TEXAS HISTORICAL COMMISSION
REAL PLACES TELLING REAL STORIES

Children's Museums in a Pandemic: Reflecting on the Past Year

Welcome!

The webinar will begin at 2:00 p.m. CT.

While you wait:

1. Download PDFs of the webinar slides and handout under the "Handouts" tab of your control bar.

2. Confirm that your speakers are turned on and your audio is working by doing a sound check in the "Audio" tab of the control bar. Having problems? Exit and restart the webinar or switch to "phone call" for a phone number and access code to hear the audio through your telephone.

TEXAS HISTORICAL COMMISSION
REAL PLACES TELLING REAL STORIES

Museum Services

The Museum Services Program provides support, resources, and training to museums in Texas.

- Consultations
- Webinars and workshops
- Resources

TEXAS HISTORICAL COMMISSION
REAL PLACES TELLING REAL STORIES

Museum Services

www.thc.texas.gov/museum-services

On our webpage:

- Webinars
- Workshops
- Grants and Fundraising
- Helpful Resources
- Connect and Learn

TEXAS HISTORICAL COMMISSION
REAL PLACES TELLING REAL STORIES

Museum Services

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TEXAS HISTORICAL COMMISSION
REAL PLACES TELLING REAL STORIES

Upcoming Free Museum Services Webinars

www.thc.texas.gov/museumwebinars

Countless Facets of Texas: The General Land Office Map Collection

- Thursday, April 15, 2:00 p.m. CT

Putting it on Paper: Incorporating MOUs into Your Community Engagement Plans

- Thursday, April 22, 2:00 p.m. CT

Inclusive Museum Leadership

- Thursday, May 6, 10:00 a.m. CT

Exploring Social Justice on a Limited Budget

- Thursday, May 13, 10:00 a.m. CT

Moving from Theory to Practice: Doing the Work of DEAI

- Thursday, May 20, 10:00 a.m. CT

TEXAS HISTORICAL COMMISSION
REAL PLACES TELLING REAL STORIES

Upcoming Free Webinars from Other Orgs

www.thc.texas.gov/museumconnections

- *Respectful Ways to Deepen Volunteer Giving*, March 31, 11:00 a.m. CT, NEMA
- *Board Engagement*, March 31, 12:00 p.m. CT, Propel Nonprofits
- *ADA and Website Accessibility: What You Need to Know*, March 31, 1:00 p.m. CT, Marcum LLP
- *The Future of Membership/Pass Programs*, March 31, 1:00 p.m. CT, Gateway Ticketing
- *Museums Mobilize to Support Parents and Caregivers*, April 6, 1:00 p.m. CT, ACM
- *Ask The Conservators*, April 8, 11:00 a.m. CT, NEMA
- *Digital Accessibility and Inclusion: Get Inspired!*, April 8, 1:00 p.m. CT, Museum Learning Hub
- *Intro to Digital Accessibility and Inclusion*, April 15, 1:00 p.m. CT, Museum Learning Hub
- *New Approaches to Environmental Monitoring*, April 20, 12:00 p.m. CT, CCC
- *Leading with Purposeful Engagement*, April 21, 12:00 p.m. CT, POLARIS
- *Putting Shared Leadership into Practice*, April 21, 1:00 pm. CT, Candid
- *Live/Streamed Program Accessibility*, April 22, 1:00 p.m. CT, Museum Learning Hub
- *Facilitating Successful Youth Programs in a Virtual World*, April 28, 11:00 a.m. CT, NEMA
- *Accessibility in Digital Collections*, April 29, 1:00 p.m. CT, Museum Learning Hub

TEXAS HISTORICAL COMMISSION
REAL PLACES TELLING REAL STORIES

Jennifer Rehkamp and Andrea Welsch

Children's Museums in a Pandemic: Reflecting on the Past Year

Texas Historical Commission

March 30, 2021

ASSOCIATION OF CHILDREN'S MUSEUMS

Children's Museum OF FOND DU LAC

A Broad Look at the Field

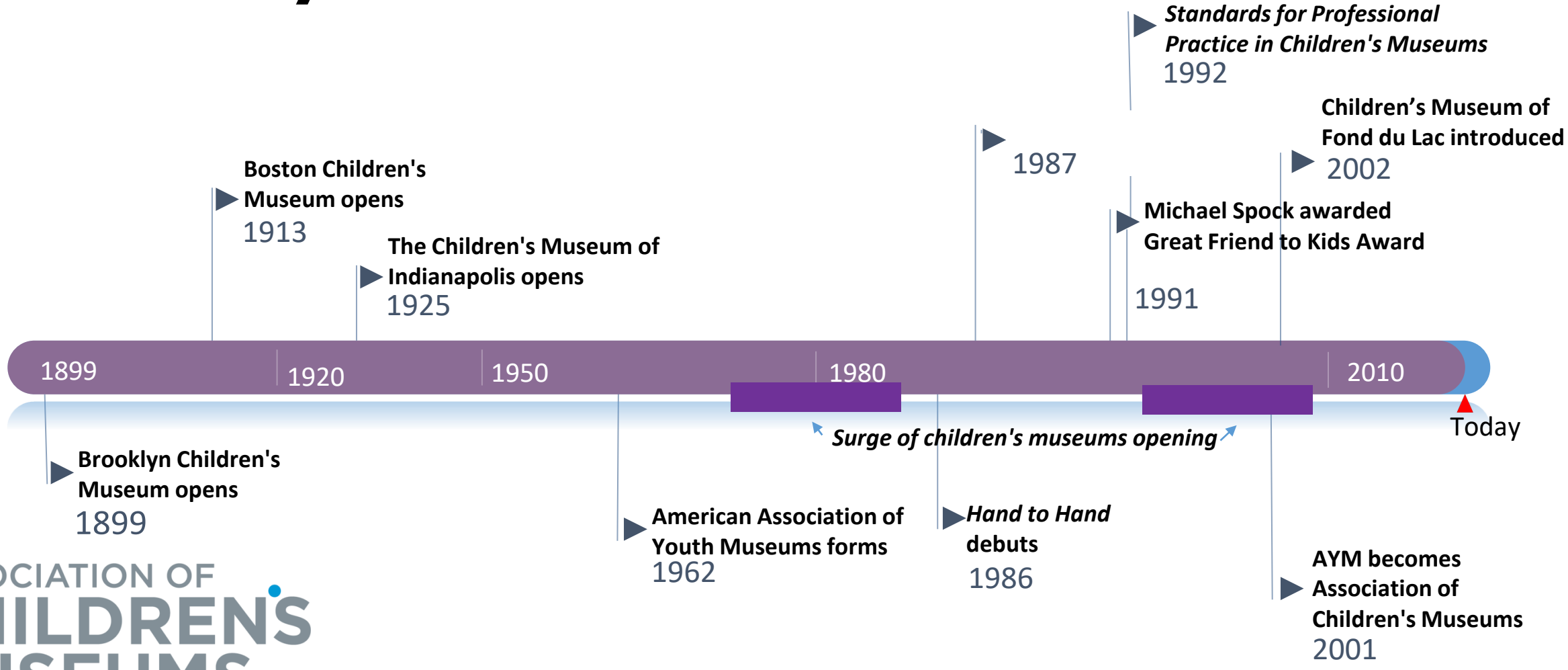
Through the Lens of One Community Museum

