

A L A S K A
M U S E U M
S U R V E Y

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ALASKA MUSEUM SURVEY 2000

IN EARLY 2000 THE ALASKA STATE MUSEUM mailed survey forms to 75 museums and related visitor facilities in Alaska. The primary purpose of the survey was to compile documentation on Alaska museums and to provide this information to the museum profession and the public. Requests from museums in the state for such statistics are fairly common. Additionally, state law requires that “the department shall...collect and keep current information concerning museum activities throughout the state.” A statistical baseline will be useful for comparison purposes in the future.

There are 67 institutions in the database at present. The amount of information on each institution varies, however, depending on the source.

- 48 museums completed all or some of the survey.
- 6 museums were included using information from the Official Museum Directory of the American Association of Museums.
- 1 reflects information supplied on a Grant-in-Aid application.
- 12 others are included with only limited information, such as address and type of museum, as known by ASM staff.

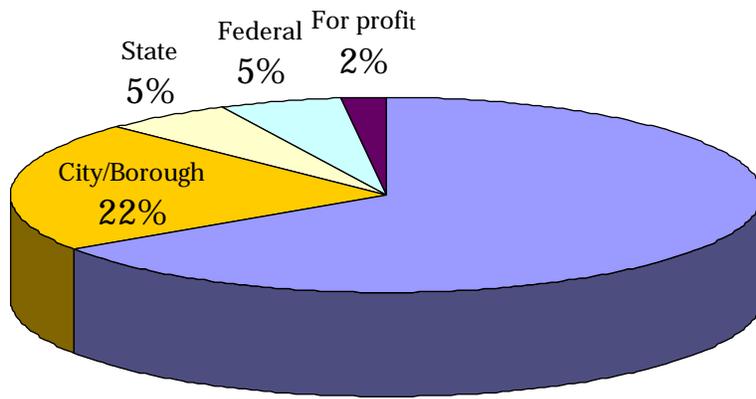
Therefore, most of the data reflects information from 55 or fewer institutions. Please note that respondents may not all have been using the same criteria for their answers. In some instances they have made estimates. Because of an initially low response rate there were two follow-up mailings of the survey, so data is about evenly divided between 1999 and 2000. Thus, the survey shows the status of Alaska’s museums at the turn of the 21st century. We will continue to add new information and update the existing information as we are able. The State Museum would like to thank those institutions that responded to the survey.

Kenneth DeRoux

PARTICIPATING MUSEUMS

Alaska Aviation Heritage Museum, Anchorage	Resurrection Bay Historical Society, Seward
Alaskaland Pioneer Air Museum, Fairbanks	Sheldon Jackson Museum, Sitka
Alaska Museum of Natural History, Eagle River	Sheldon Museum and Cultural Center, Haines
Alaska Native Heritage Center, Anchorage	Simon Paneak Memorial Museum, Anaktuvuk Pass
Alaska Sealife Center, Seward	Sitka National Historical Park
Alaska State Museum, Juneau	Southeast Alaska Indian Cultural Center, Sitka
Alaska State Trooper Museum, Anchorage	Sullivan Roadhouse Historical Museum, Delta Junction
Alaska Zoo, Anchorage	Talkeetna Historical Society
Alutiiq Museum and Archaeological Repository, Kodiak	Tanana-Yukon Historical Society, Fairbanks
American Bald Eagle Foundation, Haines	Tongass Historical Museum, Ketchikan
Anchorage Museum of History and Art	Totem Heritage Center, Ketchikan
Anvik Historical Society Museum	Trapper Creek Museum, Trapper Creek
Baranov Museum/Kodiak Historical Society	Univ. of Alaska Fairbanks Museum
Carrie McLain Memorial Museum, Nome	Valdez Museum & Historical Archive
Circle Historical Museum	Wrangell Museum
Clausen Memorial Museum, Petersburg	<i>Museums included in the database with only general information and no statistical data:</i>
Cordova Historical Museum	Alpine Historical Park, Sutton
Delta Historical Society, Delta Junction	Denali National Park
Dog Mushing Museum, Fairbanks	Hope and Sunrise Historical Society
Dorothy Page Museum, Wasilla	House of Wickersham, Juneau
Duncan Cottage Museum, Metlakatla	Huslia Cultural Center
Eagle Historical Society and Museum	Pioneer Memorial Park Inc., Fairbanks
George Ashby Memorial Museum, Copper Center	Samuel K. Fox Museum, Dillingham
Heritage Library & Museum, Anchorage	Yupiiit Piciryarait Cultural Center and Museum, Bethel
Hyder Community Association	Tokchaket Inc., Nenana
The Imaginarium, Anchorage	Palmer Historical Society
Isabel Miller Museum, Sitka	Inupiat Heritage Museum, Barrow
Juneau-Douglas City Museum	Eklutna Historical Park
Kenai Bicentennial Visitors Center	<i>The following museums were mailed survey forms but did not respond and are not in the database:</i>
Klondike Gold Rush NHP, Skagway	Fairbanks Native Association
Last Chance Mining Museum, Juneau	NANA Museum, Kotzebue
Museum of Alaska Transportation & Industry, Wasilla	Knik Museum, Knik
Museum of the Aleutians, Unalaska	Bristol Bay Historical Society, Naknek
Museum of Orthodox Church History, Kodiak	Alaska Indian Arts, Haines
Oscar Anderson House, Anchorage	Fairbanks Community Museum
Palmer Museum/Chamber of Commerce	Alaska Homestead Historical Museum, Delta Junction
Pratt Museum, Homer	

