

# Beyond Visitors: Growing Mission and Margin

ASTC: Science Centers at the Crossroads

October 19, 2008

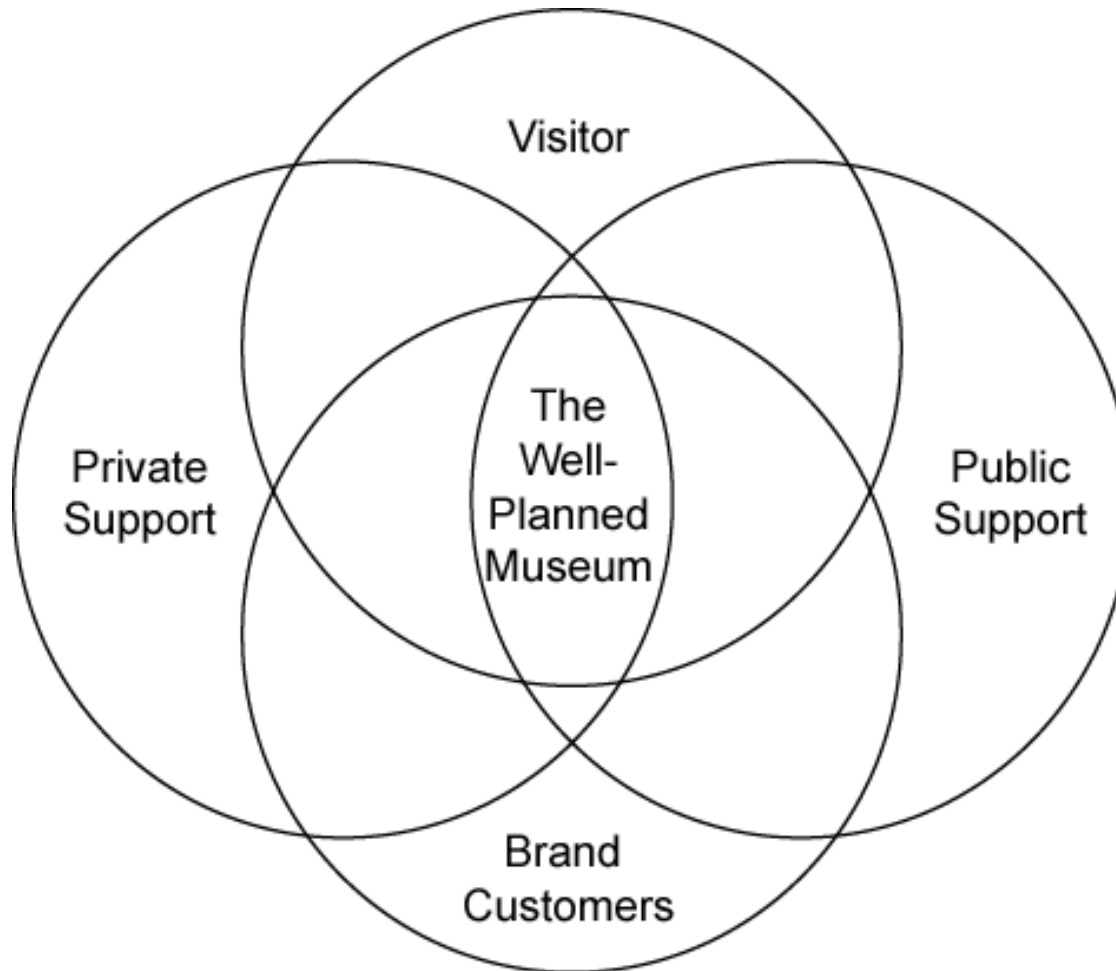


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## *Session Take-Aways*

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- There are new ways to serve our mission and increase revenues, beyond just more visitor revenue
- An important step is expanding the means we feel good about using to achieve our missions beyond exhibits



# *Agenda*

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- Introduce Revenue Category of “Brand Customers”
  - John Jacobsen, White Oak Associates
- Case Studies from Three Museums Active with Brand Customers
  - Barry Van Deman, Museum of Life & Science
  - Joyce Gardella, Exploratorium
  - Duane Kocik, Science Museum of Minnesota