ACM Membership

Global Membership			
300+ Open Museums	≈ 65 Emerging Museums	19 countries	All 50 U.S. states

Membership Profile			
> 50% of museum members have budgets < $1 million USD	≈ 90% independent 501(c)3	Avg Sq ft: 15,000	Average annual attendance: 70,000

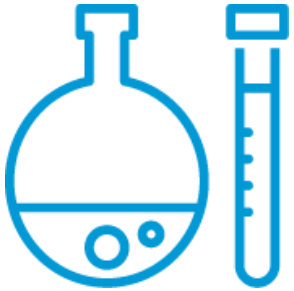
History of Children's Museums



ASSOCIATION OF CHILDREN'S MUSEUMS

Four Dimensions of Children's Museums

Local Destinations



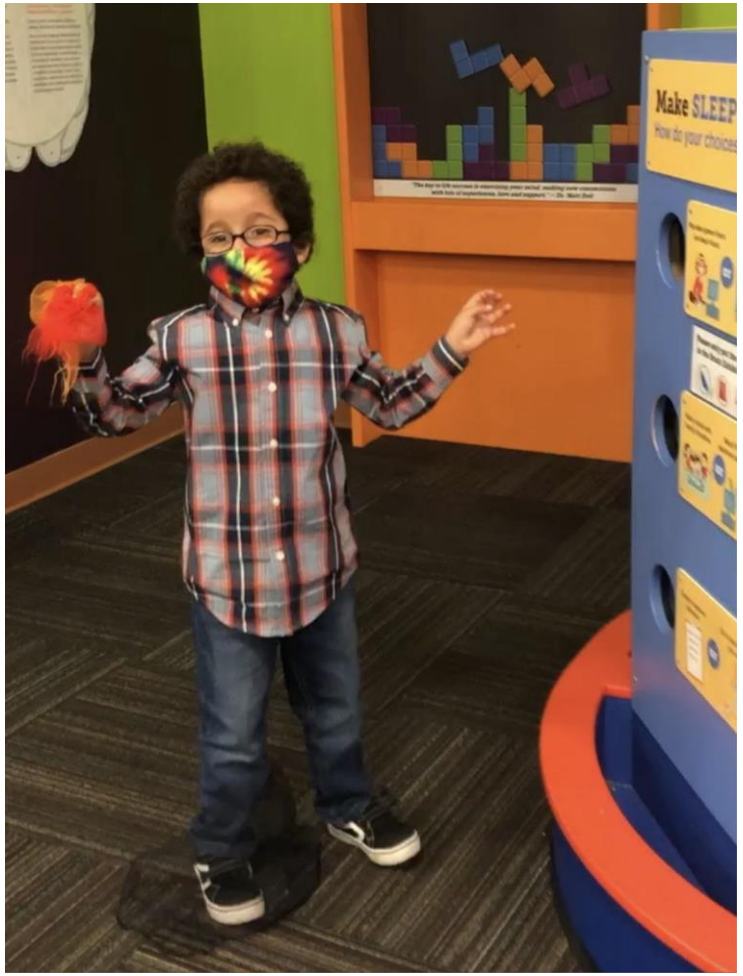
Educational Laboratories

Community Resources

Advocates for Children

ASSOCIATION OF CHILDREN'S MUSEUMS

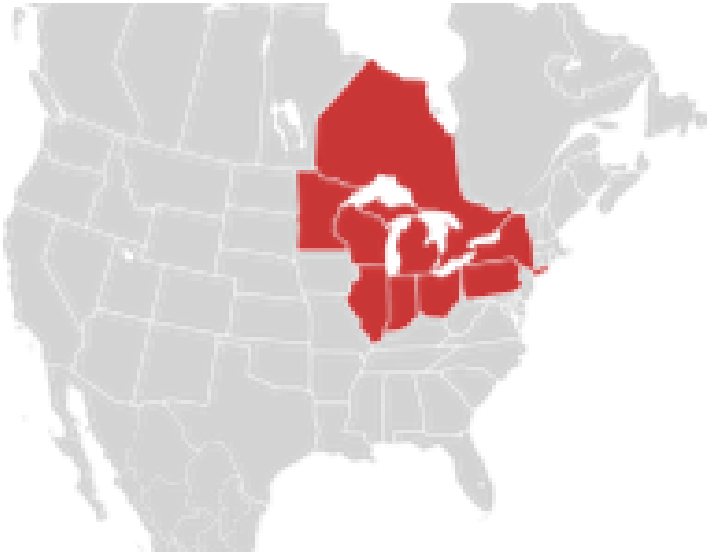
Innovative Implementation



ACM Member

Great Lakes Region

WICM +



Children's Museums of Wisconsin

We are in a state of PLAY!

Wisconsin has the most children's museums per capita in the United States.*

*Source: travelwisconsin.com

"PLAY is often talked about as if it were a relief from serious learning. But for children PLAY is serious learning. PLAY is really the work of childhood."

~Mr. Rogers

PLAY is serious learning and serious business!

Employs **190 people in our community (110.5 FTE's)**

Spends **$3,024,776 annually on goods and services**

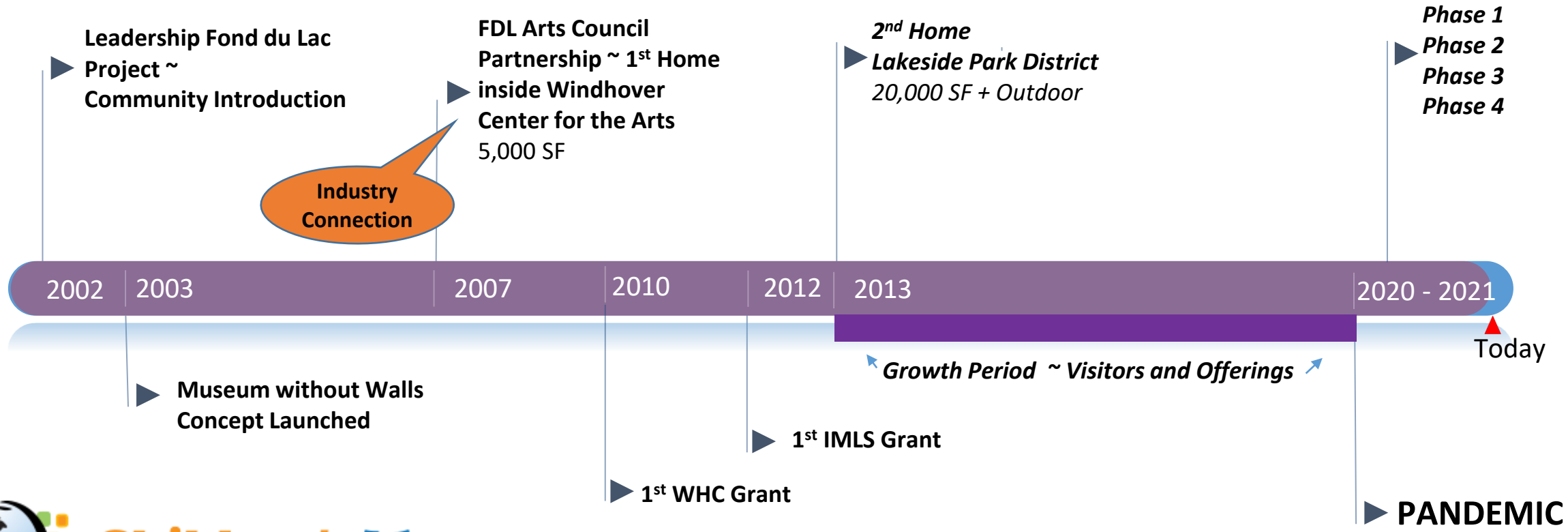
Serve **more than 70,500 children and 1,149 schools during field trips**