MUSEUM GOVERNANCE IN ALASKA



GOVERNANCE AND OWNERSHIP

The survey asked museums:

- who governs them,
- who owns the collection,
- who owns the building,
- who maintains the building, and
- who pays salaries?

GOVERNANCE (Number of museums reporting N=55)

Non-profit ¹	Municipal ²	State	Federal	For profit ³	Tribal org.
36	12	3	3	1	0

¹ NON-PROFIT GOVERNANCE

Entirely non-profit	17
Municipally owned building	10
Municipally owned building and collection	4
Federal, state or tribal owned building:	(1 each) 3
Insufficient additional data	2

• Twenty-eight museums indicated they are part of a parent organization.

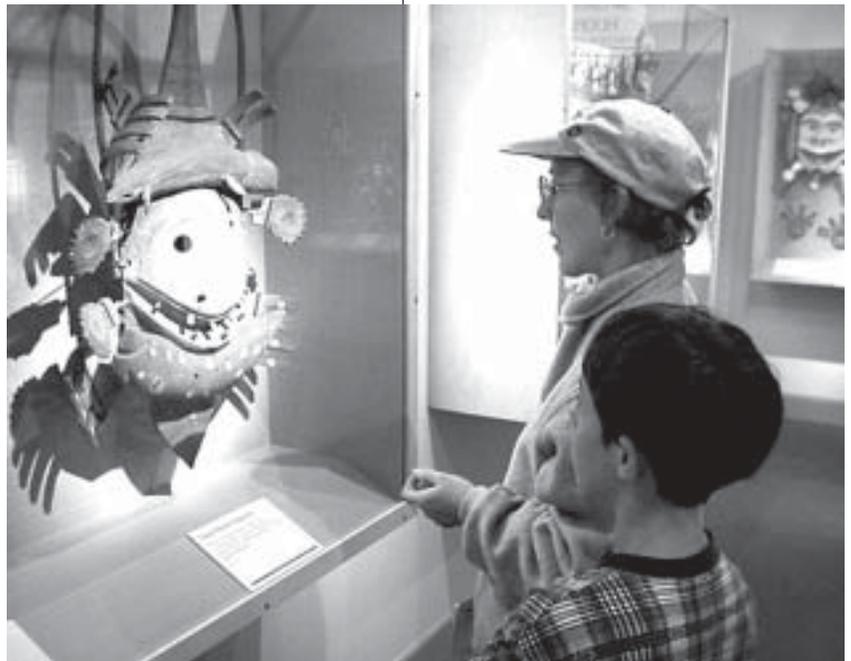
• Thirty-three are overseen by boards of directors and eleven by a department of government.

² MUNICIPAL GOVERNANCE

Entirely city operated	9
Non-profit owned collections	3

³ FOR PROFIT MUSEUM

The Heritage Library and Museum at Wells Fargo Bank in Anchorage is the one for-profit museum included in the survey. This museum functions like many other museums in the state, adheres to museum standards and participates in statewide museum activities. This survey does not include other for-profit facilities because they are managed as attractions and do not participate in the statewide museum community.



