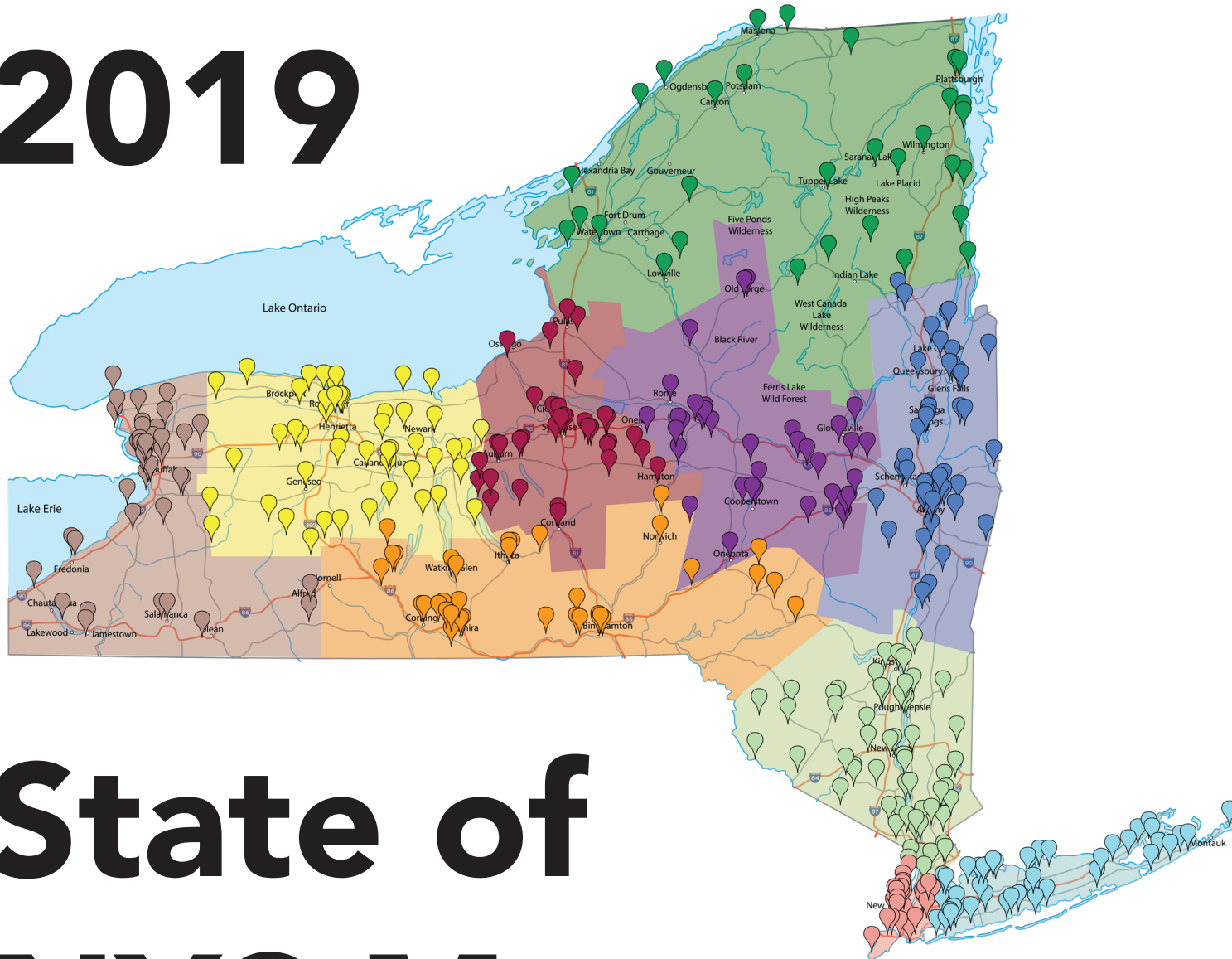


2019



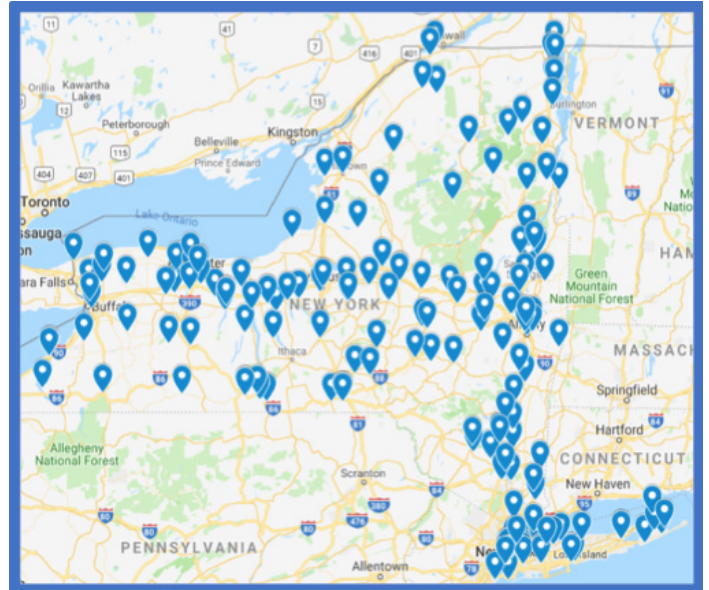
State of NYS Museums



MUSEUM ASSOCIATION
OF NEW YORK



MUSEUM ASSOCIATION OF NEW YORK



March 30, 2020

The State of New York State Museums

2019

In 2019, 206 (15% of our state's museums) responded to a survey circulated by the Museum Association of New York. The aggregated data was used to create this first report in almost ten years to paint a picture of our field. We are grateful for the time and generosity of our colleagues who shared their information. We accelerated the release of this report in response to the COVID-19 pandemic because we know we look very different today than we did a year ago and we will look very different a year from now. This report will serve as an essential benchmark as we think of ways to make the future of New York's museums better together.

All the graphics may not be as pretty as we originally hoped, but the crucial information that they reveal - such as support for field trips to museums are largely funded by school districts and museum operating funds (not private foundation or NYSCA grants) will be significant to how we think about the future of Museum/School partnerships. Other data, such as the large percentage of part time staff in certain regions of our state, or that 32% of our responding museums closed their last fiscal year in a deficit position, clarifies the financially fragile positions in which some of our museums operate.

Not every museum answered every question. You will find an "n" number on each chart to support the data; text analysis will include the phrases "of those who responded to the survey," and "of those who responded to the question." Where responses were too few to reflect an accurate sample size, we did not include the questions or the responses. The survey asked questions that may at first glance seem unusual, such as asking museums to disclose the second highest salary paid. We asked that question because some executive director compensation includes housing and transportation which is harder to quantify.

We will survey the field again soon. Lessons we take from this crisis may increase the financial sustainability of New York's museums and help us all reach new audiences through the creative use of virtual engagement.

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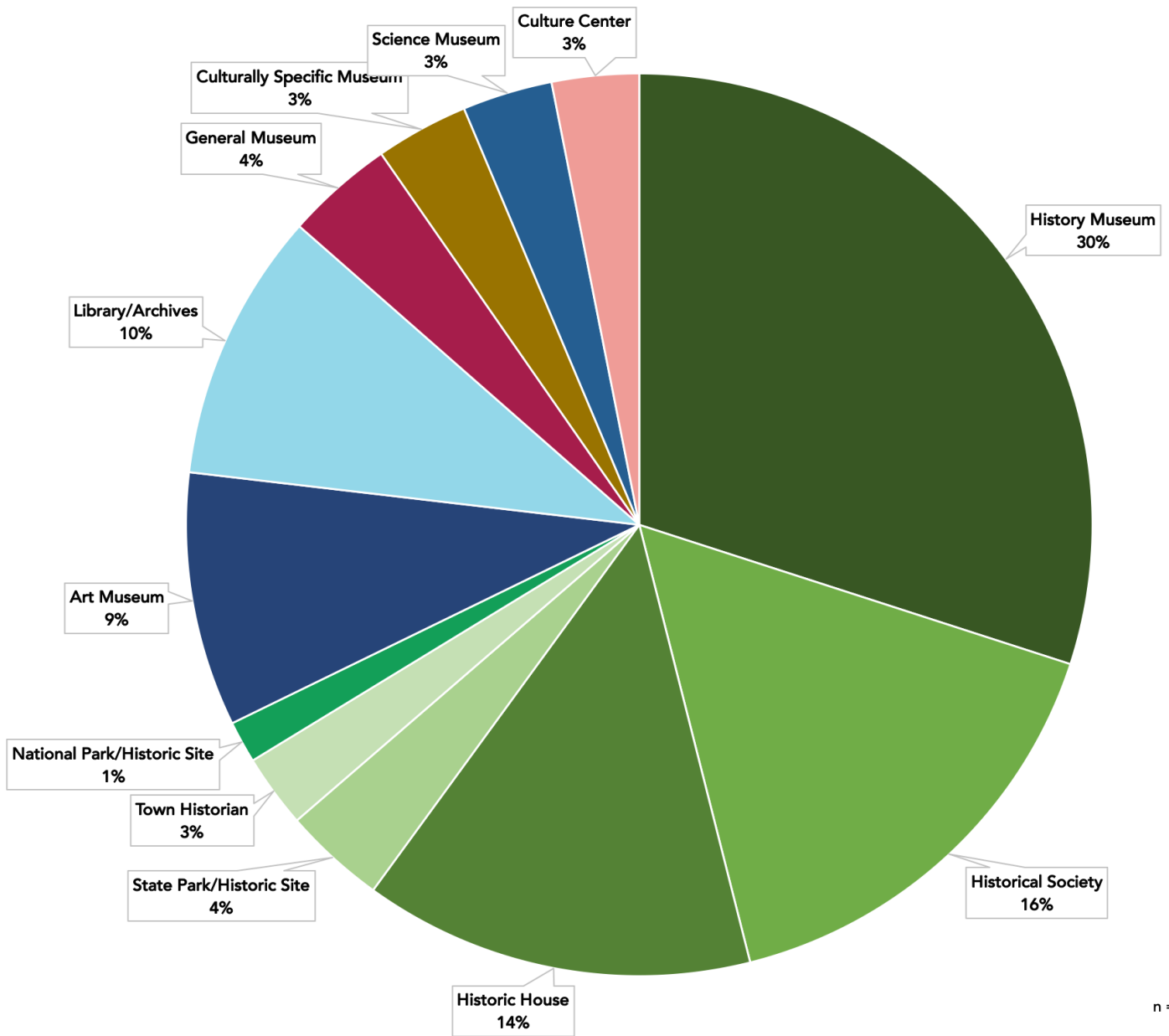
STATEWIDE OVERVIEW

Respondents by Discipline

62% of survey respondents represent organizations that steward, sustain, and share New York State's history through their programs, landmarked buildings, and material cultural collections.

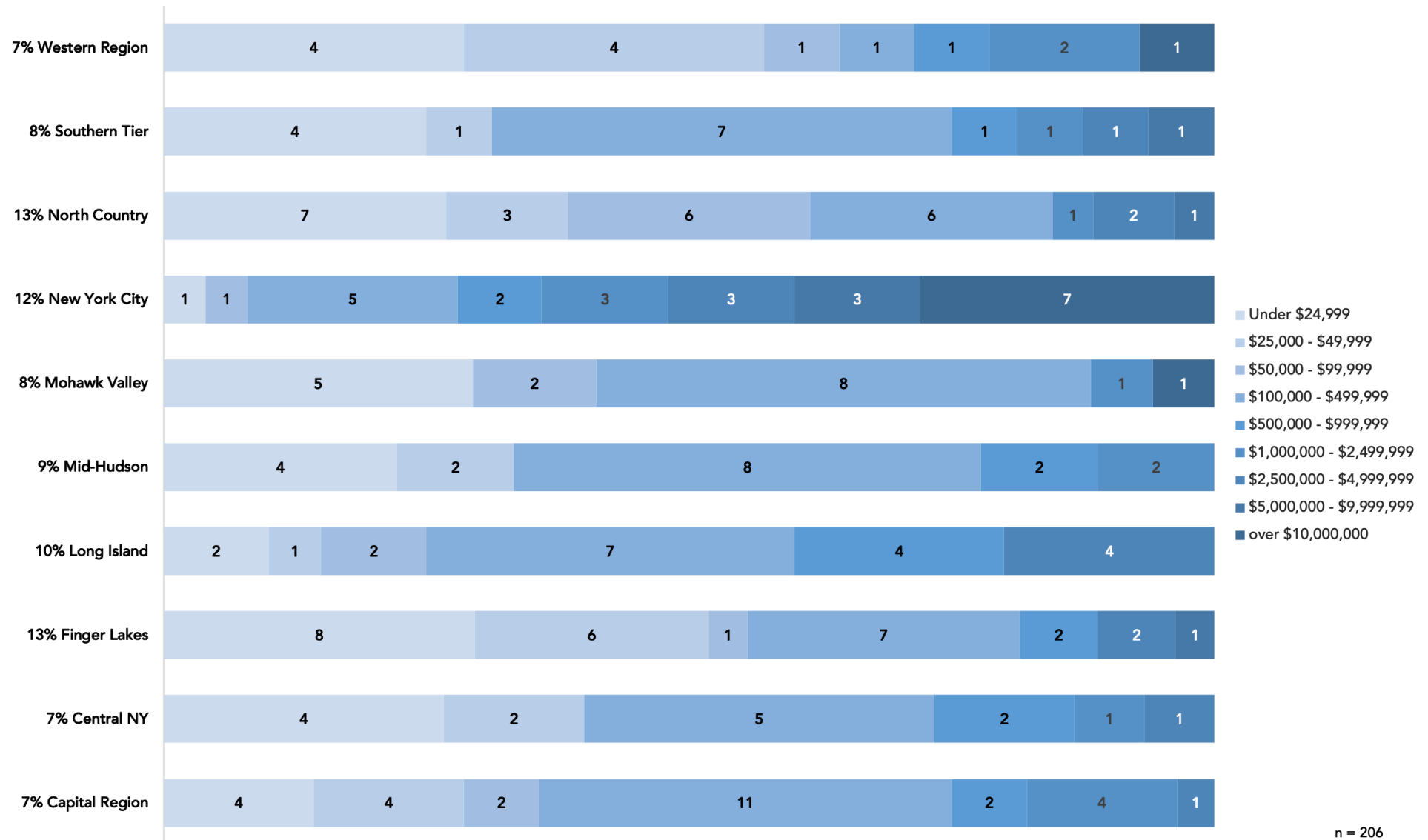
The 5% of organizations not represented on the chart include:

- 1% Botanical Garden
- 1% Children's Museum
- 1% Friends Group
- 1% University / College Museum
- 1% Wildlife Center / Zoo



Respondents by REDC Region and Budget Size

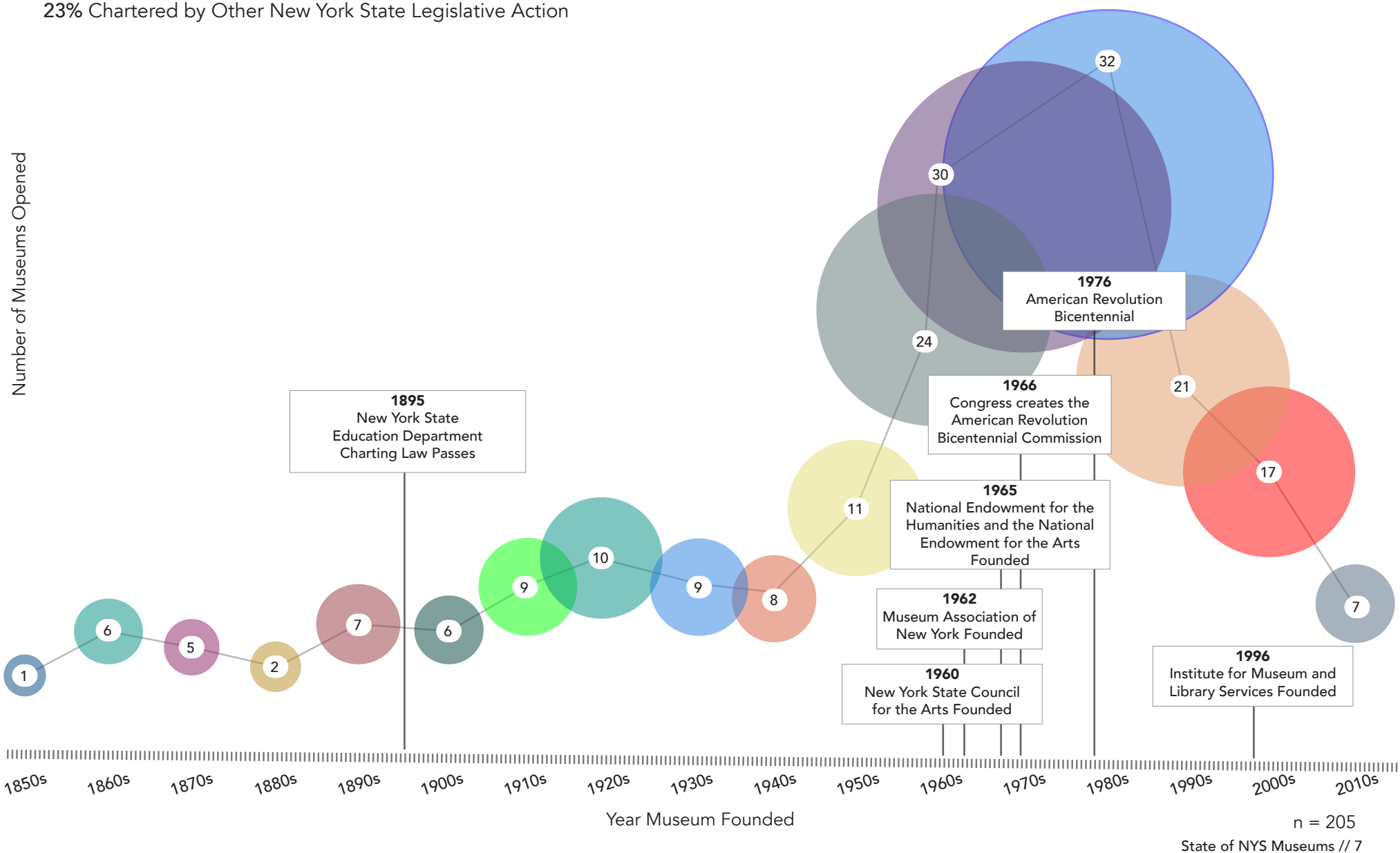
When represented in this stacked bar chart, it is easy to see that some regions of our state have museums of all budget sizes, others such as New York City have more museums with larger budget sizes, and at the other end of the scale, the Mid-Hudson Region has a greater number of museums with budgets under one million.



