



ITHAKA S+R

Art Museum Staff Demographic Survey Cycle 3

“How to” Webinar

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March 2, 2022



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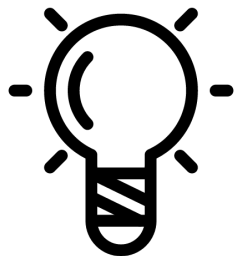


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Acknowledgements

- The Art Museum Staff Demographic Survey is the most comprehensive demographic survey of art museum employees in the North America.
- We are grateful to [The Andrew W. Mellon Foundation](#) for collaborating with us on the Survey for a third time.
- We extend thanks to the [Association of Art Museum Directors](#) and the [American Alliance of Museums](#) for partnering to disseminate the survey to over 900 museums across North America.





What's New

This is the third iteration of the survey, and a few things have changed from previous cycles.

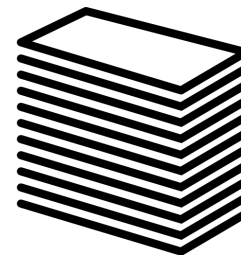
- Updated options for job categories
- Inclusion of a more diverse mix of museums
- Additional resources to support participants in submitting their data



Data Collection Process

We use a field-tested format to standardize our data. The design is core to our analysis.

- Requests data that museums typically already collect
- Aligns with other datasets for deeper analysis
- Allows for trendlines over time



Future Work

Findings from the Survey will inform other Ithaca S+R projects in the pipeline.

- Second cycle of the Art Museum Director Survey
- Study of diversity, equity, inclusion in museums
- Art Museum Trustee Survey, with the Black Trustee Alliance for Art Museums

Defining our terms

The Art Museum Staff Demographic Survey has been fielded for almost a decade. Consequently, it has an established vocabulary that Ithaka S+R uses to communicate about different aspects of the data collection and analysis.

The following terms are used throughout the presentation:

- **Variable**

A characteristic that usefully divides data into sections for analysis. Each column in the data represents a different variable.

- **Category**

One of the options that adds specificity to each variable. Our chosen categories allow us to make connections to external datasets.



Getting Started

From: Laura Lott <surveys@ithaka.org>
Sent: Monday, February 28, 2022 12:25 PM
To: Deirdre Harkins <deirdre.harkins@ithaka.org>
Subject: Art Museum Staff Demographic Survey

Dear ,

The Andrew W. Mellon Foundation is examining the diversity of art museum staff across the United States, and is asking for your help. In 2014 and 2018 the Foundation partnered with AAMD, AAM and Ithaka S+R to develop a survey to study employee demographics for the art museum community, with the goal of providing museums with benchmarks to inform future efforts towards cultivating more diverse organizations. We are now entering a third cycle of this study, and request your participation.

You can access the survey here:
[Art Museum Staff Demographic Survey](#)

Please do not click on the "Finished" button at the bottom of the page until you have submitted your dataset.

Depending on your museum's size and composition, it may be appropriate to forward this email message, and the participation information below, to the director of human resources or a similar administrator.

The first 200 participants will receive a complimentary report that benchmarks their findings against peer groups.

If you or your colleagues have any questions about completing it, or will not be able to complete it by **March 18th**, please email: deirdre.harkins@ithaka.org

For assistance with filling out the survey instrument, we encourage you to attend our instruction webinar. You can register [here](#), and a recording will be made available to anyone who registers.

If you experience any technical difficulties accessing the survey, you may also use the following link to navigate to the survey: https://surveys.ithaka.org/ife/form/SV_0DJPIKAX9Yq2Kq

If you have a colleague that is also interested in participating in this survey, you may also share this link with them.

Thank you in advance for your participation.

Very best,

Laura Lott
President and CEO
American Alliance of Museums

SURVEY PARTICIPATION INFORMATION:

Please submit the museum's staff demographics by emailing the spreadsheet to Deirdre.Harkins@ithaka.org by the survey deadline: 3/18/2022.

