

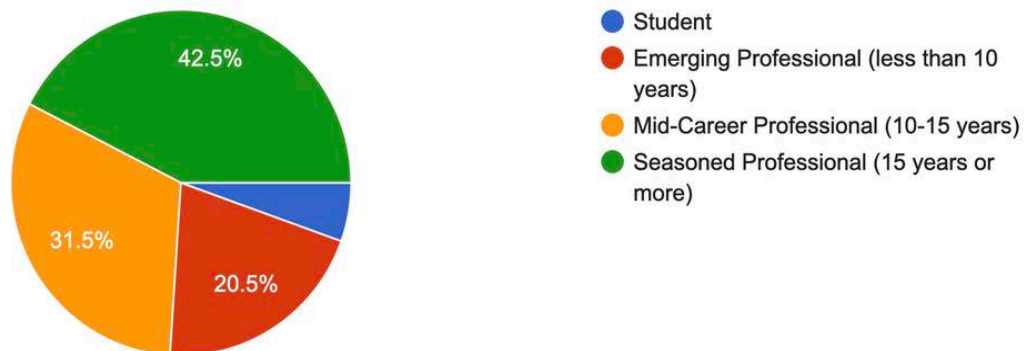
AAMG 2021 Conference Attendee Survey Summary

Introduction:

After its second fully virtual conference in June 2021, AAMG surveyed conference participants about their experiences. The conference survey results further inform and direct AAMG’s Conference Committee and Board of Directors for future programming and conferences whether virtual, in person, or in a hybrid state. The observations in this report reflect respondents’ data and comments. Out of 479 conference registrants, AAMG received feedback from 73 individuals. 42.5% of respondents self-identified as seasoned professionals (15+ years); 31.5% self-identified as mid-career professionals (10-15 years); 20.5% self-identified as emerging professionals (less than 10 years); and 5.5% self-identified as students. The respondents’ locations were 95.9% United States and 4.1% non-United States.

Please self-identify the one that best describes where you are in your career:

73 responses

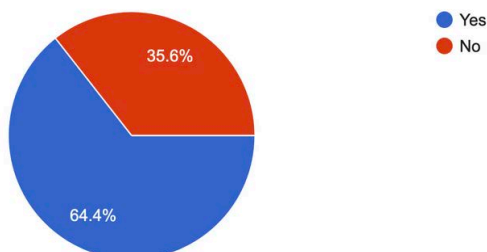


Observations:

The overwhelming majority of our attendees answering the survey are those who have attended our conference before (64.4%) AND are members of AAMG (94.5%). Interesting to note also is how the majority of attendees answering the survey learned of the conference through the AAMG Listserv (44.4%). Additionally, 82.2% of survey respondents were “very” or “mostly satisfied” with their overall conference experience, while 89% were “very” or “mostly satisfied” with the overall quality of content in presentations/discussions.

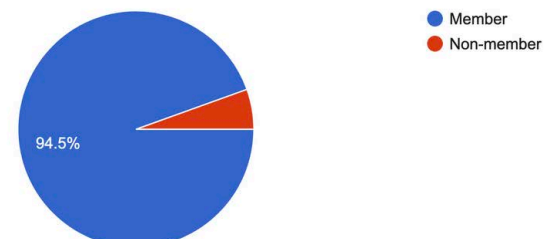
Have you attended the AAMG Conference before?

73 responses



Please share your AAMG membership status:

73 responses



Pricing:

AAMG made changes to the annual conference registration fee structure for this year. Instead of a flat rate based on membership, and to be responsive to DEAI goals and COVID-19 realities, we instituted a tiered salary-based system. This change maintained lower-priced registration for AAMG members who may be part time, furloughed, or emerging museum professionals, and instituted incrementally higher registration tiers for those with full time employment. While it was practice before to include an early bird pricing option, we set up that early bird registration option under the same tiered salary-based system.

Additionally, thanks to generous support from the Samuel H. Kress Foundation and AAMG's 2 Cents Club, we continued our 2020 established Professional Assistance Fund in which members and students could apply and be provided free conference registration on a first come, first served basis. We invited our family of academic museum members and supporters to help build the capacity of the Professional Assistance Fund to respond to increased demand. AAMG members donated \$384.00 towards the Professional Assistance Fund for future member conference registrations.

Out of 479 conference registrants:

- 36 professional registrants were funded by the Samuel H. Kress Foundation
- 16 students were funded by AAMG's 2 Cents Club
- 4 professional registrants were funded by carry over from registrant donations to the Professional Assistance Fund from 2020's Annual Conference

The majority of conference survey respondents (85%) were "very" or "mostly satisfied with the value of the conference registration fee for the content" received.

