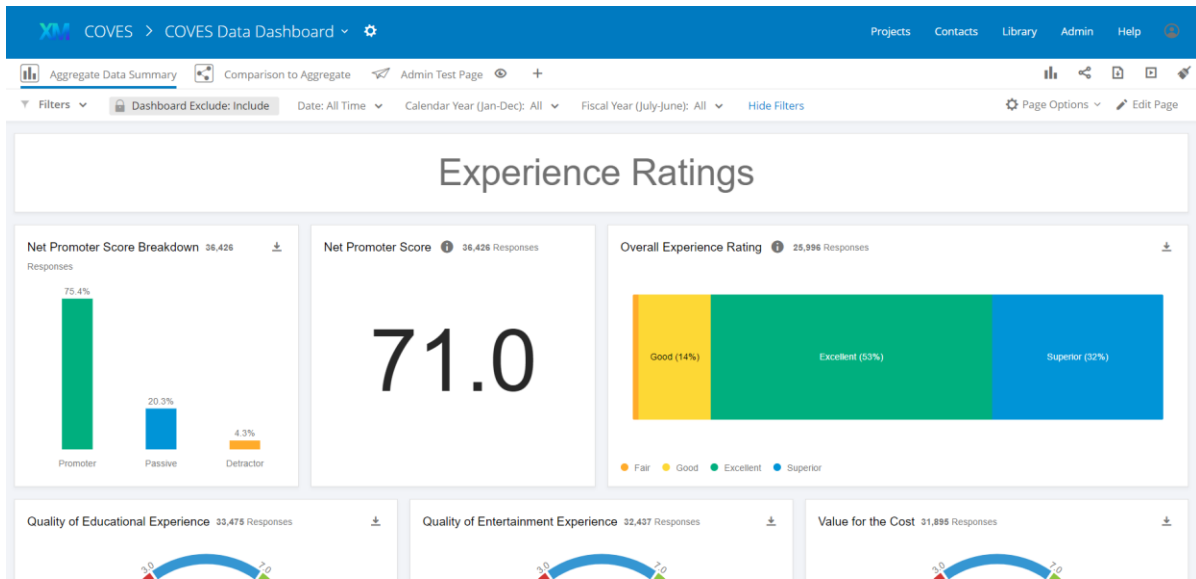
Type	Project Name	Status	Last Modified	Creation Date	Responses	Actions
Survey	CT Science Center COVES Survey	Active	Jul 5, 2019	Apr 23, 2019	42	
Dashboards	School VXM	-	Jan 31, 2018	Jan 31, 2018	-	
Dashboards	COVES	-	Jan 11, 2018	Jan 11, 2018	-	
Survey	DoSeum COVES Survey	Active	Jul 5, 2019	Dec 4, 2017	572	
Survey	MODS COVES Survey	Active	Jul 5, 2019	Aug 13, 2018	736	
Survey	SLSC COVES Survey v2_Main entrance	Active	Jul 5, 2019	May 8, 2017	2004	
Survey	The Franklin Institute COVES survey	Active	Jul 5, 2019	Dec 20, 2017	2207	
Survey	Orlando COVES Survey	Active	Jul 5, 2019	Aug 16, 2018	564	
Survey	Discovery World COVES Survey	Active	Jul 5, 2019	Jan 2, 2019	330	
Survey	COSI COVES Survey v2	Active	Jul 5, 2019	May 8, 2017	2561	
Survey	EcoTarium COVES Survey	Active	Jul 5, 2019	May 8, 2017	1851	