Museum Incorporation Timeline

As we approach America 250, it is noteworthy to recognize the number of NY State museums incorporated at the time of and following the Bicentennial commemorations. America 250 could offer our state's museums the opportunity to share their stories in new ways.

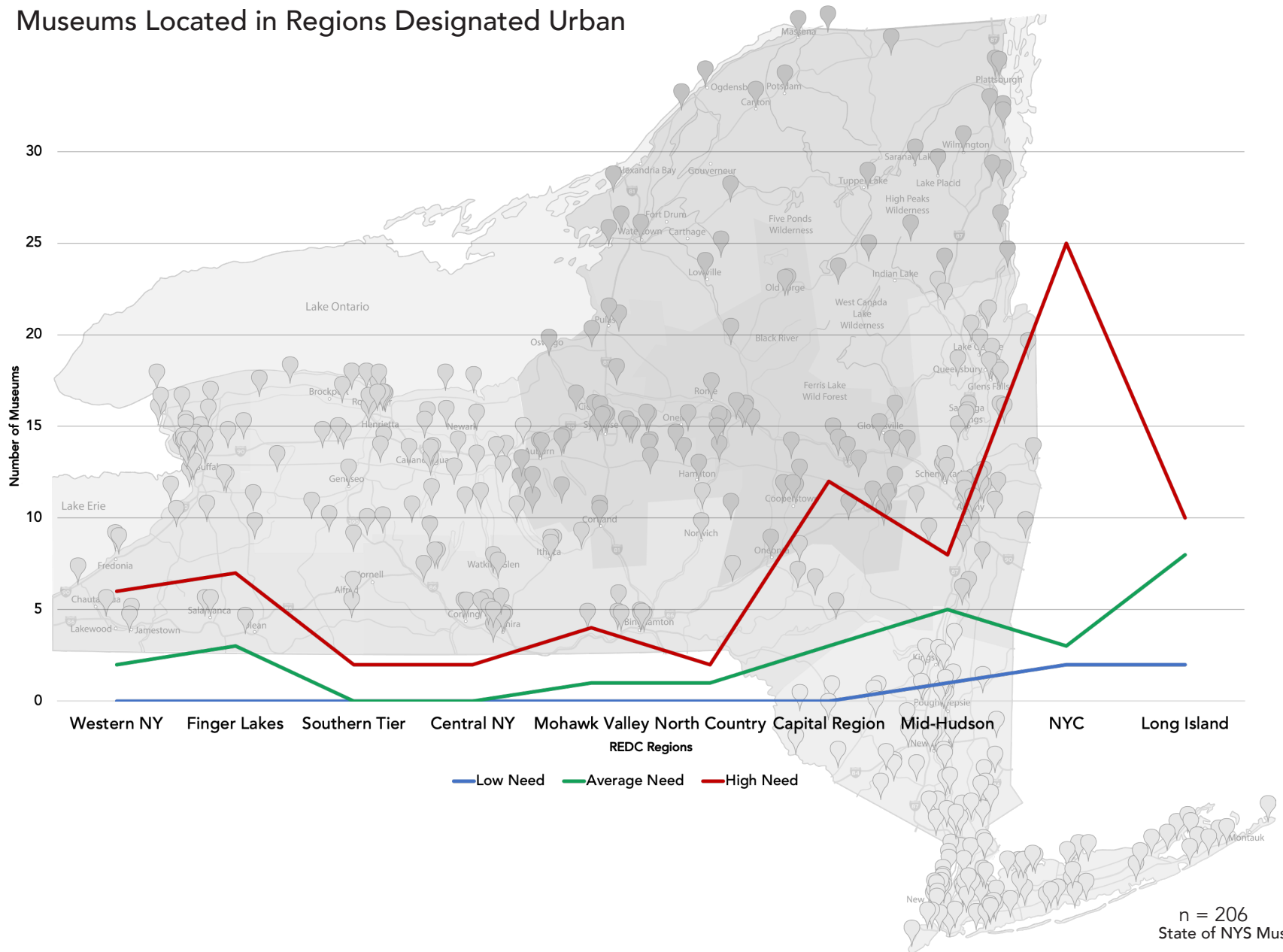
77% Chartered by New York State Education Department
 23% Chartered by Other New York State Legislative Action



Museum Locations by New York State Education Department Designations

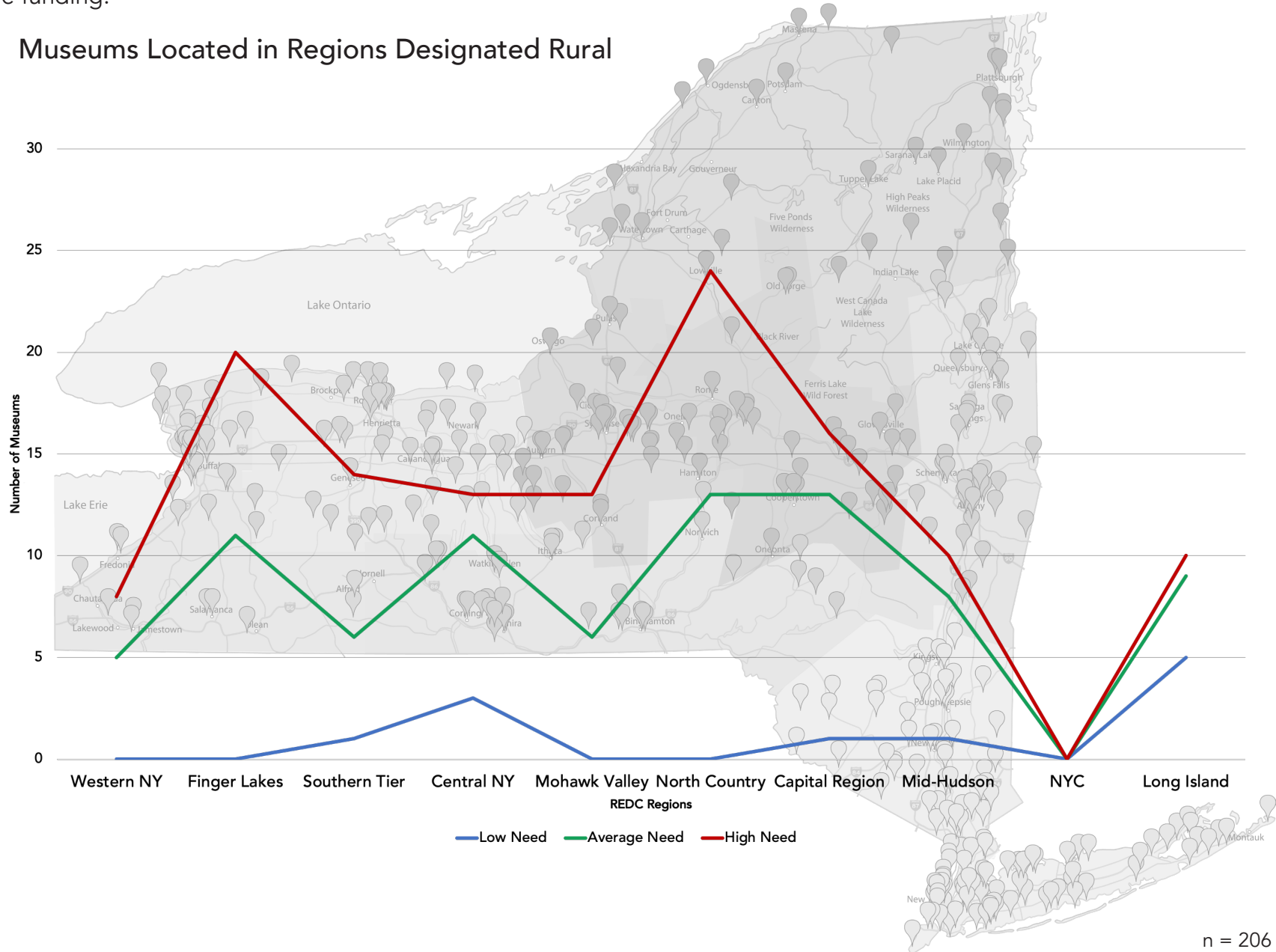
The New York State Education Department designates school districts by location - urban, rural - and by need in relation to resources. We asked museums to report their location by NYSED designation - whether their location is high, average, or low need. These designations are tied to services and funding for programs in the schools and in the communities.

Museums Located in Regions Designated Urban



High need districts exist in every region of our state regardless of location. Academic studies have shown that visits to museums make the greatest impact on students in these high need districts. MANY will continue to work to identify new solutions to address the inequitable access to museum resources for districts where distance and funding barriers can not be overcome with current available funding.

Museums Located in Regions Designated Rural

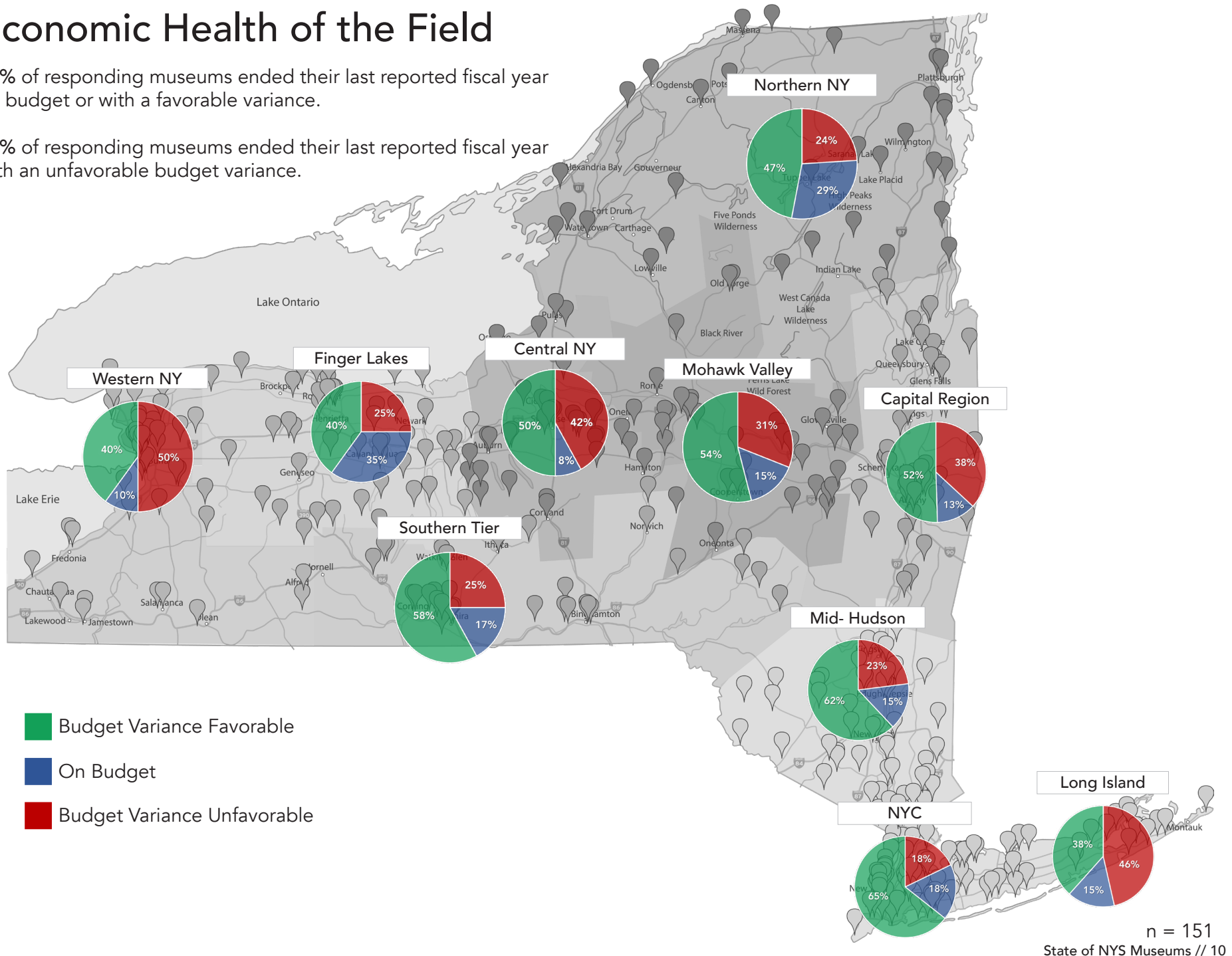


n = 206

Economic Health of the Field

68% of responding museums ended their last reported fiscal year on budget or with a favorable variance.

32% of responding museums ended their last reported fiscal year with an unfavorable budget variance.



**FACILITIES
AND
TRANSPORTATION**

Types of Museum Building and Public Spaces

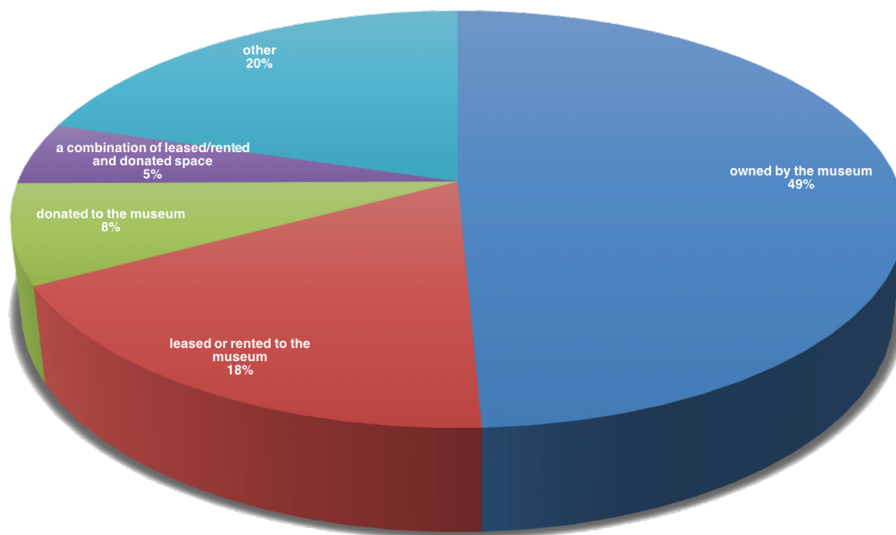
Of the 206 museums that responded to our survey

- 15% are located in buildings built as museums
- 20% are located in buildings that were repurposed for museum use.
- 42% are located in historic structures, most of which have landmark status

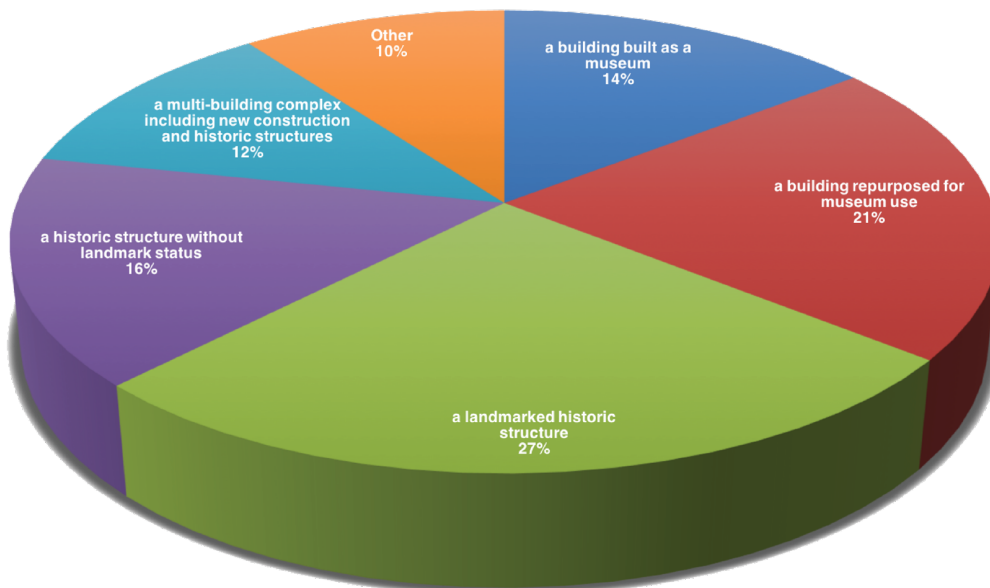
With such a high percentage of our museum in historic structures, access to capital funds is a critical issue.

State capital funding eligibility is contingent upon ownership or long-term lease. 49% of respondents own the building(s) they occupy, 18% operate under a lease, 8% occupy a donated space, and 5% have a combined leased/donated agreement.

The space in which the museum operates is...



The museum's galleries and/or public spaces are located in...



n=206

Travel and Parking

less

Frequency

more

Does the museum own its own parking lot?