(N) = Number of museums reporting

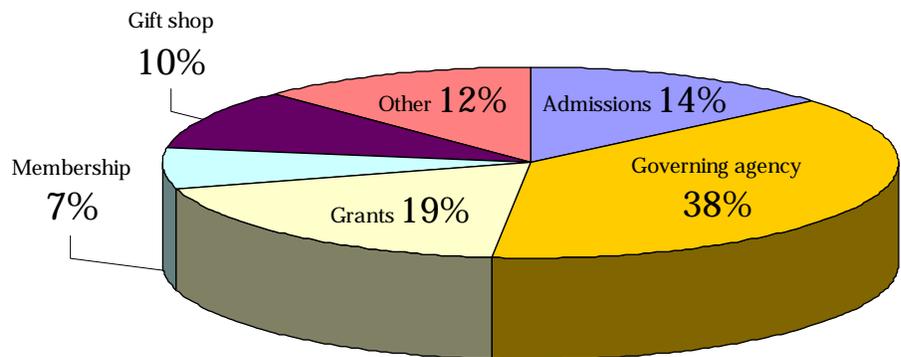
MUSEUM BUDGETS

As can be seen on this and the following page, the museum community represents a more than 20 million dollar segment of the Alaska economy. Non-profit museum budgets represent about 45% of this figure, while public museums make up about 55%.

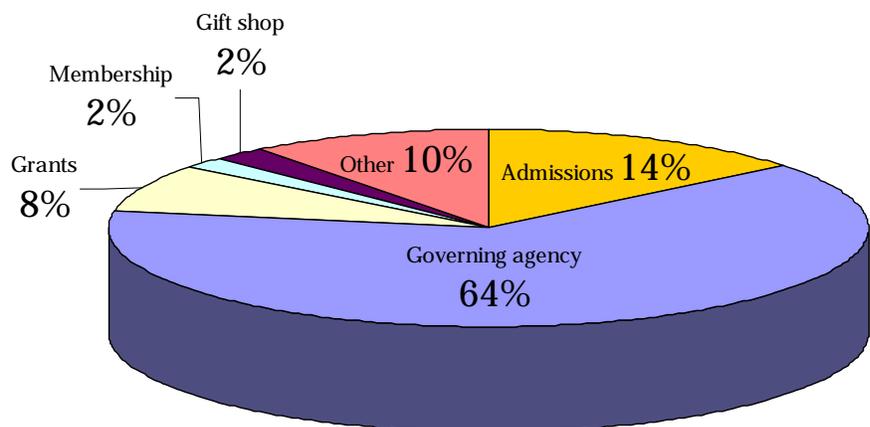
REVENUES (N=40)

SIZE OF BUDGET	NUMBER OF MUSEUMS	COMBINED ANNUAL REVENUES
under \$10,000	8	\$24,488
\$10,000 – \$100,000	12	\$557,099
\$100,000 – \$250,000	8	\$1,261,302
\$250,000 – \$522,000	8	\$2,857,705
over \$1,000,000	4	\$16,605,515
TOTAL	40	\$21,306,109

NON-PROFIT MUSEUM REVENUE SOURCES (N=22)



PUBLIC OWNED MUSEUM REVENUE SOURCES (N=16)



The two charts above show the percentage differences in sources of revenue between 22 non-profit museums and 16 public museums (municipal, state and federal). Two museums are excluded: the Heritage Library & Museum, which is a for-profit; and the Seward Sealife Center, whose budget figures are significantly outside the norm of other non-profits.

OPERATING EXPENDITURES (N=42)

SIZE OF BUDGET	NUMBER OF MUSEUMS	COMBINED TOTAL EXPENDITURES
under \$10,000	8	\$21,292
\$10,000 – \$100,000	9	\$473,448
\$100,000 – \$250,000	12	\$1,870,572
\$250,000 – \$500,000	7	\$2,518,839
over \$1 million	6	\$17,521,700
TOTALS	42	\$22,405,851

EXPENDITURES BY CATEGORY (N=42)

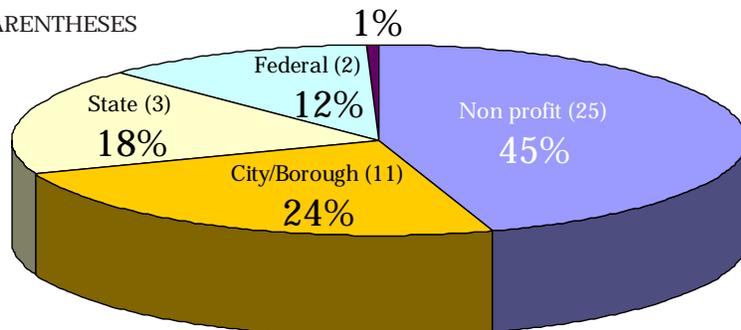
ANNUAL EXPENDITURES	PERCENT OF ANNUAL EXPENDITURES						OTHER
	SALARIES	BENEFITS	GOODS/ SERVICES	MAINTEN- ANCE	RENT/LEASE BLDG.	COLLECT ACQUIS.	
Under \$10,000	45%	0%	11%	26%	0%	12%	6%
\$10,000 – \$100,000	50%	9%	25%	3%	4%	1%	8%
\$100,000 – \$250,000	58%	9%	20%	5%	1%	5%	2%
\$250,000 – \$500,000	57%	15%	13%	10%	0%	1%	4%
More than \$1 million	48%	14%	10%	10%	1%	1%	16%

Note: With the exception of category 250k-500k, benefit figures were incomplete, and may have been lumped with salaries. Figures for the Alaska Sealife Center are not included in this chart.