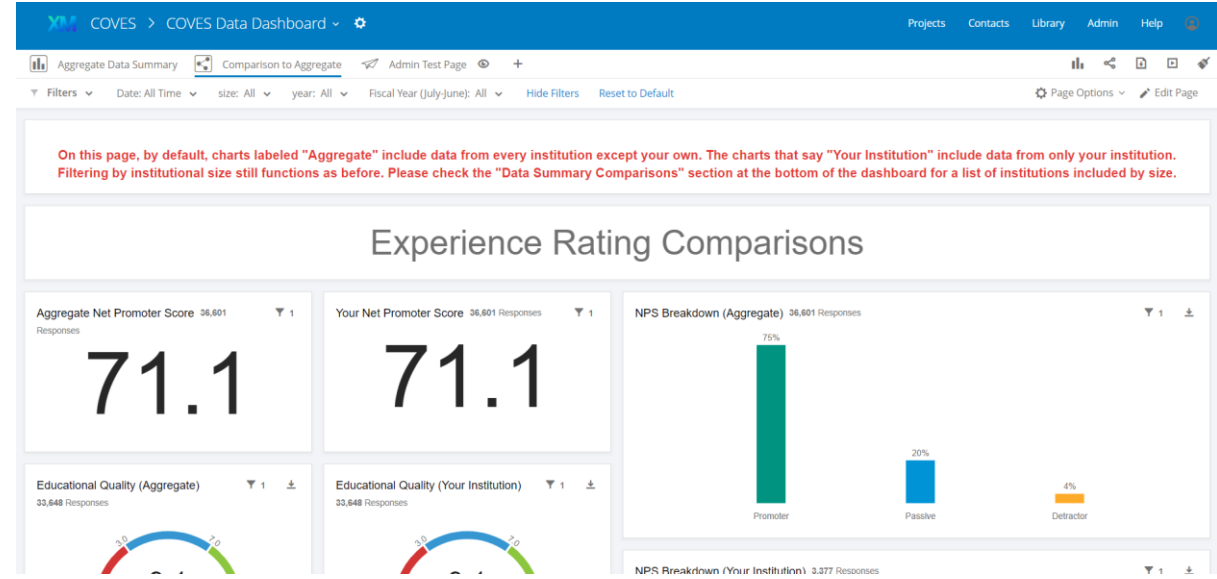
# Vocalize data dashboard



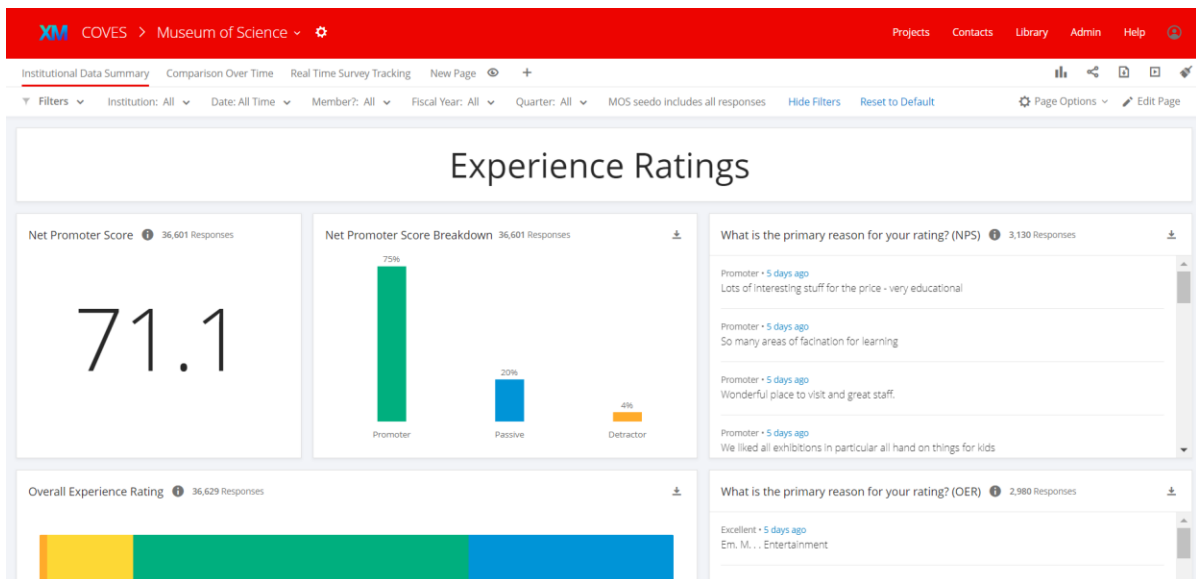
# Aggregate Data Summary



# Comparison to Aggregate



# Institutional Data Summary



# Comparison Over Time





# Aggregate Report

## Yearly, July-June cycle

**UNDERSTANDING our VISITORS**  
Multi-Institutional Science Center Study  
JULY 2017-JUNE 2018

**COV**

### IN THIS REPORT

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### HOW TO READ AND INTERPRET THE GRAPHS IN THIS REPORT

#### NET PROMOTER SCORE (NPS)

\*On a scale from 0 to 10, how likely are you to recommend [Institution Name] to a friend or colleague?

