

Good afternoon, everyone. My name is Helen Wechsler, and I work in the Office of Museum Services at the Institute of Museum and Library Services. We are delighted you could join us for this webinar about one of our national initiatives, Museums for All. We'll be recording today's presentation for later access on the IMLS website, which we'll post along with a timed transcript and the presentation slides. We'll start the recording process in just a moment.

Before we do, we'd like to share how our system works and how you can ask questions. First, if you are having technical difficulties, please reach out to our IMLS staff through the "Chat" panel or try leaving and rejoining through the webinar's Zoom link. As the panelists present information about M4A, links to various resources will be dropped in that same "Chat" by IMLS staff.

For this webinar, we have muted all attendees in order to avoid background noise, but please feel free to enter any questions into the Q&A pane of your control panel. We'll address any questions during the Q&A after the presentation.

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Welcome to our Museums for All informational webinar. My name is Helen Wechsler, and on behalf of the Institute of Museum and Library Services, I'm pleased to welcome you to this webinar about one of our national initiatives, the Museums for All program

Our Speakers Today

- Helen Wechsler
Supervisory Grants Management Specialist
Office of Museum Services
Institute of Museum and Library Services (IMLS)
- Brendan Cartwright
Program Manager, Special Initiatives
Association of Children's Museums (ACM)
- Ken Meifert
Vice President, Sponsorship and Development
National Baseball Hall of Fame and Museum

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There are three speakers during today's session. In addition to myself, we will be hearing from Brendan Cartwright, who is the program manager at the Association for Children's Museums and the coordinator for this special initiative. And, for a participating museum perspective, we will also hear from Ken Meifert, Vice President of Sponsorship and Development at the National Baseball Hall of Fame and Museum.



To set the stage for more detailed information that we will be sharing about the program, I'd first like to present some general introductory information.

What Is Museums for All?

- A partnership between the Institute of Museum and Library Services and the Association of Children's Museums.
- A national, branded initiative to promote access to high quality museum experiences for those who might not otherwise be able to afford them.
- Discounted admissions any time and any day during regular museum hours.
- Launched in October 2014 – first year piloted with the children's museum community.
- Open to all types of museums that wish to participate.

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Museums for All is a cooperative venture with the Association of Children's Museums with a goal of expanding access to the nation's museums by offering free or reduced admission for EBT, or Electronic Benefit Transfer, cardholders. EBT card hold food assistance benefits.

Over the past ten years of this initiative, which started in 2014, IMLS has been working closely with ACM to recruit museums as program participants. One of the strengths of this nationally branded program is name recognition – member museums know that they are part of a large, nation-wide effort, policy makers are becoming familiar with the program, and visitors who might not otherwise be able to visit know that Museums for All participation means they will be welcomed. Another strength is that the access provided by the program is not limited to certain days or specific times; Museums for All participants are dedicated to providing access to everyone during their normal operating hours – every day of the week.

We began the program with a pilot for the children's museum community but, since then, participation has been open to all museums around the country. We are thrilled with how much the program has grown and flourished, but there is always room for more museums to participate! So, I'll hand it over now to Brendan to present the initiative's guidelines.

Guidelines for Museums for All

- Upon the display of a SNAP EBT card, an individual visitor or group of up to four persons will receive the Museums for All admissions rate.
- Museums for All admission rate must be between \$0.00 and \$3.00 per person.
 - Museums can choose what admission price, if any, to offer.
 - Museums for All discount is only required for general admission. Visitors can be charged full “add-on” prices for special exhibitions or events as determined by the participating museum.
 - Museums are only required to accept SNAP EBT cards, but can also choose to accept other identification, like WIC or Medicaid.

Thanks, Helen. The goal of Museums for All is to be easy for all museums to adopt, and potentially to adapt. We have a set of broad, minimum guidelines that make it an easy-to-use program, “ready out of the box.”

