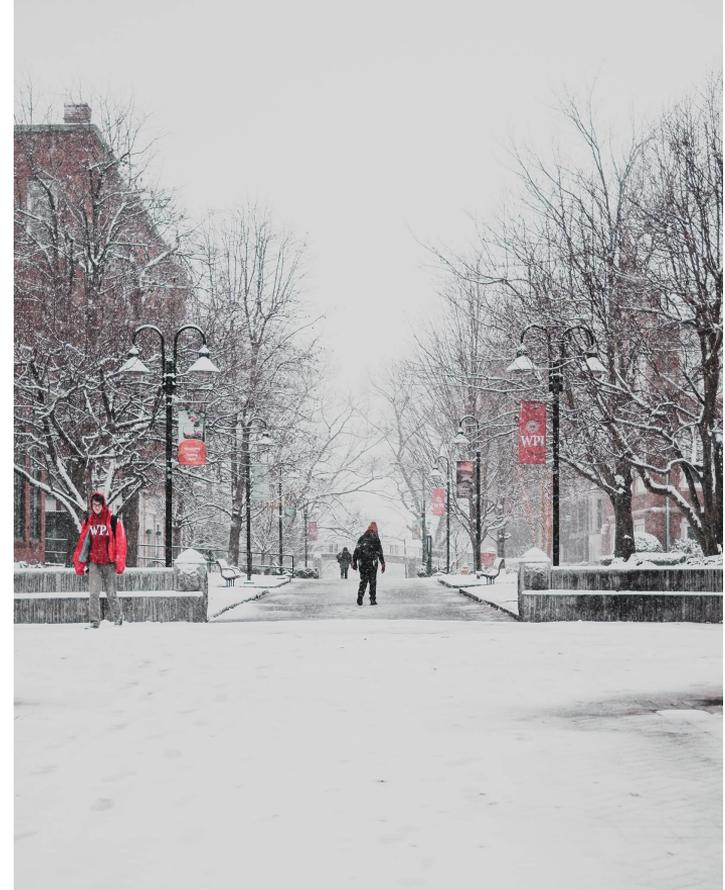


# Measuring Impact Beyond the Paywall



Deborah Fontanez, Emma Geary,  
Elene Kavtaradze, Xiaoyue Lyu



# WPI

# Deborah Fontanez



- ★ Alabama, USA
- ★ Mechanical Engineering major
- ★ Navy ROTC
- ★ Driven a submarine

# Emma Geary

- ★ New Hampshire, USA
- ★ Chemical Engineering major
- ★ VP of my sorority
- ★ Proud of the fact that the cafe downstairs knows my name & order



# Elene Kavtaradze



- ★ Tbilisi, Georgia
- ★ Computer Science major
- ★ President of International Student Council
- ★ Accepts being called Eleanor or Elena

# Xiaoyue Lyu

- ★ Qingdao, China
- ★ Computer Science major
- ★ 100% cat person
- ★ Owns a driver license but doesn't know how to drive ;(



# Background



# Non-Ticketed Audiences

Anyone who receives information, access  
or resources outside of a paying visit to  
the museums

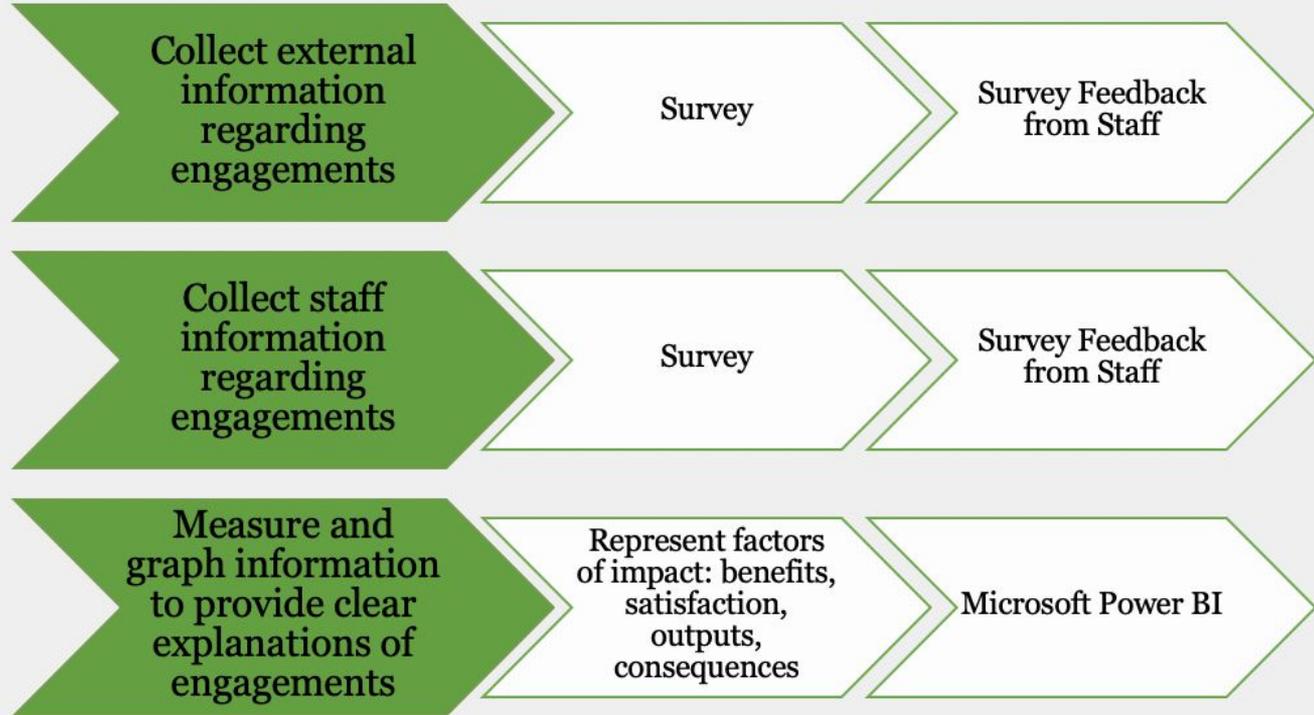
# Project Goal

Measure and visualize the impact  
the Research and Collections  
Division has on the people who  
contact them

# Defining Impact

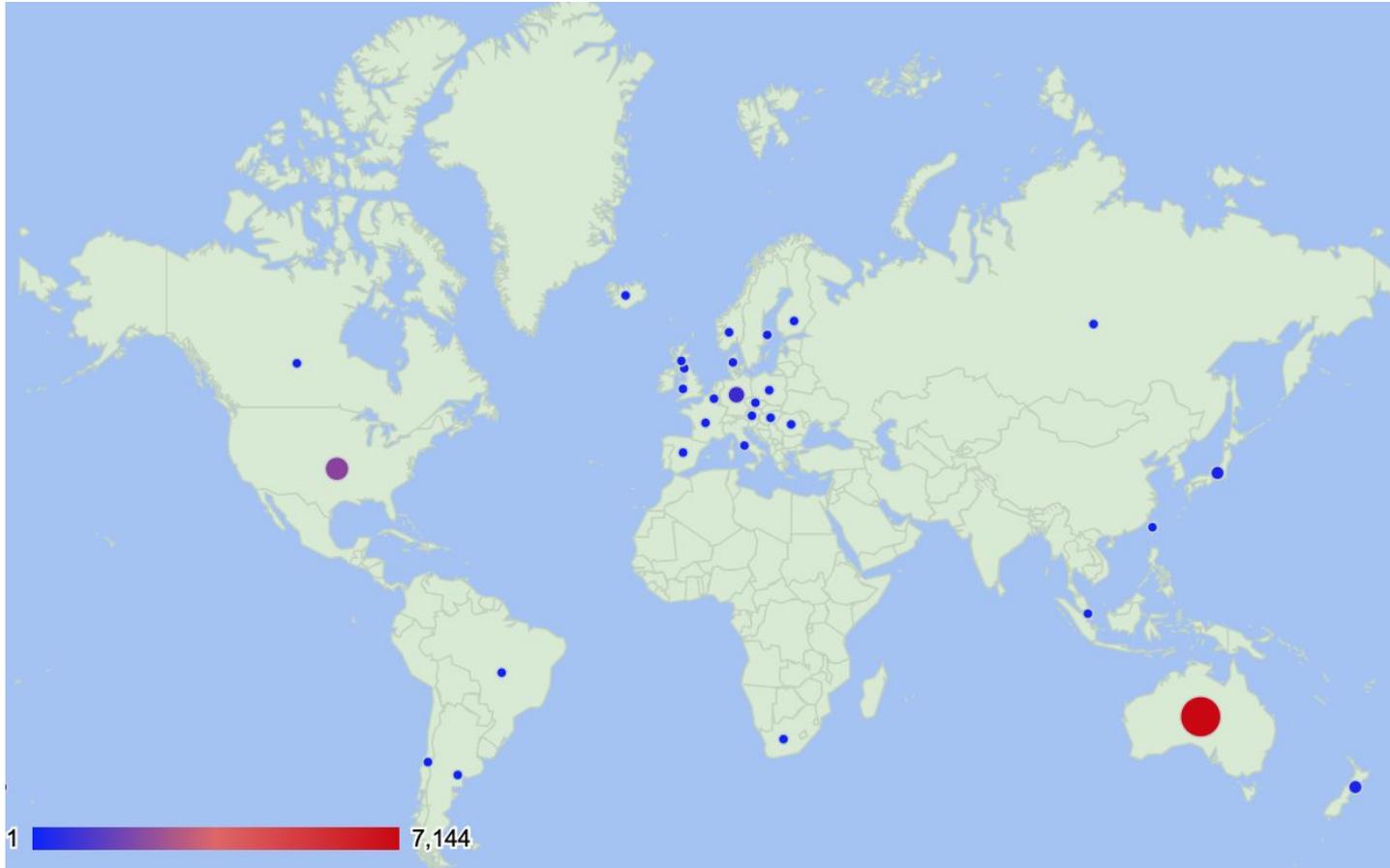
“What an individual or organization received and accomplished because of contact with the Research and Collections Division”