Serves **731,166 visitors annually**

Partners **with 258 non-profits, youth organizations, universities, and libraries**

Above & Beyond Children's Museum - Sheboygan
Betty Brinn Children's Museum - Milwaukee
Central WI Children's Museum - Stevens Point
Children's Museum of Eau Claire
Children's Museum of Fond Du Lac
Children's Museum of Green Bay
Children's Museum of La Crosse
Madison Children's Museum
Northwoods Children's Museum - Eagle River
Building for Kids Children's Museum - Appleton
Huey's Hideaway Children's Museum - Medford
Wausau Children's Museum

Smaller Version of History



Children's Museum
OF FOND DU LAC

Children's Museum OF FOND DU LAC

Pre-Pandemic Profile

(figures rounded)

- 2019 traffic = 40,000 visitors, 800 member families
- 2019 expenses = $620K ($160K Depreciation, $35K Interest on Facility Loan)
  - ~ $425,000
- Align with 70% of nonprofits that have operating budgets under $500,000
- Families 70%,
  School Programs 30%

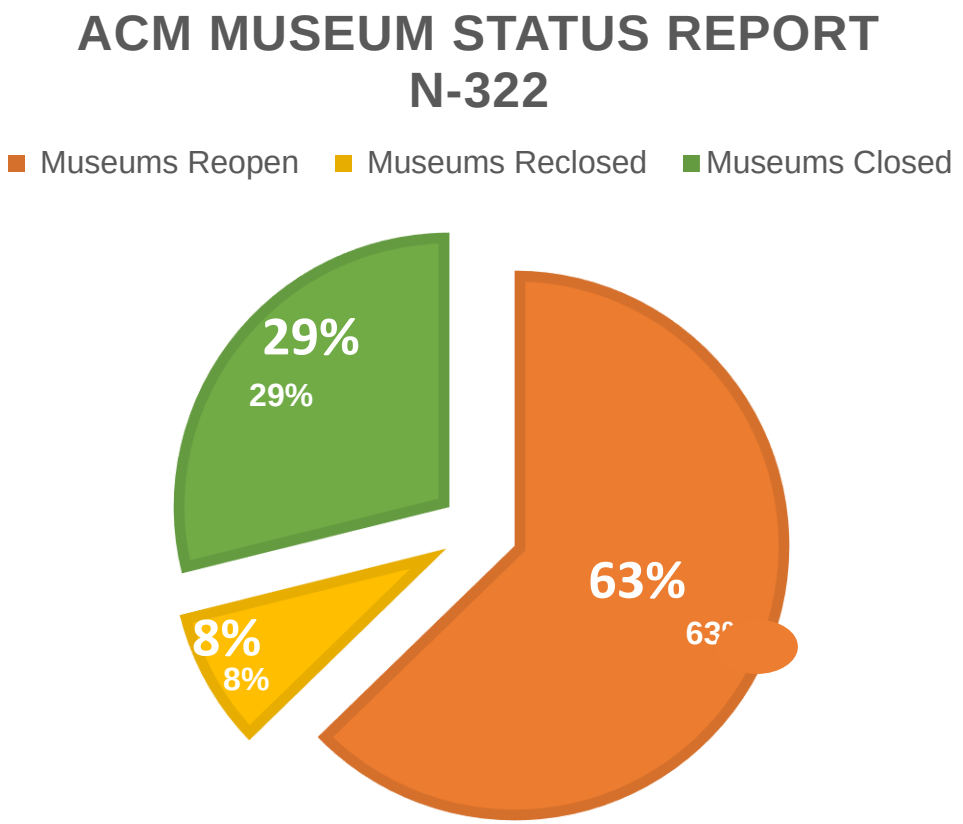
Pandemic Effect

Participant Poll

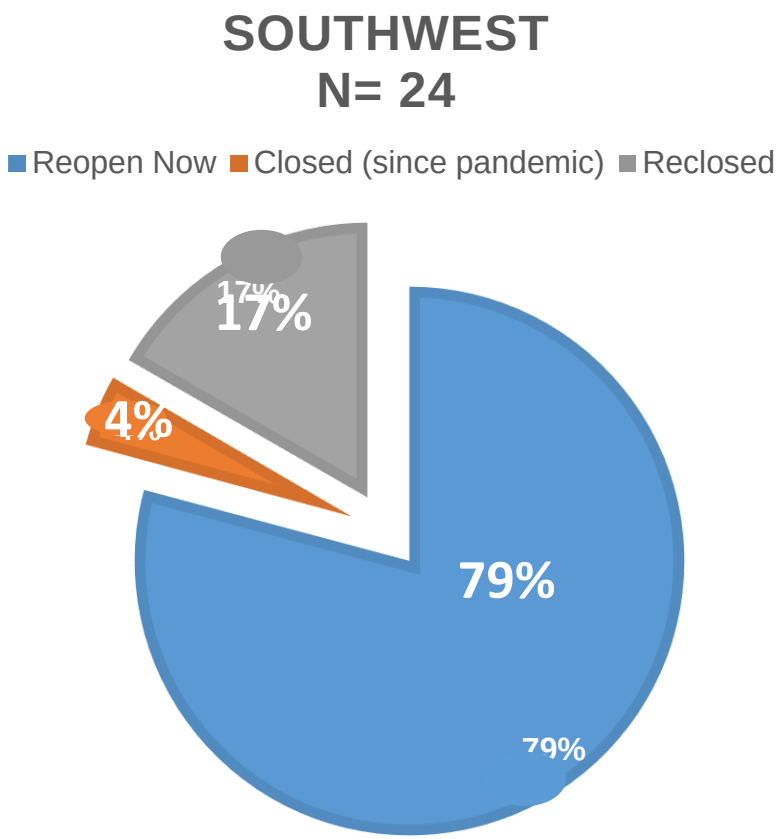
Is your museum currently
open or closed?