Those guidelines include offering a general admission rate of no more than \$3 per person for up to four people when one individual displays a SNAP EBT card from any state. This is an easy way to identify a visitor who qualifies as having a financial need in a minimally intrusive way. Museums have the freedom to decide what their admission price will be (free, \$1, \$2, etc.), and are only obligated to offer that price for a basic general admission. If there are add-on attractions at your exhibits, you are not obligated to include them in your Museums for All offering.

The Museums for All rate would be offered during all normal operating hours. As I mentioned, museums can adapt their offerings as well. They can include WIC or Medicaid, or other forms of identification that they accept for Museums for All. They can include discounts on special exhibits or events, and some museums choose to offer a discounted membership.

Who Is Participating?

- 1,400+ museums
- 50 states, DC, and the U.S. Virgin Islands
- 10,289,257 visitors so far!
- Children's museums, history museums, art museums, arboretums, zoos, aquariums, botanical gardens, science centers, planetariums, historical societies... every type of museum, all over the U.S.!



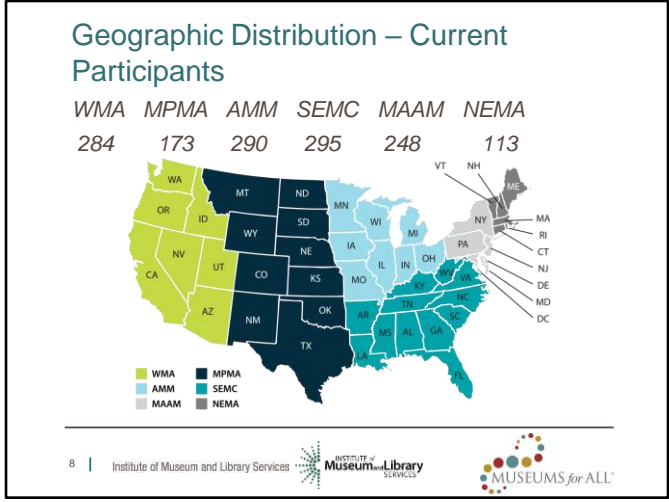
La Brea Tar Pits

We've seen massive success for this program so far. In the 10 years that it's been going, over 1,400 museums have begun participating. This includes museums in all 50 states, the District of Columbia, and the Virgin Islands. We piloted the program in children's museums, but now every type of museum is represented. History museums, art museums, zoos, aquariums, multiple presidential libraries, and so on. Museums in cities, in rural areas, large museums and small.

50 States (plus DC and U.S. Virgin Islands)



Here's a visual representation of where there are museums participating in Museums for All.



In case you're wondering how your particular region is doing. New England looks like it's lagging a bit, but over 30 sites are counted under the single banner of "Historic New England." Many states are doing well, but California, New York, Florida, and Pennsylvania have the most participants. Ohio, Texas, and Virginia have been growing very rapidly recently, too.

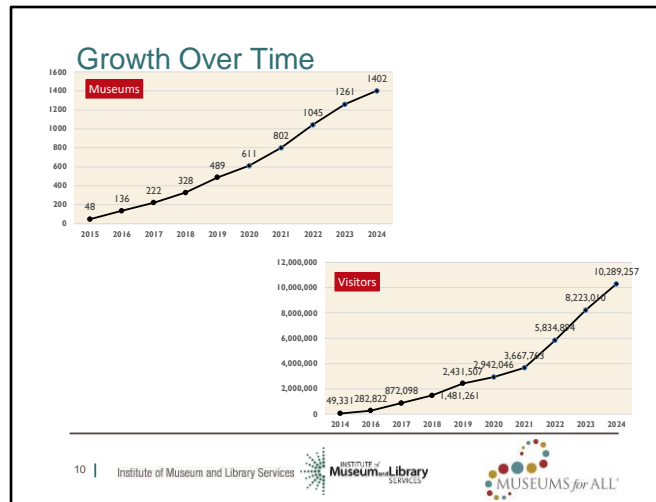
Breakdown by Type of Museum

- Aquarium – 13
- Arboretum/Botanical Garden – 72
- Art – 235
- Children's Museum – 237
- General – 102
- History – 474
- Natural History – 58
- Planetarium – 7
- Science & Technology – 97
- Specialized – 74
- Zoo – 33



Photo: Getty Images

As I mentioned, the Museums for All program was piloted in children's museums, which is one reason we see the large number of children's museums that participate. We've seen quite a lot of enthusiasm in history museums and art museums lately. Some of these museums are free admission anyway, but choose to participate to really drive home their commitment to extending the invitation to every member of their communities.