# Objectives & Methods



# Reach

# Reach of All Current Outgoing Loans



# Curious? Database

Departments	People	Percentage of Total Staff	Number of Enquiries	Percentage of Enquiries for Main Departments	Percentage of all Requests
Arts	5	3.3	17	1.0	0.47
First Peoples	12	7.9	13	0.8	0.36
Directorate	3	2.0	1	0.1	0.03
Sciences	71	47.0	781	47.8	21.59
Society & Technology	17	11.3	733	44.9	20.26
Strategic Collection Management (SCM)	43	28.5	89	5.4	2.46
Total	151	100	1634	100.0	45.16
Curious/ Discovery Center	-	-	1846	-	51.02
? - unclassified	-	-	138	-	3.81
Total	151	100	3618	100.0	100.00

# Impact

# Survey Responses

External: 156 responses ~12%

Staff: 56 responses ~37%

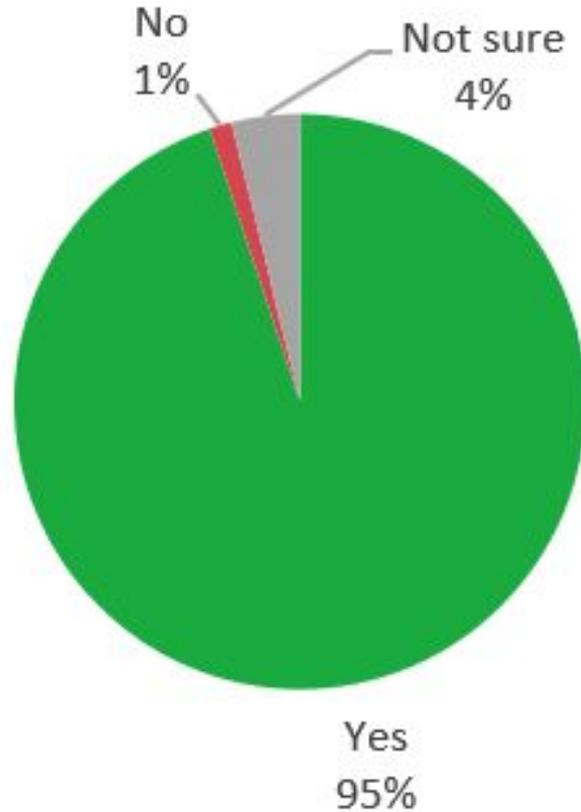
# Occupation

<b>External Occupations</b>	<b>Number of Selections</b>	<b>Percentage of Respondents</b>
<b>Academic/Student researcher</b>	<b>75</b>	<b>48.1%</b>
<b>Museum Professional</b>	<b>39</b>	<b>25.0%</b>
<b>Museums Victoria Associate</b>	<b>16</b>	<b>10.3%</b>
<b>Other Researcher</b>	<b>15</b>	<b>9.6%</b>
<b>Other Professional</b>	<b>11</b>	<b>7.1%</b>
<b>Total</b>	<b>156</b>	<b>100.0%</b>

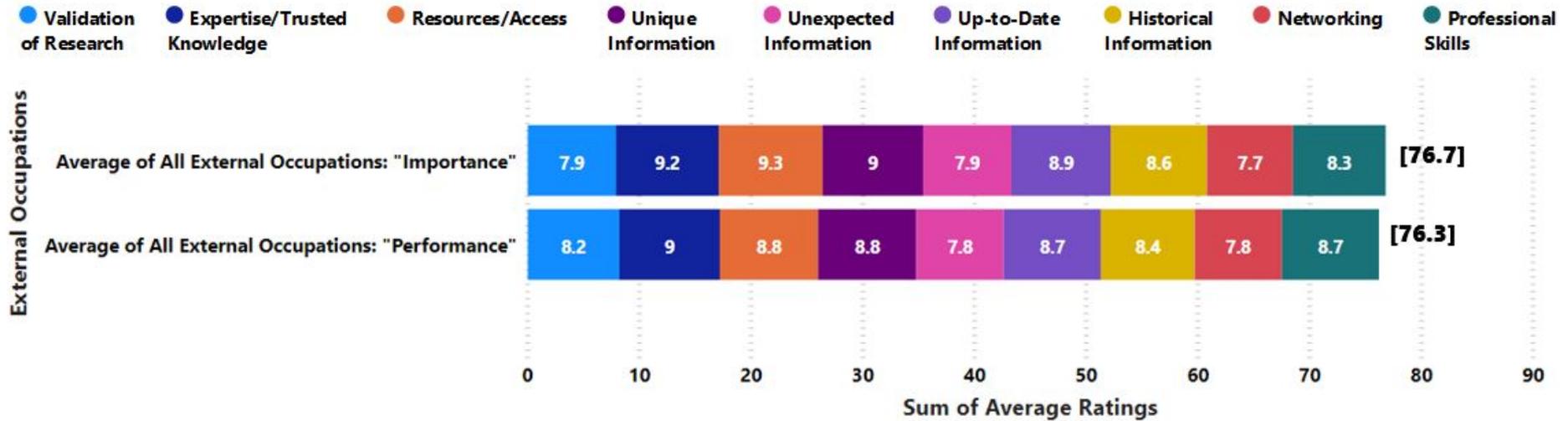
# Purpose

<b>External Purpose for Contact</b>	<b>Number of Selections</b>	<b>Percentage of All Selections</b>
<b>Access to Collection</b>	<b>156</b>	<b>54.4%</b>
<b>Collaboration</b>	<b>70</b>	<b>24.4%</b>
<b>Other</b>	<b>28</b>	<b>9.8%</b>
<b>Giving/Lending Items</b>	<b>19</b>	<b>6.6%</b>
<b>Receive answers for General Inquiries</b>	<b>14</b>	<b>5.0%</b>
<b>Total</b>	<b>287</b>	<b>100.0%</b>