Children’s Museums Reopening Status

Children’s Museums Status-Global Museums

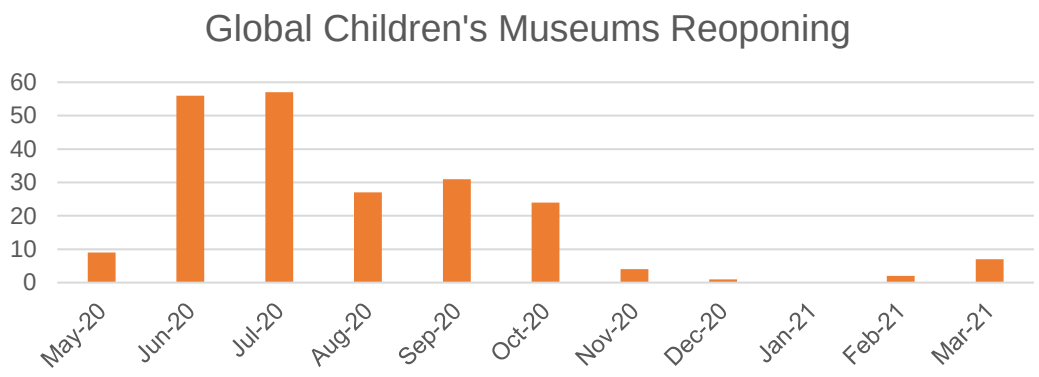


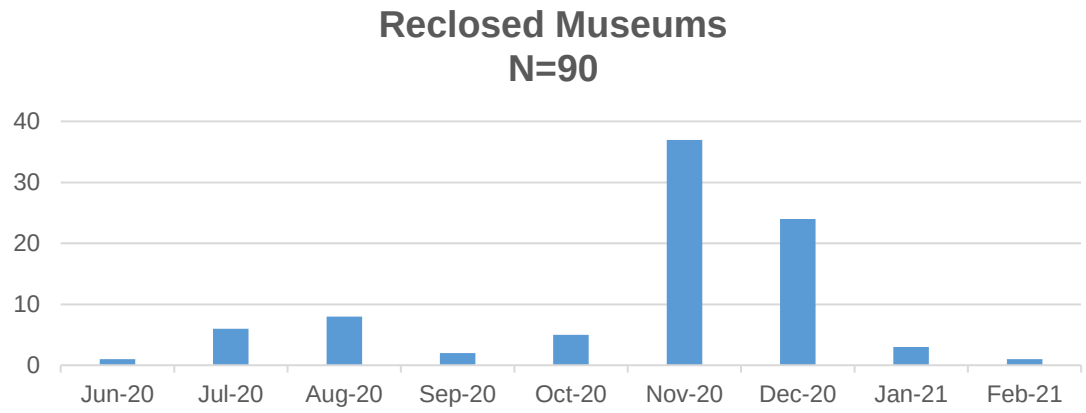
Southwest Children’s

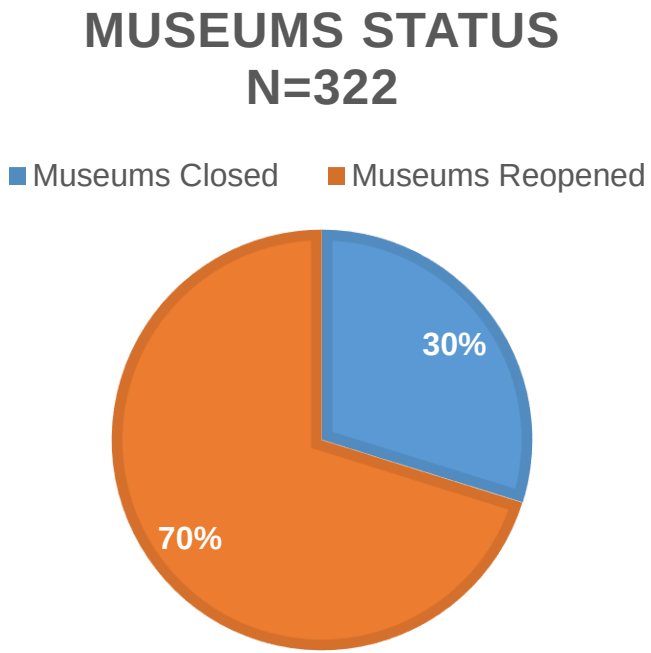


Children’s Museum: Reflecting on a Year

Children’s Museums Status-Global







Early Stages: Creating a New Safe Space

ACM FALL 2020 COVID-19 Impact Survey Result
September 24 – October 18, 2020
96 US-Based Museums responded

Safety Protocols for Visitors

87% Personal Protection Equipment	• facial coverings, masks, gloves, face shields, etc.
72% Sanitization Options for Visitors	• sanitization station, sanitizers, disinfectant wipes/foot mats
63% Health Checks	• upon entry, including temperature checks, specific screening procedures (e.g., questionnaires), waivers and contact tracing procedures

Children's Museums reopening plans

DISCOVERY® Children's Museum

The Magic House® St. Louis Children's Museum

Navigating “Hands On”

