

Museum Advisory Team Meeting October 1, 2024 Meeting Agenda

1. Acceptance of the Agenda
2. Acceptance of the Minutes — July 2, 2024
3. Informational Updates
 - a. Strategic Planning Updates
4. Advisor Discussion
5. Next Meeting — January 7, 2025 @ 5:30 PM (Future Meeting — April 1, 2025)
6. Adjournment



Exhibits

Open February 3, 2024 -
January 19, 2025

Kalamazoo State Hospital: 165 Years of Psychiatric Care examines the history of the patients, employees, and buildings on the campus of Michigan's longest-operating mental hospital.



Kalamazoo State Hospital

**Mystery and
Benevolence:
Masonic &
Odd Fellows
Folk Art**



September 28, 2024 - January 5, 2025

Featuring over eighty carvings, sculptures, textiles, and regalia revealed in *Mystery and Benevolence: Masonic and Odd Fellows Folk Art* bring to light the histories, symbolism, and values of the Freemasons and the Independent Order of the Odd Fellows.

KalamazooVALLEY™
Museum 
kalamazoomuseum.org

Current Exhibits

Open June 15 , 2024 -
August 9, 2025

In The Questioners: Read.

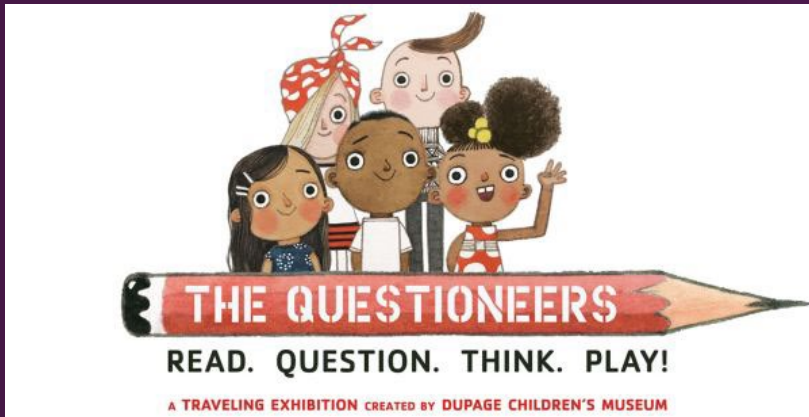
Question. Think. PLAY!

questions are posed, c
identified, and proble

begins in this traveling exhibit

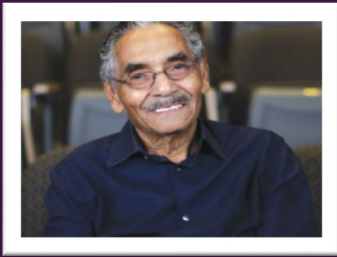
from The DuPage Children's

Museum.



Mini –
Exhibit on
Kalamazoo
Baseball
Through
End of July!





2024 Murphy Darden Exhibit & Event

Thursday, Sept. 5 & Friday, Sept. 6

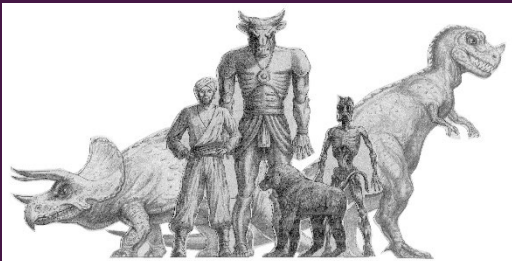
The Exhibit runs through March 2, 2025



Upcoming Exhibits

Open January 25 , 2024
- April 27, 2025

Ray Harryhausen: Miniature Models of the Silver Screen. Featuring art and cinema models for his “horror” and science fiction films.



The Ray and Diana Harryhausen Foundation



Mini – Exhibit on Kalamazoo local masonic history.

Programs



CONNECTING
CHORDS
MUSIC FESTIVAL

UPCOMING EVENT: SEPTEMBER 21

Asylum Lake Preserve Poetry

Friends of Poetry will present their work,
written in response to Asylum Lake Preserve.

[Learn More](#)

UPCOMING EVENT: OCTOBER 05

Live Music for Silent Classics

There will be two performances – **11 a.m. and 1 p.m.** Admission is free to the public, and tickets will be distributed on a first-come, first-served basis on the day of the concert.

[Learn More](#)

Kalamazoo Refugee Film Festival



Kalamazoo
Refugee
Resource
Collaborative

The Kalamazoo Refugee Resource Collaborative, in collaboration with the Kalamazoo Valley Museum, is thrilled to invite the entire Southwest Michigan community to the first annual Refugee Film Festival, taking place **October 11-13, 2024**, at the Kalamazoo Valley Museum.