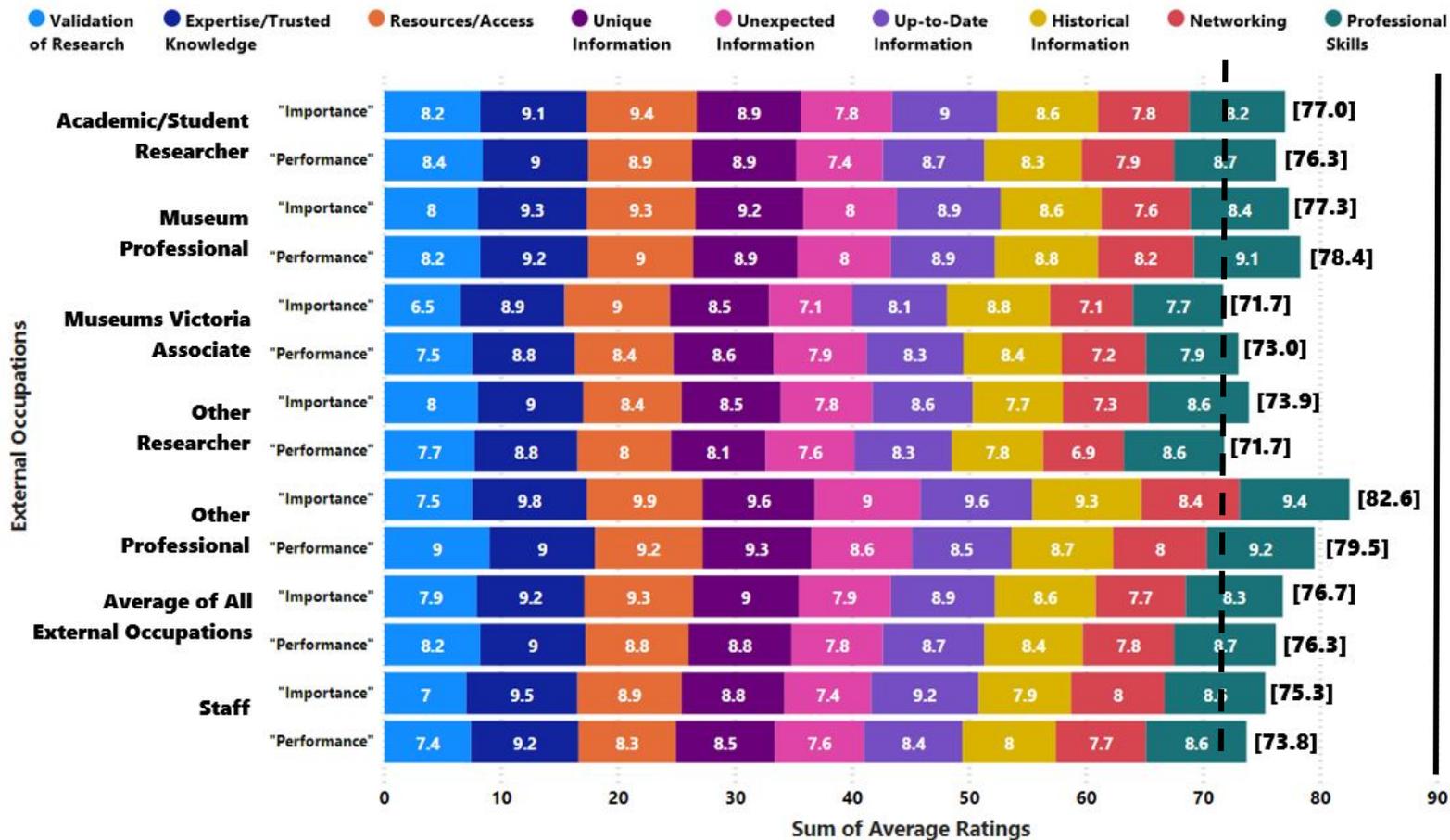
# General Benefit Perspective



# Benefits



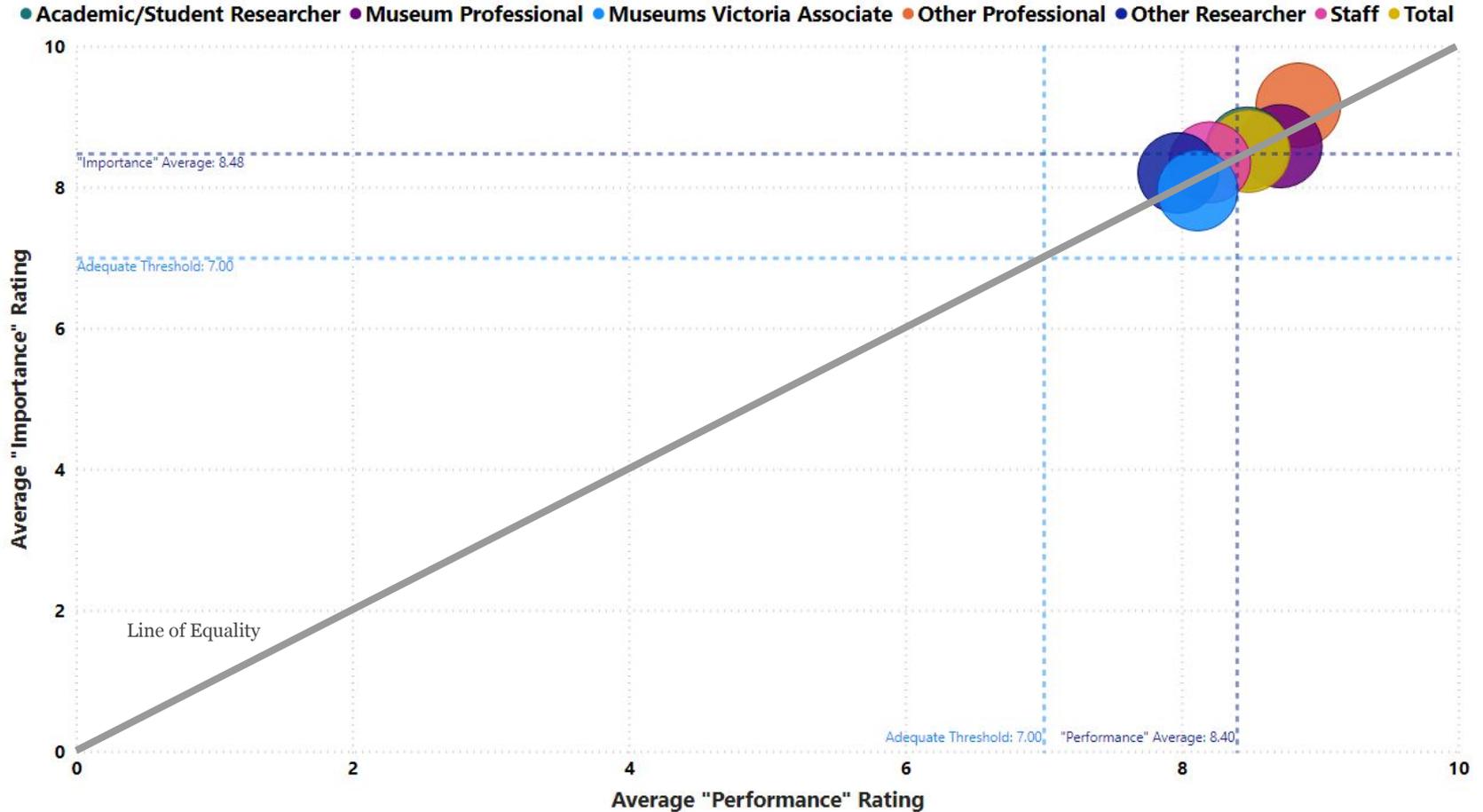
# Benefits



# Benefits Gap Analysis (7.0-10.0)



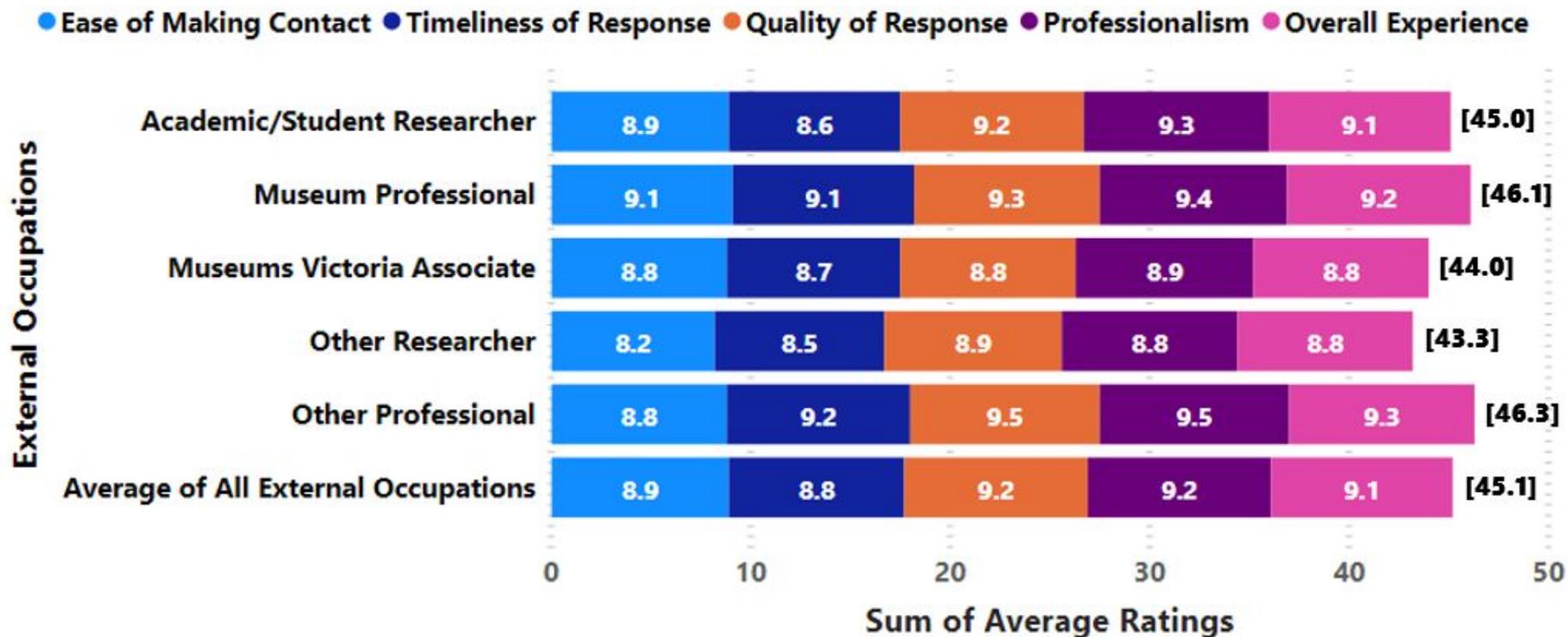
# Benefits Gap Analysis (0.0-10.0)



“

*Wonderful and friendly people,  
but professional and useful as  
well. Top notch.*