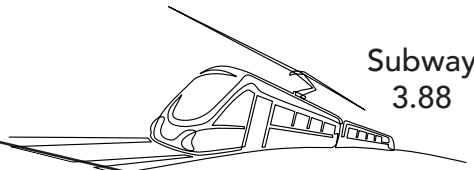
No, 33.75%



Yes but there is an additional fee, 1.88%



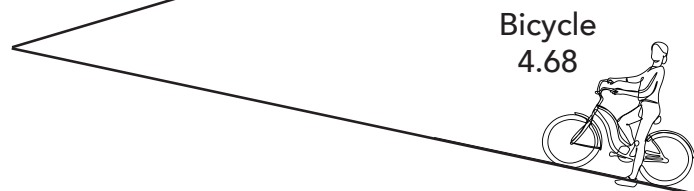
Yes and parking is free, 64.38%



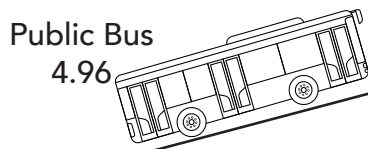
Subway
3.88



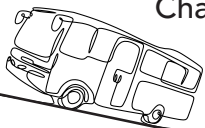
Taxi / Uber / Lyft
4.96



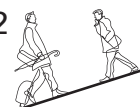
Bicycle
4.68



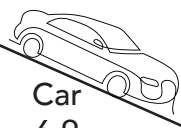
Public Bus
4.96



Charter Bus
Tour
5.21



Walk
5.42



Car
6.9

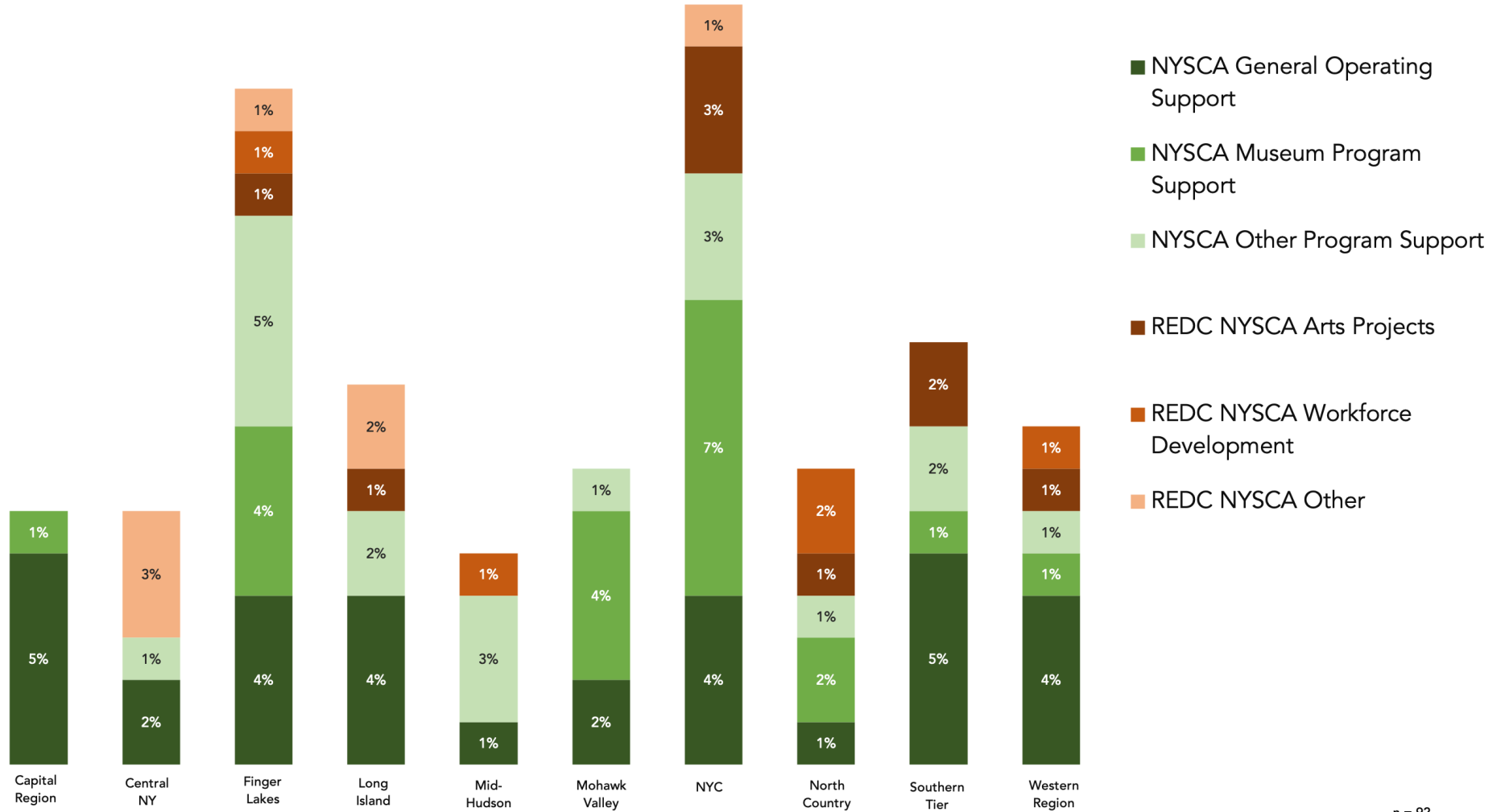


FUNDING

State Funding

NYSCA general operating and program grants for museums who responded to the survey appear to be distributed relatively equally across regions. Other support through NYSCA REDC grants are concentrated in certain regions.

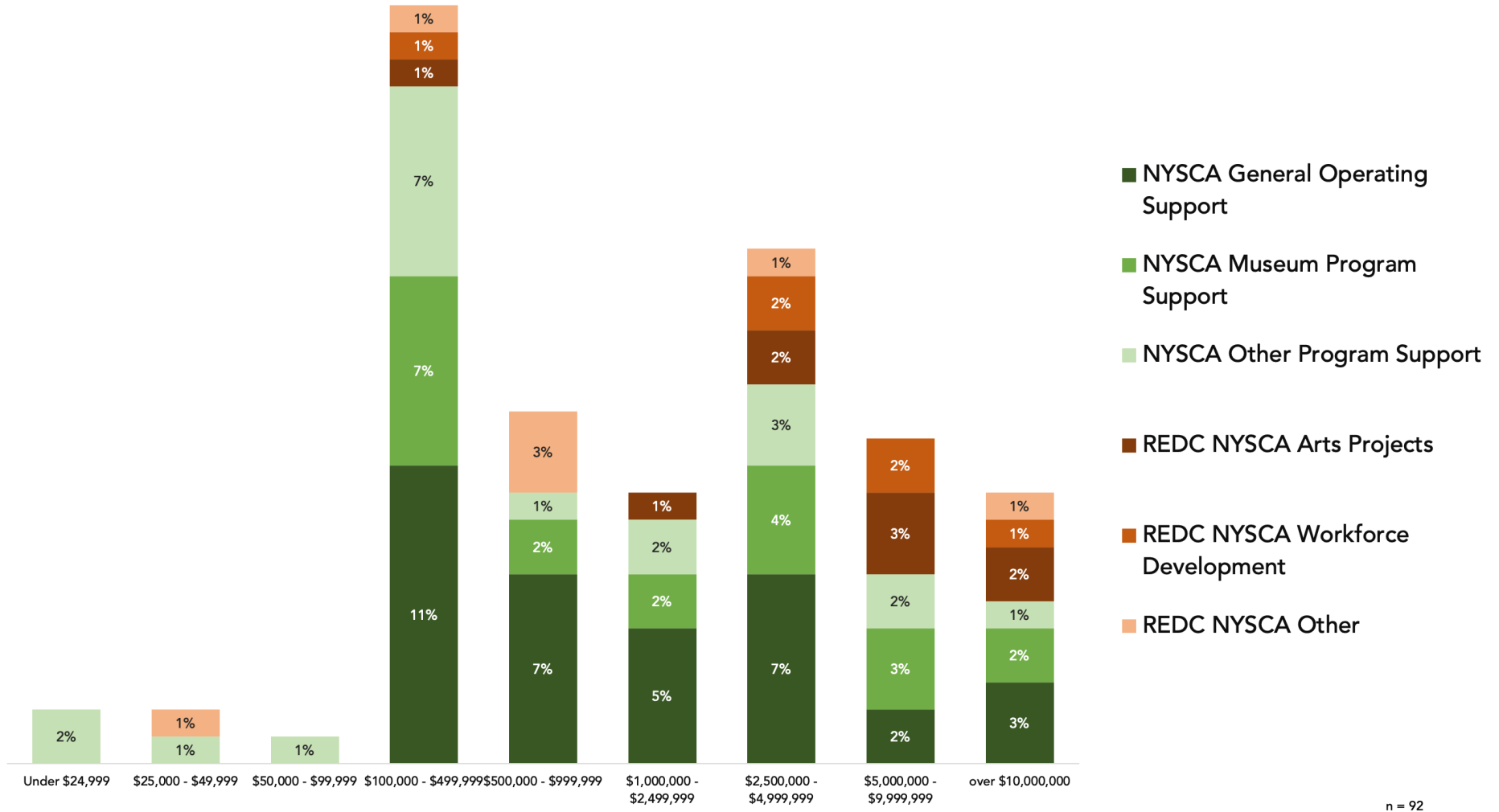
% of New York State Grants Received by REDC Region



n = 92

We estimate that a quarter of New York’s museums have budget sizes between \$100,000 and \$499,999. The number of museums who responded to the survey correlates to that statistic and this chart shows that those museums are receiving a proportionate number of grants from NYSCA Museum General Operating, Museum Program, and Other Program support. Museums who responded to the survey with larger budgets are receiving grants from NYSCA REDC programs at a higher rate.

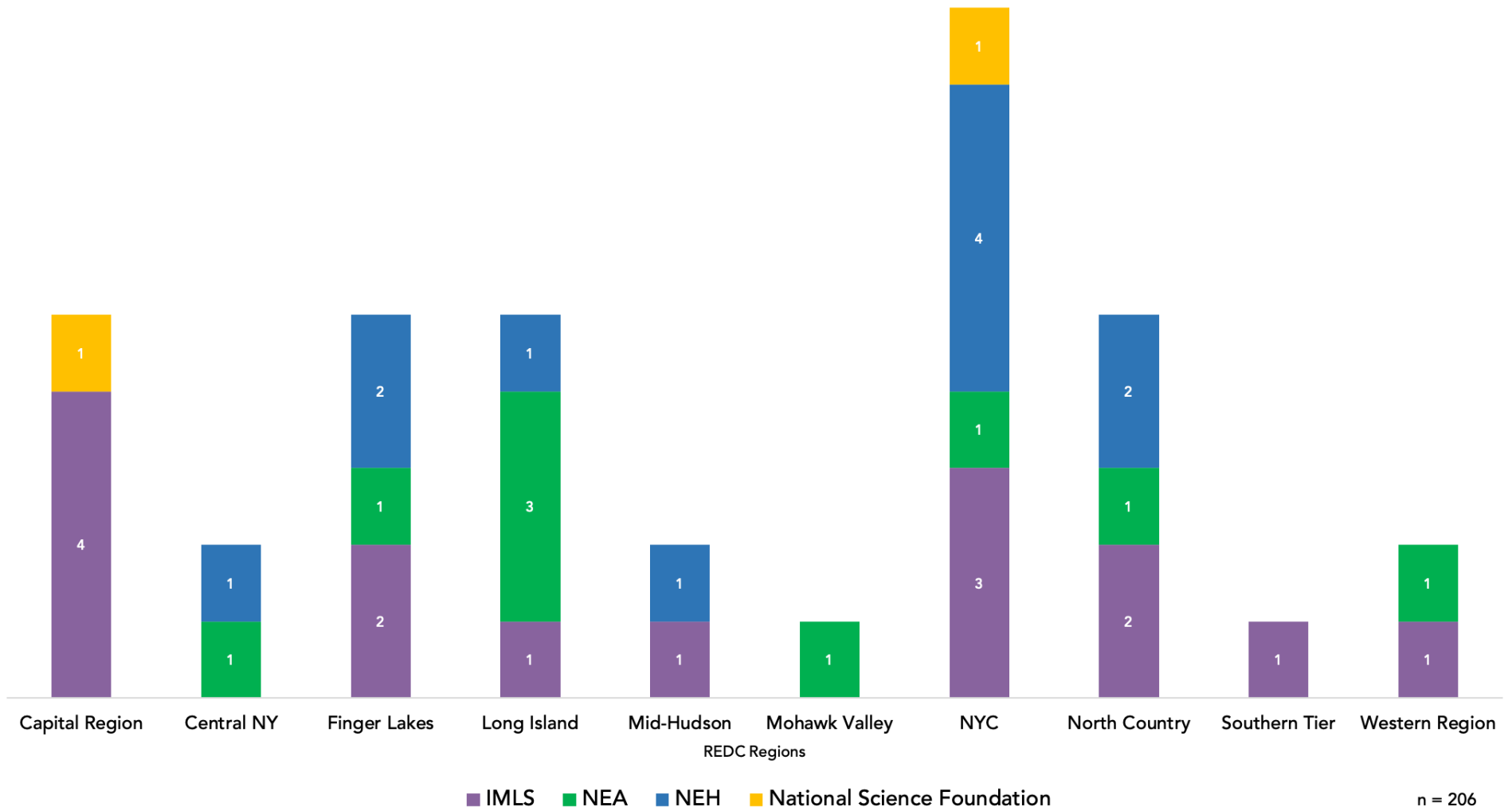
% of New York State Grants Recieved by Budget Size



Federal Funding

Grants to museums through the Institute for Museum and Library Service, the National Endowments for the Arts and Humanities and other Federal sources like the National Science Foundation are highly competitive. Applications are peer reviewed and the process from writing to filing the application and receipt of funding can take up to a year.

Museums Receiving Federal Funding by REDC Regions

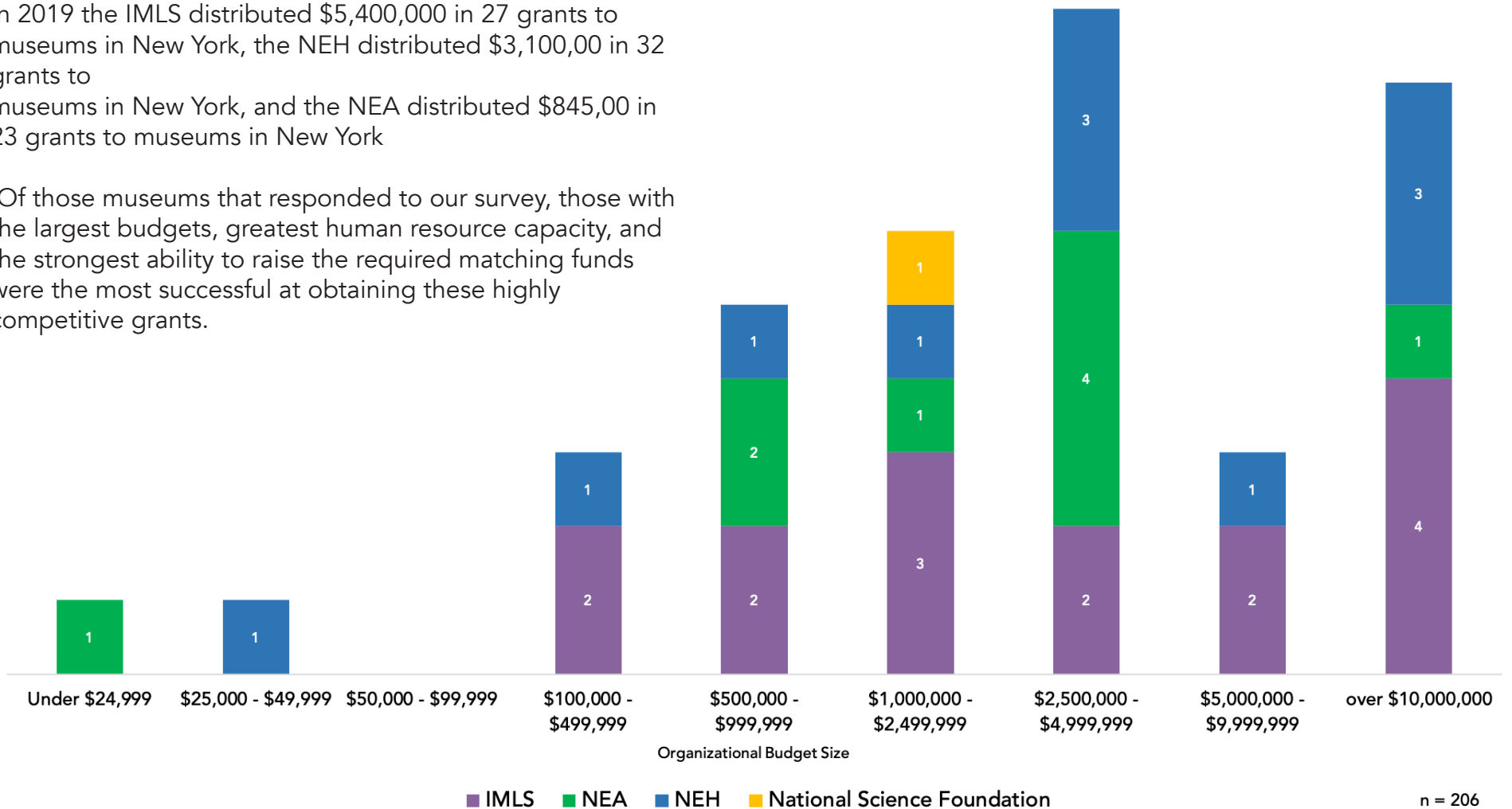


n = 206

Museums Receiving Federal Funding by Organizational Budget

In 2019 the IMLS distributed \$5,400,000 in 27 grants to museums in New York, the NEH distributed \$3,100,00 in 32 grants to museums in New York, and the NEA distributed \$845,00 in 23 grants to museums in New York

Of those museums that responded to our survey, those with the largest budgets, greatest human resource capacity, and the strongest ability to raise the required matching funds were the most successful at obtaining these highly competitive grants.