EXPENDITURES BY SECTOR (N=42)

NUMBER OF MUSEUMS
IN PARENTHESES

For profit



EXPENDITURES BY GOVERNANCE TYPE

Non-profit museums	\$10,112,495
City/Borough museums	\$5,362,606
State	\$4,109,600
Federal	\$2,686,150
Other	\$135,000
Total	\$22,405,851

SALARY FIGURES (N=33)

The number of museums contributing information for each position is indicated in the table. Figures are averages and job duties vary considerably.

ANNUAL EXPENDITURES	AVERAGE SALARIES BY SIZE OF MUSEUM (HOURLY RATE)			
	DIRECTOR (N=26)	CURATOR 1* (N=23)	CURATOR 2* (N=14)	OFFICE ASST. (N=29)
Under \$10,000	i.d.	i.d.	i.d.	i.d.
\$10,000 – \$100,000	\$14.50	\$10.20	i.d.	\$8.99
\$100,000 – \$250,000	\$19.15	\$14.30	i.d.	\$9.71
\$250,000 – \$500,000	\$27.49	\$18.68	\$16.89	\$13.64
More than \$1 million	\$33.13	\$22.50	\$21.16	\$13.58

i.d.= insufficient data

*In cases where a museum might have different curatorial levels (or equivalent positions), Curator 1 indicates the higher paid position and Curator 2 the next lower paid position.

NOTE: Thirty-five museums indicated they had full-time directors, but only 20 provided salary figures. The other director salaries included in the table are part-time.

VISITATION

NUMBER OF VISITORS

Number of museums reporting (N)=52

Fifty-two (52) reporting museums had a combined attendance of 2,256,931.

A regional breakdown results in the following figures:

Southeast	1,033,631
Anchorage	653,741
Southcentral	325,493
Interior	211,221
Other	32,845

Total Visitors 2,256,931

MONTHS OPEN (N=55)

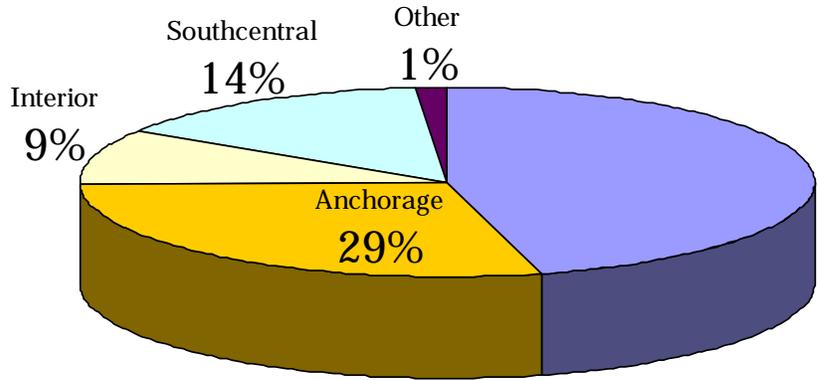
- Forty-one (41) museums are open year round.
- Fourteen (14) museums are seasonal, open to the public for 3 to 7 months of the year.

ADMISSION FEES (N=55)

ADMISSION FEES	NUMBER OF MUSEUMS	
	SUMMER	WINTER
\$20.00	1	0
\$12.50	1	1
\$6 - 8.00	4	5
\$5.00	7	5
\$4.00	2	0
\$3.00	11	9
\$2.00	9	6
\$1.00	2	1
Free	18	15
Closed	0	14

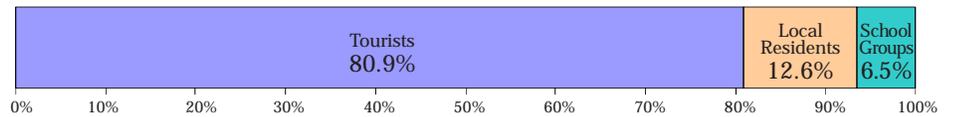
NOTE: Fees are rounded to next highest dollar.