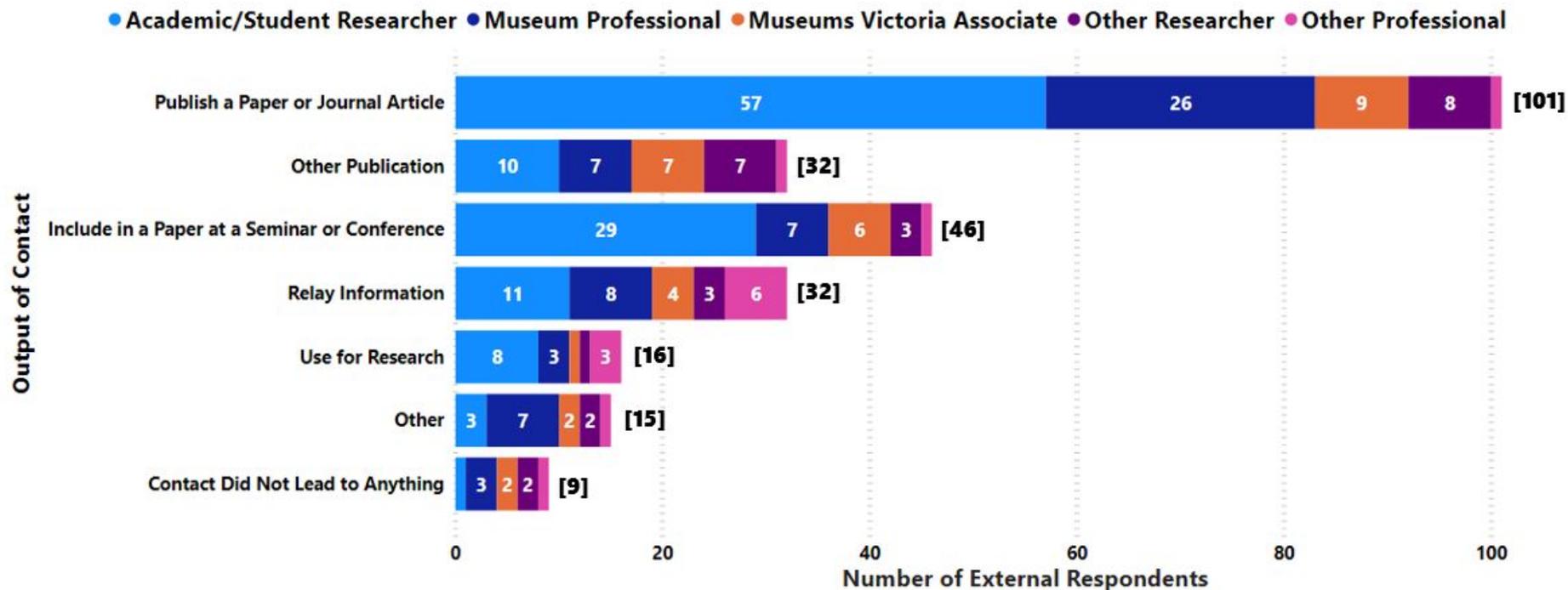
# Satisfaction



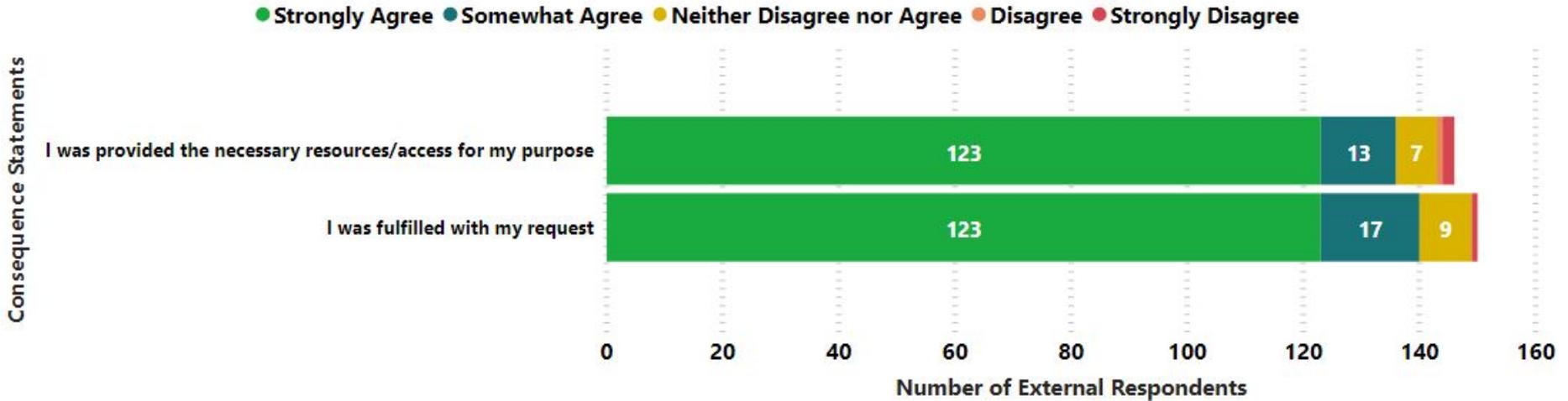
“

*I was able to complete a research project/chapter of my PhD that I otherwise would not have been able to do.*

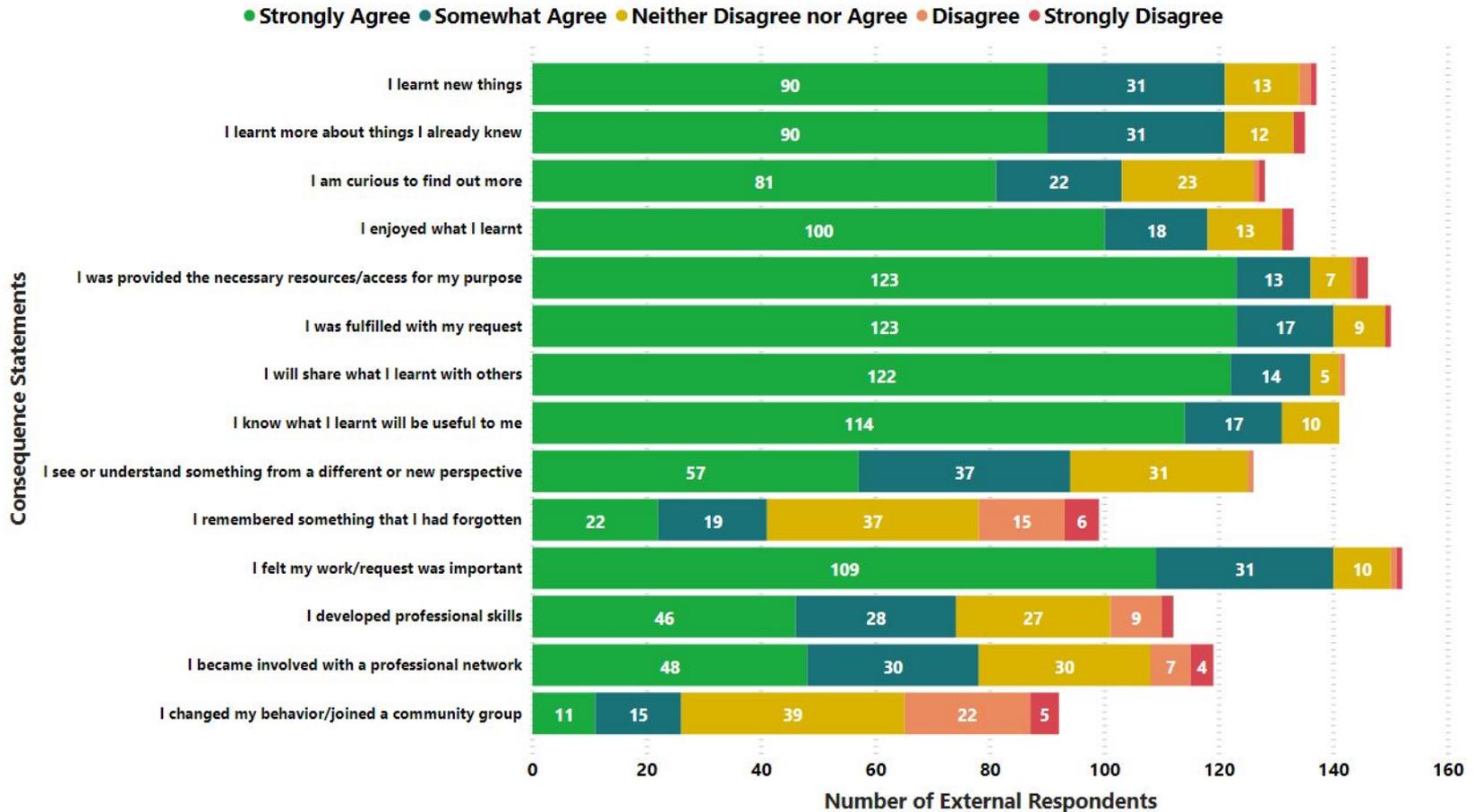
# Output



# Top Consequence



# All Consequences



# Top Responses

- **Benefit:** expertise/trusted knowledge
- **Satisfaction:** professionalism
- **Output:** publish a paper or journal article
- **Consequences:** “I was provided the necessary resources/access for my purpose” & “I was fulfilled with my request”

# Resources for Future Work

# External Contact Tracking Form

- A division-wide form
- Continuously track the information of the division's external contacts
- Filled in by staff members every time they have contacted external people
- Makes reproducing our project easier



# Staff Training Guide Page 1

## MEASURING RESEARCH AND COLLECTIONS DIVISION'S IMPACT:

A GUIDE TO COLLECTING  
INFORMATION ON  
EXTERNAL  
ENGAGEMENTS

March, 2020

### 1 COLLECTING DATA: SURVEYS

- Record each contact's information on the "external contact tracking form" on a regular basis
- Identify external contacts to be surveyed
- Review external survey which investigates:
  1. Purpose
  2. Satisfaction
  3. Outcomes
  4. Benefits

[Click here for external survey.](#)

- Facilitate focus groups for survey feedback

[Click here for focus group discussion guide](#)

- Review staff survey which investigates:
  1. Purpose
  2. Benefits

[Click here for staff survey.](#)

- Allow ~ 2 weeks in the field for each survey
- Send reminder emails partway through

# Staff Training Guide Page 2

## 2 ANALYSING DATA

1

Download survey data into spreadsheet

2

Code open-ended responses using standard [qualitative coding guidelines](#)

3

Produce a top-line report of frequency responses to each question

4

Develop required analyses such as [crosstabs](#) & [gap analyses](#)