By the Numbers:



Engagement Throughout the Week:

- 479 conference participants attending over 40 sessions resulted in 2,236 cumulative session registrations averaging 52 participants per session
- Sessions ranged in attendance from 11 to 135 participants
- 17 emerging professionals participated in resume reviews

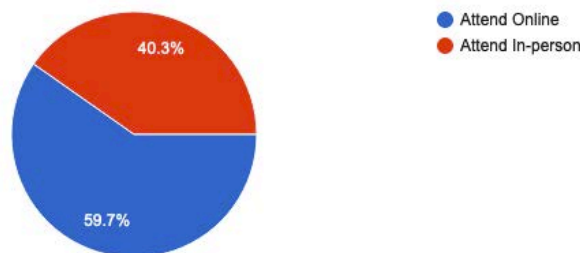
Top 5 Attended Sessions Throughout the Week:

1. Keynote with Dr. Tonya M. Matthews, founding CEO of the International African American Museum (IAAM)
2. Museums and Social Well-Being: Fostering Healing Relationships
3. Transforming Practice: Pathways to Inclusion
4. Keynote with artist Dread Scott
5. Bold Ideas: Navigating Empathy, Wellbeing, & Sustainability

Anecdotal feedback revealed many attendees found the back-to-back schedule and full day, five day format a bit unmanageable from a virtual standpoint--having to navigate the work day AND attend virtually proved to be troublesome. While many respondents enjoyed the virtual setting as an option, they look forward to being in person again in the future. However, with survey respondents only 40.3% stated they would prefer to attend in-person for the annual conference in 2022, leaving the majority of respondents stating they would likely attend only online.

We plan to offer the 2022 conference at Utah State University in a HYBRID format. We understand that it is too early to know for sure, but IF you plan on participating which format are you most likely to attend:

72 responses



Selected Survey Comments:

“Keep the virtual option next year. Overall, I enjoyed it.”

“The online platform was all really great. The breakout sessions were maybe less appealing online because of Zoom fatigue, but the idea of getting folks together for dinner as has happened in the past sounds lovely. Overall, it is hard to attend an online conference without getting pulled away by other job tasks. I am really looking forward to having access to the video recordings!”

"I thought the sessions were a little too long. In the future, I would recommend limiting sessions to 1 hour in length. The timing for the conference, while meant to accommodate different time zones did run late on the east coast. In the future, I would suggest starting a bit earlier and ending earlier as well. Thank you! Overall, I thought the sessions were very informative, I appreciated the opportunity to connect with colleagues facing similar issues and thinking creatively about how to support students and local communities."

Selected Survey Comments, continued:

“Panels often run out of time for substantial Q&A (especially when in-person). Weeklong format seemed better than two-week from last year, but running until almost 6p EST was difficult. Love the use of the chat feature in Zoom for quick clarifying questions (awkward during an in-person presentation) and for on-point conversation--wonder how that might translate for in-person or hybrid experiences. Perhaps Twitter? Or trying to use Slack if folks are on laptops or other portable devices. Alexandra was fantastic for tech support for my workshop and panel--huge thanks!”

“A very well-run online conference with a variety of presentations of interest to my work in a natural history museum. I will look forward to attending again.”

“Although I have 25+ years experience in museums, I am new to the academic world. A crash course in how colleges and universities work would be helpful.”

“This was my first AAMG and my first virtual conference - I was really pleased with the experience and appreciate all of the work that went into making it possible!”

“Sessions with specific, concrete stories to share were the most engaging and useful, even if the details didn't exactly apply, it was useful to see how others have adapted to the larger situation we're all in. Overall, the conference was really interesting, helpful, and inspiring/hopeful (something I needed more than I even realized).”

“The one component missing in the virtual format was socialization. There were no social meetups so we could see friends and make new ones. This is an important part of annual meetings and should not be overlooked in the virtual format.”

“Thank you for all your work to adapt to the virtual environment; it was noticeably more robust this year. I look forward to actually seeing some of the sessions once they are available.”

Opportunities and Next Steps:

1. Include virtual/hybrid access in future programming
2. Pay attention to time zones when scheduling programs
3. Create supportive programming specific to the needs of small academic museums/galleries
4. Develop opportunities for social connections and networking
5. Continue to develop and expand resources for emerging professionals, including resume reviews and mentoring
6. Promote and elevate inclusion and equity issues in programming and the field

Keeping all this in mind, we are excited to begin planning and programming for

AAMG 2022: Sustainability Now!

Empowering Community Adaptation and Transformation

June 14-17, 2022