# *Museums are Trusted Most*

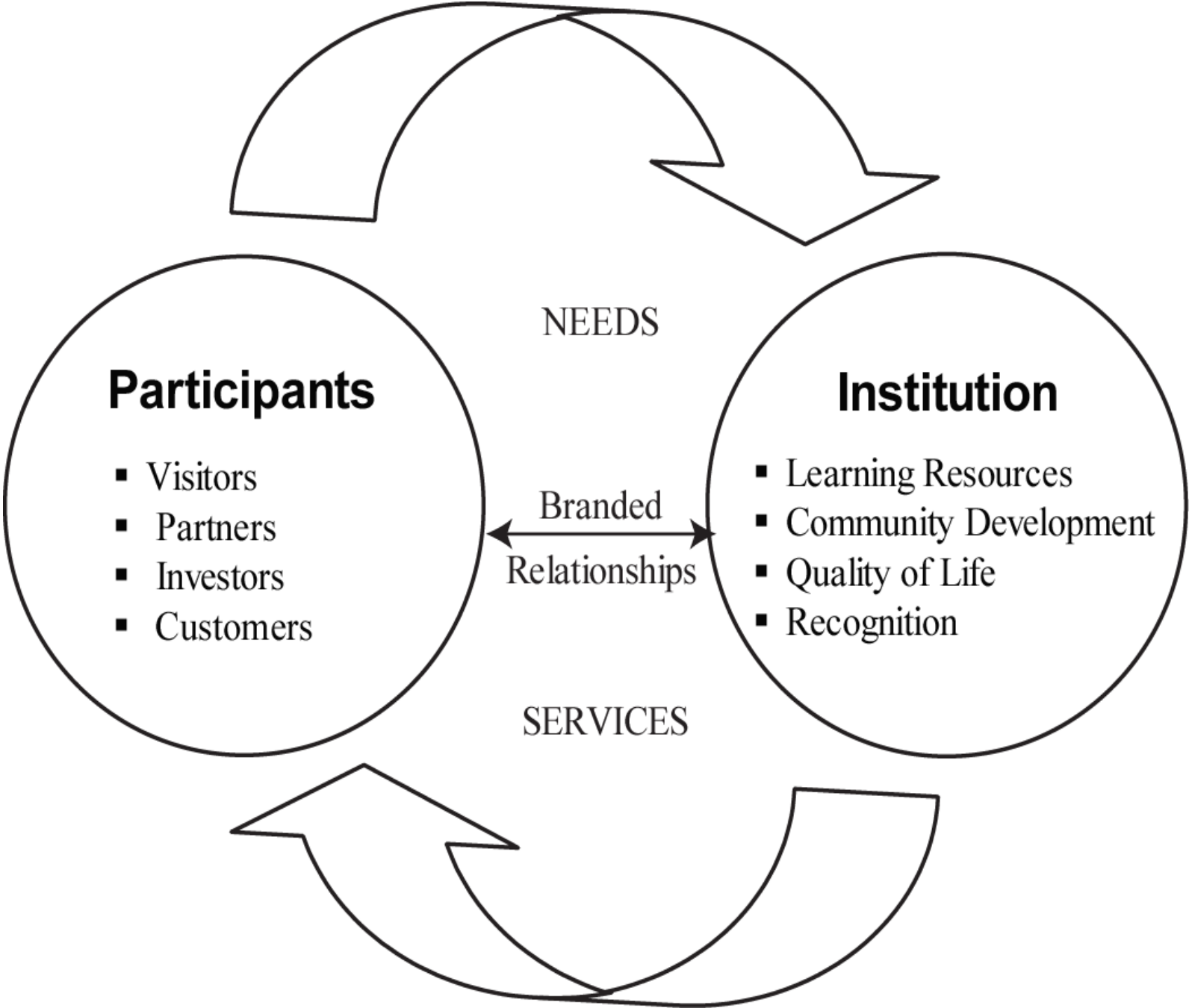
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	Not Trusted	Trusted
Museums	13%	87%
Books	36%	61%
TV News	50%	49%
Newspapers	65%	37%
Internet	66%	34%
Radio	72%	28%
Magazines	76%	22%