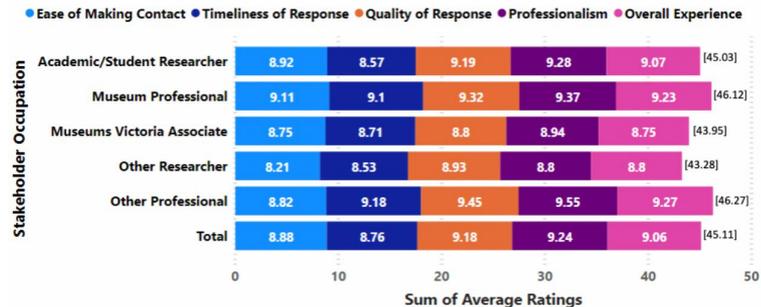
## 3 VISUALISING DATA

Using Microsoft Power BI Desktop:

1. Select data to be represented
2. To nicely visualise, plot:

- Benefits
  - Satisfaction
  - Outcome of engagement
- by
- Occupation
  - Purpose

Example (Satisfaction by Occupation):



[Click here to download Microsoft Power BI Desktop for free](#)

[Click here to watch an in depth video of how to use Microsoft Power BI Desktop](#)

# Recommendations

- Track external engagements with a routine division-wide form
- Distribute guide to all division managers
- Periodic, anonymous external contact feedback form

# Conclusions

- Benefits, satisfaction, output, and consequences were overall positive
- Engagements recorded from surveys led to at least 101 papers/journal articles, 32 other publications, and 109 other contributions
- 94.2% respondents said their contact lead to something
- Division has an impact in at least 33 countries on record

# Acknowledgements

- Carolyn Meehan, Manager of Audience Insights
- Jo Taylor, Natural Sciences Collection Manager
- Audience Insights staff
- Research and Collections Division staff
- Professor Ted Clancy & Professor Kris Wobbe
- Jonathan Chee, Melbourne On-Site Project Coordinator
- Melbourne Center Director, Stephen McCauley
- Melbourne Center Director, Professor Lorraine Higgins
- WPI Global Programs staff

Questions?

# Supporting Documents

# External Survey



[https://wpi.ca1.qualtrics.com/jfe/preview/SV\\_5mA5OM8TLw808x7?Q\\_SurveyVersionID=current&Q\\_CHL=preview](https://wpi.ca1.qualtrics.com/jfe/preview/SV_5mA5OM8TLw808x7?Q_SurveyVersionID=current&Q_CHL=preview)

# External Survey Invitation Email



Hello,

We are contacting you as you have engaged in some capacity with Museums Victoria's Research and Collection Division in the last 5 years and your contact details were provided to Museums Victoria as part of that contact. We are interested to talk with you to better understand the nature and effectiveness of the connections staff in our department have with the wide range of people they engage with/use their services.

You are a valued partner of Museums Victoria and as such, we value your opinion.

We ask that you complete a survey, which will take no more than 10 minutes. We take your privacy very seriously at Museums Victoria. Your responses will be used for research purposes only and will be aggregated so that no individual will be identifiable.

**Follow this link to the Survey:**

[Take the Survey](#)

Or copy and paste the URL below into your internet browser:

[http://wpi.qualtrics.com/jfe/preview/SV\\_78SkoXgZqef7yGF?  
Q\\_CHL=preview](http://wpi.qualtrics.com/jfe/preview/SV_78SkoXgZqef7yGF?Q_CHL=preview)

*You are receiving this email because you have communicated with the Museums Victoria Research and Collections Division staff in the last five years. Your details were provided to Museums Victoria as part of that communication. All answers are confidential and will be used for museum research purposes only.*

*If you have any problems with the link or the survey, or if you would like to deregister from the Museums Victoria online research panel, you can contact the Audience Insights team at [mre@museum.vic.gov.au](mailto:mre@museum.vic.gov.au)*

Follow the link to opt out of future emails:

[Click here to unsubscribe](#)

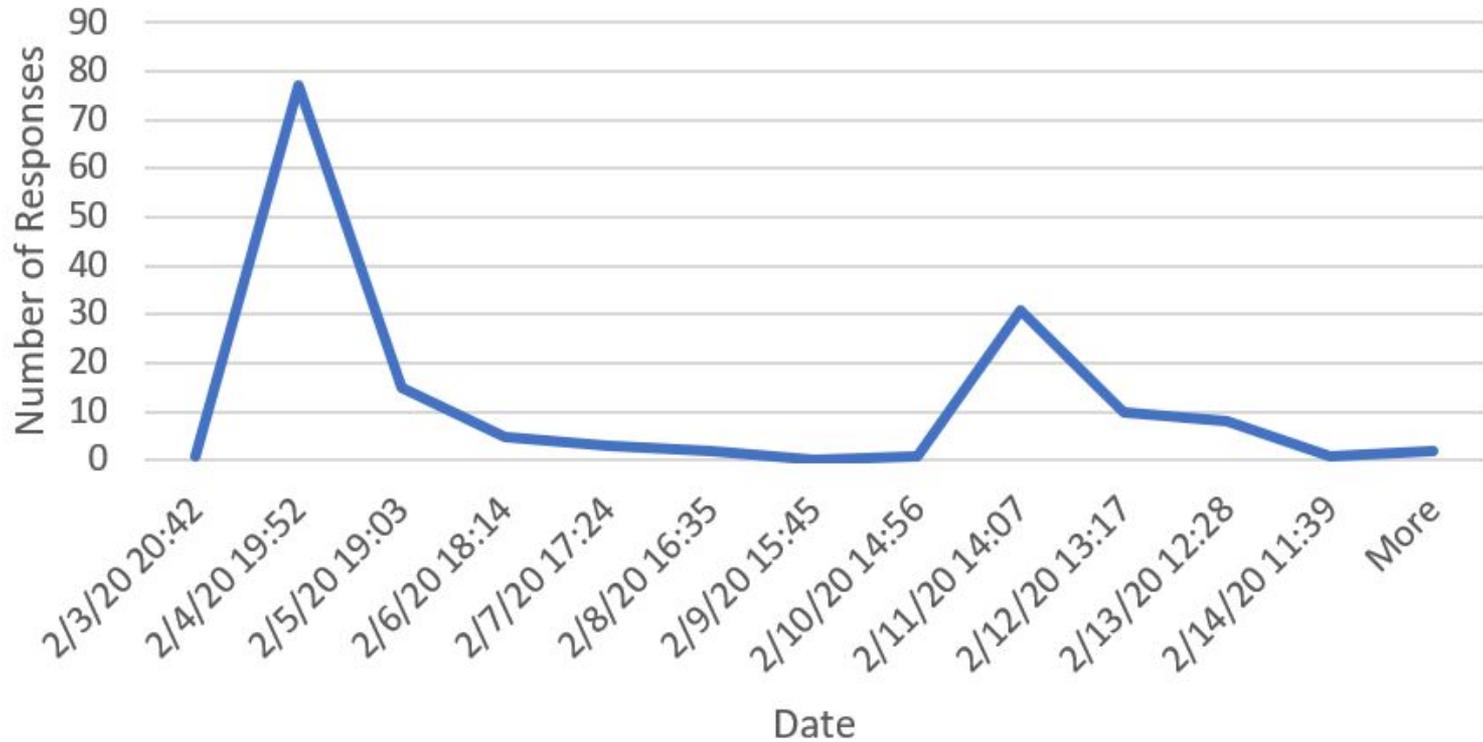


MUSEUMS  
VICTORIA

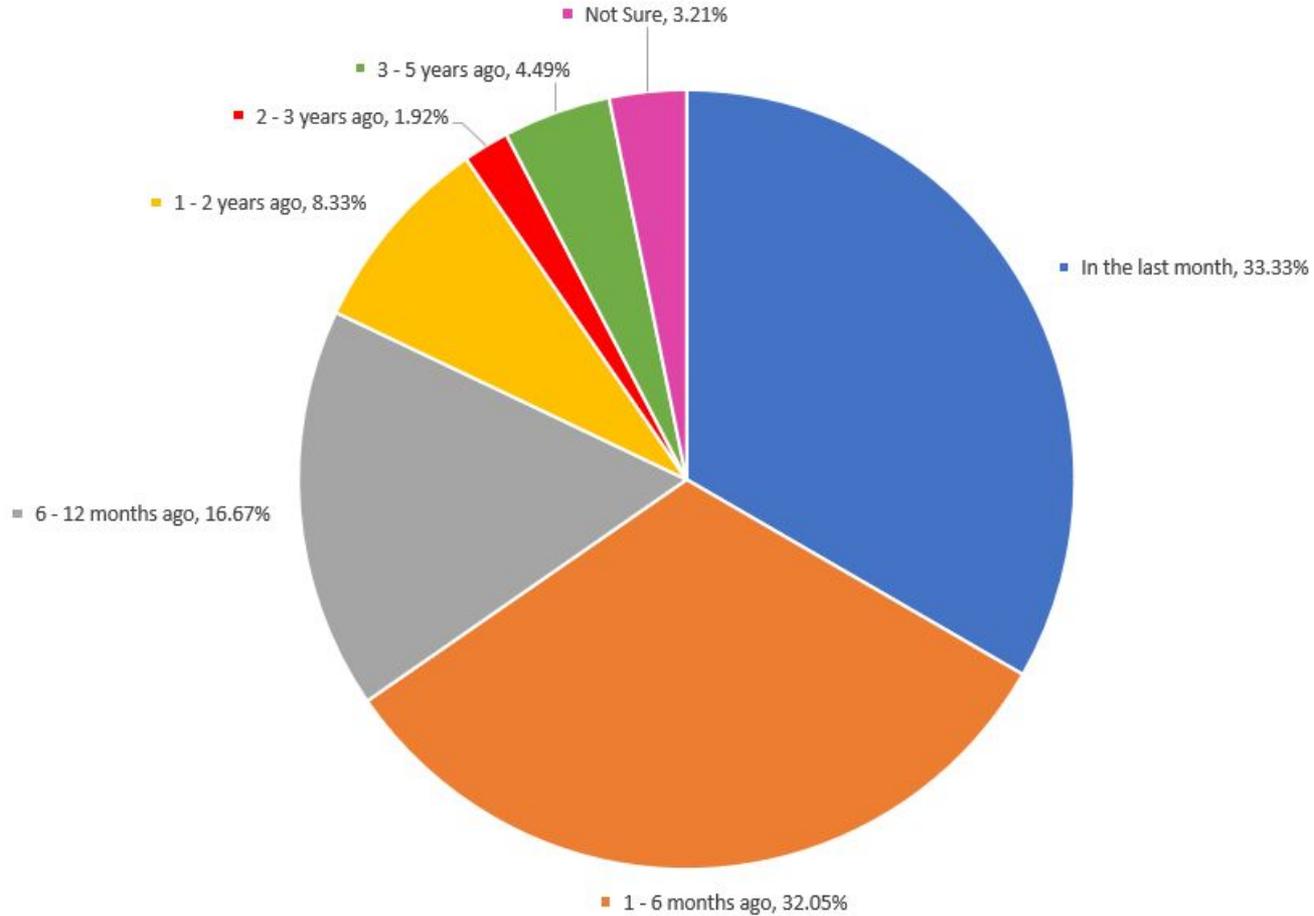
# External Survey Email Distribution Statistics

