



Scott Carrlee (ASM) 10:58 AM
Hi Wendy

WendyGoldstein 10:58 AM
Good morning!

Scott Carrlee (ASM) 10:58 AM
How are things in Valdez?

WendyGoldstein 10:58 AM
Very rainy, but otherwise great.

Scott Carrlee (ASM) 10:58 AM
Any snow yet?

WendyGoldstein 10:58 AM
Oh god no.
some road flooding, though

Scott Carrlee (ASM) 10:59 AM
oh wow, Are you and Andrew coming to Haines?

WendyGoldstein 10:59 AM
He is but I am unable to this year, unfortunately.

Scott Carrlee (ASM) 11:00 AM
oh well

WendyGoldstein 11:00 AM

It is always a rejuvenating experience, but funds are lacking at the moment

Scott Carrlee (ASM) 11:01 AM

I can understand that. We are fortunate that it is only a ferry ride for us this year

WendyGoldstein 11:01 AM

that's great!

Scott Carrlee (ASM) 11:01 AM

We are taking Carson and the dog!!

WendyGoldstein 11:01 AM

that'll be fun and somewhat challenging.

Scott Carrlee (ASM) 11:02 AM

Yeah it always is a bit of a challenge to have Carson there but it is also fun. This will be his 4th Museums Alaska conference

WendyGoldstein 11:02 AM

So, I was especially interested in hearing about the migratory bird act info in relation to museums as well as any other wildlife legislation info from the conference

- Jan Yaeger joined the Main Room. (11:03 AM) -

Scott Carrlee (ASM) 11:03 AM

Hi Jan

Jan Yaeger 11:03 AM

Hi Scott!

Scott Carrlee (ASM) 11:03 AM

Well Wendy, I am afraid we could not get that session together as we had wanted to.

Jan Yaeger 11:03 AM

Congrats on the IMLS grant for SLAM!

Scott Carrlee (ASM) 11:04 AM

None of the right people were willing to make it to the conference

Oh thanks Jan 11:04 AM

I am very excited about that 11:04 AM

WendyGoldstein 11:04 AM

OK, well then I won't miss anything and maybe next year; eh?

Scott Carrlee (ASM) 11:04 AM

I was worried that we wouldn't get the grant and my little Tom Sawyer scheme would not work out

WendyGoldstein 11:05 AM

Do tell . . .

Jan Yaeger 11:05 AM

I tempted to make a bad pun about the project being a "SLAMdunk" but shall refrain...

"i AM tempted", that should be... 11:05 AM

Scott Carrlee (ASM) 11:05 AM

Yeah it has been made already.

Wendy, do you mean tell about the grant? 11:06 AM

- Tana-Ahtna Cultural Center joined the Main Room. (11:06 AM) -

Scott Carrlee (ASM) 11:06 AM

Hi Tana

WendyGoldstein 11:06 AM

yes

Tana-Ahtna Cultural Center 11:06 AM

Hi all

Scott Carrlee (ASM) 11:07 AM

Well I had this idea that just like Tom Sawyer got people to help him paint his fence, we would get all these people to help us with our move of collections

But instead of charging them for the experience I wrote a grant to pay for their expenses to come to Juneau 11:07 AM

- Hayley Chambers, Sitka joined the Main Room. (11:08 AM) -

Scott Carrlee (ASM) 11:08 AM

Hi Hayley

How is Sitka 11:08 AM

? 11:08 AM

WendyGoldstein 11:08 AM

Oh I recall you asking if anyone wanted to do that. So you got it.
That's great!

Tana-Ahtna Cultural Center 11:08 AM

Yes, congratulations, I just read about the award online

Scott Carrlee (ASM) 11:09 AM

Thanks, We are so happy about it. I was starting to sweat it because
we didn't know what we were going to do if we didn't get the grant

Hayley Chambers, Sitka 11:09 AM

Sitka is great! Wet today.

- Marnie 1 joined the Main Room. (11:09 AM) -

Scott Carrlee (ASM) 11:09 AM

So now that we have a good group we can start the session

Hi Marnie 11:09 AM

How about while you are thinking up your questions you put
your initials by your location on the map 11:10 AM

Or your first name 11:10 AM

Does anyone have a topic or question? 11:15 AM

WendyGoldstein 11:15 AM

I was wondering
what sorts of data on guests does every collect and how? 11:15 AM

Marnie 1 11:16 AM

Congrats on the grant Scott for the big move!

Scott Carrlee (ASM) 11:16 AM

Thanks Marnie!

That is a good question Wendy 11:16 AM

Tana-Ahtna Cultural Center 11:16 AM

Wendy, we have a guest sign in sheet, and our interpreters also keep
a tally sheet

Scott Carrlee (ASM) 11:17 AM

We don't collect data on ours unless it is a specific survey

WendyGoldstein 11:17 AM

We have our guest book, which some people choose to fill out.

Tana-Ahtna Cultural Center 11:17 AM

Because as we know, only a fraction of guests actually sign in

WendyGoldstein 11:17 AM

We are compiling data on where they are from and how they heard of us

Jan Yaeger 11:17 AM

At this point we just collect number of visitors/hour through simple tick marks on a spreadsheet. We have a guestbook as well but it gets little use.