For questions or further information about Cycle 3 of the Art Museum Staff Demographic Survey, please contact Kara Bledsoe at Kara.Bledsoe@ithaka.org.

This survey is administered by Ithaka S+R, a non-profit research and consulting service, on behalf of AAMD, AAM and The Andrew W. Mellon Foundation.

If you would prefer not to receive any further messaging for this survey [click here](#) to opt out.

Thank you for participating in Cycle 3 of the Andrew W. Mellon Foundation's 2022 Art Museum Staff Demographic Survey. In this survey, we ask you to download and fill out an excel spreadsheet template, which has pre-populated demographic and employment categories available for your selection.

Each employee and intern currently working at the museum should be represented by a single row in the spreadsheet. Please provide demographic information that has been consensually provided to the museum by staff. If you do not have data available for a certain variable and cannot easily acquire this data, you can select "Decline to state" and proceed to the next variable. Before submitting the spreadsheet, please verify 1) that all data entered match the options provided in the drop down lists in columns B-L. On the second tab, "Lists," categories for each variable are available; and 2) that the document is saved with the name of your museum in the format of

"museum_name_2022_staff_demographics.xlsx"

For more guidance on downloading and completing the demographic spreadsheet, please refer to these [supplementary instructions](#).

Once you have completed the demographic spreadsheet, please email it to Deirdre.Harkins@ithaka.org with your museum's name in the subject of the email.

The anticipated deadline for participation is Friday, March 18, 2022. You can access the spreadsheet [here](#).

Ithaka S+R will maintain the confidentiality of this data. After collecting data from the field a public report will be published summarizing aggregate findings. The data set will be anonymized and deposited with the social science data repository ICPSR. Ithaka S+R and ICPSR will ensure that individuals are not re-identifiable.

The first 200 participating museums will receive a complimentary report contextualizing their data within the broader field.

Please do not press "Finished" until you submit your dataset. Thank you!

Finished

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"museum_name_2022_staff_demographics.xlsx"

For more guidance on downloading and completing the

refer to these [supplementary instructions](#).

Once you have completed the demographic spreadsheet

Deirdre.Harkins@ithaka.org with your museum's name

Ithaka S+R will maintain the confidentiality of the

a public report will be published summarizing a

anonymized and deposited with the social science

ICPSR will ensure that individuals are not re-identified

The first 100 participating museums will receive

Spreadsheet Instru....pdf

Downloading instructions

- Following the link from the invitation email, opens the Survey's landing page.
- A left-click on "supplementary instructions" should initiate a download of the instruction document as a PDF file.
- Contact [Deirdre Harkins](mailto:Deirdre.Harkins@ithaka.org) for assistance if the download does not begin automatically.

Once you have completed the demographic sp
Deirdre.Harkins@ithaka.org with your museu

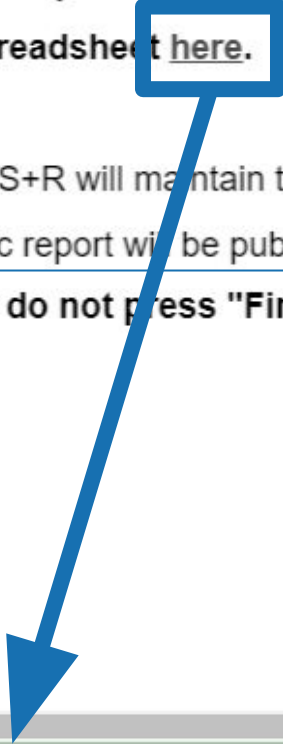
The anticipated deadline for participation is
the spreadsheet [here](#).

Ithaka S+R will maintain the confidentiality of t
a public report will be published summarizing a

Please do not press "Finished" until you su

Downloading template

- Further down the landing page is the link to the template of the spreadsheet where the data is entered.
- A left-click on “here” should initiate an automatic download of the template as an Excel file.
- Contact [Deirdre Harkins](#) for assistance if the download does not begin automatically.