VISITATION BY REGION



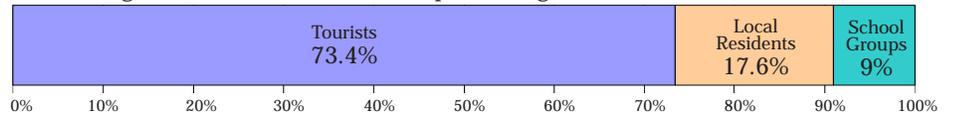
TYPES OF VISITORS (N=43)*

Percentage breakdowns of visitor groups are:



These percentages are skewed by figures for the Klondike Gold Rush National Historical Park, which had 650,000 visitors. (The next highest total was the Alaska Zoo with 190,000.)

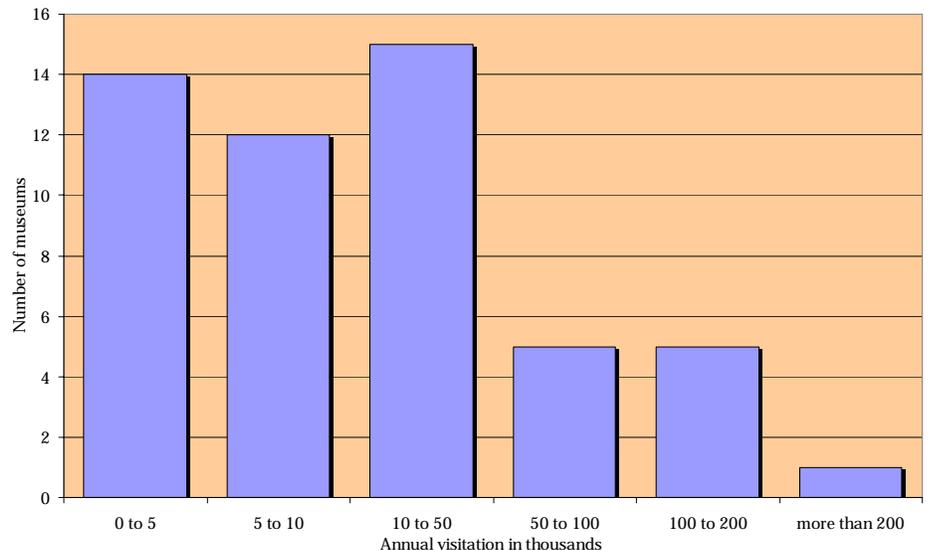
Excluding Klondike Park numbers, percentages are:



Individual museums may vary from these figures, but the overall trend was:

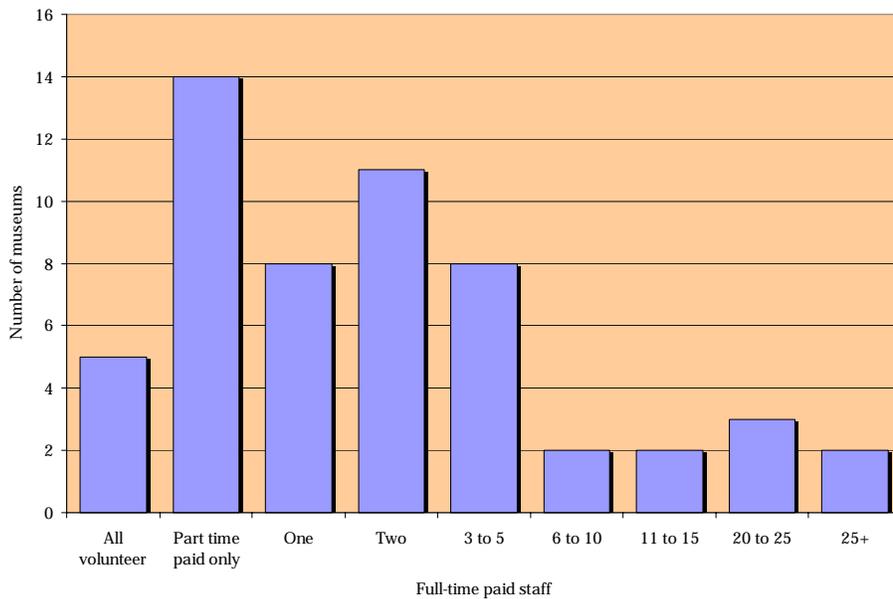
GROUP (N=43)	RANGE OF VISITATION	TREND
Tourists	15% - 100%	34 museums > 50%
Local residents	0% - 70%	42 museums < 45%
School groups	0% - 50%	38 museums < 25%

VISITATION RANGES FOR ALASKA MUSEUMS



STAFFING AND SUPPORT

NUMBER OF STAFF VOLUNTEER, PART-TIME PAID AND FULL-TIME PAID



EMPLOYEES (N=55)

- Fifty (50) museums employed 272 full-time paid staff and 247 part-time paid staff.
- The nine largest museums/ visitor centers employed most of these staff. The rest had 5 or fewer full-time staff.
- Fourteen museums had no full-time paid employees but did pay part-time staff.
- Five museums had no paid employees, relying entirely on volunteers.
- Data indicated that part-time workers provided the equivalent of more than 80 full-time positions.
- Thirty-eight (38) museums have job descriptions.