As you can see, there's been steady growth over time. With our latest round of reporting, we're at over 10 million visitors that have used the Museums for All program to visit a museum. The visitor numbers took a bump during COVID shutdowns and diminished capacities, but people still used this program. As you can see, the numbers have rebounded quite well! A similar program to Museums for All is Blue Star Museums, which gives free admission to military members and their families during the summer. Around 2,000 museums participate in that, and Museums for All – which runs year-round and is aimed at helping families with financial need – is at about 70% of that total.

Hub Cities

Cities with three or more participating museums are Hub Cities

- Huntsville, AL
- Mobile, AL
- Tucson, AZ
- Phoenix, AZ
- Flagstaff, AZ
- Little Rock, AR
- San Francisco, CA
- Escondido, CA
- Oakland, CA
- San Jose, CA
- Eureka, CA
- San Diego, CA
- Santa Barbara, CA
- Santa Rosa, CA
- Berkeley, CA
- Sacramento, CA
- Los Angeles, CA
- Monterey, CA
- Denver, CO
- Pueblo, CO
- Colorado Springs, CO
- Hartford, CT
- Washington, DC
- Wilmington, DE
- Fort Lauderdale, FL
- Fort Myers, FL
- St. Petersburg, FL
- Tampa, FL
- Gainesville, FL
- Miami, FL
- Naples, FL
- Orlando, FL
- Jacksonville, FL
- Key West, FL
- Atlanta, GA
- Savannah, GA
- Honolulu, HI
- Boise, ID
- Chicago, IL
- Springfield, IL
- Bloomington, IL
- Aurora, IL
- South Bend, IN
- Davenport, IA
- Des Moines, IA
- Waterloo, IA
- Wichita, KS
- Louisville, KY
- Lexington, KY
- New Orleans, LA
- Portland, ME
- Baltimore, MD
- Annapolis, MD
- Boston, MA
- New Bedford, MA
- Ann Arbor, MI
- Grand Rapids, MI
- Detroit, MI
- Flint, MI
- Minneapolis, MN
- Duluth, MN
- St. Louis, MO
- Kansas City, MO
- Missoula, MT
- Billings, MT
- Lincoln, NE
- Las Vegas, NV
- Portsmouth, NH



One phenomenon that we've begun tracking are Hub Cities, or cities that have three or more museums that participate in Museums for All. As you can see, many big cities that you might expect, like New York, Houston, and Chicago, are on here, but there are also places like Greenville, SC, Missoula, MT, and Springfield, IL. In a Hub City, museums can work together to really strengthen their Museums for All offerings. They can also recruit other museums to join, or at least demonstrate the benefits of joining. We've seen that in places like Richmond, San Antonio, Pueblo, and Grand Rapids. We'll talk more about Hub Cities later, and also hear some firsthand accounts about recruitment.

Hub Cities, cont'd

Cities with three or more participating museums are Hub Cities

- Santa Fe, NM
- Ithaca, NY
- Jamestown, NY
- New York, NY
- Rochester, NY
- Saratoga Springs, NY
- Binghamton, NY
- Corning, NY
- Wilmington, NC
- Winston-Salem, NC
- Charlotte, NC
- Chapel Hill, NC
- Akron, OH
- Cincinnati, OH
- Columbus, OH
- Dayton, OH
- Springfield, OH
- Cleveland, OH
- Warren, OH
- Youngstown, OH
- Tulsa, OK
- Oklahoma City, OK
- Eugene, OR
- Portland, OR
- Philadelphia, PA
- Pittsburgh, PA
- Erie, PA
- Harrisburg, PA
- Lancaster, PA
- Scranton, PA
- Providence, RI
- Newport, RI
- Columbia, SC
- Greenville, SC
- Charleston, SC
- Nashville, TN
- Austin, TX
- Fort Worth, TX
- Houston, TX
- San Antonio, TX
- Longview, TX
- Dallas, TX
- Salt Lake City, UT
- Richmond, VA
- Roanoke, VA
- Norfolk, VA
- Seattle, WA
- Tacoma, WA
- Milwaukee, WI
- Appleton, WI