Do not click “Finished” if you have not submitted your museum’s dataset.

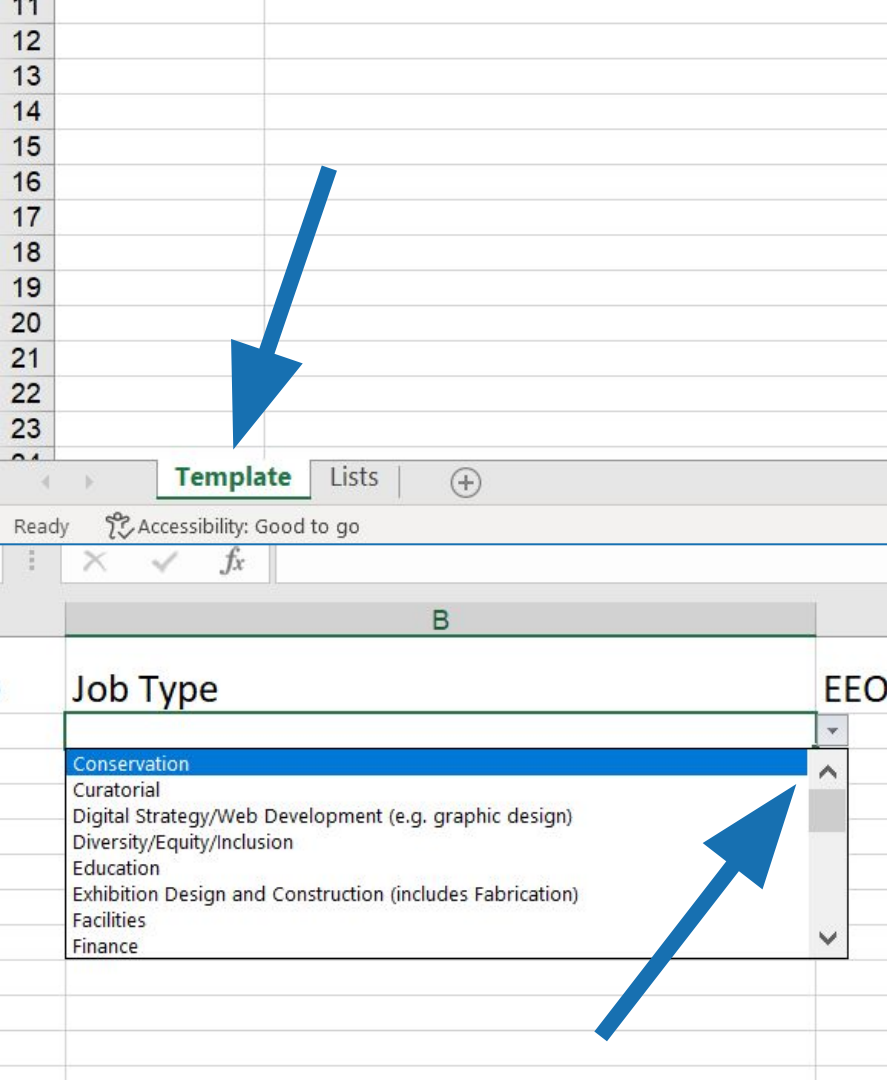
Please do not press "Finished" until you submit your dataset. Thank you!



Clicking “Finished” may expire your access to the Survey landing page. If the survey link is no longer active, [you can use this one](#). For more assistance, contact [Deirdre Harkins](#).