VOLUNTEERS

Total number of volunteers (N=47)	2,454
Total number of volunteer hours (N=35)	98,574*
Average number of volunteer hours per museum (N=35)	2,816
Average number of hours per volunteer (N=35)	65.5
Range of volunteer hours per museum (N=35)	130 to 23,645

Twenty-one museums logged 1000 or more volunteer hours per year.

*Not all museums that listed volunteers provided volunteer hours.

WHAT VOLUNTEERS DO - The most common use of volunteers was to host visitors and/or act as docents (25%). Volunteers performed maintenance work (13%), provided collection care (9%), and worked on exhibits (8%).

Numerous other duties listed included: working in the museum store, bookkeeping, filling photo orders, collection processing, and helping with events.

INTERNS

Eighteen museums utilized interns.

MEMBERS

Thirty-one (31) museums indicated they had membership support and listed a total of 11,276 members.



(N) = Number of museums reporting

MUSEUM FACILITIES

The largest facility reporting was the Alaska Sealife Center with 115,000 sq.ft., followed by the Anchorage Museum of History and Art at 89,000 sq. ft. The smallest reporting museum was the Anvik Historical Society with 400 sq.ft.

TOTAL SQUARE FOOTAGE (N=39)

SQUARE FEET	FACILITIES
40,000 and above	3
20,000 – 30,00	3
10,000 – 20,000	5
5,000 – 10,000	10
1,000 – 5,000	15
under 1,000	3

CONSTRUCTION (N=48)

MATERIAL	FACILITIES
Wood frame	20
Steel beam	10
Log cabin	8
Concrete	6
Masonry/stone	2
Combinations	2

FIRE SUPPRESSION (N=43)

TYPE	FACILITIES
Halon/gas	15
Sprinklers	12
None	16

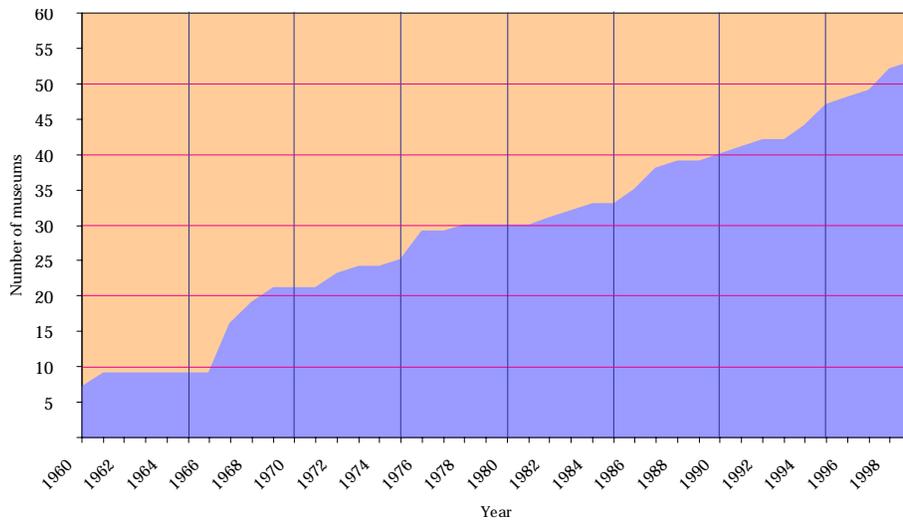
MUSEUMS THAT:

- are handicapped-accessible 42
- monitor temperature and humidity 31
- have humidity controls 14
- have disaster preparation plan 27
- have long-range plan 31