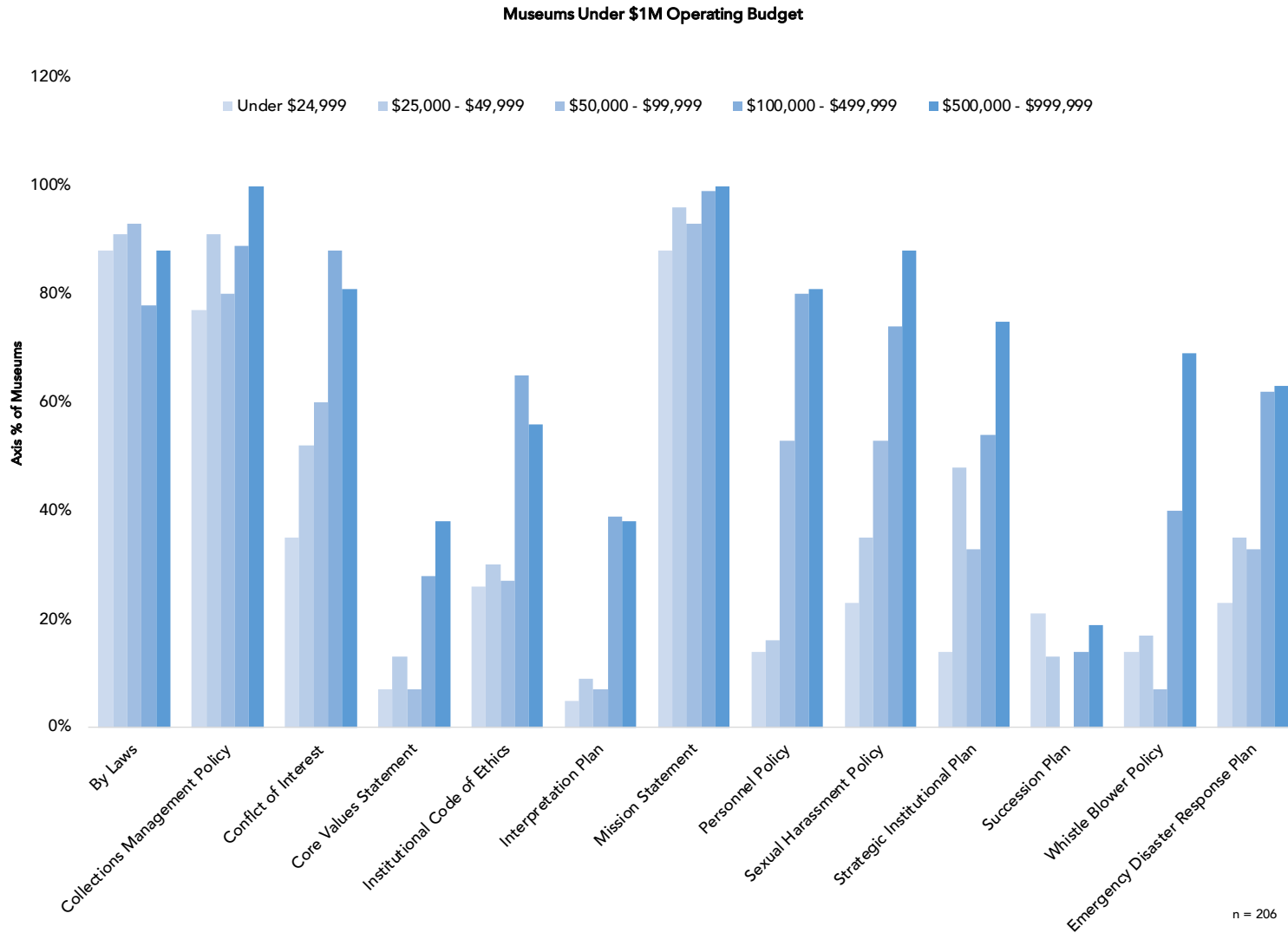


GOVERNANCE

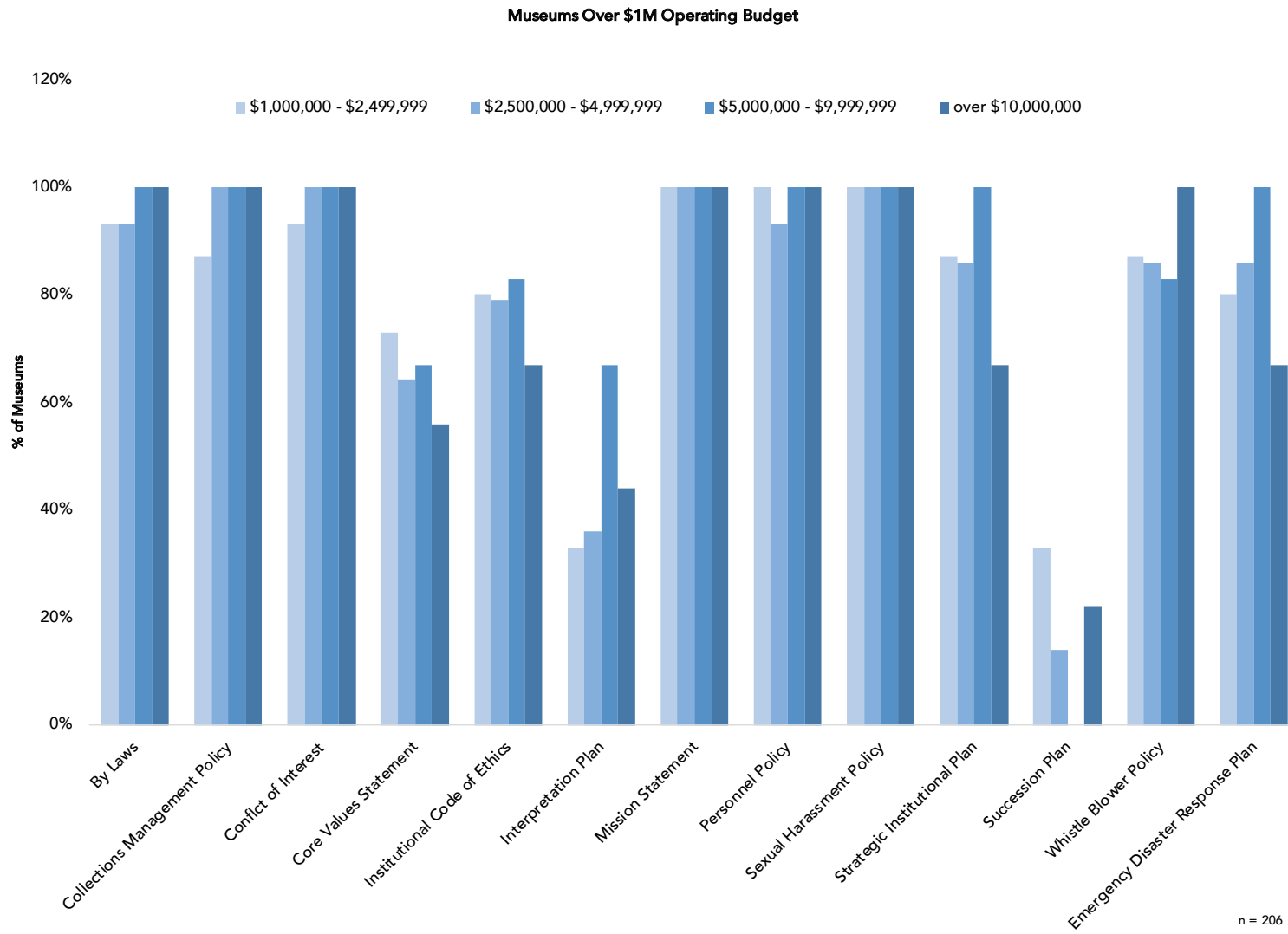
Core Documents

As part of their accreditation process, the American Alliance of Museums reviews a series of “Core Documents” that are essential to fundamental and professional museum operations. These documents codify practice, embody institutional values, and guide ethical decision making. They help promote institutional stability, guide strategic planning, and prepare for disasters. Core Documents help museums fulfill their missions, engage their communities, preserve their collections, and achieve financial stability.

The museums who responded to our survey, no matter their budget size, are well-equipped with Mission Statements, By-Laws, and Collection Management Policies. Museums whose operating budgets are over \$1M are also well prepared with personnel and sexual harassment policies, strategic plans, and conflict of interest statements.



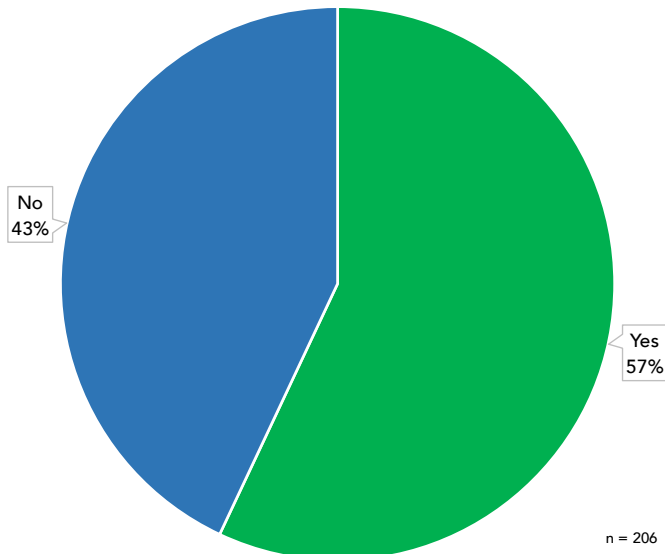
These charts also illustrate the work that we need to do as we think about moving passed the crisis of the COVID-19 pandemic. Fewer than two thirds of the museums who responded to our survey have Emergency Disaster plans in place and less than a third have Succession Plans.



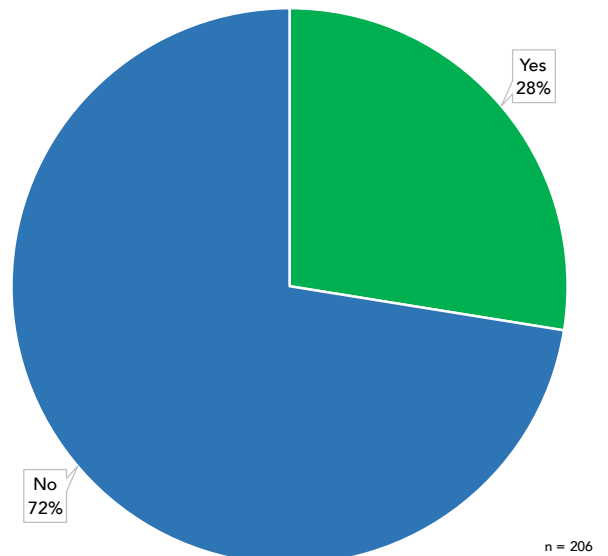
Museum Boards of Trustees

New York State Charting Office regulations, laws that govern New York State charities, and non-profit best practices strongly suggest that organizational by-laws limit terms of service for members of boards of trustees, that minimum giving requirements are established to promote trustee engagement and organizational sustainability, and that advocacy at the local, regional, state, and national levels can raise awareness of organizational need. The data from museums who responded to our survey indicates another area where MANY can provide professional development for staff and trustees to improve best practices across the field.

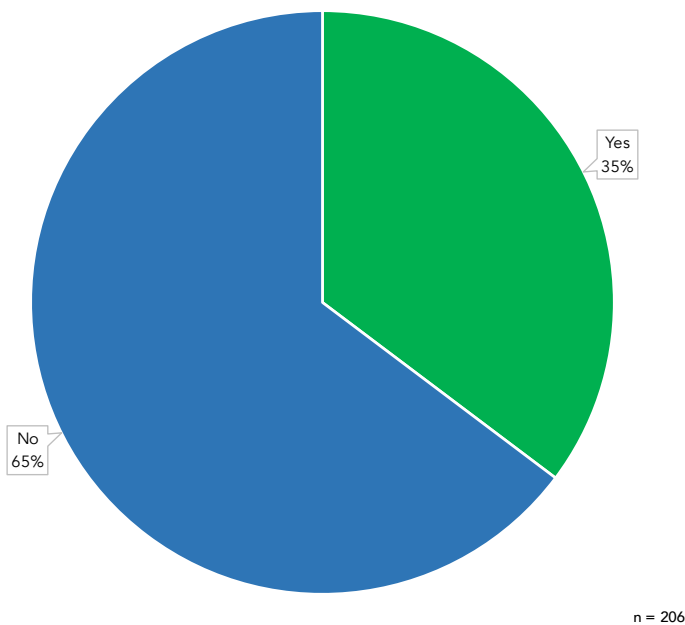
Museum By Laws Limiting Board Member Terms of Service



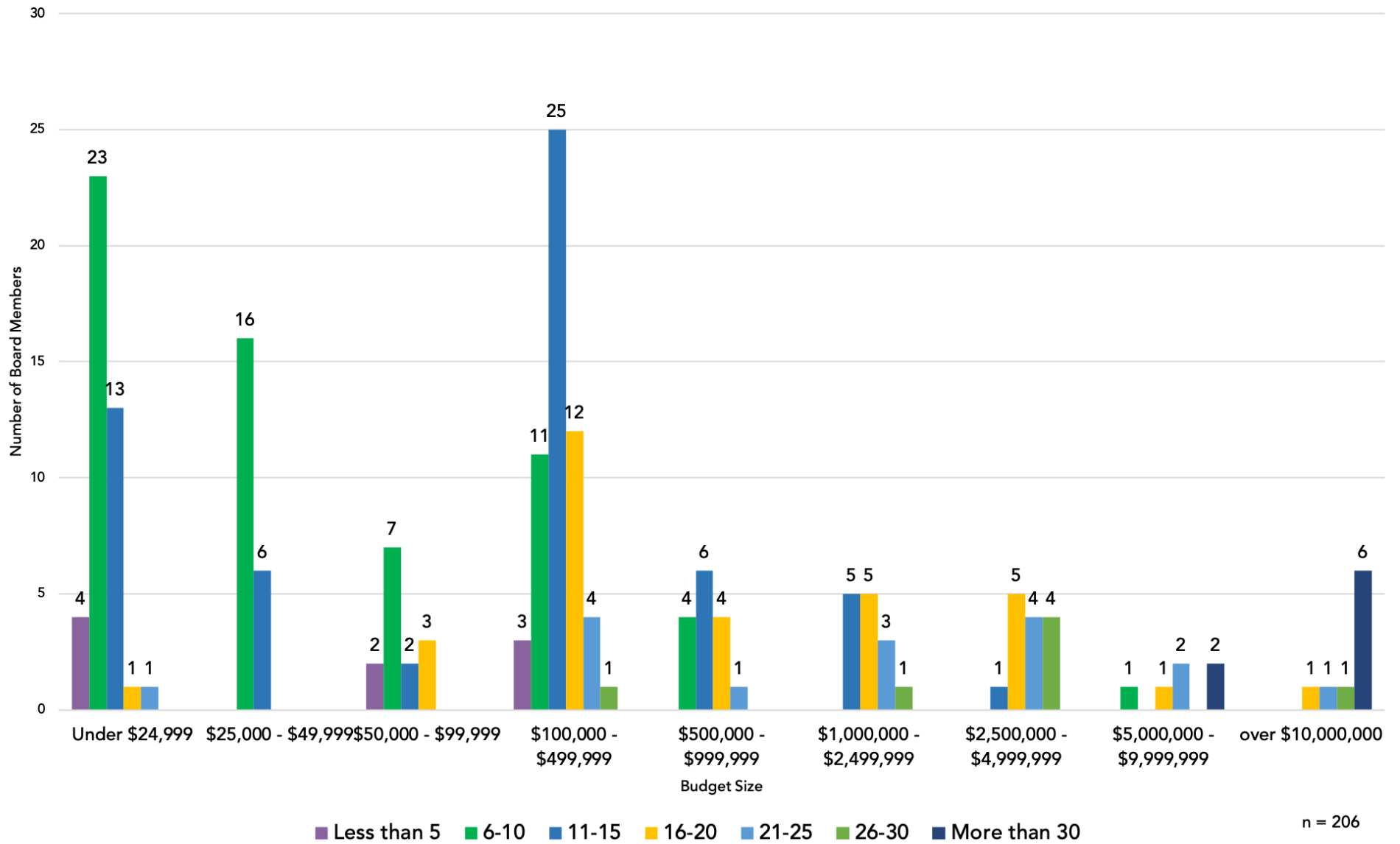
Museum Board Giving Requirement



Advocacy Included in Strategic Plan



Museums chartered by NYSED are required to have no fewer than 5 and no more than 25 trustees on their boards.

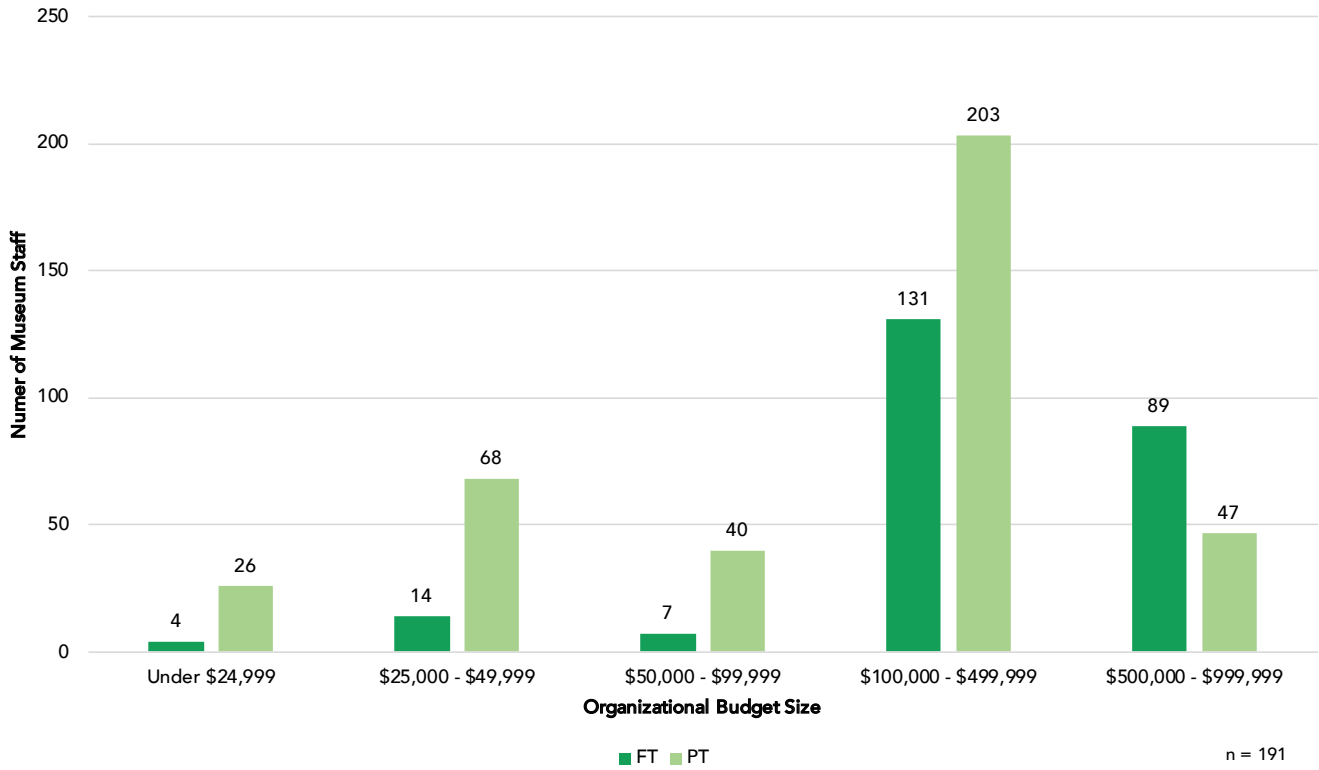


STAFF

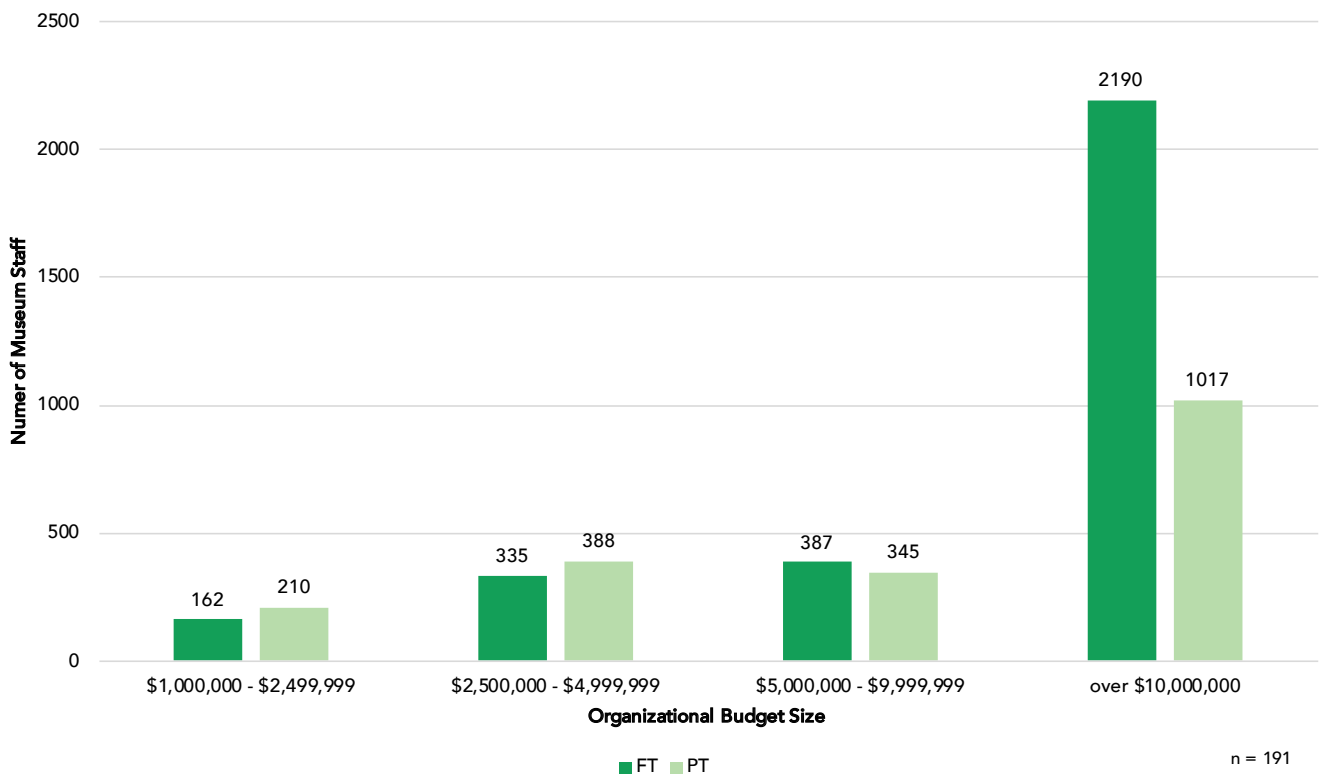
Full Time v Part Time Staff by Budget Size