We now have 118 Hub Cities. 42 states, plus Washington, DC, have at least one Hub City. This used to be one slide, but we had to split the cities up over two slides, so they'd be legible!

How to Register for Museums for All

- Visit www.Museums4All.org, or send an email to Info@Museums4All.org
- No cost to register
- Access to branded collateral, a collaborative Groupsite, and virtual hangouts.
- All registered museums listed on www.Museums4All.org, including the searchable map.

Registering for Museums for All is very easy. We have a dedicated website – www.Museums4All.org – with the number 4, and there’s a button to register there. The actual process should take less than five minutes, and it’s free! We provide support materials, like access to branded collateral, a Groupsite, virtual hangouts, webinars like these, and more. We’ll also send you a window cling to use at your site. There’s a searchable map on the website, and all the participating museums are listed there.

Resources for Museums for All

- Archived webinars
- Infographics
- Press release templates
- Examples of every state EBT card
- Staff training recommendations
- Hub City resources



Worham Museum



The New Children's Museum

Some of the other resources that we provide include previous webinars that have been archived, infographics that you can use on social media, press release templates, examples of every state EBT card, and staff training recommendations. We periodically create and add more resources, so don't be shy in telling us what you'd like to have. We have created some resources specifically for those Hub Cities I mentioned, such as sample press releases, and template agendas and slide decks for holding meetings as a collective.

So now that you've seen some of the background of Museums for All, gotten an idea of who's participating, and what kind of support is offered, Helen will let you know about why participating in this program can be valuable to your museum.



Thank you, Brendan. I'm going to talk with you a bit more about the value of participating in Museums for All.

Why Join Museums for All?

- Fits with museum mission, vision, and inclusion plans.
- Opportunity to increase community access.
- Appeal of a national initiative.
- Alignment with existing program(s) or local collaboration platform.
- Hub opportunities
 - Cooperation with other museums in your city.
 - New, outside the box partnerships.
 - Builds trust within communities, including demographics not typically seen in museums.

Now that we've told you all about the guidelines and who is participating in the initiative, you're probably wondering, "Why should we join Museums for All?"

Most importantly, participation affirms that museums are meant for all members of their community and that they are committed to equitably expanding their community outreach. This effort typically fits easily within museums' mission, vision, and inclusion plans. Also, Museums for All is yet another way to increase community access to your research, your collections, programs, and exhibitions, as it reduces all barriers. We make it as easy for you as possible by providing free, customizable collateral, such as press release templates and branding opportunities to make it even more successful.

Another benefit is the power of participation among multiple museums in a single city or region. Forming these hubs is allowing museums to market the program jointly and offer a menu of rich opportunities for families in their area. Museums in hubs are working together to build new partnerships with social service organizations and other community-based organization, and to have a louder and unified voice when approaching municipal leadership or local funders for support.

In Their Own Words

- “We have had an excellent experience so far with Museums for All! In particular this program helps us provide the best customer service for many of our visitors with intellectual disabilities arriving with personal care staff. Their support staff often arrive exhausted and many light up excitedly when we can offer them the discounted rate for the people they are supporting. We have seen repeat visitors as a result, both from the individuals themselves as well as personal care staff returning with different people they are supporting because they know we are offering an accessible experience both financially and programmatically.”
-Moonshot Museum, Pittsburgh, PA
- “I did have someone come up to the info desk asking for admission prices, and when told the price stated they couldn’t afford it. I then showed them a short list of discounted admission programs (including military, EBT, WIC, etc.) and asked if any of these programs applied to them. They responded that they had an EBT card and were very thankful because they would not have been otherwise able to enter.”
-Museum of Science, Boston, MA

Here are a couple of comments from visitors to participating museums that show the value of the program. The variety of individuals on food assistance is wide. While these quotes illustrate two examples, the nature of food insecurity varies from one community to the next. Museums in this program serve people who may have experienced a change in their life (remember the pandemic?), either going on to food assistance in hard times, or getting off of it due to better fortune. But be sure that all those served through Museums for All will remember that the museum was there for them when they needed it most.