Kalamazoo**VALLEY**
Museum 
kalamazoomuseum.org

Program Highlight Community & College Collaborations



The screenshot shows the ValleHub website with a green header. The logo 'VALLEHUB KV' is on the left, with the tagline 'Food Innovation. Locality. Network.' below it. Navigation links include 'Events', 'Contact', social media icons, and 'Partner Login'. A secondary navigation bar contains 'Our Program', 'Partners', 'About', 'Impact', 'Resources', and a 'Get Started' button. The main content area features the title 'Honorable Harvest Lecture Series' and a paragraph: 'Join us in this lecture series to explore ways in which we can come together to nurture and restore the Honorable Harvest in our communities and in our everyday lives. Attend one, several, or all. No advance registration is required.' To the right, it lists the dates 'Tuesdays, Sep 17-Nov 19, 6:30-7:30 p.m.', the location 'Marilyn J Schlack Culinary and Allied Health Building, 418 E. Walnut St. Kalamazoo | Classroom 223', and a note to 'Arrive as early as 5 p.m. to enjoy Taps on Tuesday, a happy hour-style event hosted by Kalamazoo Valley's culinary and brewing students in the 418 Restaurant on the ground floor of the MUS Culinary and Allied Health Building.' At the bottom, it mentions Robin Wall Kimmerer's book 'Braiding Sweetgrass' and the theme of reciprocity.



Fall Program Highlights

- Honorable Harvest Lecture Series as part of the Taps on Tuesdays from September 17 – November 19, 6:30-7:30PM
- 38th Annual Chemistry Day, October 19, noon-4PM
- Michigan Museums Association Annual Conference Kalamazoo, October 21-23
 - KVM will host a variety of activities registration, workshop and special tours
- Museum Mayhem – Free Ooky Spooky Planetarium Shows, October 26
- Holiday Parade, November 23
- Tree Lighting Bronson Park, November 29 – KVM to provide craft activities
- Holiday Concert Kalamazoo Mandolin and Guitar Orchestra, December 6 Art Hop Program

Gilmore Keyboard Festival To Be Held Annual Starting Next Year



Partnership with Gilmore
Keyboard Festival
&
Kalamazoo Film Society



March 21 & 22, 2025

Collections Updates

- Collections “Blog” online resource launched for the website – April to feature Darden history article
- High-Density Mobile Shelving Installation – Vendor Addressing a few needs to complete this project soon.
- Please visit the museum’s online collections catalog via the website – over 24,000 records available.



Collections By The Numbers

Argus Collections Database (access via Museum's Website)

Argus database:

August

View Record: 136

Search: 159

Total = 295

August Inquiries

Donation offer: 18

Research: 10

Photo reproduction: 2

Total = 30



Online Collections Database

While many of the museum's objects are tucked away in storage to help preserve them for future generations, anyone can enjoy over 21,000 of the museum's artifacts through our Online Collections Database. Photos, documents, books and three-dimensional objects make up the online database, and records are continuously being added and updated.

Searchable Collection Database

BLOG

Blog Views:
5,146 total
views as of
9/24/24

What's next? Updating the STRATEGIC PLAN 2024-2029



Strategic Plan's Next Steps

Develop Tasks to Align With The College & Museum's Strategic Goals.

- These plans will be outlined soon.

Vision

The Kalamazoo Valley Museum aspires to be a place for all to connect, learn and belong through representative stories, exhibits and experiences.

Mission

The Kalamazoo Valley Museum offers inclusive learning opportunities that foster exploration of educational themes including the sciences and local history.

Some Highlights Found in Demographics of US Museum-Goers: American Alliance of Museums and Wilkening Consulting works in partnership to produce this annual report.

The following are the three
demographic factors that are
examined more completely in this
survey:

1. Educational Attainment
2. Race & Ethnicity
3. Age & Life Stage



Some Highlights Found in Demographics of US Museum-Goers: Annual Survey



EDUCATIONAL ATTAINMENT



Among frequent museum-goers, 83% of respondents have a college degree; that's 2.3x the rate of college

<https://www.aam-us.org/2024/09/20/demographics-of-us-museum-goers-a-2024-annual-survey-of-mus>

9/23/24, 8:47 AM

Demographics of US Museum-Goers: A 2024 Annual Survey of Museum-Goers among US adults (36%).