At the museums that responded to our survey with budget sizes under \$499,999, part time staff outnumber full time staff by almost 2:1 (156 FT, 337 PT). At museums with budget sizes between \$500,00 and \$9,999,999 we find an almost equal ratio of part time to full time employees (973 FT, 990 PT). With such a large number of part time staff in our sector, we are vulnerable to fluctuations in the economy as well as natural disasters and health crises like the current COVID-19 pandemic.

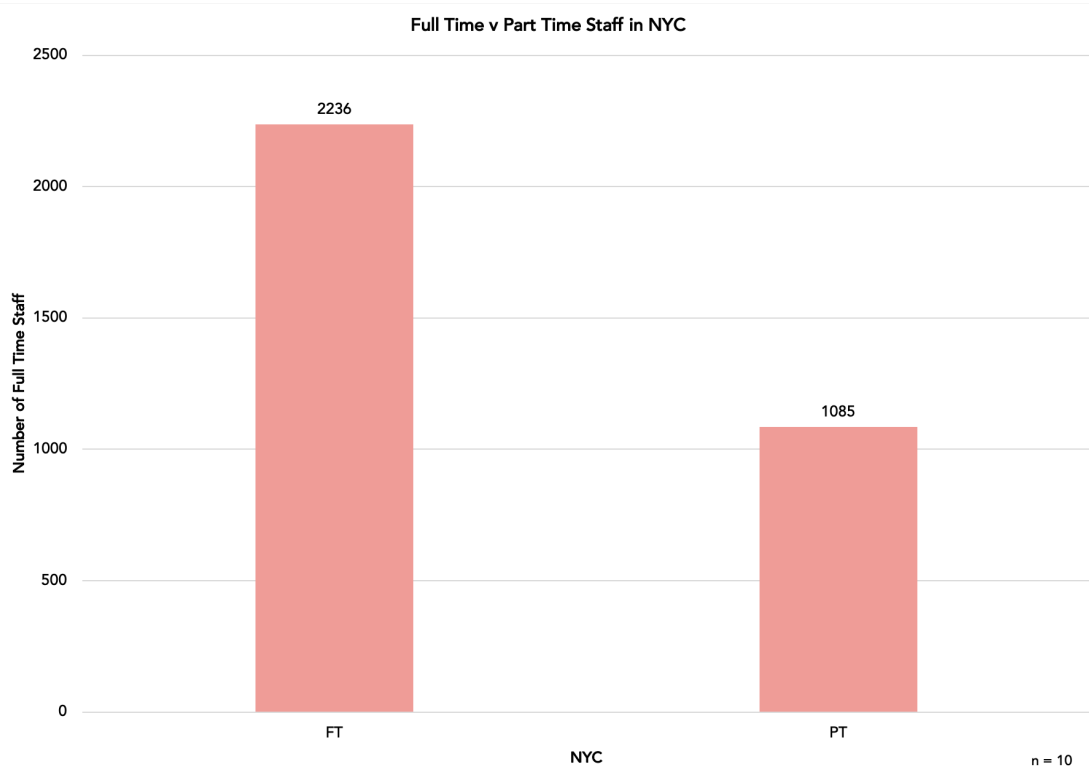
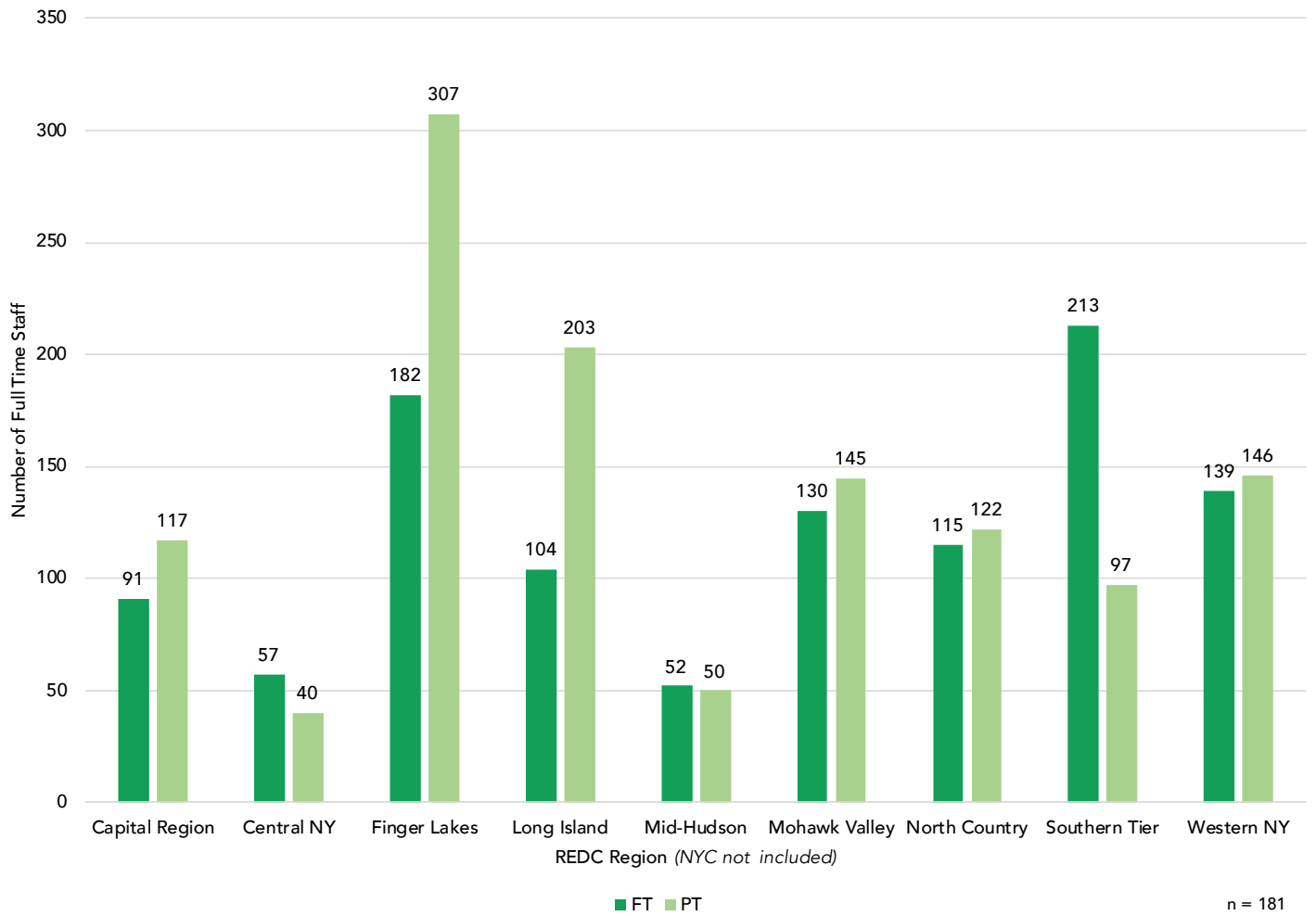
Full Time v Part Time Staff by Organizational Budget Size Under \$1M



Full Time v Part Time Staff by Organizational Budget Size Over \$1M



Full Time v Part Time Staff by REDC Region

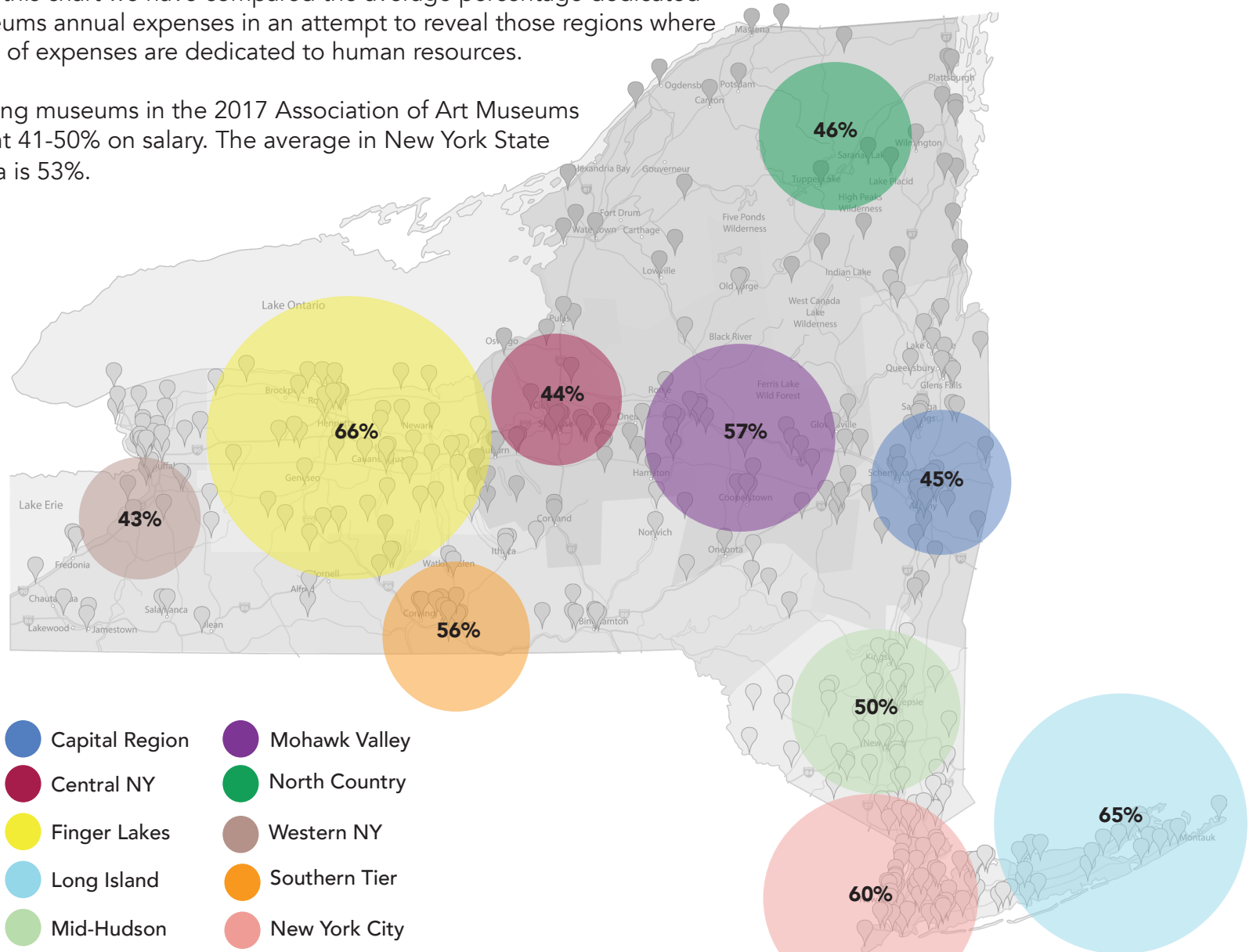


SALARIES

Average salary compensation by region and percentage of budget

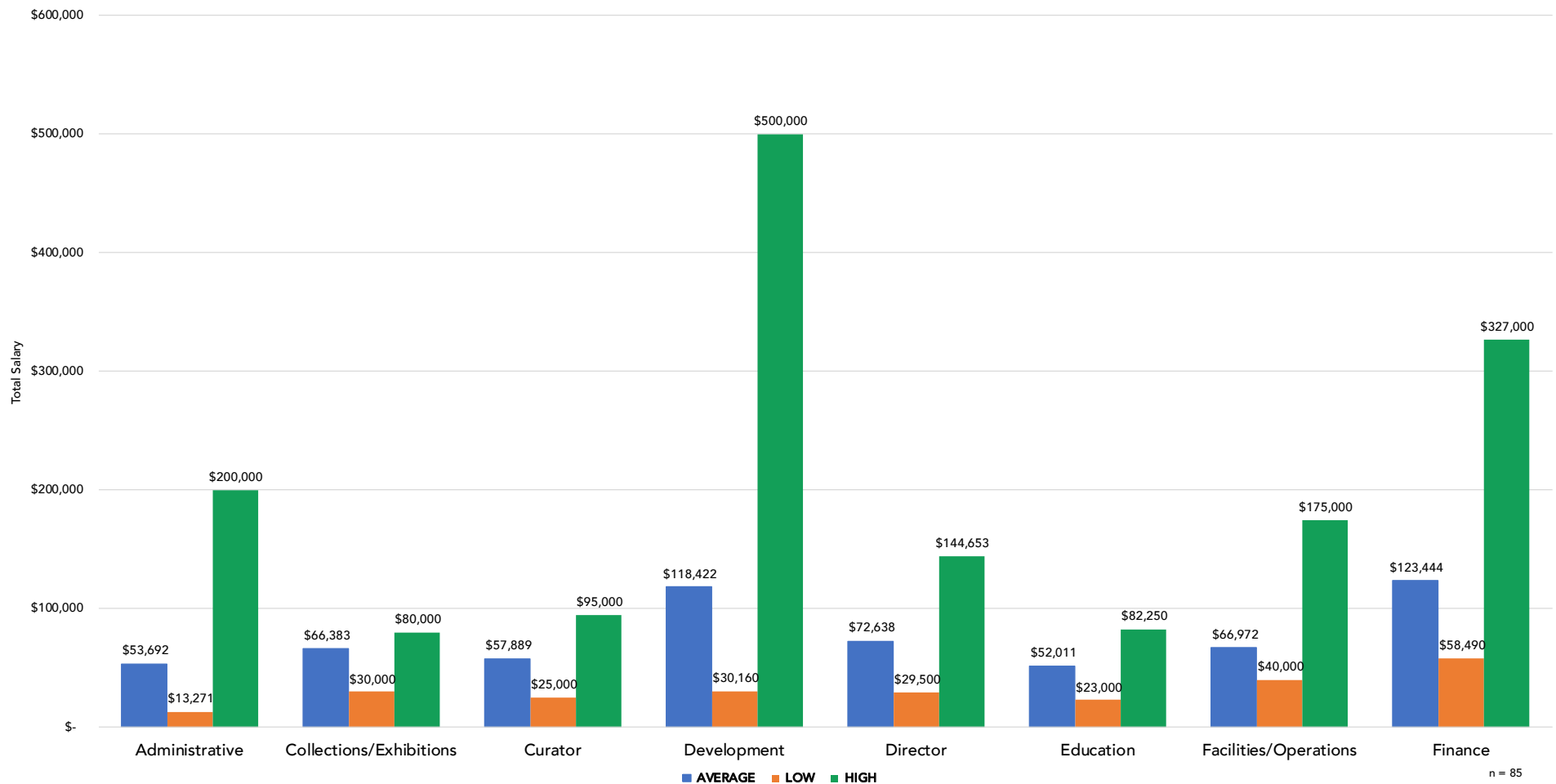
While the wide range of budget sizes in our states' museums makes it difficult to compare salaries, in this chart we have compared the average percentage dedicated to salaries of a museums annual expenses in an attempt to reveal those regions where greater percentages of expenses are dedicated to human resources.

42% of the responding museums in the 2017 Association of Art Museums Directors study spent 41-50% on salary. The average in New York State revealed by this data is 53%.