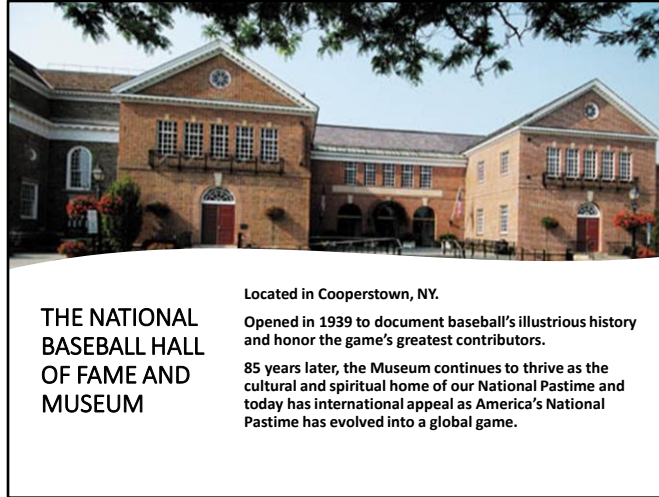
But way better than reading quotes, we have with us a real live museum participant. So, now I will turn it over to Ken Meifert of the National Baseball Hall of Fame and Museum to talk about their experience.



**NATIONAL BASEBALL
HALL OF FAME
AND MUSEUM**



an initiative of the
Institute of Museum and Library Services



**THE NATIONAL
BASEBALL HALL
OF FAME AND
MUSEUM**

Located in Cooperstown, NY.

Opened in 1939 to document baseball's illustrious history and honor the game's greatest contributors.

85 years later, the Museum continues to thrive as the cultural and spiritual home of our National Pastime and today has international appeal as America's National Pastime has evolved into a global game.

So, for those of you who are not familiar with the National Baseball Hall of Fame, we are located in Cooperstown, New York, which is rural community in upstate New York.

Our population in the village of Cooperstown is about 1,800 year round residents and the museum welcomes about 250,000 visitors a year post-COVID.

We opened in 1939. We are celebrating our 85th anniversary this year. The museum continues to thrive as the cultural and spiritual home of our national pastime. It is evolving beyond our national pastime to really a global game at this point. So, we are starting to see more international visitors as well.



OUR MISSION

The National Baseball Hall of Fame and Museum is an independent, nonprofit educational institution dedicated to fostering an appreciation of the historical development of baseball and its impact on our culture by collecting, preserving, exhibiting and interpreting its collections for a global audience, as well as honoring those who have made outstanding contributions to our National Pastime.

We sum it up in six words:

Preserving History. Honoring Excellence. Connecting Generations.

As museums, we're all focused on our mission.

Our full mission statement is there on the slide, but we really sum this up in six simple words:

We preserve history, we honor excellence, and we connect generations.



This is one of my favorite quotes about the museum. And this is a quote from a guy named Dr. Gerald Early. He's a history professor at Washington University.

Dr. Early was featured in eight or nine of Ken Burns films, including "Jazz" and others. And this quote was actually used in Ken Burns baseball series back in the '90s:

"There are three things that America will be known for 2,000 years from now when they study this civilization: the Constitution, jazz music, and baseball. They're the three most beautifully designed things this culture's ever produced."

So, just an amazing summation of why we still refer to baseball as our national pastime.



THE MUSEUM TODAY

What started as a one room museum has grown into a world-class museum with more than 60,000 square feet of exhibit space.

250,000 people visit each year, from around the country and around the world.

Cooperstown has become a national brand that represents excellence.