Mailing List Names	Date Sent	External People Provided	External People and the Team	Duplicate Emails	Attempted	Failed Emails	Successfully Sent	Emails bounced	Delivered
R&C Loan contacts 2015-19 - Outward Exhibition Loans	3 Feb 2020 8:21 PM MST	59	64	7	57	0	57	1	56
R&C Collaborators 18122019	3 Feb 2020 8:41 PM MST	167	172	0	172	2	170	2	168
R&C Loan contacts 2015-19 - Research Loans	3 Feb 2020 8:42 PM MST	607	612	27	585	4	581	48	533
outgoing loan master 2015-19_Sciences - Outward Research Loans_Sciences	3 Feb 2020 8:43 PM MST	559	564	3	561	5	556	52	504
<b>Total</b>		1392	1412	37	1375	11	1364	103	1261

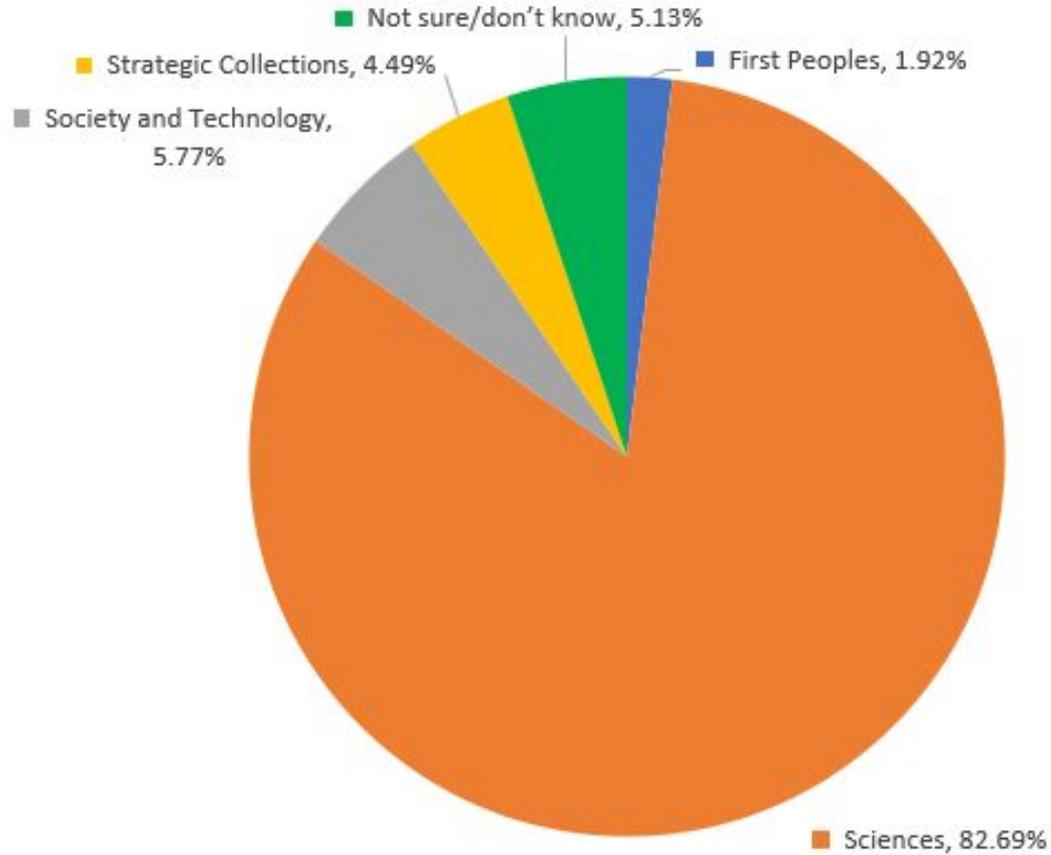
# External Survey Response Distribution



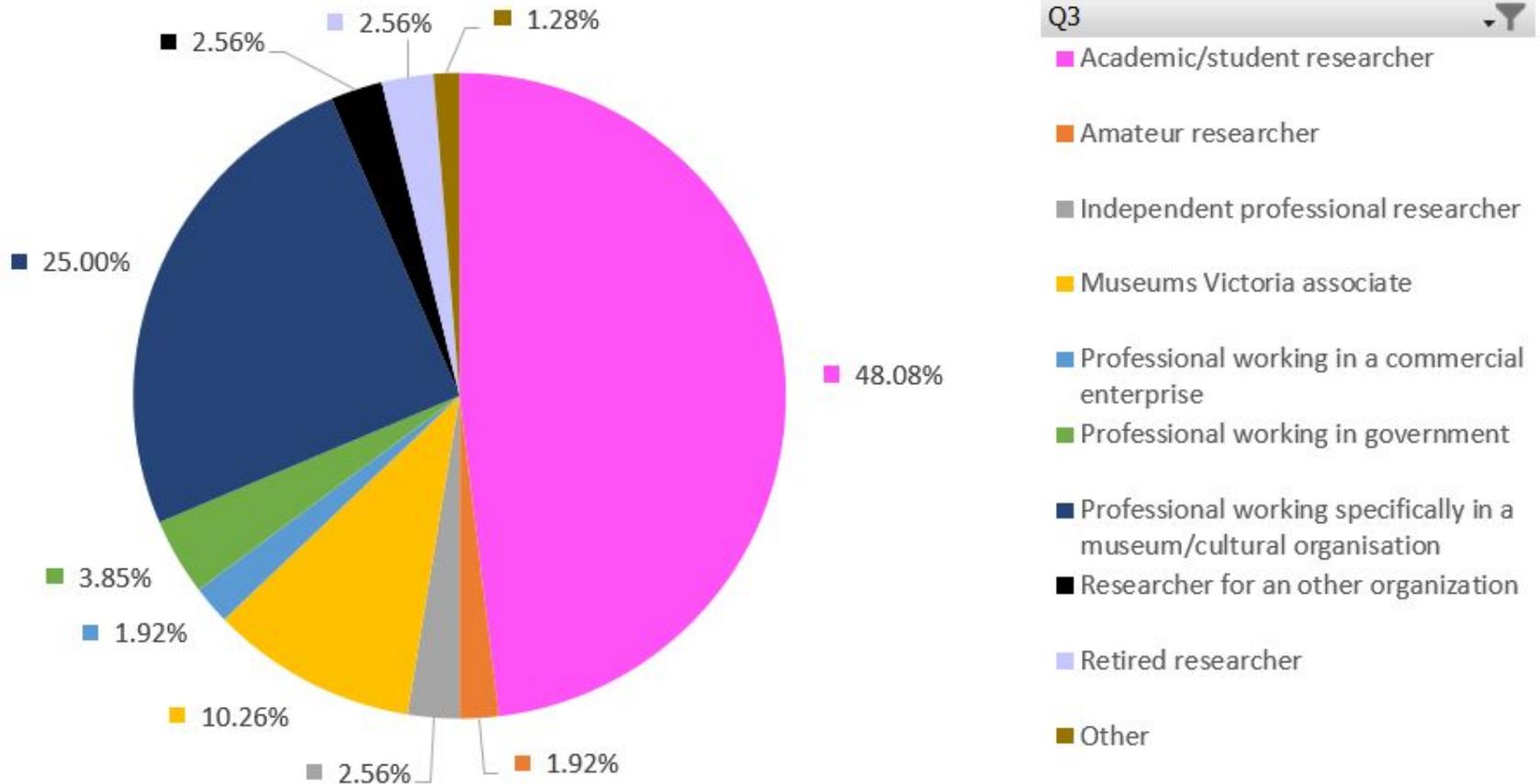
# External Survey: Last Contact with Division