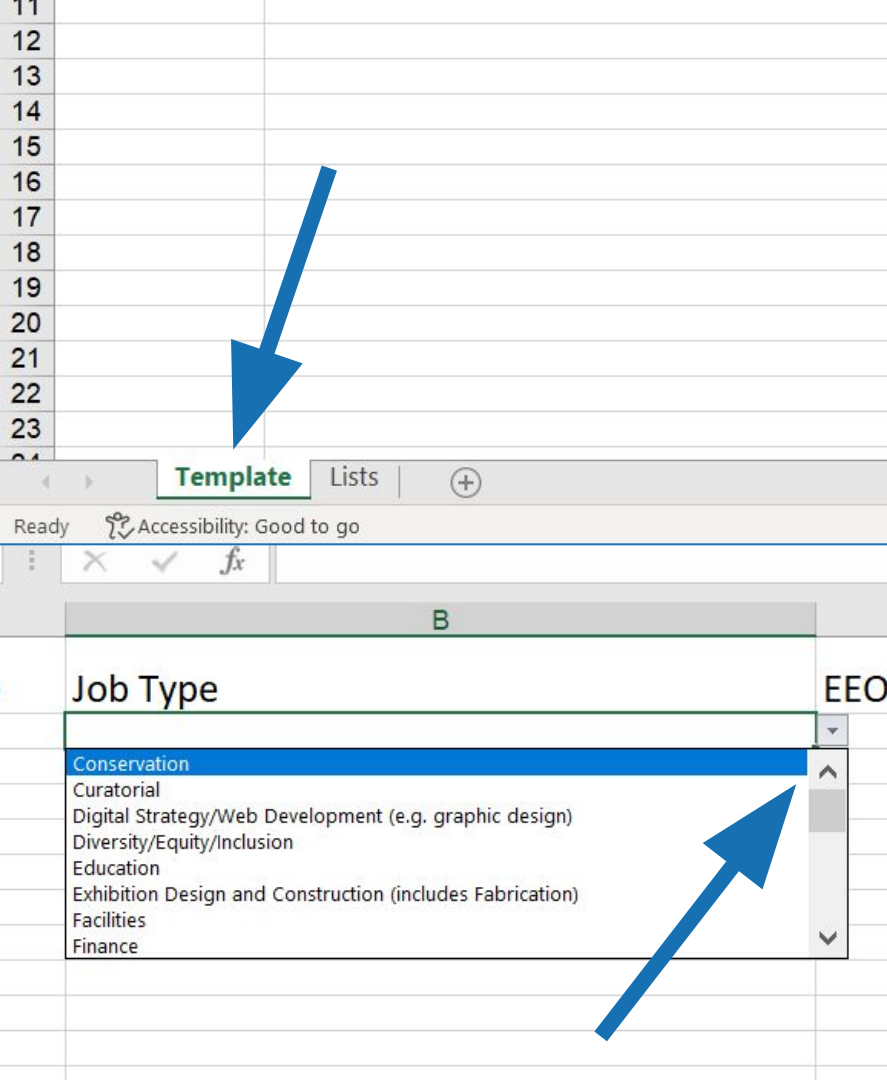


Adding Your Data



Filling out the Template

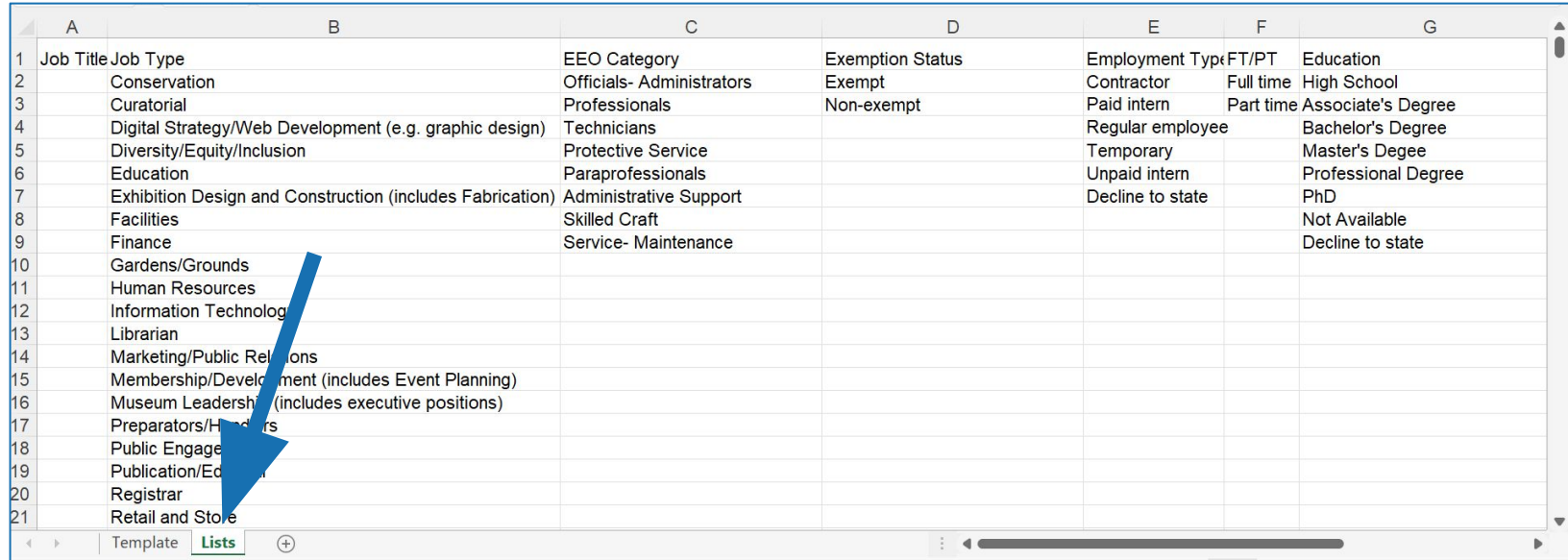
- After opening the file titled **“2022_Art Museum Staff Demographic Spreadsheet_Template”**, you will see a blank spreadsheet with headers in the “Template” tab.
- If you click into one of the cells in Columns B-L you will see an arrow appear to the right of the cell indicating a drop-down list.
- Click the up and down arrows in a cell to see the available categories.



Filling out the Template

- The drop-down lists are available for museums with few records, to facilitate manual completion.
- Larger museums may instead want to export data from their human resources systems and format to match the categories provided.

A full list of categories for each variable can be seen in the second tab, “Lists”.



	A	B	C	D	E	F	G
1	Job Title	Job Type	EEO Category	Exemption Status	Employment Type	FT/PT	Education
2		Conservation	Officials- Administrators	Exempt	Contractor	Full time	High School
3		Curatorial	Professionals	Non-exempt	Paid intern	Part time	Associate's Degree
4		Digital Strategy/Web Development (e.g. graphic design)	Technicians		Regular employee		Bachelor's Degree
5		Diversity/Equity/Inclusion	Protective Service		Temporary		Master's Degree
6		Education	Paraprofessionals		Unpaid intern		Professional Degree
7		Exhibition Design and Construction (includes Fabrication)	Administrative Support		Decline to state		PhD
8		Facilities	Skilled Craft				Not Available
9		Finance	Service- Maintenance				Decline to state
10		Gardens/Grounds					
11		Human Resources					
12		Information Technology					
13		Librarian					
14		Marketing/Public Relations					
15		Membership/Development (includes Event Planning)					
16		Museum Leadership (includes executive positions)					
17		Preparators/Handlers					
18		Public Engagement					
19		Publication/Editorial					
20		Registrar					
21		Retail and Store					

In cases where there are differences in how the data appears in the HR system (e.g. Black vs. African American, white vs. Caucasian, etc.) **it may be helpful to use the “Find and Replace” feature** (Ctrl+F) in Excel to map the museum’s existing data to our categories.