So, what started in 1939 as a one room museum has grown into a world class museum with more than 60,000 square feet of exhibit space. As I mentioned, about 250,000 people visit each year from around the country and around the world. And Cooperstown has become a national brand that represents excellence.



So why did we decide to participate in Museums for All? Accessibility.

And I think first and foremost, Cooperstown, for any of you who have been here, is not an inexpensive place to get to. We're about four and a half hours from New York City or four and a half hours from Boston. This is an expensive vacation destination.

Our normal admission is \$30 for adults and \$21 for juniors, which for us is age seven to 12. Over age 12, you're paying the adult rate. So, when we found out about the Museums for All program, we jumped on this because the chances of a family – two adults and say two kids, eight and 10 – is somewhere north of \$100 bucks for them to get in the front door. And we really feel strongly about making this institution accessible to everyone and not just the folks who, have the extra cash or disposable income to drop to get in.

So, when we found out about the program, we reached out to two other museums in town, the Farmers Museum and the Fenimore Art Museum, and all three of us signed up at the same time and joined.

We joined in June 2022 and we offer 100% free admission through the Museums for All program.



**NBHOF AND
MUSEUMS
FOR ALL**

Adopted Museums For All program in June of 2022 and jointly announced our participation with two other Cooperstown museums, The Farmers' Museum and the Fenimore Art Museum.

All three museums offer FREE admission with a valid SNAP or Sun Bucks EBT card and ID.

Since joining the program we have welcomed 4,609 adults (over 12) and 1,062 juniors (7-12) for a total of 5,671 visitors who might not have otherwise been able to visit the Museum.

Program is prominently promoted on our [plan your visit page](#).

I talked a little bit about adapting the program in June 2022. We offer free admission with a valid SNAP or SUN Bucks EBT card, which the Museums for All program added to their suggested cards to allow free Admission; and we've welcomed 5,671 visitors, this is as of September 30th of this year, since joining the program.

From a discount standpoint or revenue standpoint, we really believe that these are 5,671 people who would not have walked through our front door had it not been for the Museums for All program. For us, it is a boost in attendance, and we don't believe that there's any loss in revenue by participating in this program. We only believe that it is making the museum more accessible to more people.

We'll also say that as we saw these numbers start to grow; and we do not have a sponsor to cover the cost of the Museums for All program, but we designed another program to offer free field trips to schools within our region. I'm talking about cities like Syracuse and Utica who have very diverse populations and very high childhood poverty rates. We were able to secure a sponsor for that program where the sponsor is paying for transportation, literally buses, and buying these kids lunch while they're in town. They are participating in our educational programs and so far this fall semester, we've welcomed more than 1,500 students and teachers to the museum, who would have never otherwise been able to get

here. Not only directly through the Museums for All program, but the program is also inspiring our team to come up with new ways to make the museum more accessible to audiences who couldn't otherwise visit.

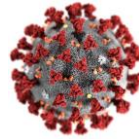
The program is prominently promoted on our Plan Your Visit page. And really, all folks need to do is show up with their SNAP card and their ID, and they're in the museum in a snap, and hopefully they're having a great time.



Thanks, Ken. As I alluded to earlier, and as you well know, museums have been affected very greatly by COVID-19. Even now, some museums are operating at reduced capacity.

COVID-19

- Over 400 museums joined Museums for All during the pandemic.
- Some museums ceased operations, but only one museum stopped offering the Museums for All rate during this time.



In something of a surprise, we still saw about eight museums a month continue to register for Museums for All, even if they were closed at the time. We increased the number of participating museums during the main period of the pandemic by over four hundred. It proves the continuing necessity of the program's mission. Unfortunately, it has been the case that some of the museums that were participating in Museums for All have had to close permanently, but with one exception, every other museum has kept their commitment to offering Museums for All rates to its visitors – and the one museum that stopped eventually started offering Museums for All rates again! In fact, a couple compensated for their reduced capacities by offering their Museums for All rates to EVERY visitor!

