



Museum Social Impact in Practice: Application for Participation

Now through July 15, 2024, the American Alliance of Museums is accepting applications from museums in the U.S. to participate in a nationwide cohort for Museum Social Impact in Practice (MSIIP), a three-year initiative led by AAM and funded by the Institute of Museum and Library Services that provides technical assistance to museum professionals seeking to measure their museums' social impact. Please submit this application by July 15 to be considered. For more information on this opportunity, please visit AAM's website: <https://www.aam-us.org/topic/social-impact/#socialimpactinpractice>

1. Museum Name *

2. Museum Address *

Street Address

Street Address Line 2

City

State

Zip Code

Country

3. Name of Person Completing this Form *

First Name

Last Name

4. Email *

example@example.com

5. Phone Number *

Please enter a valid phone number.

6. Select the category that best describes your organization's governance model. *

Government: municipal or county
Government: state
Government: federal
Government: tribal
Private nonprofit: 501(c)(3) or operating as a private trust
For-profit/corporate
Dual governance
Other

7. Does your institution have a parent organization? *

Yes
No

7a. Which one of the following best describes your institution's parent organization?

College/university
Museum or museum system (e.g., state, local, private nonprofit, etc.)
Other

8. Select the primary focus/content area of your museum (select one): *

Anthropology Museum
Arboretum/Botanical Garden/Public Garden
Art Museum/Center/Sculpture Garden
Children's Museum
Ethnically/Culturally/Tribally Specific Museum
Hall of Fame
Historic Site/Landmark
Historical House
History Museum
Military Museum/Battlefield
Nature Center
Natural History/Natural Science Museum
Planetarium
Presidential Library/Museum
Science/Technology Center or Museum
Specialized Museum
Visitor/Interpretive Center
Zoo/Aquarium/Wildlife Conservation Center
Other

9. Select the secondary focus/content area(s) of your museum (select up to three that apply): *

Anthropology Museum
Arboretum/Botanical Garden/Public Garden

Art Museum/Center/Sculpture Garden
Children's Museum
Ethnically/Culturally/Tribally Specific Museum
Hall of Fame
Historic Site/Landmark
Historical House
History Museum
Military Museum/Battlefield
Nature Center
Natural History/Natural Science Museum
Planetarium
Presidential Library/Museum
Science/Technology Center or Museum
Specialized Museum
Visitor/Interpretive Center
Zoo/Aquarium/Wildlife Conservation Center
My institution does not have a secondary focus/content area
Other

10. How many people visited your museum in 2023? *

11. Please indicate how many full-time and part-time staff are currently employed at your museum: *

0-1
2-5
6-15
16-30
31-50
51-70
71-100
101-150
151-200
201+

12. Please indicate how many people currently volunteer at your museum: *

0-1
2-5
6-15
16-30
31-50
51-70

71-100
101-150
151-200
201+

13. What is your museum's operating budget? *

Under \$250,000
\$250,000-\$499,999
\$500,000-\$2,999,999
\$3,000,000-\$4,999,999
\$5,000,000-\$14,999,999
\$15,000,000+

14. Does your museum have a dedicated research or evaluation team? (select one) *

Yes, a multi-person team dedicated to research and/or evaluation
Yes, one person dedicated to research and/or evaluation
Yes, one or more people who do research and/or evaluation, but not as their primary role/focus
No
Other

15. Does your museum have a general admission fee? *

Yes
No

15a. What is your peak cost for admission for one adult?

Conducting your museum's social impact study requires a significant amount of time, resources, and staff attention, and could be challenging if you are in the midst of any of the following transitions:

- Director leaving/retiring
- Opening new building/major renovation
- Capital campaign
- Merging with another institution
- Major organizational restructuring
- Change in governance type/structure (e.g. from municipal to private non-profit)
- Change of mission
- Significant change in scope/focus of collection/collecting
- Significant (>25%) change in funding
- Anything else that would require major amounts of your time and energy

16. Is your museum currently engaged in, or anticipating in the next year or so, any of the activities mentioned above? *

Yes

No

16a. Please briefly explain why you are interested in pursuing this work at this time.

17. Through its social and community impact work, does your museum seek to impact any of the following areas? (Select up to three that apply.) *

Education and Engagement (including stimulating inquiry, wonder, curiosity, and/or critical thinking, as well as promoting adult, early childhood, elementary, middle, high school, and/or higher education)

Environmental Sustainability and Climate Resilience (including reducing the museum's climate impact; mitigating impacts on the museum's communities; fostering climate action; promoting accessible natural spaces; promoting clean air, water, and soil; and/or supporting healthy, sustainable ecosystems)

Health & Wellness/Wellbeing (including promotion of self-efficacy, healing physical and mental health, combating loneliness and isolation, providing emotional connection, helping people with processing and managing trauma, and/or promoting or supporting spirituality)

Humane Housing (including promoting housing with affordable costs, nearby necessities, safe structures, adequate space per person, and/or thriving neighborhoods)

Information Literacy (including promoting trust, truth, and/or freedom of speech and thought)

Strengthened Relationships/Social Cohesion (including promoting positive experiences with others; a sense of belonging; care and concern for others; strengthened family, colleague, or friend relationships; empathy and understanding across differences; sparking joy; and/or creating a sense of rootedness in prosocial values that extend our concern beyond oneself)

Valuing Diverse Communities (including promoting feelings of empathy, different perspectives, and/or promoting diversity, accessibility, equity, and/or inclusion)

Work & Wealth (including promoting family and community wealth, good-paying and fulfilling jobs, and/or job (re)training)

My museum is not engaged in any social and community impact work

Other

18. List one or more specific, measurable impacts/outcomes your museum's activities have had on its local community that fall into any of the categories in the preceding question. What was the indicator of this impact? How did you know you made a positive difference in people's lives? *

0/250

19. Why is your museum interested in participating in this museum social impact study and the MSIIIP cohort? *

0/250

20. How does your museum intend to use the data generated from participation in this museum social impact study? *

0/250