Net promoter scores for institutions are presented on blue pages (pages 16-22) vertical scales. Each dot represents an institution's NPS.

This dark gray circle represents the average NPS across institutions.

The NPS scale goes from -100 to 100, but we are representing a truncated version. The scale on each blue page is the same so they can be compared.

Net Promoter Score is calculated by subtracting the percentage of "Detractors" (ratings of 0-6) from the percentage of "Promoters" (ratings of 9-10). In this example, 75.7% - 4.6% = 71.1%. The net score has a possible range of -100.

#### OVERALL EXPERIENCE RATING (OER)

"Please rate your overall experience at [Institution Name] today?"

Each colored bar represents the percentage of visitors across institutions who selected that rating. (i.e. "Superior" = 37%)

\*"Fair" and "Poor" are additional response options on the OER scale, but are not displayed because they represent such small percentages (less than 2% combined).

### INDIVIDUAL RESPONDENT DEMOGRAPHICS

The survey also asks for some information from the primary respondent only. This information is summarized below.

#### MEMBERSHIP

n=11,497

- Members: 30%
- Non-members: 70%

#### NUMBER OF VISITS IN THE LAST YEAR

n=10,314

- 1st visit: 56%
- 2-4: 29%
- 5+: 15%

#### EDUCATION

n=11,600

- Some HS: 1%
- HS: 6%
- Some college: 16%
- College: 27%
- Some grad: 5%
- Grad: 31%
- Prefer not to say: 3%

#### HOUSEHOLD INCOME

n=11,431

- Under \$25,000: 5%
- \$25,000-\$49,999: 12%
- \$50,000-\$74,999: 14%
- \$75,000-\$99,999: 12%
- \$100,000-\$149,999: 17%
- \$150,000-\$199,999: 8%
- \$200,000-\$249,999: 4%
- \$250,000-\$300,000: 2%
- More than \$300,000: 3%
- Prefer not to say/Not sure: 24%

#### DATE OF LAST VISIT

n=11,540

- Within the past 3 months: 22%
- 3-6 months ago: 11%
- 6 months-1 year: 8%
- 1-2 years ago: 9%
- 2-5 years ago: 6%
- 5-10 years ago: 4%
- 10+ years ago: 5%
- Never: 23%
- Not sure: 1%

#### RACE/ETHNICITY

n=11,430

- White: 65%
- Asian: 6%
- Hispanic/Latino: 6%
- Black/African American: 5%
- Amer. Indian or Alaskan Native: 1%
- Native Hawaiian/Pacific Islander: 1%
- Multiple races identified: 8%
- Prefer not to say: 7%
- Other: 2%