Operational Changes

- Most museums now require pre-registration or online ticket ordering.
- It's important to be very clear about how visitors can still receive their Museums for All admissions.
- Increased community outreach.



Gateway to Science Center

There were operational changes that were made during the pandemic. To ensure reduced capacities, most museums required guests to buy their tickets online or at least to pre-register, and many have kept this system or something like it in place. It's a bit of a challenge to Museums for All visitors, who merely had to show their SNAP EBT cards at the admissions desk before. When building out these new admission systems, it's very important to keep in mind how your museum is still going to accommodate Museums for All visitors. Will you have an option at that ticket price on the menu? Will folks have to present their SNAP EBT card in person when they show up? Will you just direct Museums for All visitors to buy tickets in person? There's no right answer, but whatever your museum chooses, it should be explicit and easy to follow on your website, so folks know how to get their tickets. And when you're allotting the tickets by time, make sure there are enough for Museums for All visitors. On average, about 3.5% of a museum's attendance is coming from Museums for All visitors, but that varies by type of museum (higher for children's museums, lower for art museums, etc.).

One other thing that museums did during the pandemic, while they were closed or unable to welcome as many guests as they'd like, was to really increase their community outreach. Whether that's offering virtual museum tours and activities or distributing STEM kits to schools, the museums embraced their roles as community pillars, and made active overtures towards their communities. And at its core, that's what Museums for All is all about: extending an active invitation to

everyone, making sure they know that the museum is for them, and that it wants them there.



Museums recognize that access and inclusivity are important, bedrock organizational values. Museums for All is one way to help with DEAI efforts.

Part of a Suite

- Museums for All works best as part of a suite of offerings.
- Some museums include discounted memberships.



George O'Keefe Museum

An organization's commitment to inclusivity usually extends beyond just Museums for All, and in fact, Museums for All works best when it's part of a suite of offerings. Many museums offer reduced admission for seniors, children, and perhaps educators or military. Many will offer some sort of monthly free day, or even have free memberships that can be checked out of the library. All of those are wonderful, and Museums for All supplements them, rather than taking the place of any of them. And while the only requirement to participate in Museums for All is to accept SNAP EBT cards, several participants also accept WIC, or possibly Medicaid. The Madison Children's Museum has 21 different identifications that it will accept for the \$1 admission fee.

About 10% of the participating museums also offer some sort of reduced membership program as well. They're taking the next step of getting people in the door on daily admissions and turning them into members with more solid museum-going habits. Some of them are also using the opportunity to catch visitors that Museums for All might be letting fall through the cracks, such as foster families. These museums are stepping up and supplementing Museums for All in other ways to try and catch as many of those families as possible.

A Chance for Internal Reflection

- Working at removing assumptions and biases from staff.
- Addressing concerns about who qualifies.



Portland Children's Museum

One part of joining Museums for All is broadening your visitor base, but another part is taking the time to work on assumptions and biases that exist within your own staff. One participating museum that was located in a college town was surprised to see how many grad students were using Museums for All to visit. They hadn't expected that many to be on food assistance. There are some wonderful resources around Diversity, Equity, Accessibility, and Inclusion on the AAM website, and the Cultural Competence Learning Institute (CCLI) is another fantastic way of museums looking to improve their own approaches to inclusivity.

One complaint that does come up is why people on SNAP assistance deserve this admission discount, or rather why can't someone not on food assistance get the same rate? For our purposes, a cutoff had to exist somewhere, and we felt that a government issued card would work well and the least intrusively to demonstrate the need for some help in removing a financial barrier. But one of the reasons why we think Museums for All works best as part of a suite of options is so that for those who don't have SNAP EBTs, some kind of appropriate price can be found.



Sometimes museums, or their Boards, can be wary of joining Museums for All. They see that it calls for very deep admission discounts in some cases and worry that it will be a hit to their budget. We took a look to see if that would be the case.

Museums for All Evaluation Report

- Released in September 2018
- <https://www.ims.gov/publications/museums-all-evaluation>



In 2018, we engaged Aurora Consulting to do an evaluation of Museums for All, and the experiences that participating museums were having with the program. The complete results of the evaluation are available at this website, but here are some pertinent findings.