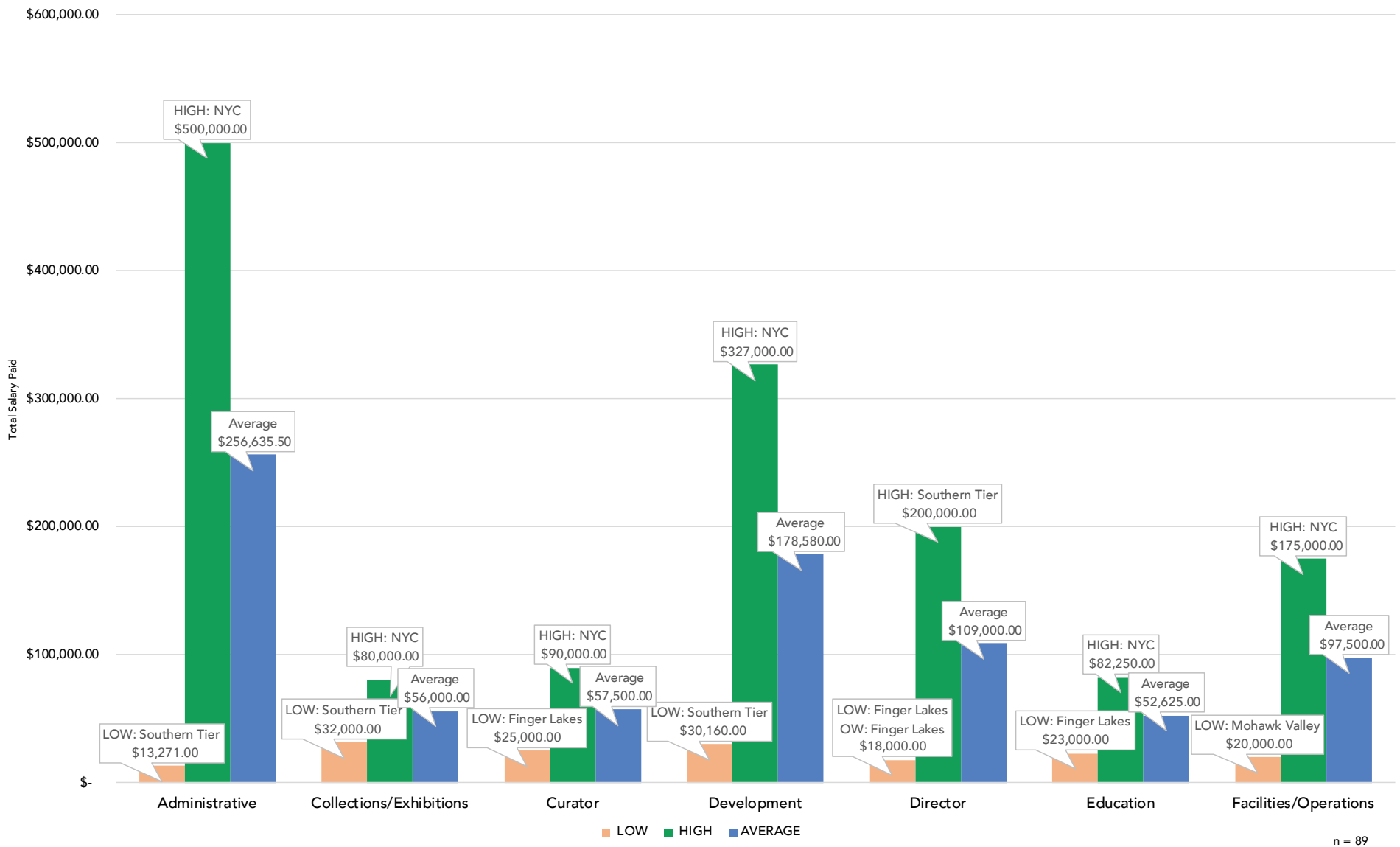
Average Salary by Position Type

The last salary survey MANY participated in was conducted in 2017 under the auspices of the American Alliance of Museums using 2016 data. We heard from many museum professionals that even though New York's data was included separately as an addendum in that report, it did not accurately represent the state. The data on this and the following pages from those museums that responded to our survey illustrate the wide range of salaries in New York's museums. We have presented the data both including and excluding New York City. MANY will be adding a salary survey to our 2022-2025 Strategic Plan to begin to drill down on these numbers to see if by sharing these and numbers gathered in future we could help create more equitable pay in all regions of our state.

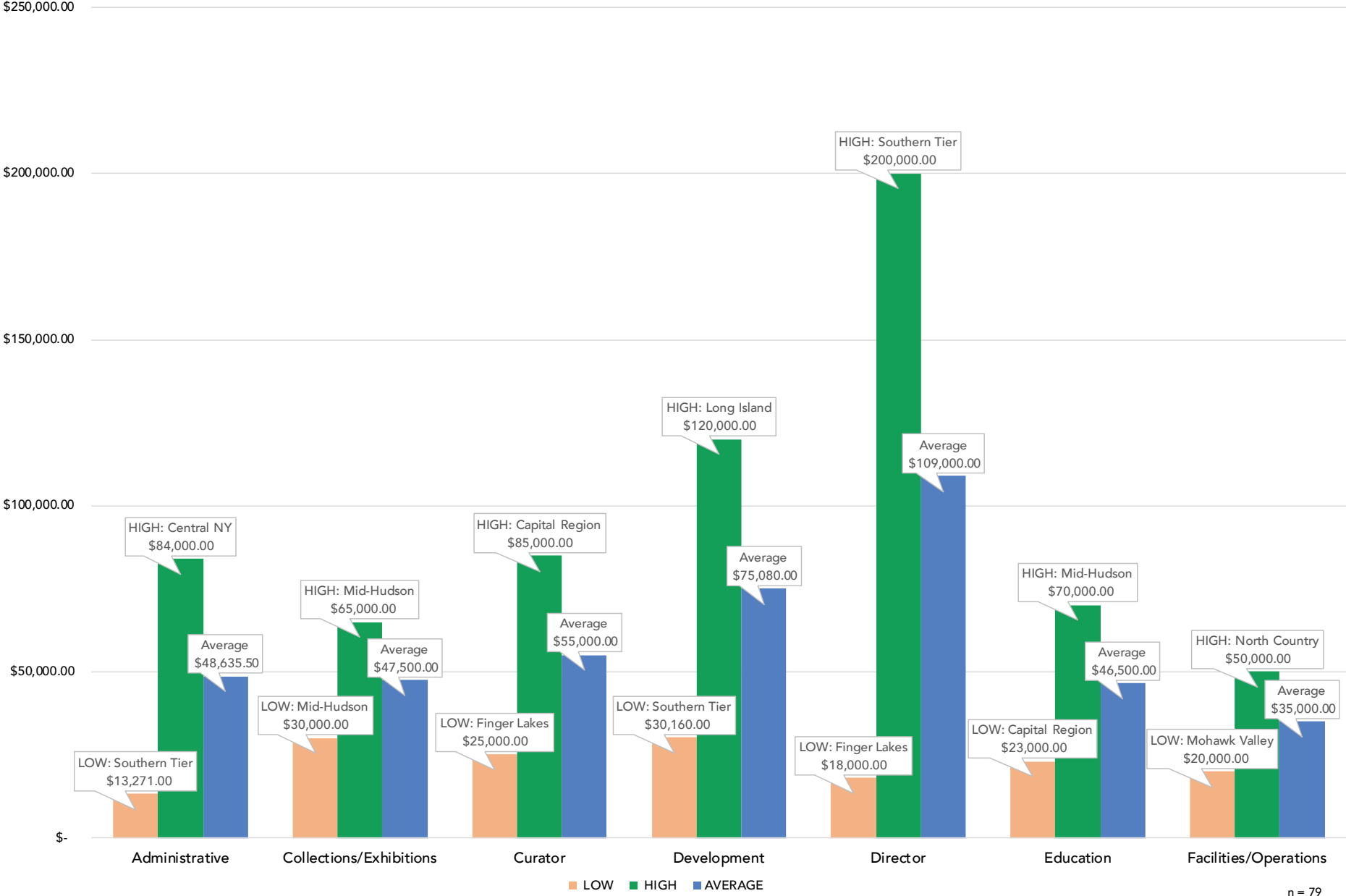


Second Highest Salary by Position Type

Including NYC



Excluding NYC

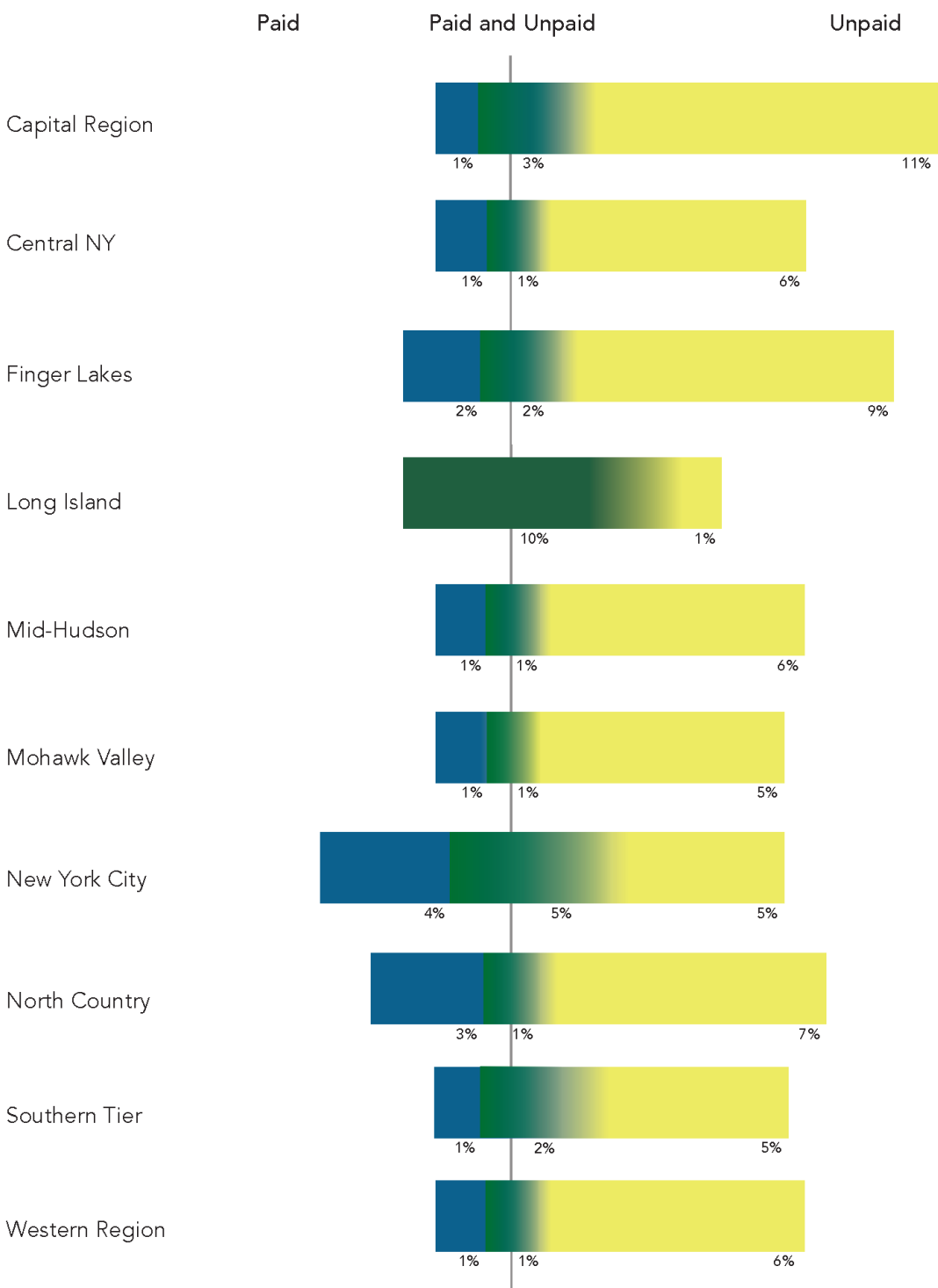


n = 79

Intern compensation by region and budget size

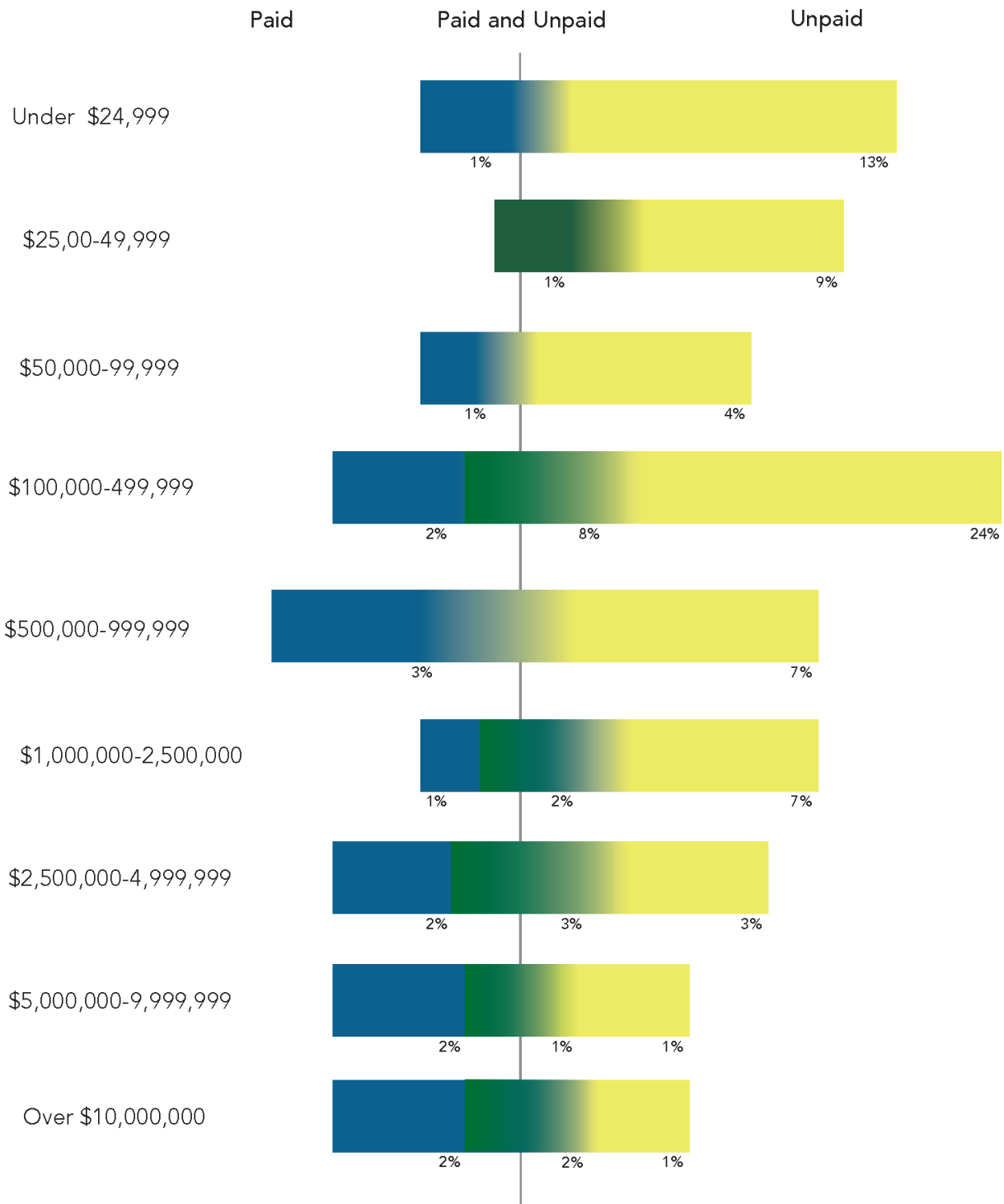
Much attention has been directed in recent years to the inequitable practice of unpaid internships as gateways to full time employment in the museum field. This chart shows that although unpaid internships remain a staple in museum operations, more and more museums are beginning to pay interns in all regions of our state.

Intern Compensation by Region



n=146

Intern Compensation by Budget Size



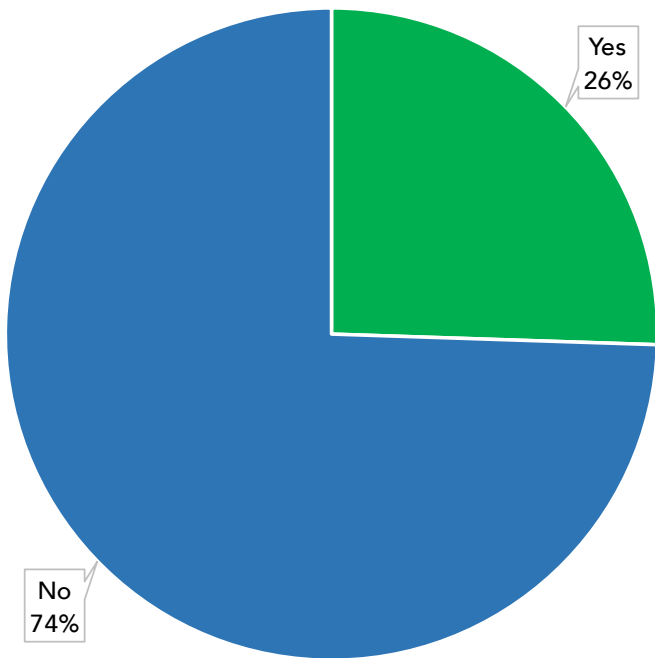
As might be expected, those museums with larger budget sizes and greater financial resources are the ones able to offer compensation to interns.

n=146

**BENEFITS
AND
PAID TIME OFF**

Benefits to Employees

Benefits Offered to All Employees



The benefits offered and paid time off included in the employee compensation packages of those museums who responded to the survey also varied widely, but not greatly by budget size or region. Those museums with the largest budget sizes are able to be more generous with their benefits.

n = 192

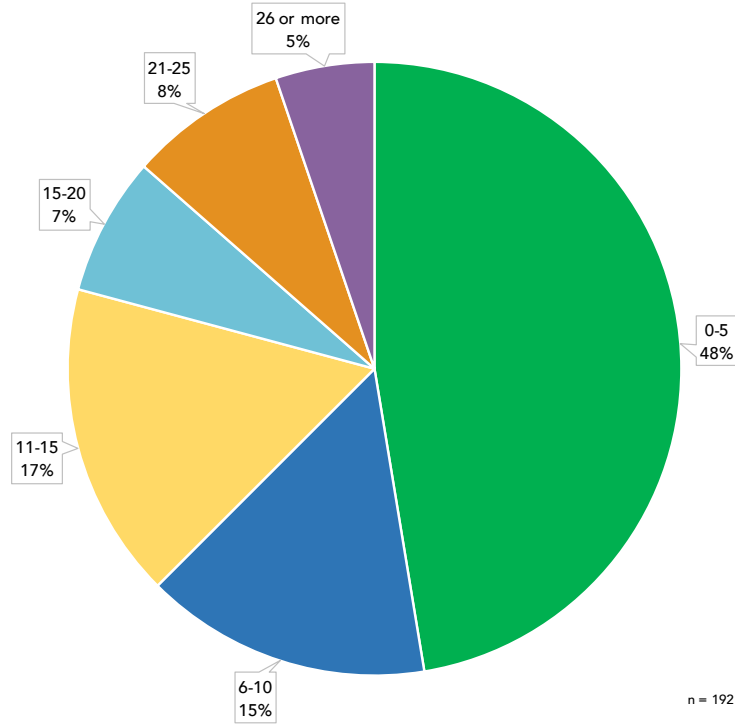
Benefits Offered at Hire



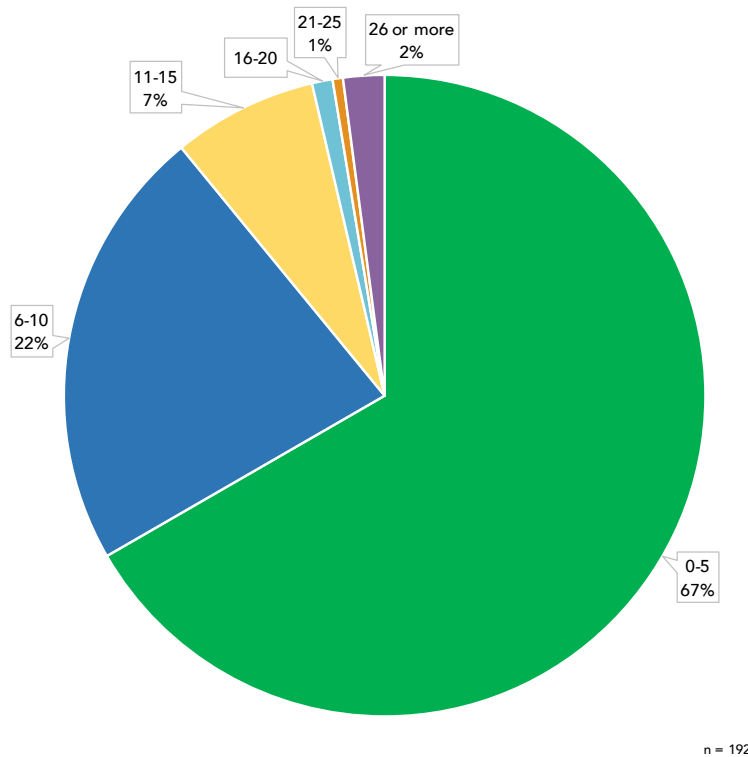
n = 192

The data shared by museums who answered the survey questions illustrates the field's overall need to increase salaries, benefits, and paid time off to support and retain our talented and highly educated staff.

