

Museum Advisory Team Meeting

April 1, 2025

Meeting Agenda

1. Acceptance of the Agenda
2. Acceptance of the Minutes — July 2, 2024 (October 2024 and January 2025 meetings were cancelled)
3. Informational Updates
4. Advisory Team's Focused Discussion and Exercise
 - a. Future exhibit planning review through 2027 and input from MAT members
 - b. Feedback on scheduled, contracted and proposed exhibits and exhibit themes
 - c. Discussion with MAT to seek additional ideas; please be prepared to answer the following questions:
 - i. What exhibits and exhibit topics would you like to see at the KVM to support the College & KVM's missions?
 - ii. Are these themes and topic relevant and/or appealing to diverse audiences and those not always represented at the museum?
5. Next Meeting — July 1, 2025 @ 5:30 PM (Future Meeting — October 7, 2025)
6. Adjournment

The museum has program offerings every day and including special events. The following are a few highlights:

- Honorable Harvest Series through April 22 at Culinary & Allied Health campus
- Spring Break at the Museum April 1 – April 5
- Foodway Symposium April 4-5 at the KVM and Culinary and Allied Health campus
- Ray Harryhausen Sunday film series, March 30-April 13
- Statewide Astronomy Night, April 12
- Rain Garden Tour – Earth Day Program, April 26
- Ray Harryhausen Sunday, April 27 Curator's Talk with Conor Heany
- The Association of Lincoln Presenters – Kalamazoo Conference April 25
- Juneteenth Film and Panel Discussion, June 17
- Summer Break Program at the Museum

For complete listing and more program details please visit
www.kalamazoomuseum.org



Kalamazoo**VALLEY**
Museum 
kalamazoomuseum.org

March 21 & 22, 2025



More than 1,500 participants and hundreds of video views as of last week. Live performances, workshops and vendors.





Spring Break! Fantastic Creatures & How to Make Them

APRIL 1 - 4, 2025 | 1 - 3 P.M. & APRIL 5, 2025 | 11
A.M. - 1 P.M.

 [Learn more](#)

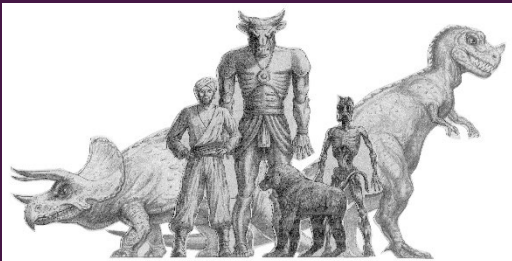
Summary of Current & Future Exhibits. Exploration of the process and seeking input from the Museum Advisory Team.



Current Exhibits

Open through
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 open through June



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Colorful Collections & Advertising Art Exhibits



Both Exhibits Open
through
August 31, 2025



The Art of
Advertising

KalamazooVALLEYTM
Museum TM
kalamazoomuseum.org

Upcoming Exhibits

3rd Floor Gallery

5/17/2025 - 8/31/2025

Wallace & Gromit and Shaun the Sheep: Shear Genius!

09/27/2025 - 01/4/2026

Dancing With Life

1/17/2026 - 4/5/2026

Houdini Unlocked

5/17/2026 - 9/6/2026

Dinosaurs

Fall 2026

Toytopia – all galleries, 1st and 3rd floors

Spring 2027

KVM Anniversary Exhibit TBD

Upcoming Exhibits

1st Floor Galleries

9/2025 - 1/2026

"Am I An American or Am I Not?"

1/25/2026

Black Cowboys: An American Story

Fall 2026

Toytopia – all galleries 1st and 3rd floors

Upcoming Community Collaborations

The KVM exhibits team has been working with the Executive Director and Board of the Douglass Community Center to update our exhibit at KVM on the history of the community center. We are also planning on an outreach exhibit at the community center slated for 2025/2026 dates and content are TBD.

The exhibits team will also be adding a permanent section in the Suburbia exhibit to include items collected by Murphy Darden and acquired by KVM. This installation is slated for 2025/2026.

The Tower area at KVM will be getting a facelift and will feature exhibits on climate change and weather phenomena relating to Kalamazoo and Southwest Michigan.

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

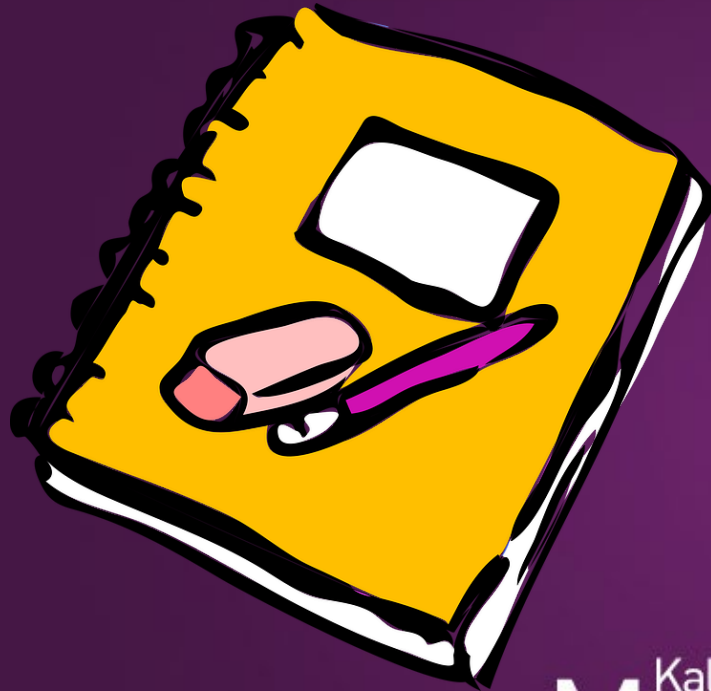
The Kalamazoo Valley Museum aspires to be a place for all to connect, learn and belong through representative stories, exhibits and experiences.

Mission

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

Addendum Information and Stats About Museums.

Consider these results in terms of future exhibits, program and collections initiatives.



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-museum-goers/>

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.



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

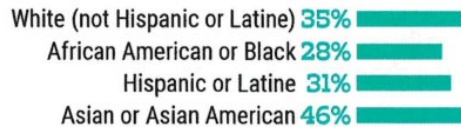
✓✗ Incidence tells a very different story.

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.

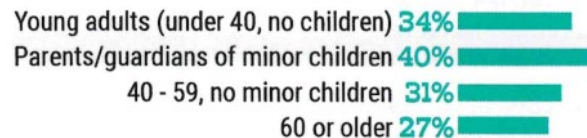


But it is a different story for art museums, history organizations, and botanical gardens. It is incredibly common for the majority of their *frequent* museum-goers to be over the age of 60.

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



WilkeningConsulting

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.