Source: AAM Survey conducted in February, 2001 with margin of error of +/- 3.1%



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# *No Margin, No Mission!*

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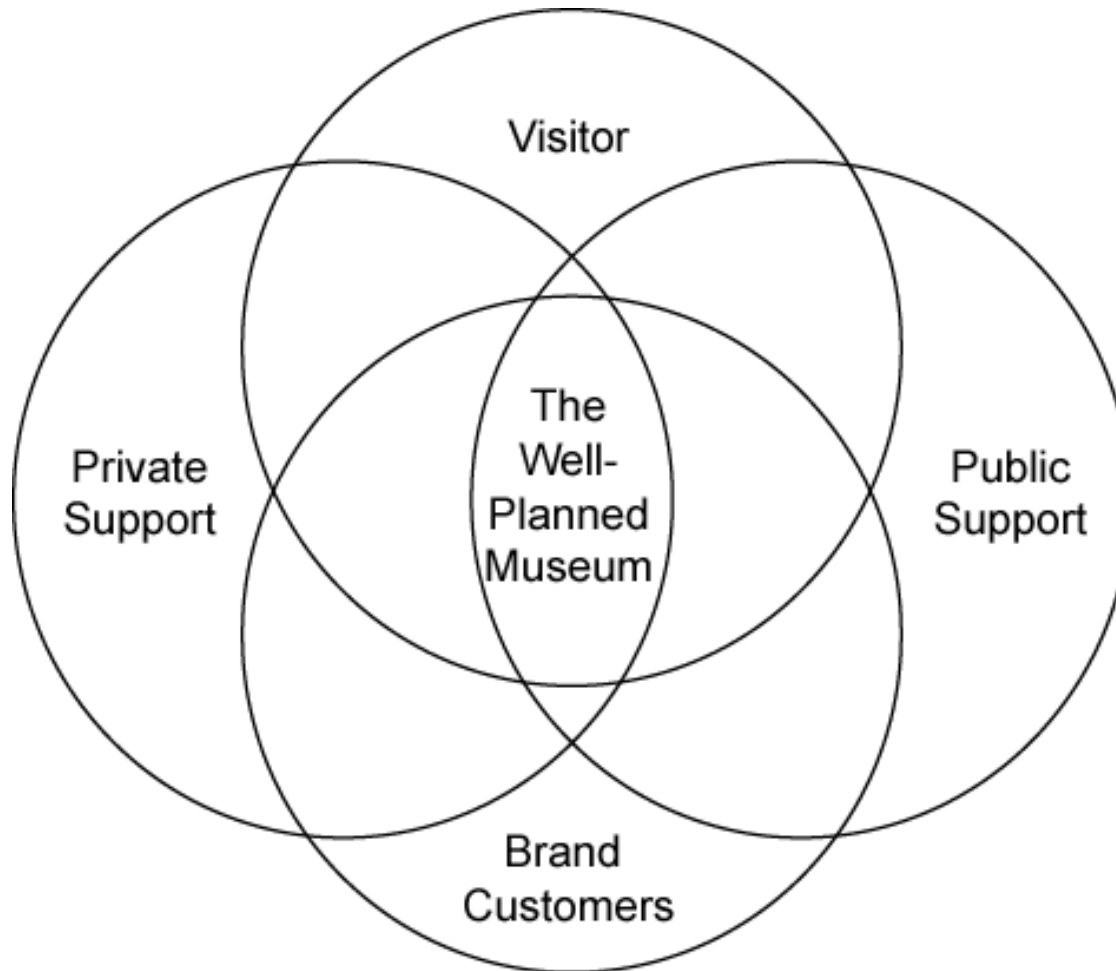
*Roy Shafer*



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# *Four Revenue Sectors*

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## *Servant of Four Masters*

### Earned Revenues

- Visitors
- Brand Customers

### Support Revenues

- Public
- Private



# *Visitor Revenues*

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## Earned

- Exhibit Admissions
- IMAX<sup>®</sup> Admissions
- Memberships (Basic)
- On-Site Retail
- Café
- Guide Rentals



# *Customer Revenues*

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## Earned

- Program Fees
- On-Street Retail
- Outreach
- Conference Center
- Function Rentals
- Summer Camps
- Production Distribution to Museums
- Web Program Memberships



# *Shift In Attention*

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ASTC CEO Survey (N=116; Oct. 2008)

<b>Expand Educational Programming</b>	58%
Address Issues of Science and Society	41%
Become Integral to the Community	29%
Communicate Science Effectively	28%
Partnerships & Alliances	16%
<b>Improve Exhibit Offerings</b>	15%
Serve Those With Fewest Opportunities	14%
Promote Careers in Science	14%



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# *No Margin, No Mission!*

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# *Economic Model*

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Earned Revenue

**Visitor Based**  **Customer Based**



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# *Standardized Operating Data*

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- The Needs and Benefits
- The MODS Initiative
- The Pew's CDP



# *Case Studies*

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- **MLS: Conversion of Visitors to Members to Brand Customers**
- **Exploratorium: Other Museums and Educators as Brand Customers**
- **SMM: New Mission to Expand Impact**



# *Selection Rationale*

ASTC 2006 Sourcebook: 68 US Science Centers

## Share of All Earned Revenue

	Admissions	Non-Admissions
ASTC Average/Median	42 / 40%	58 / 60%
Museum of Life and Science	32%	68%
Exploratorium	29%	71%
Science Museum of Minnesota	23%	77%



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