

## AAMG 2022 Conference Attendee Survey Summary

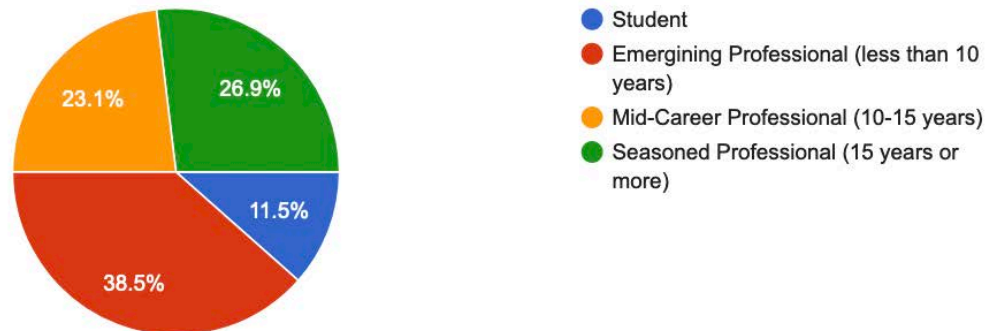
### Introduction:

After its first fully hybrid conference in June 2022, 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 293 conference registrants, AAMG received feedback from 26 individuals (an approximate 6% drop from responses the previous year.) 26.9% of respondents self-identified as seasoned professionals (15+ years); 23.1% self-identified as mid-career professionals (10-15 years); 38.5% self-identified as emerging professionals (less than 10 years); and 11.5% self-identified as students. The respondents' locations were 100% United States.

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



26 responses

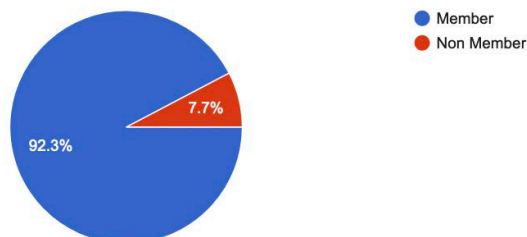


### Observations:

This year, we were split evenly in regards to our respondents having attended the conference before - 50% yes, and 50% no. However, the majority of those answering the survey were members of AAMG (92.3%). Additionally, the majority of respondents had attended virtually this year (57.7%). Interesting to note also is how the majority of attendees answering the survey learned of the conference through a colleague (42.3%). Additionally, 84.6% of survey respondents were "very" or "mostly satisfied" with the quality of content throughout the presentations/discussions.

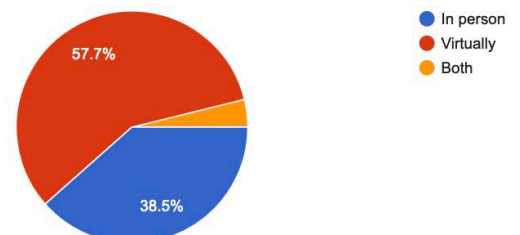
Please share your AAMG membership status:

26 responses



Did you attend this year in person or virtually?

26 responses



## Pricing:

This was the second year AAMG instituted an income based annual conference registration fee structure. Instead of a flat rate based on membership, and to be responsive to DEAI goals and COVID-19 realities, we continued with our tiered salary-based system. This 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. We also continued with our early bird pricing structure carried throughout all the tiers.

Additionally, thanks to generous support from the AAMG's 2 Cents Club and the Board of Directors, we continued our 2020 established Professional Assistance Fund in which members could apply and be provided free conference registration on a first come, first served basis. This year, we asked that applicants to this fund be either a student or emerging professional.

Out of 293 conference registrants:

- 3 students and/or emerging professionals registrants were funded by the AAMG Board
- 12 students and/or emerging professionals were funded by AAMG's 2 Cents Club
- 5 students and/or emerging professionals were funded by carry over from registrant donations to the Professional Assistance Fund from 2021's Annual Conference

The majority of conference survey respondents (76.9%) were "very" or "mostly satisfied with the value of the conference registration fee for the content" received.