Lessons from Evaluation

- 34 percent of polled museums saw increases in their ticket sales and attendance.
- 25 percent of polled museums saw increases in their development revenue and participation in membership and program sales.



Denver Museum of Nature & Science



ECHO, Leamy Center for Lake Champlain

Most museums reported no change, but over a third of the respondents said they saw increases in ticket sales and attendance. 25% of museums saw increases in development revenue and membership and program sales. Only one of the museums that responded to the survey reported a decline in their revenue since implementing the program. Museums for All is a great opportunity to add new development streams, either soliciting funding that directly pays for the program, or finding grants and sponsorships that will help. It's a program that helps an often underserved segment of the community, and there are foundations or banks or other local funders that want to be a part of it.

We are in the midst of wrapping up another evaluation to see how things may have changed. The results of that evaluation will be available soon.

Hub City Convening

- Held in December 2018
- Convened leaders from Akron, Chattanooga, Chicago, Grand Rapids, Missoula, San Diego, and Worcester



Museums for All Hub City Convening Participants

One of the other things that we do with participants in Museums for All is connect them with other museums in their city or area that also participate in Museums for All to form Hubs. We've found that museums can better promote this program within their community by working together. In December 2018, we invited representatives from seven of these cities – San Diego, Chicago, Akron, Missoula, Chattanooga, Worcester, and Grand Rapids – to attend a convening so we could determine how museums can work together to get the most out of Museums for All.

Lessons from Hub City Convening

- Opportunities exist for participating museums in the same city to cooperate.
- Allows for outside the box partnerships, and builds win-win partnerships that deeply benefit the community (food banks, transit authorities, etc. to help overcome barriers).
- Museums for All leads to trust building within a community, especially with demographics not typically seen in museums.
- Museums for All provides safe spaces that contribute to a sense of belonging.

We found that several opportunities for cooperation exist, and not just between museums. They can use Museums for All as an entry point to establish or deepen connections with local food banks or transit authorities in ways that help remove other barriers potential visitors face in making it to a museum. These actions build trust among community organizations and the people they serve. It shows that museums are serious about their commitment to having everyone visit, that the invitation being extended is real and genuine, and that museums are willing to put in the work on their end to make it happen.

The complete report from the Hub City Convening is available on the Museums for All website.

In 2022, we convened a group of Hubs including Richmond, Cincinnati, Providence, Tulsa, San Antonio, and San Diego. We wanted to know what better ways we could support them. Based off these sessions, we created some new resources specifically for Hubs— including a special press release template, a flyer for distributing around the community, a one pager to give to local SNAP offices, sample meeting agendas for recruiting other museums or potential partners, and a slide deck for use in those meetings. These are available for all museums in Hub cities and regions to use.

Register Today!

- Visit www.Museums4All.org



Naples Botanical Garden



Geddes Arts Center and Museum



Museum of Natural and Cultural History

If all of this sounds intriguing to you, it is very easy (and free!) to register for Museums for All at www.Museums4All.org.

Contact Information

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- General – Info@Museums4All.org
(ACM administers Museums for All. Please send any inquiries to Brendan Cartwright.)

- On Twitter - @MuseumsForAll

We certainly hope the information shared today has interested you in becoming part of the Museums for All participant family.

If you have any questions after the webinar, please do not hesitate to contact us. Listed here are the email addresses for Brendan, Ken, and myself – we are more than happy to answer any questions you have about the program. You can also contact the general mailbox at Info@Museums4All.org (that’s Museums4All.org with the number “4”). And we encourage you to connect with all the latest Museums for All news via Twitter (the handle is @MuseumsForAll).



We'd like to take the remainder of our time to address any questions you have. Please enter your questions into the Q&A pane of your Control Panel. My colleague, Elizabeth, will present all your questions to the panelists organized by theme. Thanks again for joining us today. We will be posting a video recording along with the slides and a transcript on the IMLS website at IMLS.gov/webinars. It should be available within the next couple of days.