Industry Connection

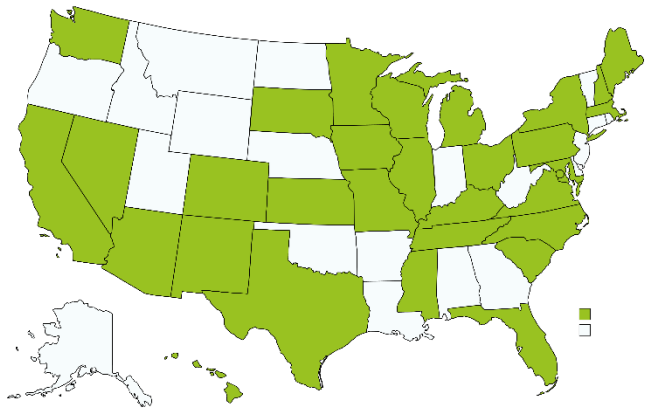
MUSEUMS MOBILIZE

an initiative of ASSOCIATION OF CHILDREN'S MUSEUMS

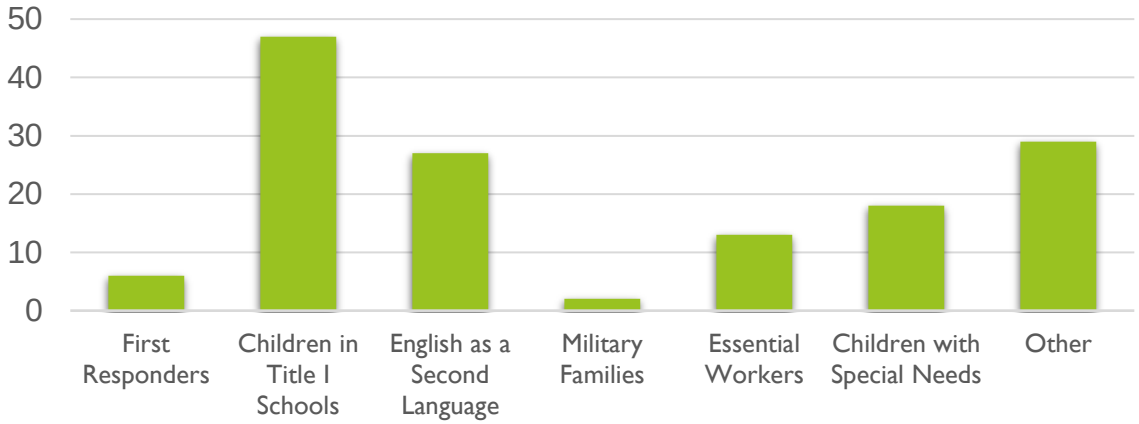
167 Programs

Seventy-Eight Museums

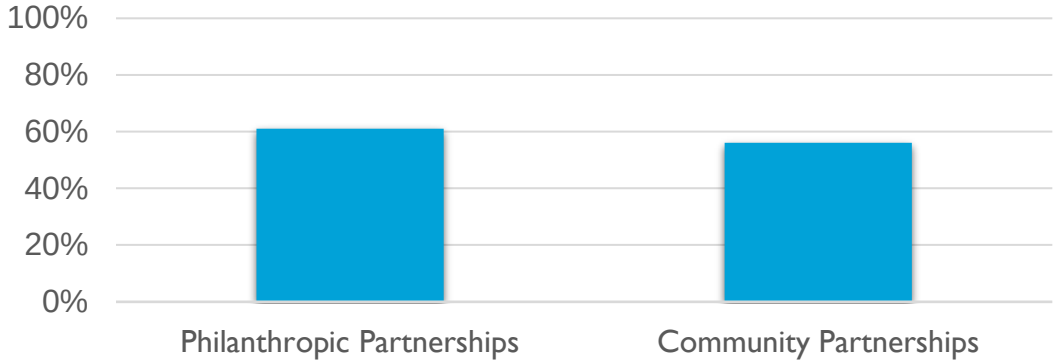
Across Thirty-Four States and Four Countries



Audiences Served By Program



Partnerships

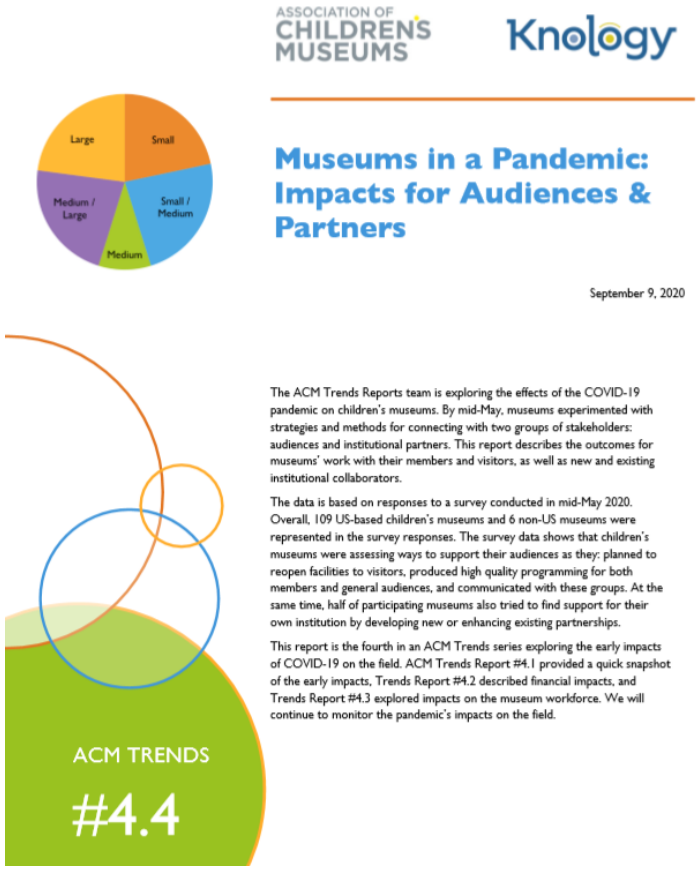


Museums Mobilize to Fight Food Insecurity during COVID-19
Thursday, March 4, 2:00 p.m.–3:00 p.m. ET
Access Recording

Museums Mobilize to Support Parents and Caregivers
Tuesday, April 6, 2:00 p.m.-3:00 p.m. ET
Register Here

Museum Fun From Home

ACM COVID-19 Impact Survey Result
Survey conducted May 7-18, 2020
109 US-Based Museums responded



- STEAM
- Arts & Crafts
- Literacy
- Caregiver Resources
- Animals & Nature
- Games
- Cooking

Children's Museum
OF FOND DU LAC

Pandemic GOALS:

1. Healthier
2. More Empathetic
3. Stay Connected

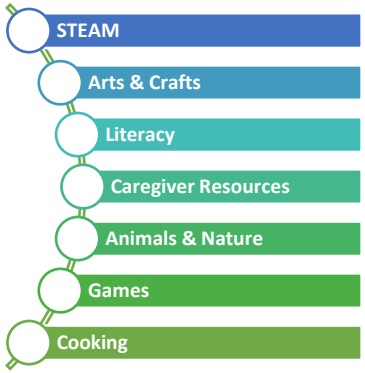
Children's Museum
OF FOND DU LAC

Programming

- Modified old
- Created new
- Intentional
- Survey Driven

CMFDL's focus

art, science, cooking, outdoors, resiliency, families, diversity



Museum Fun From Home

kits ~ virtual ~ mailers ~ pick up ~ delivery

Children's Museum
OF FOND DU LAC

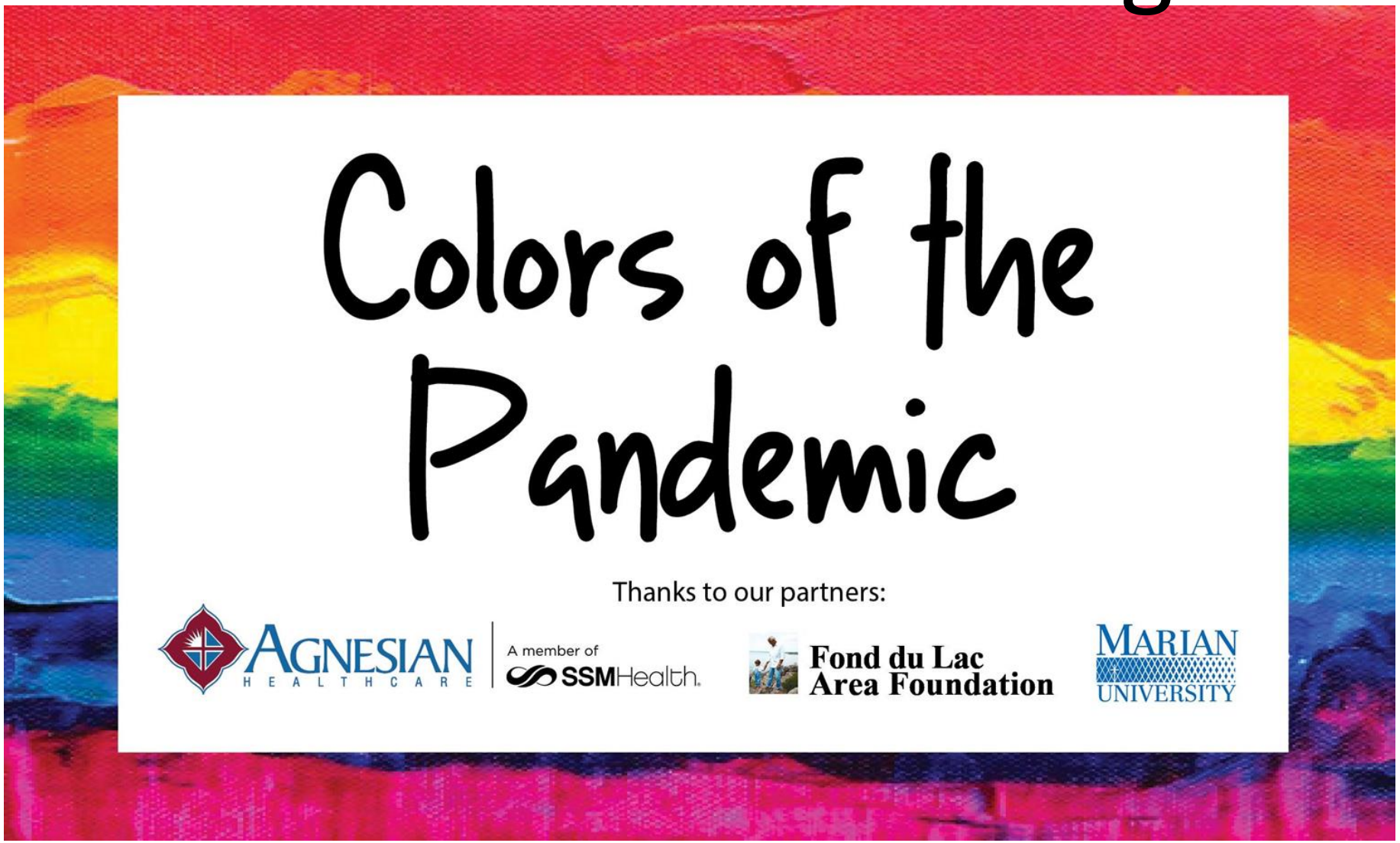
Virtual Programming ~ Creative Adaptations

Special Deliveries

Marking History / Engaging Community

Children's Museum OF FOND DU LAC

Family & School Programming



¡Bienvenidos!
¡A jugar! ¡A aprender! ¡A explorar!
Welcome
Gallery
Passport to the World
Sponsored by: Fond du Lac Area Foundation
Industry Connection

Resiliency Programs

~

Extension of Exhibit Learning

Brains & Bodies B.I.N.G.O.

Find an animal home! THEN do **10** jumping jacks.	Find a blooming flower! THEN do **7** high knees.	Find a holiday decoration! THEN do **5** push ups.	Wave to someone you see passing by. THEN UP + DOWN + TOUCH THE GROUND (**1** time)!
Spot a robin! THEN do **12** crunches.	Find a dropping from a tree - like an acorn or pine cone. THEN try juggling with it **2** times.	Notice a cool breeze! THEN lunge **3** times.	Find a puddle! THEN Try to jump as wide as that puddle **6** times.
See something soft. THEN sway like the wind **11** times.	Notice something purple. THEN crab walk for **9** steps.	Spot a bunny! THEN hop like that bunny **4** times.	Find a walking dog. THEN spin around **8** times, *SLOWLY*.
Spot something delicate. THEN tiptoe for **13** steps.	Find something with a handle. THEN sing the "I'm a Little Teapot" song while doing the actions.	See something where it doesn't belong. THEN act like your favorite animal and let our partner guess what you are acting as.	Complete this ACTIVE scavenger hunt! THEN pat yourself on the back!

June 2020 Edition

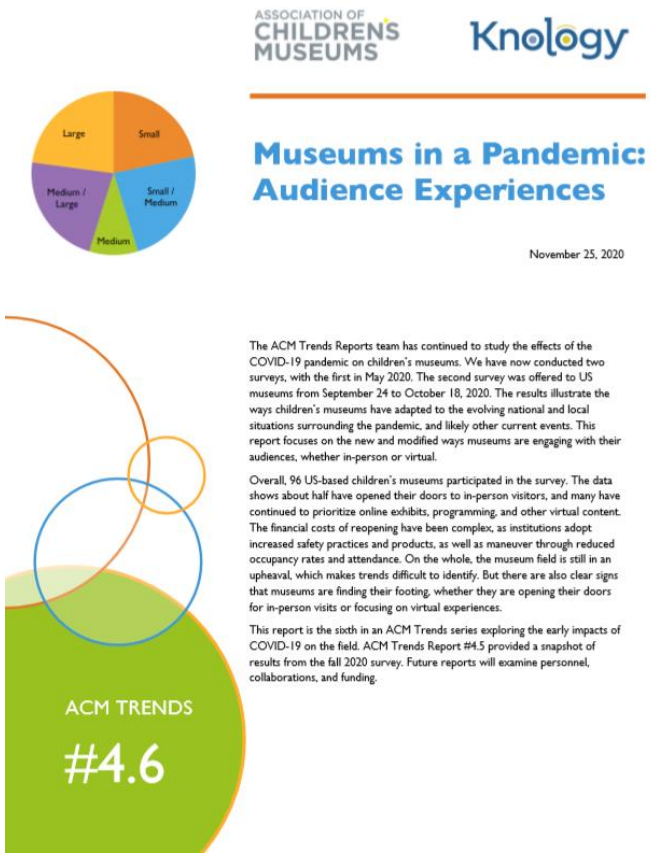
Try these bonus activities!

Resilience chain - cut strips of colored paper. On each write something you are good at, enjoy, or are grateful for. Make a chain to hang in your room.