MUSEUM SIZE

MUSEUM	OVERALL SIZE	EXHIBIT SPACE	OFFICE SPACE	COLLECTION STORAGE
Alaska Sealife Center	115000	17260	9855	7735
Anchorage Museum of History and Art	89000	34000	15000	6000
Univ of Alaska Fairbanks Museum	40000	9000	10000	10000
Alaska Native Heritage Center	26000			
Alaska State Museum	24000	12000	3360	3600
Southeast Alaska Discovery Center	21000			
Museum of Alaska Trans. & Industry	18000	6800	1500	7000
Eagle Historical Society and Museum	16720	14850	500	1370
Pratt Museum	11300	5100	1400	2300
Dorothy Page Museum	10112	7584	1228	1300
Kenai Bicentennial Visitors Center	10000	5000	2000	600
Museum of the Aleutians	9500			
Totem Heritage Center	9200	5600	950	
American Bald Eagle Foundation	7500	5100	550	120
Valdez Museum & Historical Archive	7500	4700	1000	1800
Sheldon Museum and Cultural Center	7000	2949	570	1123
Heritage Library & Museum	6750	5850	300	600
Juneau-Douglas City Museum	6000	3000	500	1500
Skagway Museum and Archives	5880	3000	200	2100
Tongass Historical Museum	5600	1820	975	1500
Sheldon Jackson Museum	5440	2496	825	450
Circle Historical Museum	5100	3600	80	214
Baranov Museum/Kodiak Historical Society	4978	1968	625	340
Alutiiq Museum & Archaeological Repository	4800	2800	300	1600
Alaska State Trooper Museum	3800	2600	200	1000
Resurrection Bay Historical Society	3400	2880	40	120
Clausen Memorial Museum	2566	1566	1000	198
Alaska Museum of Natural History	2500	2000	400	100
Talkeetna Historical Society	2300	1900	200	200
Cordova Historical Museum	2300	1980	20	300
Carrie McLain Memorial Museum	2264	1720	136	408
Isabel Miller Museum	2200	900		
Sullivan Roadhouse Historical Museum	1500	1200		300
Simon Paneak Memorial Museum	1300	1000	300	30
George Ashby Memorial Museum	1200	1175	12	12
Oscar Anderson House	1200	1100		
Museum of Orthodox Church History	1020	900		120
Trapper Creek Museum	840			
Delta Historical Society	480			120
Anvik Historical Society Museum	400		100	

GROWTH OF ALASKA MUSEUMS 1960 – 1999



Sheldon Jackson Museum, Sitka, ca. 1890.



Anchorage Museum of History and Art, ca. 1990.

YEAR ESTABLISHED

- The oldest museum in Alaska is the Sheldon Jackson Museum, established in 1887, followed by the Alaska State Museum in 1900.
- Four other museums pre-date statehood: the Sitka National Historic Park (1910), The Sheldon Museum and Cultural Center in Haines (1925), the University of Alaska Museum (1928), and the Isabel Miller Museum in Sitka (1957).
- The Tanana-Yukon Historical Society was established in 1959.
- Seven museums in the survey saw their beginning in 1967, the centennial of Alaska's purchase.

TYPES OF MUSEUMS (N=67)

Of the 67 museums in the database, half of them are primarily Alaska or local history museums.

The breakdown is as follows:

Alaska or local history	36*
Natural history/wildlife	7
Cultural Centers	6
Historic Building	5
Ethnographic	4
General	4
Historical Park	4
Other (Science)	1

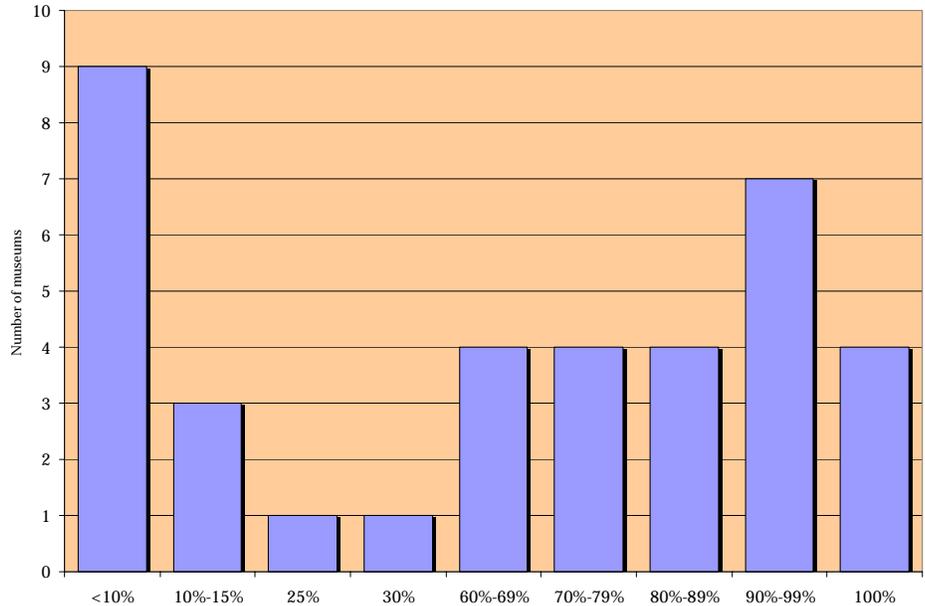
* This category contains some specialized museums: 2 aviation museums, 1 transportation museum, 1 police museum, 1 church museum and 1 dog-mushing museum.