	A	B	C	D	E	F
1	Job Title	Job Type	EEO Job Categories	Exemption	Employment Type	FT/PT
2	Senior Curator	Curatorial	Professionals	Exempt	Regular employee	Full time
3	Assistant to the	Support/Administrator	Administrative Support	Exempt	Regular employee	Full time
4						
5						
6						
7						
8						

We ask that you complete **one row for each employee.**

Please include all employees currently working at the museum. We ask that you **do not provide names of employees.** We will delete any personally identifiable information (PII) that is received.

Columns A - C

- We ask that you include in **Column A** the employee's "Job Title" and then group employees based on their role with the variable "Job Type" according to the categories we've established in **Column B**. We include a table with our description of the job types in the Frequently Asked Questions section.
- In **Column C**, please indicate the "EEO Category" that corresponds to this position. If your museum does not already track this data, please refer to the table provided in our Frequently Asked Questions section.

Columns D - E

- For “Exemption Status” in **Column D**, please indicate whether the employee is exempt or non-exempt.
- For “Employment Type” in **Column E**, please indicate whether the employee is a regular employee of the museum, a temporary employee, a contractor, a paid intern, or an unpaid intern.
- If you do not collect demographic data for interns, we ask that you still indicate their presence in the museum through the “Employment Type” variable.

Columns F - I

- In **Column F**, please indicate whether the employee is full time (FT) or part time (PT).
- In **Column G**, please indicate the highest level of “Education” attained by the employee.
- Please indicate the employee’s race in **Column H**.
- Indicate an employee’s ethnicity — whether that employee is Hispanic or Latino — in **Column I**.

Columns J - N

- In **Column J**, the categories for “Gender” include Man, Woman, Non binary, Other, and Decline to State.
- In **Column K** please provide the Protected Veteran Status for the employee, and in **Column L**, please provide the employee’s Disability Status.
- In **Column M** please provide the employee’s “Year of Birth” and in **Column N**, “Year of Hire.” For “Year of Hire” please provide the year the individual was first hired in the museum, regardless of position.

Submitting Your Data

- Once you have finished filling in the spreadsheet, please save it with the format of:

Your_Museum_Name_2022_Staff_Demographics.xlsx

- Then send the spreadsheet to [**Deirdre.Harkins@ithaka.org**](mailto:Deirdre.Harkins@ithaka.org) with the subject:

Your Museum Name 2022 Staff Demographics

Frequently Asked Questions

Definition of “Art Museum”

We are using the following definition of “art museum”:

A **non-profit** institution that has a **primary focus** on **collecting, conserving, and exhibiting** fine **art**.

We **do not include** libraries, archives, historical houses, and for-profit galleries in our definition. We **do include** kunsthallen, or non-collecting art museums.

If you are in doubt, we still welcome you to submit your data.

Geographic Area

We are working with the Mellon Foundation, the Association of Art Museum Directors, and the American Alliance of Museums to disseminate the Survey to art museums in:

- Canada and its Host Nations
- Mexico (Estados Unidos Mexicanos)
- United States of America
 - Hawai'i
 - Puerto Rico
 - Other US territories and commonwealths

If your museum is located in an country **not listed** here (e.g. a Caribbean country), contact us to determine your eligibility.

Institutional Reports

As an incentive, Ithaka S+R will provide a private, complimentary report to the first 200 museums to submit their FY21 data. The reports will analyze a museums' data relative to the aggregate findings.

- Once we have completed analysis, we will alert the first 200 museums that they qualify for a report. You do not need to reach out in advance to find out your museum's status.
- For museums not in the first 200, we are able to offer reports for a fee. Reach out to [Kara Bledsoe](#) to indicate your interest after we inform museums of their status.
- Expect notification of your museum's status and/or a subsequent open call for paid reports **no sooner than June 2022.**

Confidentiality and Privacy

Ithaka S+R will aggregate each museum's data into a single, anonymized dataset. We will **only publicly report on the anonymized dataset**, maintaining the confidentiality of responding institutions and the privacy of employees.