Children's Museum OF FOND DU LAC

In-Person Visits

ACM COVID-19 Impact Survey Result
Survey conducted September 24 – October 18, 2020
96 US-Based Museums responded



ASSOCIATION OF CHILDREN'S MUSEUMS

Knology

Large
Small
Medium / Large
Small / Medium
Medium

Museums in a Pandemic: Audience Experiences

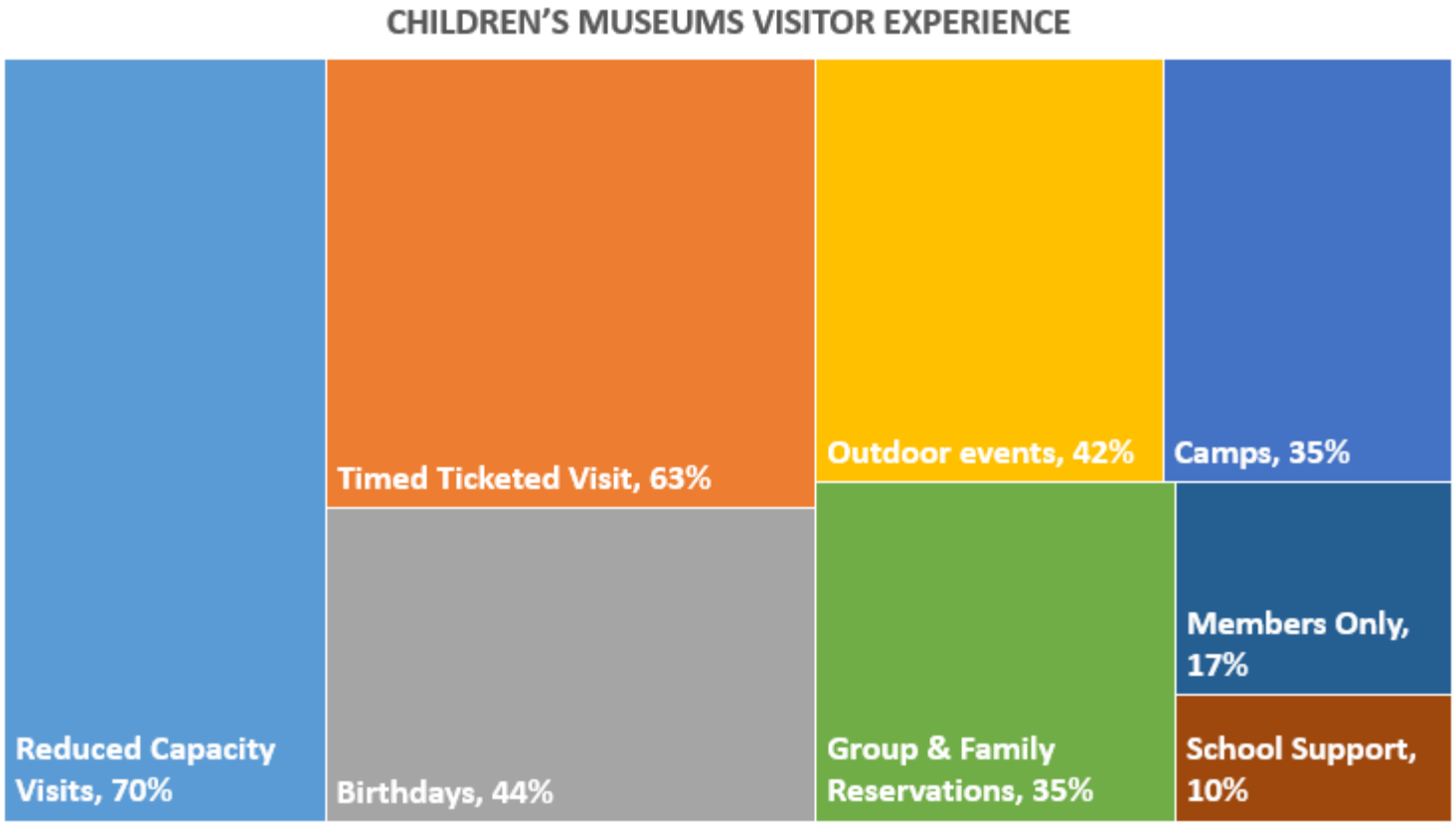
November 25, 2020

The ACM Trends Reports team has continued to study the effects of the COVID-19 pandemic on children's museums. We have now conducted two surveys, with the first in May 2020. The second survey was offered to US museums from September 24 to October 18, 2020. The results illustrate the ways children's museums have adapted to the evolving national and local situations surrounding the pandemic, and likely other current events. This report focuses on the new and modified ways museums are engaging with their audiences, whether in-person or virtual.

Overall, 96 US-based children's museums participated in the survey. The data shows about half have opened their doors to in-person visitors, and many have continued to prioritize online exhibits, programming, and other virtual content. The financial costs of reopening have been complex, as institutions adopt increased safety practices and products, as well as maneuver through reduced occupancy rates and attendance. On the whole, the museum field is still in an upheaval, which makes trends difficult to identify. But there are also clear signs that museums are finding their footing, whether they are opening their doors for in-person visits or focusing on virtual experiences.

This report is the sixth in an ACM Trends series exploring the early impacts of COVID-19 on the field. ACM Trends Report #4.5 provided a snapshot of results from the fall 2020 survey. Future reports will examine personnel, collaborations, and funding.

ACM TRENDS
#4.6



Children's Museum
OF FOND DU LAC

WinnePLAYgo (Outdoor Space)

Brief Summer 2020 Reopening

Children's Museums Funding during the Pandemic

ACM COVID-19 Impact Survey Result
Survey conducted September 24 – October 18, 2020
96 US-Based Museums responded

Government Funding Received

- Funding range: $17,500 – $3.7M
- Average total government funding/museum: $205,000

Private Funding

- Private funders have provided 25% of pandemic funding relief
- Private funding range: $600 - $1.5M
- Average private funding received: $50,000

Revenue generating partnerships

- 17 out of 95 museum reported additional income from alternative onsite programs
- Partnerships: Community or service organizations, local governments, and K-12 schools

School/ Museum Partnerships

Children's Museum OF FOND DU LAC

Participant Poll

Has your museum formed any new partnerships with schools to support education?

Welcome Back Program

Communities Connected by Caring & Creativity

(and a Highway)

Above & Beyond Children's Museum

Children's Museum OF FOND DU LAC

Shared Goal

Safely welcome all families back to our facilities and to help build confidence after an extended closure due to the pandemic.

Welcome Back

Above & Beyond Children's Museum

Children's Museum of Fond du Lac

Thank you to our program sponsors for helping us welcome back our members and the community!

EFROYMSON FAMILY FUND
A CICF FUND

Frank G. & Frieda K. Brotz Family Foundation, Inc.

MOUNTAIN DOG MEDIA INC

National Exchange Bank Foundation Inc.

Welcome Back Pass

3-month membership certificate valid March 13 - June 13.
This certificate is automatically redeemed at your member museum.
To redeem at our partnering museum bring this pass or use online code: WELCOME2021

Thank you to our Family Membership Comeback Program sponsors

Above & Beyond Children's Museum

Lead Sponsor:

EFROYMSON FAMILY FUND
A CICF FUND

Contributing Sponsors:

Frank G. & Frieda K. Brotz Family Foundation, Inc.