FREQUENT MUSEUM-GOERS

But when we look at incidence among the broader population, we see a much smaller gap. Among all casual and sporadic museum goers, 51% have a college degree, and 49% do not.



BROADER POPULATION

That does suggest that people with college degrees are more likely to visit museums than those without college degrees. The chart below shows this to be true.

College degree **51%**

Some college/technical school/
associate degree **31%**

High school diploma/GED or less **18%**

Education levels and museum attendance is interesting. What are the opportunity to create more welcoming space all visitors?

Some Highlights Found in Demographics of US Museum-Goers: Annual Survey



RACE AND ETHNICITY



**FREQUENT
MUSEUM-GOERS**

Among frequent museum-goers, 84% say that they (or a member of their household) identify as white. In contrast, 59% of people living in the United States identify as white (not Hispanic or Latine).



Again, it would be easy to make a big assumption here. But the accurate conclusion from this is that yes, frequent museum-goers are significantly more likely to identify as white than the broader population.

Some Highlights Found in Demographics of US Museum-Goers: Annual Survey

✓✗ **Incidence tells a very different story.**

Since 2023, African American and Hispanic or Latine incidence has held steady, while incidence has increased slightly among white

<https://www.aam-us.org/2024/09/20/demographics-of-us-museum-goers-a-2024-annual-survey-of-museum-g>

9/23/24, 8:47 AM Demographics of US Museum-Goers: A 2024 Annual Survey of Museum-Goers D

people and Asian or Asian Americans. In fact, for the third year in a row, Asian or Asian Americans have been the most likely racial or ethnic group to have visited a museum.



Percent of each population segment who visited a museum

Responses by other racial and ethnic groups were too small to be stable



Additionally, and this has been true for the past several years, white people are the most likely to say they “never” visit museums, while people of color are more likely to say they visit museums at least occasionally.

Breakdown of visitors attendance based on these four main groups. See “fine” print regarding feedback on who is mostly likely to say that they “never” visit and those to indicate that they are more likely to do so.

Some Highlights Found in Demographics of US Museum-Goers: Annual Survey



AGE AND LIFE STAGE

Some museum types deliberately focus on families with minor children (children's museums and, to a lesser extent, zoos, aquaria, and science centers), and these museums don't tend to see frequency gaps (or incidence gaps) by age that are of significant concern ... though they often see frequency gaps with young adults without children.

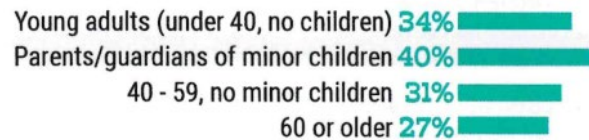


But it is a different story for art museums, history organizations, and botanical gardens. It is incredibly common for the majority of their *frequent* museum-goers to be over the age of 60.

Some Highlights Found in Demographics of US Museum-Goers: Annual Survey

This, understandably, can cause a great deal of concern for people working in these types of museums. And that's why looking at incidence is so important. ☹️❌

It turns out, adults over 60 are the **least** likely segment of the population to visit museums (a pattern we have seen pretty consistently over the past several years). We actually underserve them.



Percent of each population segment who visited a museum

Not surprising that the largest segment of visitor groups are parents/guardians of minor children. The lowest of these groups are the 60 plus – More programs to serve this group to be considered.

Some Highlights Found in Demographics of US Museum-Goers: Annual Survey

But overall, at this time, we don't have significant concerns about the long-term pipeline of future visitors to museums of *any* type.



Annual Survey of Museum-Goers Data Stories are created by Wilkening Consulting on behalf of the American Alliance of Museums. Sources include:

- 2024 Annual Survey of Museum-Goers, n = 90,178, 202 museums participating
- 2024 Broader Population Sampling, n = 2,154
- 2017 - 2023 Annual Surveys of Museum-Goers

U.S. demographic data from the U.S. Census Bureau

*Data Stories share research about both frequent museum-goers (typically visit multiple museums each year) and the broader population (including casual, sporadic, and non-visitors to museums). See the Purpose and Methodology (Update) Data Story from September 5, 2024 for more information on methodology.

More Data Stories can be found at wilkeningconsulting.com/data-stories.



Jessica Strube,
lead author



American
Alliance of
Museums



Wilkening Consulting

Data Story release date:
September 12, 2024
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When we look at visitation gaps among the broader population, there are two big things to

Survey report indicates no real concerns for “pipeline” of visitors. However there is certainly room for attracting more diverse and inclusive audiences through the programs, exhibits, activities, and collections.