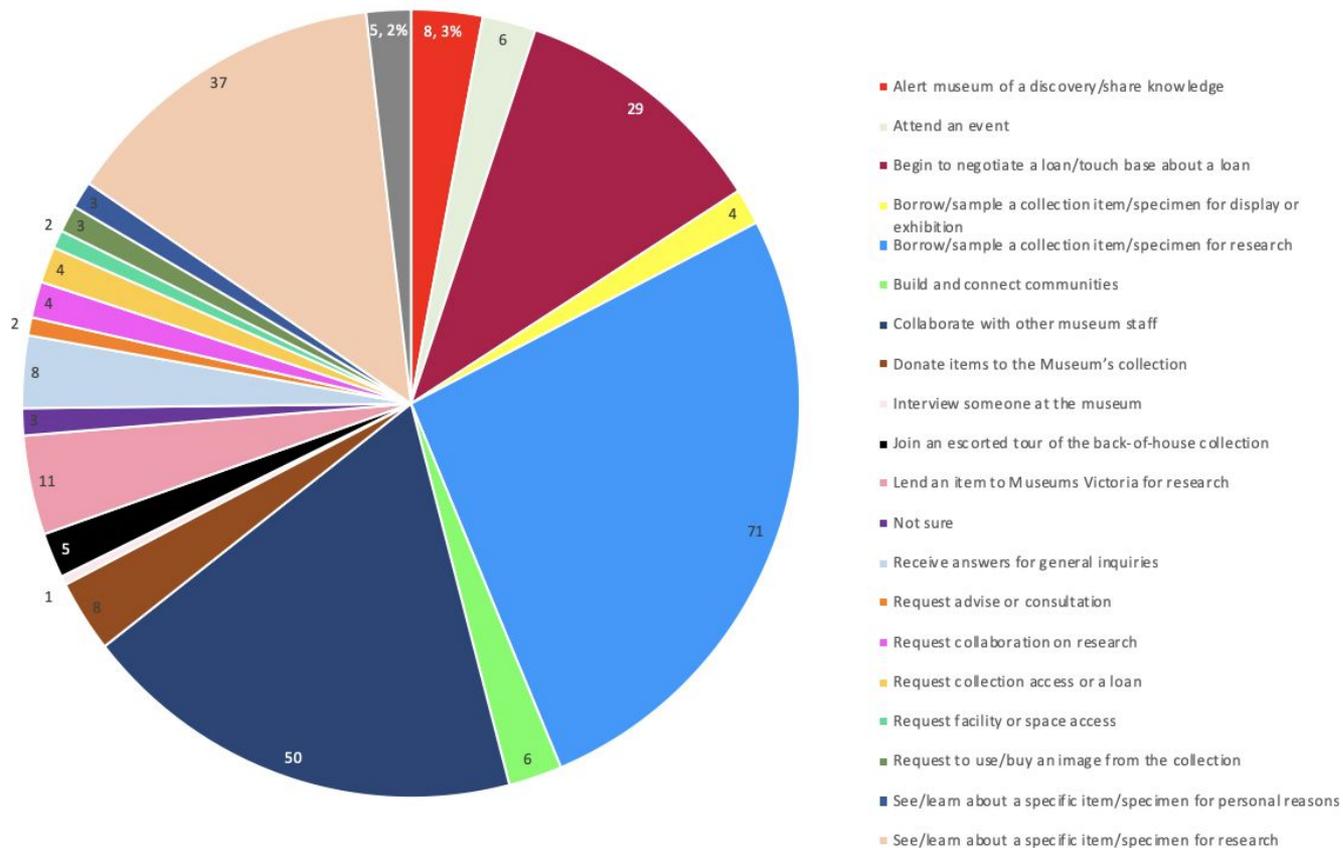
# External Survey: Primary Department Contact



# External Survey: Occupation



# External Survey: Purpose of Last Contact



# External Survey: Purpose of Last Contact

External Purpose of Contact	Number of Selections	Percentage of All Selections
<b>Access to Collection</b> Borrow/sample a collection item/specimen for research (71) See/learn about a specific item/specimen for research (37) Begin to negotiate a loan/touch base about a loan (29) Join an escorted tour of the back-of-house collection (5) Borrow/sample a collection item/specimen for display or exhibition (4) Request collection access or a loan (4) Request to use/buy an image from the collection (3) See/learn about a specific item/specimen for personal reasons (3)	156	54.35%
<b>Collaboration</b> Alert museum of a discovery/share knowledge (8) Build and connect communities (6) Collaborate with other museum staff (50) Request advise or consultation (2) Request collaboration on research (4)	70	24.39%
<b>Other</b> Attend an event (6) Other (17) Request facility or space access (2) Not sure (3)	28	9.76%
<b>Giving/lending items</b> Donate items to the Museum's collection (8) Lend an item to Museums Victoria for research (11)	19	6.62%
<b>Receive answers for general inquiries</b> Receive answers for general inquiries (8) Seek the museum's position on a specific topic or issue (5) Interview someone at the museum (1)	14	4.88%
<b>Total</b>	<b>287</b>	<b>100.00%</b>

# Staff Survey



[https://wpi.ca1.qualtrics.com/jfe/preview/SV\\_88MuNoCoP5OtwRT?Q\\_SurveyVersionID=current&Q\\_CHL=preview](https://wpi.ca1.qualtrics.com/jfe/preview/SV_88MuNoCoP5OtwRT?Q_SurveyVersionID=current&Q_CHL=preview)

# Staff Survey Invitation Email

Hello,

As a member of the Research and Collections Division, we are contacting you for help on a project being conducted into measuring the impact of the Research and Collections Division.

The study aims to map stakeholder engagements with the Research and Collections Division and understand and analyse the impact of the relationships between you and your stakeholders.

So far, we have developed a stakeholder survey to be taken by people who have contacted the Research and Collections Division. The survey focuses on understanding the impact the Research and Collections Division has on external stakeholders.

The next step is conducting a staff survey, which was developed through a series of meetings with Research and Collections staff. We hope to use the results of both surveys to create a visual representation of the engagements Research and Collections staff have with external stakeholders and determine a number of qualities by which the impact of the division can be measured.

We ask for your assistance in completing the survey, which will take no more than 10 minutes. Please feel open to express any and all opinions. Your responses will be aggregated so that no individual can be identified.

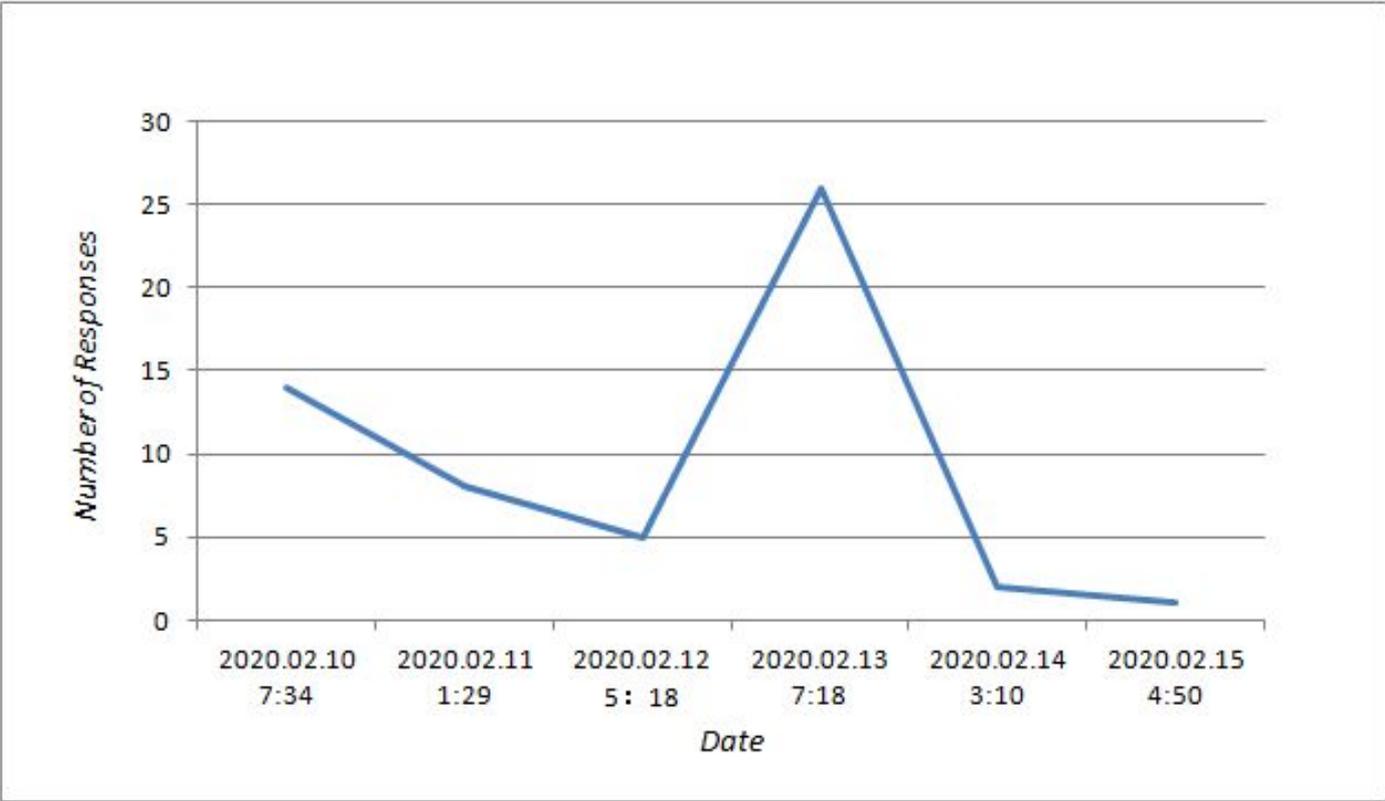
Please complete the survey by 14 February 23:59 AEDT