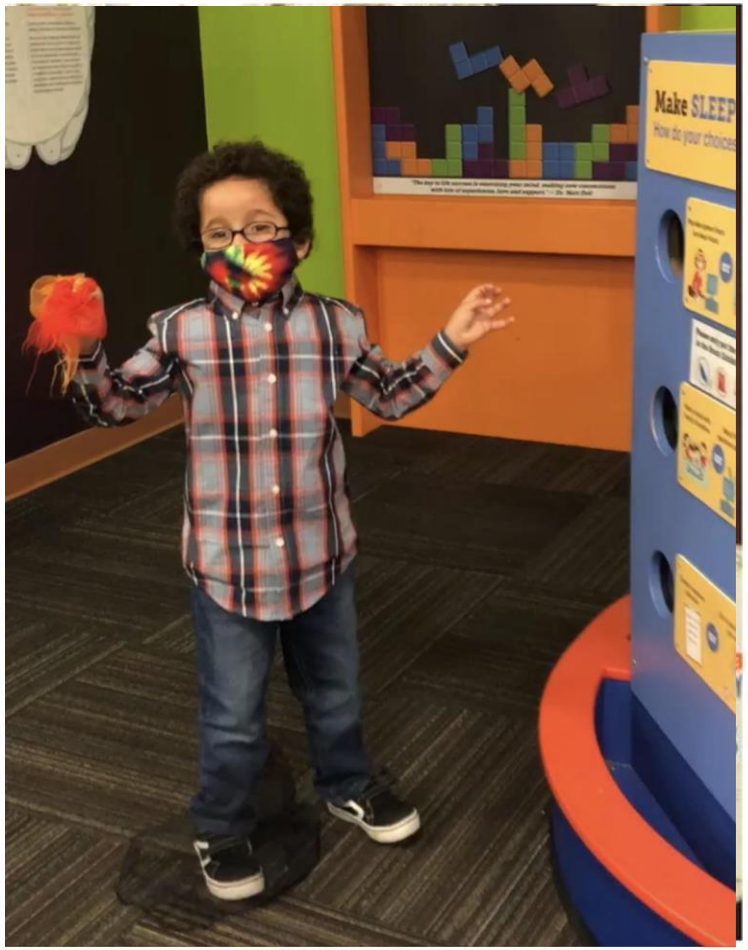
MOUNTAIN DOG MEDIA INC

National Exchange Bank Foundation Inc.

Children's Museum of Fond du Lac

Practice social distancing
6 FEET
Adults and children ages 2+ should wear masks at all times.
Sanitize often
Play Safe
and remember
"Hands, Face, and Space"
Please wipe down play areas after use
If you have any symptoms of COVID-19, please stay home
Wash your hands for at least 20 seconds
20 SEC

Practice social distancing
6 Feet
Adults and children ages 2+ should wear masks at all times
Sanitize often
Play Safe
Hands, Face, Space
Wipe down play areas after use
If you have any symptoms of COVID-19 please stay home
Wash your hands for at least 20 seconds


Make SLEEP

Looking into the Future

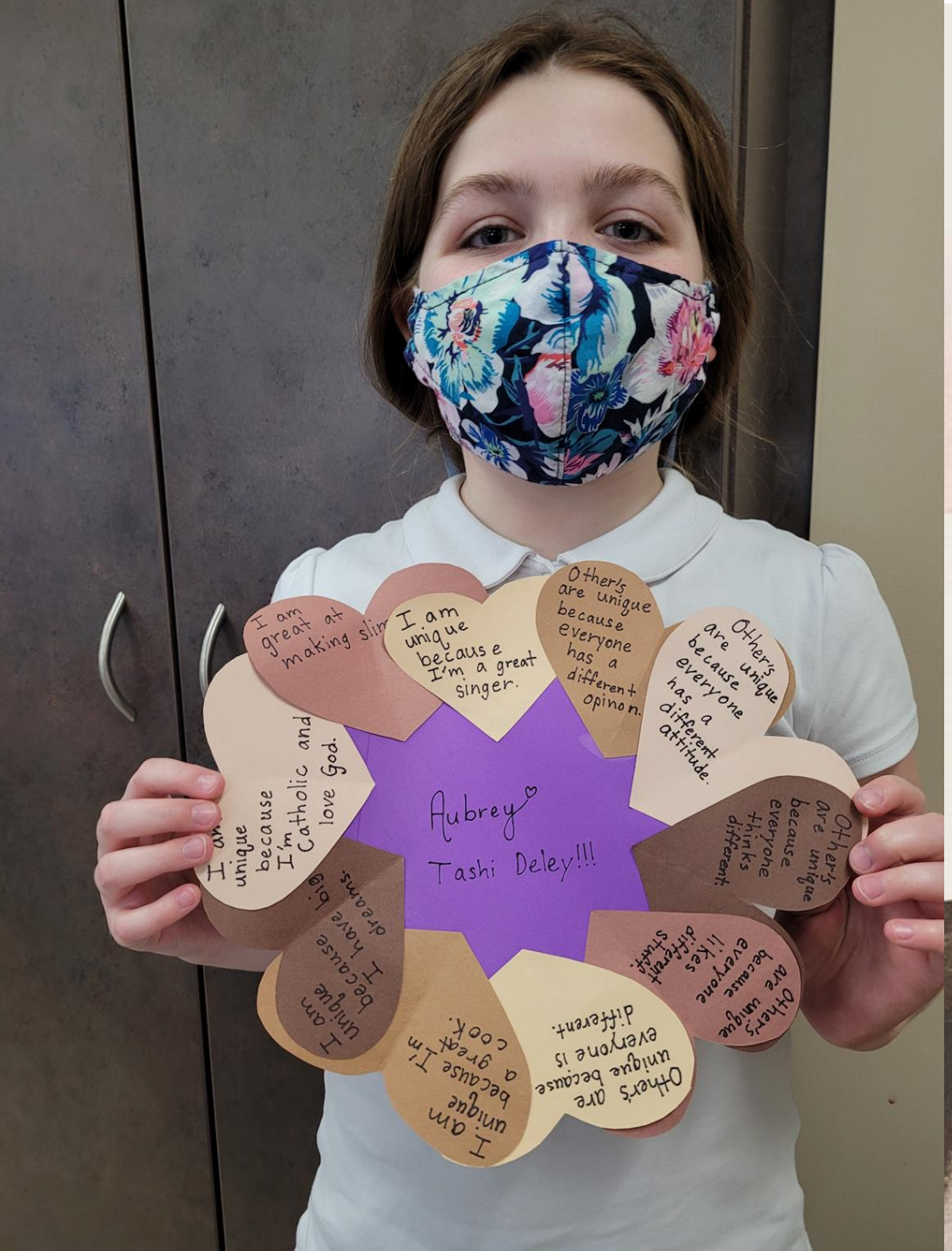
Questions?

Jennifer Rehkamp
Jennifer.Rehkamp@ChildrensMuseums.org

Andrea Welsch
andrea@cmfdl.org

ASSOCIATION OF CHILDREN'S MUSEUMS

Children's Museum OF FOND DU LAC



"I honor the greatness in you"

Tashi Deley

(taa·**she** duh·**lei**)

Children's Museum OF FOND DU LAC

sophia