Total Paid Days Off at Hire
(including vacation and personal time)



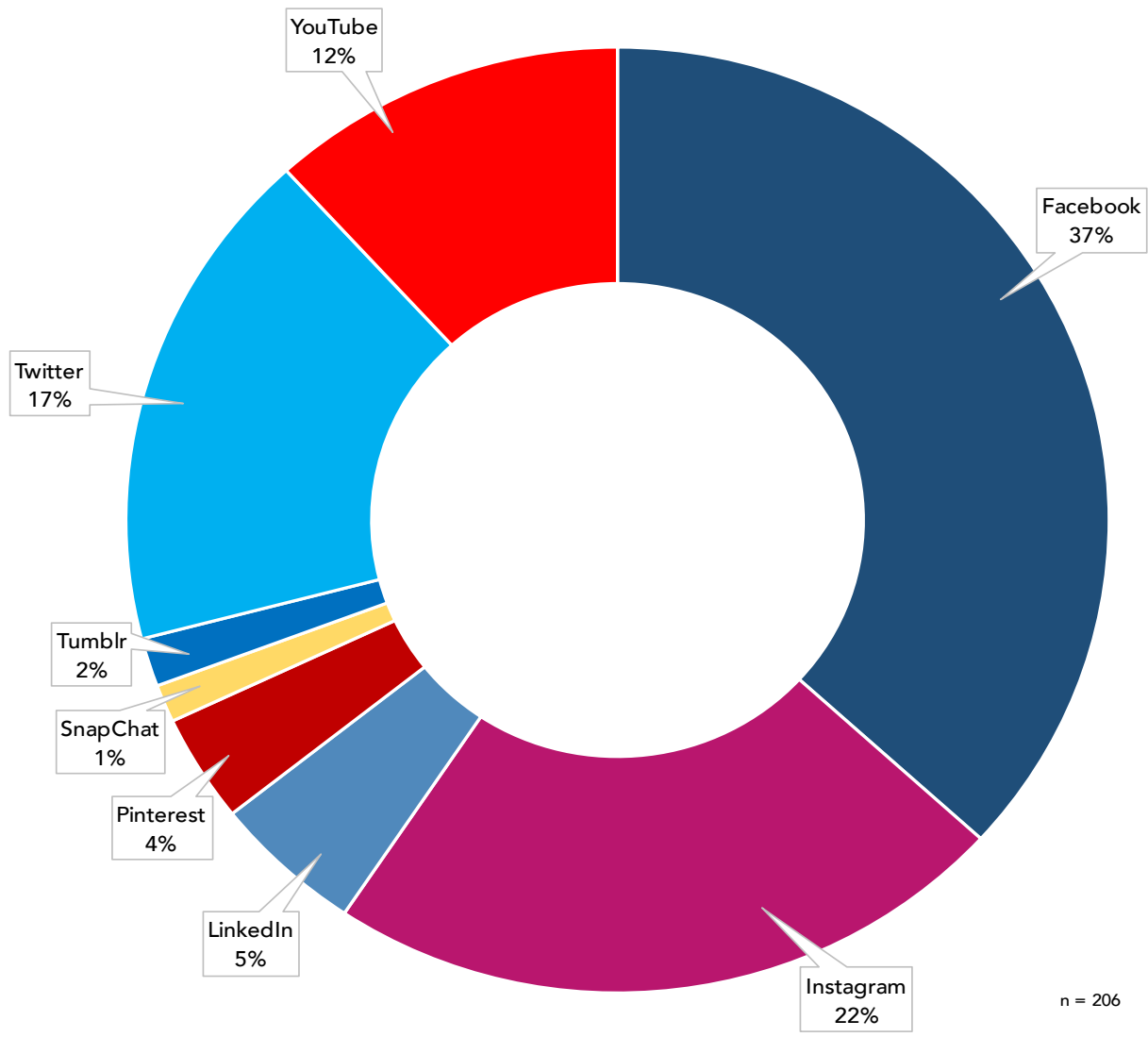
Total Paid Sick Days at Hire



**OUTREACH
AND
COMMUNITIES SERVED**

Social Media Platforms

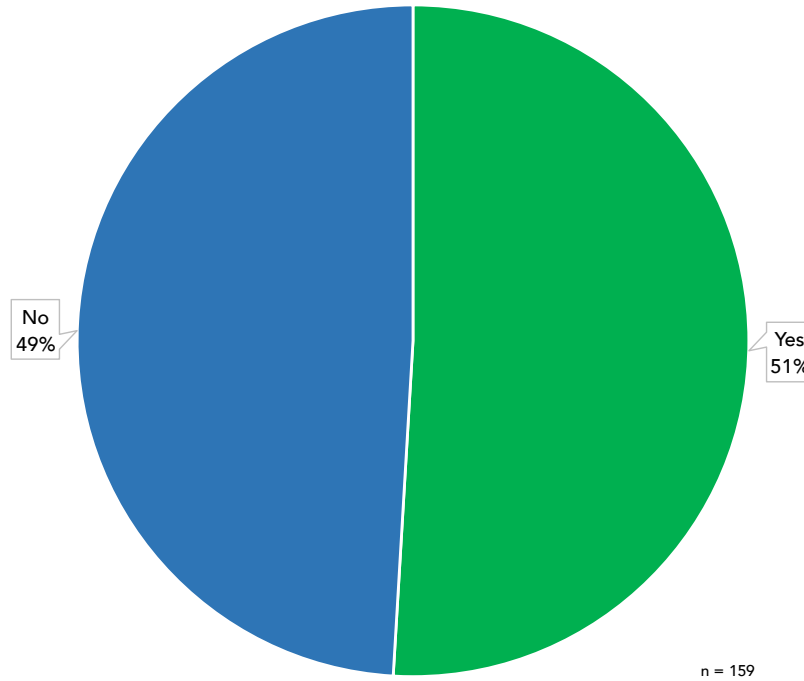
Social media continues to grow as New York’s museum diversify their platforms and engage new audiences. Facebook is the most widely used social media channel reported by the museums who responded to the survey. As museums have closed their doors to prevent the further spread of COVID-19, more museums have utilized their social media to share collections and educational content—highlighting the importance of these digital platforms.



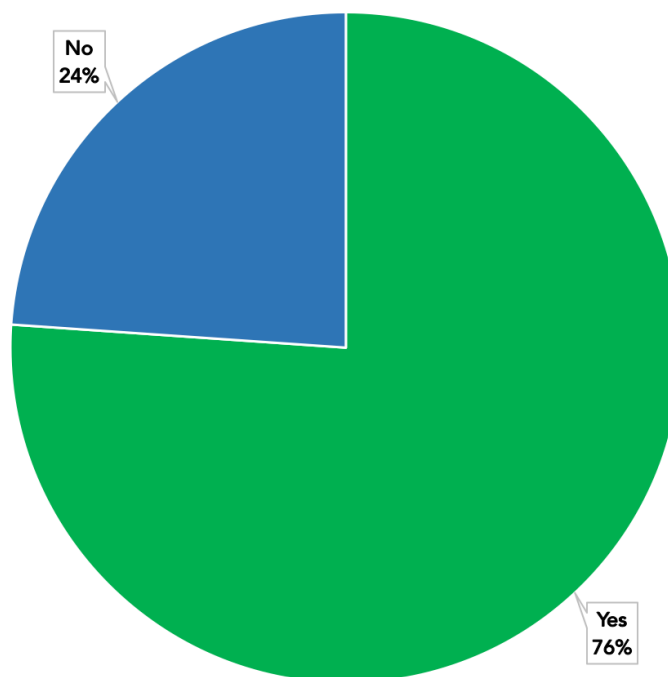
Outreach to New Audiences

In recent years, museums have been encouraged to create special events that attract new audiences . These special events are supported with targeted marketing campaigns that reach beyond the communities traditionally served. Many of these events and festivals have been highly successful, but may not be sustainable in the face of economic downturns.

Marketing Campaign Strategies



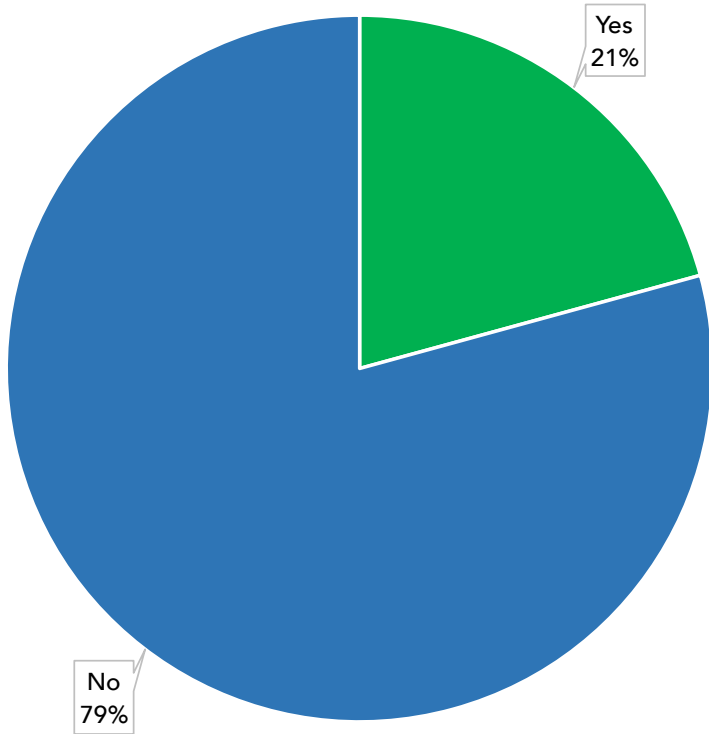
Special Events



n = 159

Outreach to New Audiences

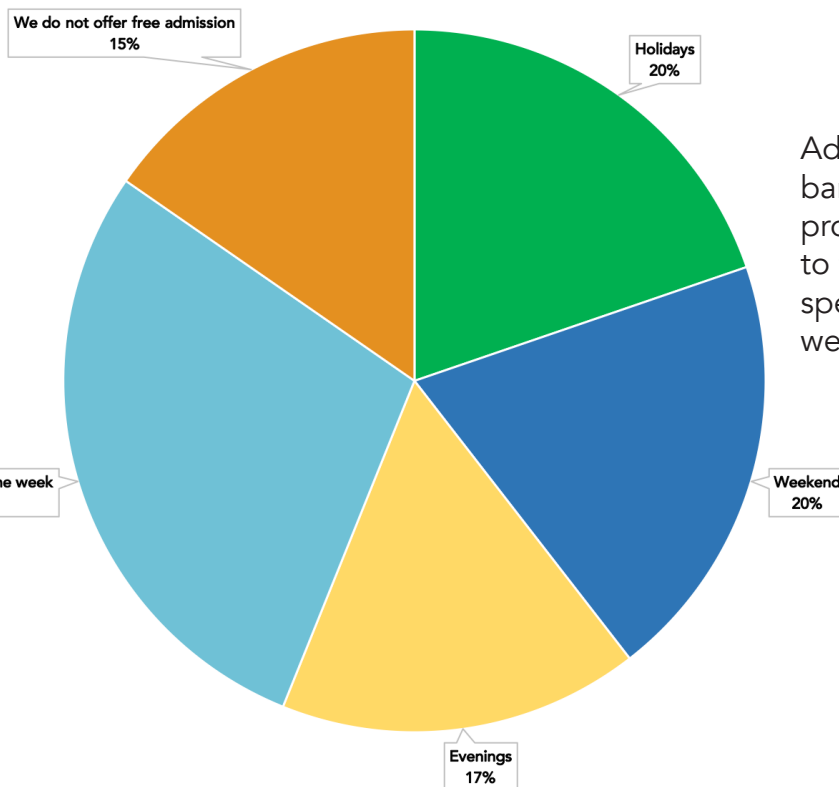
Multi-lingual Interpretive Materials



New York State has always been and proudly maintains the tradition of attracting New Americans who keep our state's culture and economy dynamic and diverse. Given this ever changing population of people who call New York home, it would help all of our state's museums attract, maintain, and grow the number of visitors if we could increase the number of museums that produce multi-lingual interpretive materials beyond the 21% reported by museums who responded to our survey.

n = 159

Free Admission



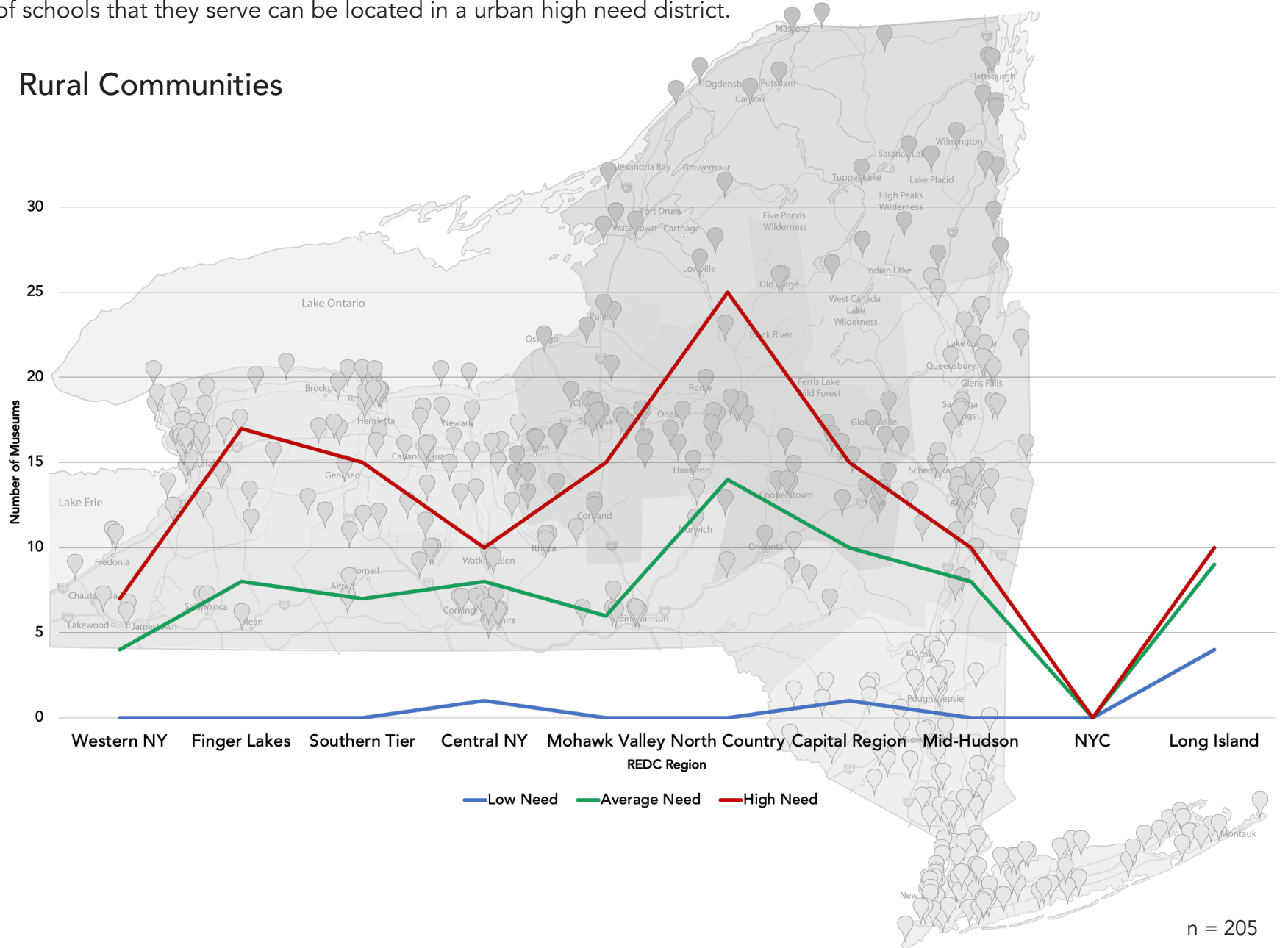
Admission fees are frequently cited as barriers to participation in museum programs. 85% of museums who responded to the survey offer free admission at specially designated times, days of the week, or holidays.