#### US RESIDENCE

n=11,066

- Yes: 96%
- No: 4%

#### LGBT+ IDENTIFICATION

n=11,471

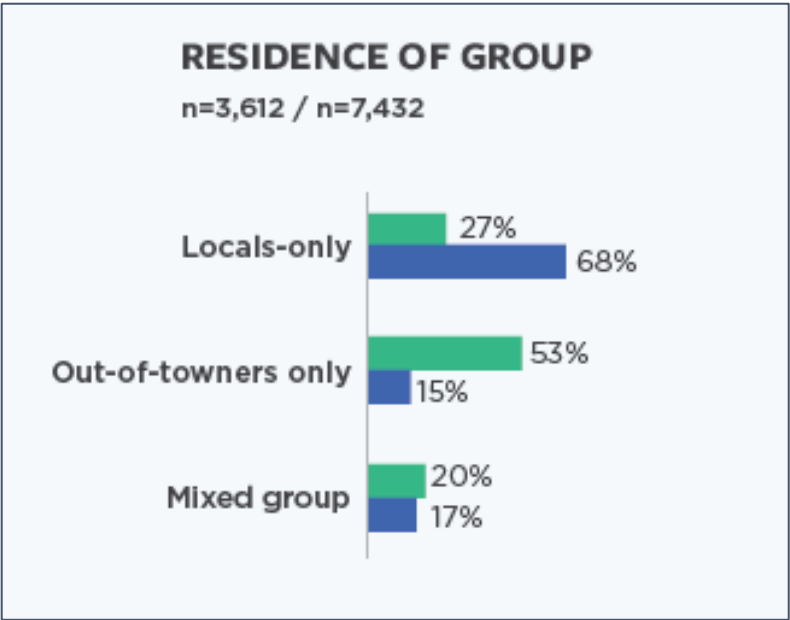
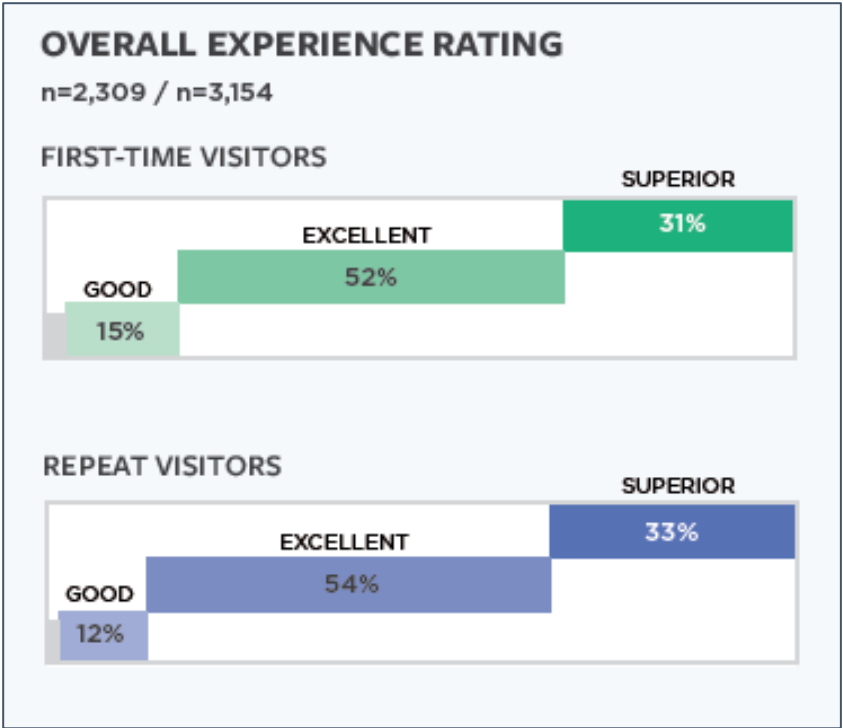
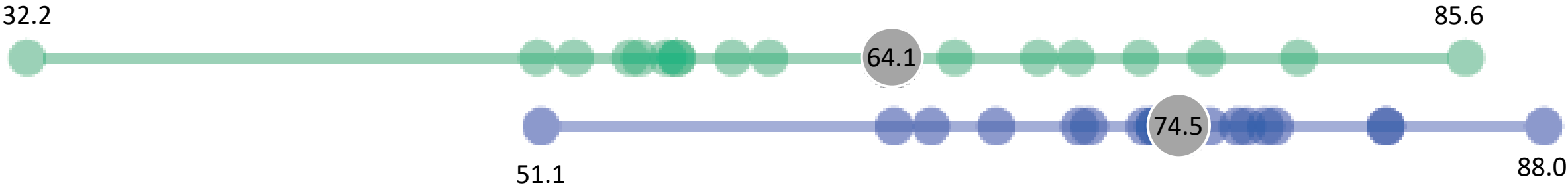
- Yes: 5%
- No: 87%
- Not sure: 1%
- Prefer not to say: 7%