- The first 200 museums to submit their data will receive a private, complimentary report with their museum's data called out. Ithaka S+R will not share these reports publicly.
- We will delete any personally identifiable information (PII) that is received. Please **do not** include employees' names, and **do not** make guesses for variables where you are missing data.
- The dataset will be anonymized and deposited with the social science data repository ICPSR. Ithaka S+R and ICPSR will ensure that individuals are not re-identifiable.

Data Discrepancies

We expect hundreds of museums to participate in this study. Therefore, **it is important for your data to conform to the standards provided**, in order to ensure accurate analysis. We will ask you to make changes and resubmit if your data varies from our format.

Tips for data discrepancies:

- If there is a variable that is not possible to complete before the survey deadline, please leave that column blank and submit the data that is available.
- You can select “Decline to state” for the variables you do not collect and still provide data for the variables you do collect.
- Submissions that do not conform to the provided categories may not be included in the analysis for the public report. Contact us if you are uncertain about how to conform your data.

Equal Employment Opportunity (EEO) Job Categories

EEO Job Category	Definition	Column A “Job Title” Examples
Officials and Administrators	Occupations in which employees set broad policies, exercise overall responsibility for execution of these policies, or direct individual departments or special phases of the agency’s operations, or provide specialized consultation on a regional, district, or area basis.	Collections Manager
Professionals	Occupations which require specialized and theoretical knowledge which is usually acquired through college training or through work experience and other training which provides comparable knowledge.	Museum Registrar
Technicians	Occupations which require a combination of basic scientific or technical knowledge and manual skills which can be obtained through specialized post-secondary school education or through equivalent on-the-job training.	Preparator
Protective Service Workers	Occupations in which workers are entrusted with public safety, security, and protection from destructive forces.	Gallery Attendant

Sourced from [a summary document](#) of the EEO-4 categories and definitions, prepared by the human resources consultancy Berkshire Associates.

Equal Employment Opportunity (EEO) Job Categories

EEO Job Category	Definition	Column A “Job Title” Examples
Paraprofessionals	Occupations in which workers perform some of the duties of a professional or technician in a supportive role, which usually requires less formal training and/or experience than normally required for professionals or technical status.	Member Services Specialist
Office and Clerical	Occupations in which workers are responsible for internal and external communication, recording, and retrieval of data and/or information and other paperwork required in an office	Accounting Assistant
Skilled Craft Workers	Occupations in which workers perform jobs which require special manual skill and a thorough and comprehensive knowledge of the process involved in the work, which is acquired through on-the-job training and experiences or through apprenticeship or other formal training programs.	Contingent Preparator
Service-Maintenance	Occupations in which workers perform duties which result in or contribute to the comfort, convenience, hygiene, or safety of the general public or which contribute to the upkeep and care of buildings, facilities, or grounds of public property. Workers in this group may operate machinery.	Control Room Operator

Employment Type Categories

Employment Type Category	Definition	Column A “Job Title” Examples
Regular employee	Works 12 months of the year, without a fixed term	Assistant Curator
Temporary employee	Internal to the museum, but works on a fixed term	Seasonal Art Handler
Contractor	Hired by the museum under a contractor agreement	Teaching Artist Independent Curator
Paid intern	Internship paid either by the museum or external funding	
Unpaid intern	Internship that does not have internal or external funding	

Column I “Ethnicity”

“Race” and “Ethnicity” have been separated to correspond to the way the US Census collects this data. These two variables will be combined in our final analysis, corresponding to common practices among demographers.

Tips for Column I:

- If the museum collects Hispanic or Latino status as a race category, for those individuals please select “Decline to state” for Race and “Yes” for Ethnicity: Hispanic or Latino in Column I.
- If your records indicate that the employee is Hispanic or Latino but you do not have race recorded, you can also select “Decline to state” for Race and indicate “Yes” for Ethnicity.



ITHAKA S+R

Thank you for your
participation in the
**Art Museum Staff
Demographic Survey!**