## By the Numbers:



## Engagement Throughout the Week:

- 293 conference participants (104 in person and 189 virtual)
- 58 sessions resulting in 608 total session check ins
- 114 speakers total

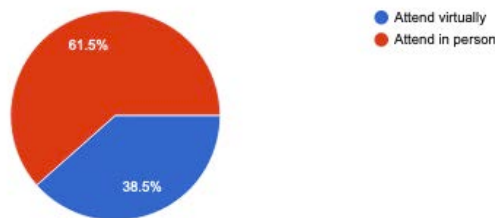
## Top 5 Attended Sessions Throughout the Week:

1. Topical Plenary: Michael Peter Edson
2. Opening Welcome and Keynote: Darren Parry
3. Annual Meeting and Topical Plenary: Farhana Yamin
4. Sustaining Interaction: Models for Fostering and Maintaining Interdisciplinary Partnerships
5. Blurring the Lines: Gallery as Extended Inquiry

Anecdotal feedback revealed many attendees found the hybrid format presented significant challenges. While having virtual access was amenable to many registrants, the technological hurdles inherent in producing a fully hybrid conference outweighed the accessibility of such a setup. Looking forward to next year's conference, 61.5% of respondents said they would prefer to attend in person.

We plan to offer the 2022 conference at University of Kansas in a modified 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:

26 responses



## Selected Survey Comments:

"Thank you for offering virtual formats."

"The main negative was persistent technological issues due to the hybrid conference. In every session I attended there were technical difficulties, including in one a high pitched sound that we could hear during the entire first presenter (who presented via zoom). No one attending in person could really pay attention to the talk."

"The information offered was good, I especially appreciated tips about local things (restaurants, the local fair in the park, the chocolate factory tour, etc.) But often times the information wasn't centralized, so there was one place for sessions I'd chosen, another for extended session descriptions/presenters, and a third place for room assignments. It would've been great if everything had been in one place where you could click a link for extended information (as opposed to searching for some other pdf). I also really appreciated the breakfasts and lunches offered, it made seeing more sessions much easier and gave valuable time to meet and talk with colleagues."

"I appreciated the diversity of speakers and the relevancy of the content."

"Cheers to everyone behind the scenes, well done!"

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## Selected Survey Comments, continued:

“The excursion to the Spiral Jetty was a major highlight! The biologist who joined us was fantastic. It made attending the conference in person incredibly worthwhile. Thank you!”

“With a hybrid conference, it will be important to get the tech right - this is to ensure the online audiences do not feel left out!”

"Hybrid not necessary -- please divide: in-person conference and, if needed, a separate virtual event at another time (people don't travel and stay overnight for zoom) Please publish the program and pre/post conference events much sooner -- some activities were announced after airfares were bought. Very friendly staff and volunteers. Good program topics. Nice food. Excellent theme."

"The tech onsite was fairly frustrating though I know the staff was working very hard. Hospitality was excellent."

"The virtual sessions were very well run and impactful. "

"I'm in favor of drawing upon the expertise and experience of AAMG members for the conference content. This, and the opportunity for interaction between presenters and attendees--also AAMG members--is often most engaging and therefore successful, and something to keep in mind as a model. (Mostly the case with this conf, so not a criticism)"

"I am currently working at the smallest museum of my career. Attending AAMG sessions now many of them are interesting but irrelevant because the ideas presented aren't practical for a tiny institution with modest resources. Small museums are also underrepresented in attendance and participation in presentations and panels because those museum workers are so busy doing their work that it is hard for them to take on the additional burden of proposing a session or presentation. I attended virtually and found it hard to really engage and felt very discouraged rather than coming away with ideas to implement."

## Opportunities and Next Steps:

1. Include virtual access in future programming - but as a separate event, maintaining accessibility that allows for the conference experience to be more fruitful and not technologically frustrating for members/attendees
2. Work to release schedule and program details earlier
3. Create supportive programming specific to the needs of small academic museums/galleries

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

**AAMG 2023 - University of Kansas**

**June 2023**