COLLECTIONS

(N=40)

- The total number of objects in Alaska museum collections surpasses 2 million. The actual total from 40 reporting museums is 2,238,830, with many of these being archaeological specimens.
- The largest collection is at the University of Alaska Museum in Fairbanks with 1 million.
- Six museums reported collections of under 500 objects.
- All museums do not count objects in their collections in the same manner. Some include historical photograph and manuscript collections while others do not.

PERCENT OF COLLECTION ON EXHIBIT (N=37)



Thirty-seven (37) museums provided estimates of the percentage of objects from their collection that were on exhibit. Several of the larger museums had less than 10% of their collection on exhibit.

NUMBER OF OBJECTS

OBJECTS	MUSEUMS
under 1,000	7
1,000 - 1,999	6
2,000 - 4,999	11
5,000 - 9,999	5
10,000 - 40,000	6
40,000 - 100,000	0
100,000 and above	5

COLLECTION ACQUISITION FUNDING

(N=31)

- Nineteen (19) museums had a combined total of \$209,288 for acquisitions, ranging from a high of \$65,000 to a low of \$50.
- Twelve (12) indicated they had no budget for acquisitions.



Volunteer provides collection assistance at Alaska State Museum.

TYPES OF COLLECTIONS (N=54)

Museums were asked to rank, by the following groupings, the various types of objects in their collections. Following are the number of museums that listed these categories as representing the greatest number of objects in their collection:

Local History	Alaska Native	Alaska History	Archival Materials	Natural History	Arts and Crafts
18	13	10	9	4	0

ARCHIVAL MATERIALS

The number of museums reporting that they have the following types of archival materials are:

Photographs	Documents	Audio tapes	Video tapes	Motion picture film
46	43	33	32	15

Eighteen (18) museums indicated they managed their archival materials as a collection or as part of their general collection.

COLLECTION DATABASES

- Thirty (30) museums have computerized collection databases.

- Twenty-eight (28) specified software as follows:

PastPerfect	7
MS Access	7
Snap!	4
Accession	2
Argus	2
FileMaker Pro	2
Re:Discovery	2
Excel	1
Oracle	1

- Thirty-three (33) museums have collection policies and procedures.
- Twenty-eight (28) indicated their collections are insured.

PROGRAMS AND SERVICES

The numbers of museums providing the following programs or services are:

PROGRAMS AND SERVICES	NUMBER OF MUSEUMS
Permanent exhibits	59
Temporary exhibits	40
Guided tours	41
School activities in-house	41
Lectures / films	36
Collection research	34
Library / archive facilities	32
Newsletter	31
School activity outreach	28
Artist demonstrators	25
Show traveling exhibits	24
Special publications	23
Space for non-museum events	23

PROGRAMS/ SERVICES

Museums increasingly provide programs and services beyond simply exhibiting their collections. The survey had a simple checklist to get some idea of the scope of these activities.

SURVEYS

MAP I = Institutional overview

MAP II = Collection management

MAP III = Public & community relations

CAP = Conservation assessment

MAP AND CAP SURVEYS

The Institute for Museum and Library Services, a federal agency, funds the Museum Assessment Program and Conservation Assessment Program. These programs are designed to assist museums in evaluating their practices, establishing best practices and advancing the profession. Since 1983 the following numbers of Alaska museums have participated in these surveys:

MAP I:	MAP II:	MAP III:	CAP:
20	15	5	15

ACCREDITED

Six Alaska museums are accredited by the American Association of Museums as of this printing. Accreditation is a voluntary program that examines all areas of a museum's operations. It involves self-study and peer-review.

Accreditation indicates a museum conforms to current professional standards and continues to engage in institutional improvement. Because of the effort involved, not all museums choose to undertake the accreditation process.

ALASKA MUSEUMS ACCREDITED BY THE AMERICAN ASSOCIATION OF MUSEUMS

- Alaska State Museum, Juneau
- Anchorage Museum of History and Art
- Pratt Museum, Homer
- Sheldon Jackson Museum, Sitka
- Sheldon Museum and Cultural Center, Haines
- University of Alaska Museum, Fairbanks

NOTES



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