WHO VISITS

13



# First-time visitors vs. Repeat visitors

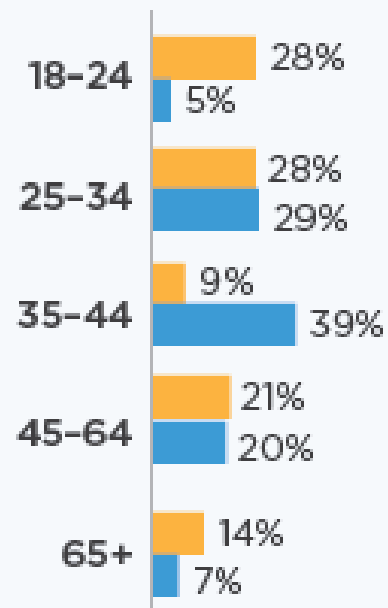




# Adults-only vs. Groups with children

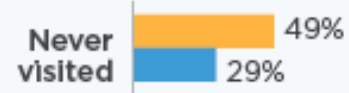
## ADULT AGE

n=3,660 / n=12,242



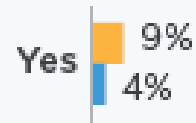
## DATE OF LAST VISIT

n=2,480 / n=9,061



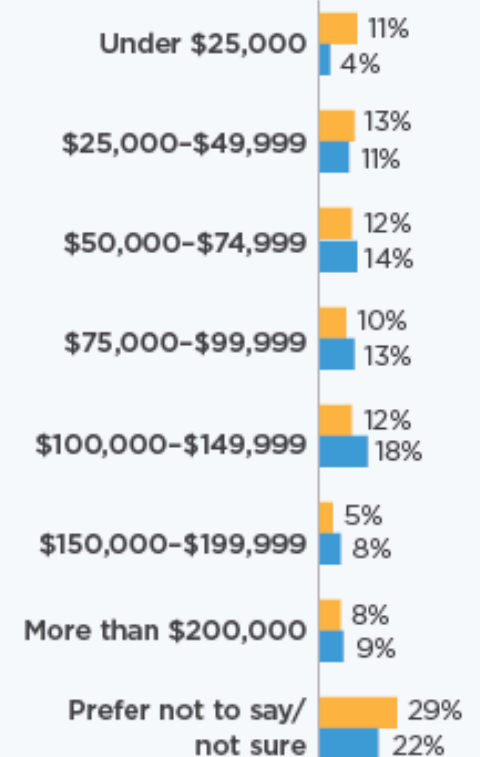
## LGBT+

n=2,455 / n=9,015



## INCOME

n=2,434 / n=8,997



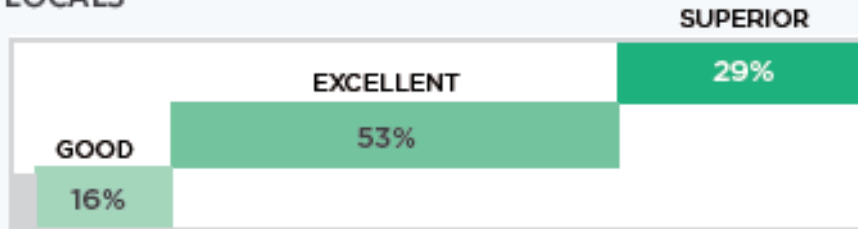


# Locals vs. Out-of-towners (Non-members)

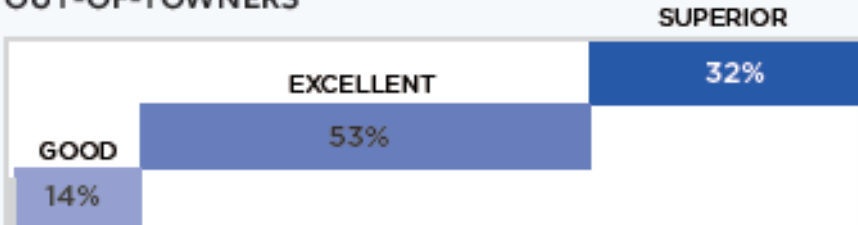
## OVERALL EXPERIENCE RATING

n=2,055 / n=1,601

### LOCALS



### OUT-OF-TOWNERS



## EXPERIENCE RATINGS

Average rating, scale from 0 to 10 where 10 is highest  
n varies