[Take the Survey](#)

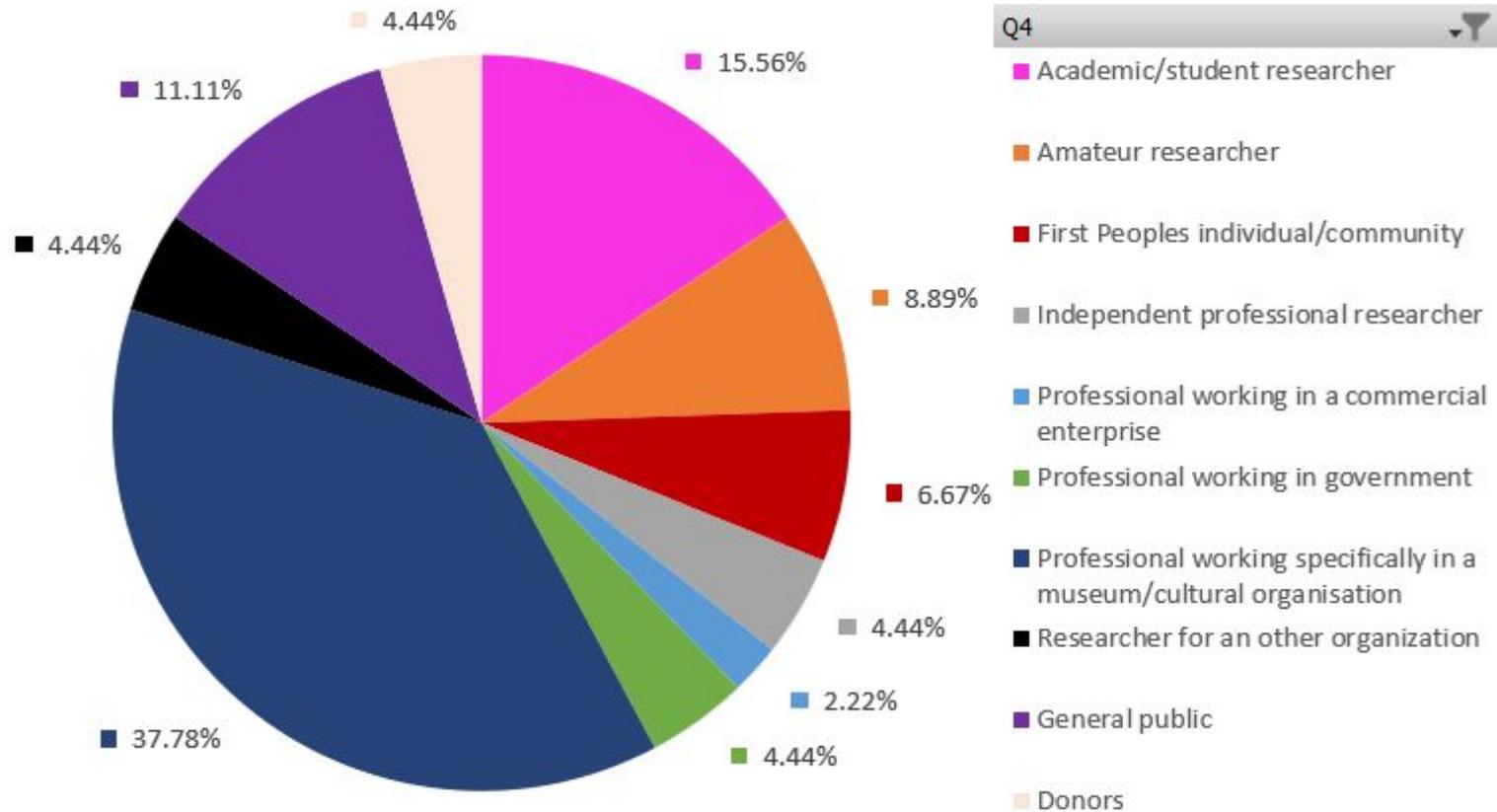
Or copy and paste the URL below into your internet browser:

[http://wpi.qualtrics.com/jfe/form/SV\\_egFc04HkqYijYTr](http://wpi.qualtrics.com/jfe/form/SV_egFc04HkqYijYTr)

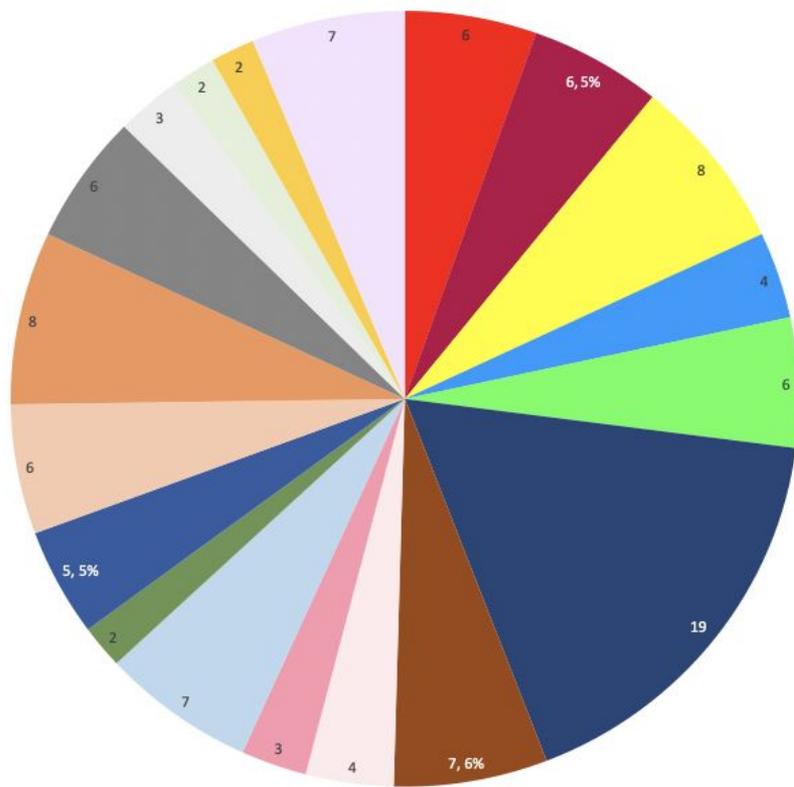
# Staff Survey Response Distribution



# Staff Survey: External Occupation



# Staff Survey: Purpose of Last Contact



- Alert museum of a discovery/share knowledge
- Begin to negotiate a loan/touch base about a loan
- Borrow/sample a collection item/specimen for display or exhibition
- Borrow/sample a collection item/specimen for research
- Build and connect communities
- Collaborate with museum staff
- Donate items to the Museum Victoria's collection
- Interview someone at the museum
- Lend an item to Museum Victoria for research
- Make a general inquiry
- Request to use/buy an image from the collection
- See/learn about a specific item/specimen for personal reasons
- See/learn about a specific item/specimen for research
- Tour a back-of-house collection
- Seek the museum's position on a specific topic or issue
- Lend an item to Museum Victoria for display or exhibition
- Attend an event organised by the Research and Collections Division
- Collection loan/access
- Advise consultation

# Staff Survey: Purpose of Last Contact Categories

Staff Purpose of Contact	Number of Selections	Percentage of All Selections
<b>Access to Collection</b> Borrow/sample a collection item/specimen for display or exhibition (8) Tour a back-of-house collection (8) Begin to negotiate a loan/touch base about a loan (6) See/learn about a specific item/specimen for research (6) See/learn about a specific item/specimen for personal reasons (5) Borrow/sample a collection item/specimen for research (4) Request to use/buy an image from the collection (2) Collection loan/access (2)	41	36.94%
<b>Collaboration</b> Collaborate with museum staff (19) Advise consultation (7) Alert museum of a discovery/share knowledge (6) Build and connect communities (6)	38	34.23%
<b>Receive answers for general inquiries</b> Make a general inquiry (7) Seek the museum's position on a specific topic or issue (6) Interview someone at the museum (4)	17	15.32%
<b>Giving/lending items</b> Donate items to the Museum Victoria's collection (7) Lend an item to Museums Victoria for display or exhibition (3) Lend an item to Museums Victoria for research (3)	13	11.71%
<b>Other</b> Attend an event organised by the Research and Collections Division (2)	2	1.80%
<b>Total</b>	<b>111</b>	<b>100.00%</b>

# Feedback from Staff

# Department Information of Survey Feedback Session Participants

	Department
Feedback on Stakeholder Survey	
Focus Group 1	
Person 1	Strategic Collection Management
Person 2	Sciences
Person 3	Sciences
Person 4	Sciences
Person 5	Society and Technology
Phone Interview	
Person 1	Society and Technology
Meeting	
Person 1	Sciences
Feedback on Staff Survey	
Focus Group 2	
Person 1	Sciences
Person 2	Strategic Collection Management
Meeting	
Person 1	Arts

# Relative Representation in the Departments During Survey Feedback Sessions

Departments within Research and Collections Division	Number of People in Department	Percentage of Total Division Staff	Percentage in Focus Groups
Arts	5	3.3%	10%
First Peoples	12	8.0%	0%
Directorate	3	2.0%	0%
Sciences	71	47.0%	50%
Society & Technology	17	11.3%	20%
Strategic Collection Management	43	28.5%	20%
Total	151	100.0%	100%

# Survey Feedback Sessions Discussion Guide



<https://docs.google.com/document/d/1aDetb2DrXryzqv68I-YkOYT8vhUp7maW3W42K-CHp9M/edit>