n = 159

Museum Communities Served by NYSED Categories

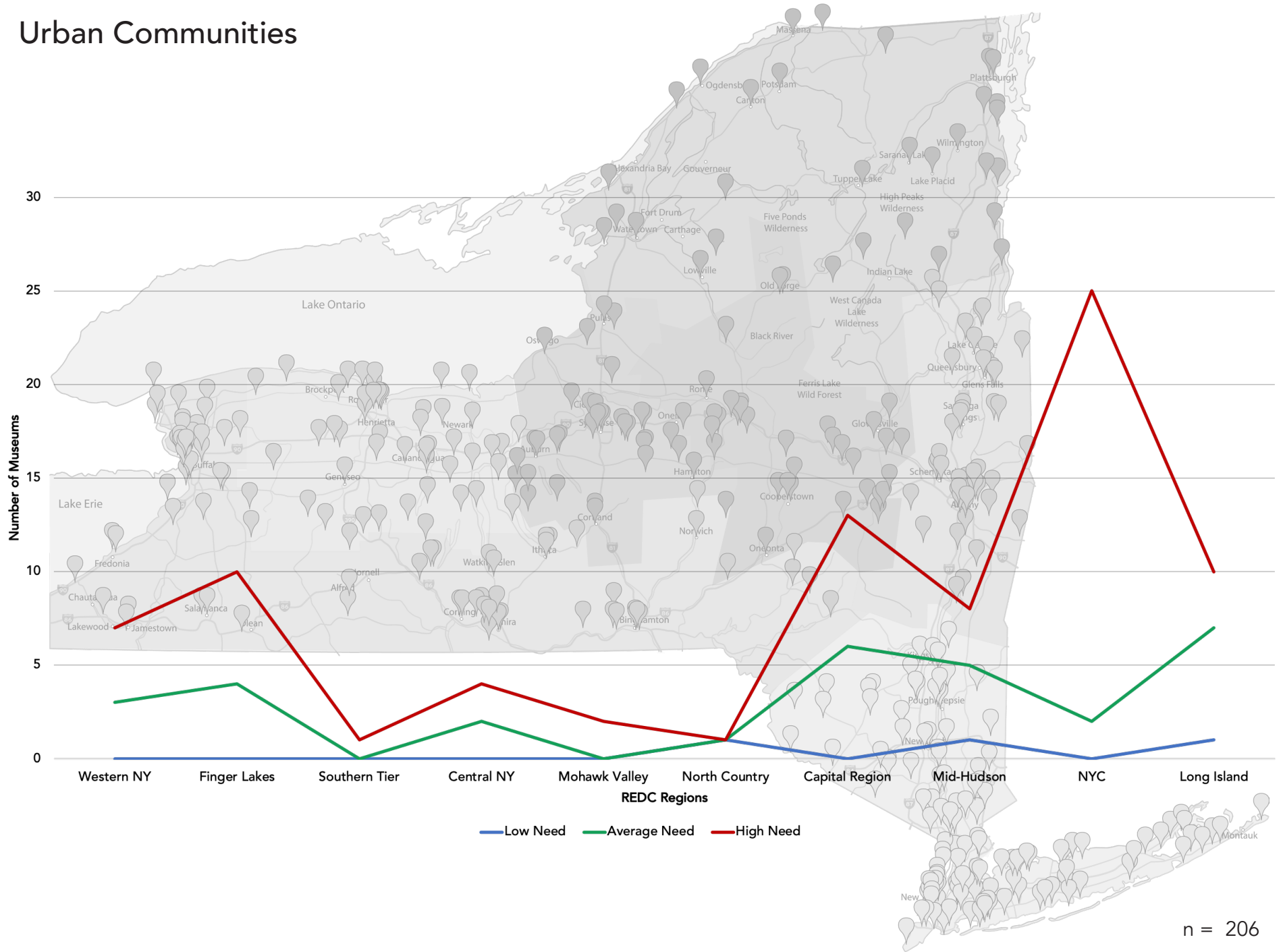
The charts on pages 8 and 9 illustrate the location of museums who responded to the survey as designated by NYSED. The charts on pages 41 and 42 illustrate the communities those museums serve. A museum can be located in a urban low need district, but the majority of schools that they serve can be located in a urban high need district.

Rural Communities



n = 205

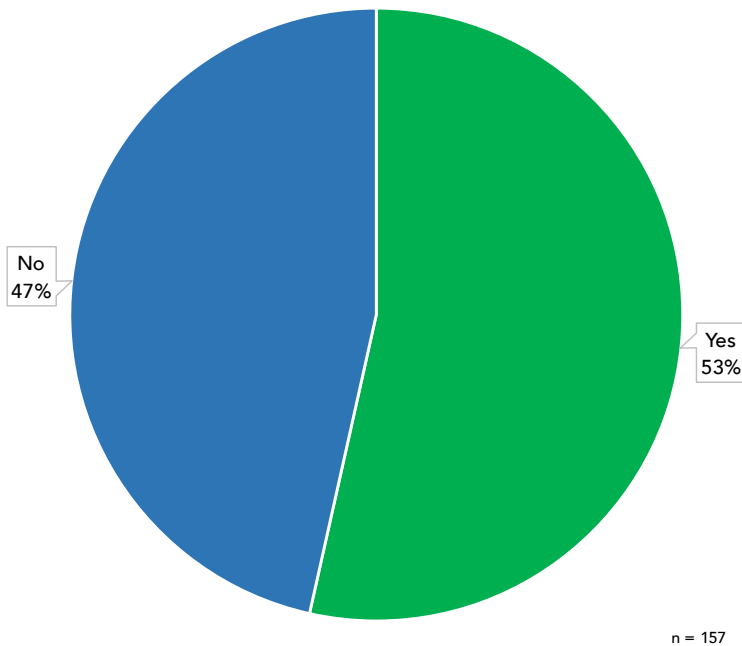
Urban Communities



**MUSEUM
SCHOOL
PROGRAMS**

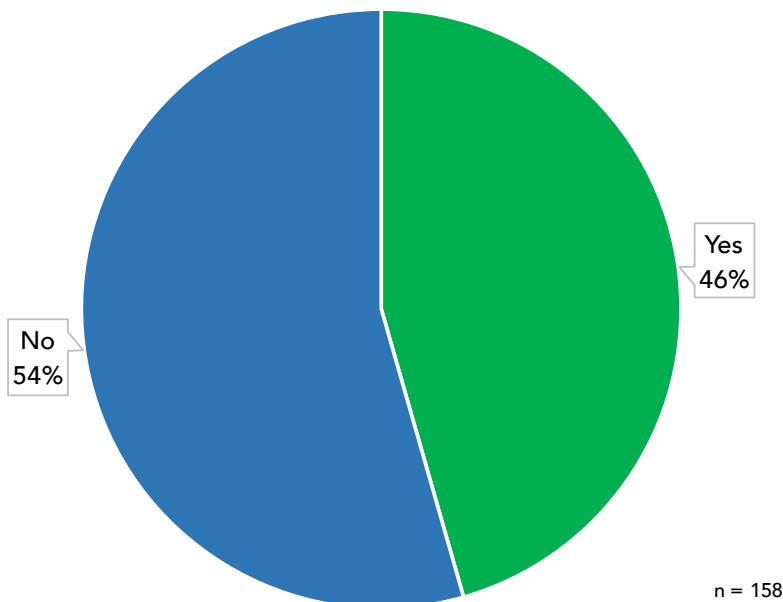
Museum and School Partnerships

Programs that Engage K-12 Students Outside School Hours



Programs that occur outside of school hours may include opportunities for intergenerational learning, summer camps, programs with community centers, scouting programs, and expansion of school curricula with project-based learning. The most successful of these programs deeply integrate museums within the fabric of their communities

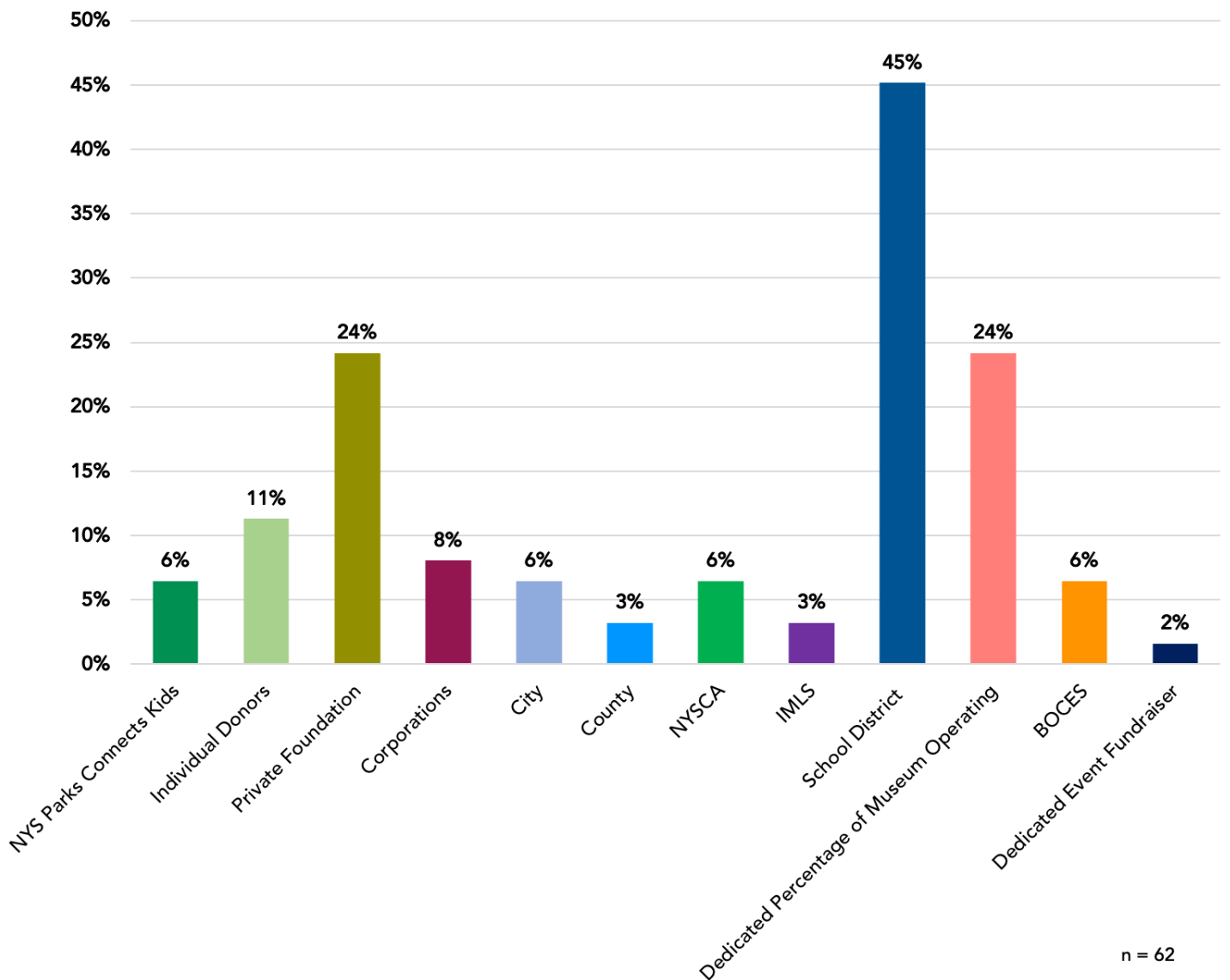
Museum and School Partnerships



Museum School Partnerships are those programs that encompass teacher training, museum educator visits to classrooms, and multiple visits by the same class to a museum. They may also include synchronous and asynchronous virtual learning where students engage with digital reproductions of collections and on-line lessons. These partnerships are models for best practices across the country, are the most effective examples of student engagement and create the highest levels of student achievement.

Funding for Museum School Partnerships

Funding for Museum School Partnerships is puzzled together with an array of sources supporting these intensive learning experiences. We anticipated that the survey responses would show that largest source of funding for these programs would come from city, state, or federal grants. However, the data provided by museums who responded to our survey reveals that the majority of these programs are supported by museum general operating funds and the school districts themselves affirming the value of these programs to the museums and the communities they serve.



Alphabetical List of Respondents

1816 Farmington Quaker Meetinghouse Museum
Adirondack Historical Association
Albany County Historical Association
Albany Firefighters Museum
Albright-Knox Art Gallery
Alice T. Miner Museum
Allegany County Historical Society
Alley Pond Environmental Center, Inc.
American Museum of Natural History
Arkell Museum
Arnot Art Museum
Bainbridge Historical Society
Barrett Art Center (Dutchess County Art Association)
Bay Shore Historical Society
Brooklyn Botanic Garden
Brooklyn Children's Museum
Brooklyn Historical Society
Buffalo Niagara Heritage Village Museum
Canal Society of New York State
Cazenovia Public Library & Museum
Celine G. Philibert Cultural Centre and Museum
Chemung County Historical Society
Chenango County Historical Society & Museum
Children's Museum of Science and Technology
Chittenango Landing Canal Boat Museum
Clermont State Historic Site
Clinton County Historical Association
CNY Living History Center
Coney Island Museum
Corning Museum of Glass
Cornwall on Hudson Village Museum
Cradle of Aviation Museum
Cragmoor Historical Society
Dansville Area Historical Society
Dunkirk Historical Lighthouse and Veterans Park Museum
Dyckman Farmhouse Museum Alliance
East Hampton Historical Society
Eastville Community Historical Society
Edward Hopper House Museum & Study Center
Ellenville Public Library & Museum
Esperance Historical Society and Museum
Everson Museum of Art of Syracuse & Onondaga County
FASNY Museum of Firefighting
Fly Creek Area Historical Society
Friends of Historic Kingston
Friends of Raynham Hall, Inc.
Gates Historical Society
Genesee Country Village & Museum
Geneva Historical Society
Greece Historical Society and Museum
Greene County Historical Society
- Bronck Museum Vedder Library
Hadley Lake Luzerne Historical Society
Hanford Mills Museum
Heart's Delight Farm Heritage Exhibit at Miner Institute
Herkimer County Historical Society
Historic Huguenot Street
Historical Society of Dunkirk
Historical Society of Shawangunk & Gardiner
Hofstra University Museum of Art
Homeville Museum
Interlaken Historical Society
Intrepid Sea, Air & Space Museum
Irish American Heritage Museum
Islip Art Museum
Jacques Marchais Museum of Tibetan Art
Java Historical Society
John Jay Homestead State Historic Site
Kent-Delord House Museum
King Manor Museum
Lake Placid Olympic Museum
Lake Placid-North Elba Historical Society
Lancaster, New York Historical Society Museum
LeRoy Historical Society
Leslie-Lohman Museum of Gay and Lesbian Art
Lewis County Historical Society
Long Island Children's Museum
Lorenzo State Historic Site
Mandeville Gallery
Mayfield Historical Society/Rice Homestead
Memorial Art Gallery
Mid-Hudson Children's Museum
Midway State Park
miSci
Mount Vernon Hotel Museum & Garden
Munson-Williams-Proctor Arts Institute
Museum at Eldridge Street
Museum of Jewish Heritage - A Living Memorial
to the Holocaust
Museum of the City of New York
Nassau Community College, Plaza Art Gallery
Nassau County Museum of Art
National Baseball Hall of Fame and Museum
National Bottle Museum
National Museum of the American Indian
National Women's Hall of Fame
New Windsor Cantonment and Knox's
Headquarters State Historic Sites
New York Museum of Transportation
Newark-Arcadia Historical Society
Newcomb Historical Museum
Niagara County Historical Society
Nicandri Nature Center
North American Fiddlers Hall of Fame
and Museum Institute
North Collins Historical Society
North Country Underground Railroad Historical Association
North Shore Historical Museum
North Tonawanda History Museum
Nunda Historical Society
NYC Fire Museum
Ogden Historical Society
Old Fort Niagara
Old Stone Fort/Schoharie County Historical Society

Alphabetical List of Respondents

Oneida Community Mansion House
Oneida County History Center
Onondaga Historical Association
Ontario County Historical Society
Oswego County Historical Society
Oysterponds Historical Society
Palatine Settlement Society
Parishville Historical Association
Patterson Historical Society
Paul W. Zuccaire Gallery
Penfield Homestead Museum
Phelps Mansion Museum
Plattsburgh State Art Museum
Polish American Museum
Pollock Krasner House & Study Center
Potsdam Public Museum
Pruyn House
Pulaski Historical Society
Putnam History Museum
Queensbury Masonic Historical Society
Railroad Museum of Long Island
Rensselaer County Historical Society
RIT/NTID Dyer Arts Center
Roberson Museum and Science Center
Rochester Historical Society
Rochester Museum & Science Center
Rome Historical Society
Roosevelt Island Historical Society
Russian History Museum
Rye Historical Society
Sackets Harbor Battlefield State Historic Site
Sagamore Institute of the Adirondacks
Salamanca Rail Museum
Samuel de Champlain History Center
Samuel Dorsky Museum of Art
Saratoga County Historical Society/Brookside Museum
Saratoga Springs History Museum
Schenectady County Historical Society
Schoharie Colonial Heritage Association
Schoharie Crossing State Historic Site
Schroon-North Hudson Historical Society
Schuyler Mansion State Historic Site
Sci-Tech Center of Northern New York
Seneca Art & Culture Center
 at Ganondagan State Historic Site
Seneca Museum of Waterways and Industry
Seward House Museum
Shaker Heritage Society
Skaneateles Historical Society
Somers Historical Society
Sonnenberg Gardens, Inc.
Southampton History Museum
Spencerport Depot and Canal Museum
Staatsburgh State Historic Site
Stamford Village Library
Steel Plant Museum of Western New York
Stephentown Historical Society
Suffolk County Historical Society
Suffolk County Vanderbilt Museum
Tanglewood Nature Center & Museum
Tenement Museum
The Anthropology Museum of the People of New York
The Buffalo History Museum
The Bundy Museum of History and Art
The Cobblestone Society & Museum
The Coventry Town Museum Association
The Fort Ticonderoga Association
The Frances Young Tang Teaching Museum and Art Gallery
 at Skidmore College
The Hyde Collection
The Isamu Noguchi Foundation and Garden Museum
The Metropolitan Museum of Art
The Museum at FIT
The New York Public Library for the Performing Arts
The Rockwell Museum
The Whaling Museum and Education Center
 of Cold Spring Harbor
The Wild Center
Tinker Homestead and Farm Museum
Tonawanda Reservation Historical Society
Town of Diana Historical Museum
Town of Greene Historical Society Museum
Town of Onondaga Historical Society
Ulysses S. Grant Cottage State Historic Site
Underground Railroad History Project
 of the Capital Region, Inc.
Vestal Museum
Village of Aurora Historical Society
Voelker Orth Museum
Walter Elwood Museum of the Mohawk Valley
Warrensburgh Historical Society
Washington County Fair Farm Museum
Washington's Headquarters State Historic Site
Waterville Historical Society
Westerlo Heritage Museum
Wilmington Historical Society
Wings of Eagles Discovery Center
World Awareness Children's Museum
Yager Museum of Art & Culture
Yates County History Center

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