Marnie 1 11:18 AM

I know we did a visitor survey year's back, but I don't have the details. Our Director of Operations would. Otherwise we keep a count with one of those clickers, so fancy, I can't remember the sophisticated word.

WendyGoldstein 11:18 AM

we don't charge admission, but we ring up at zero dollars as people come in and separate into adult, child, and as much as we can guess senior

Scott Carrlee (ASM) 11:18 AM

That is a good idea Wendy

I would not have thought of that 11:18 AM

WendyGoldstein 11:18 AM

also if they mention anything specific they like or dislike in the comments

- LaRue Barnes joined the Main Room. (11:18 AM) -

Scott Carrlee (ASM) 11:19 AM

you can use the cash register to do the counting for you

Hi LaRue 11:19 AM

Welcome to the chat. 11:19 AM

We are discussing what data you collect on your visitors 11:19 AM

WendyGoldstein 11:19 AM

yes, that way we can go back and run a report for any time period

Scott Carrlee (ASM) 11:19 AM

I think that is brilliant

I like it when something does it automatic like instead of manual like a clicker 11:19 AM

WendyGoldstein 11:20 AM

we so far have recorded a lot of CA, AZ folks

oh we have to type it in, but it's simple 11:20 AM

Scott Carrlee (ASM) 11:20 AM

You mean you type in where they are from?

Marnie 1 11:20 AM

We have a Guest book as well

Scott Carrlee (ASM) 11:21 AM

Do you type it into the cash register?

WendyGoldstein 11:21 AM

no, we go through the book to get that info but my employee has been counting and figuring out the past 4 years' worth

Scott Carrlee (ASM) 11:21 AM

The guest book?

WendyGoldstein 11:21 AM

we just "ring up" the guests and the age groups

yup the guest book 11:21 AM

Scott Carrlee (ASM) 11:22 AM

maybe you could have a code for each state that you could put into the case register

You could say welcome the museum is free but I need to know where you are from 11:22 AM

WendyGoldstein 11:22 AM

that would involve asking each guest as they come in where they are

from.

oh cool idea, and a lot of them like to talk about where they are from anyway 11:22 AM

Scott Carrlee (ASM) 11:23 AM

People love to tell you where they are from. Especially if you are giving them something for free

WendyGoldstein 11:23 AM

cool i like it

asking them where they heard of us helps us know where to concentrate our marketing budget 11:23 AM

even though it's after labor day, we are still getting a lot of visitors which is unusual 11:23 AM

Scott Carrlee (ASM) 11:24 AM

Maybe you could put in a number after each one and the number could be by state like 50 for Hawaii, 49 for Alaska, after that I don't know but you could have a list by the register

WendyGoldstein 11:24 AM

we also have greenland, etc, though

lol 11:24 AM

Scott Carrlee (ASM) 11:24 AM

I think that is really important to know how to spend your marketing dollars

WendyGoldstein 11:24 AM

seriously exp since he have very few \$

Scott Carrlee (ASM) 11:25 AM

Any more comments on Wendy's question?

Marnie 1 11:25 AM

How do big museums track?

Perhaps there's an ipad app? 11:25 AM

Scott Carrlee (ASM) 11:26 AM

Well if we are a big museum, I don't think we track any data like that. We only do it when we are specifically surveying people

like we did for the AASLH Visitor's Count Survey 11:26 AM
Which was called Performance Management when we all did it in 2008 11:26 AM

WendyGoldstein 11:27 AM
you already have a handle on who your audience is probably

Marnie 1 11:28 AM
maybe like a survey monkey thing...that would compile data for you, forgoing the manual labor.

Hayley Chambers, Sitka 11:28 AM
Hi Everyone! Sorry to sign in and run. We have a very important visitor at the museum and I am being pulled away. I do have an interesting question and I may have to save it for later unless Scott wants to bring it up. I would love to get feedback from others. Take care everyone!

WendyGoldstein 11:28 AM
But our guests love to look through the guest book to see who has been here from where

Scott Carrlee (ASM) 11:29 AM
thanks for letting us know Hayley, we will save your question for later

Scott Carrlee (ASM) 11:33 AM
Another question or topic?

Hi Diane, welcome to the chat 11:33 AM

Nice to have someone from Fairbanks 11:33 AM

Diane Fleeks 1 11:33 AM
Hi!

Scott Carrlee (ASM) 11:33 AM
Has it snowed yet up there?

Diane Fleeks 1 11:34 AM
NO!! Not yet ..

Scott Carrlee (ASM) 11:34 AM
Good! I was in Nome last week and there was frost on the ground

Does anyone have a new question or topic 11:35 AM

I thought Wendy's question about visitor data was good 11:35 AM

[Diane Fleeks 1](#) 11:36 AM

Sorry, I missed that. What was the question?

[Scott Carrlee \(ASM\)](#) 11:36 AM

Wendy just asked about how we all collect visitor data

By guest book or clicker or other method 11:36 AM

She said that they record it through their cash register even though they don't charge admission 11:36 AM

[Diane Fleeks 1](#) 11:37 AM

We keep a tally sheet on the front desk. We also have a guest book though that's better for getting info on where they are from.

[Scott Carrlee \(ASM\)](#) 11:38 AM

Yes the "where they are from" question is the important one. We really want to know

[Marnie 1](#) 11:38 AM

ASM has an exhibits designer, and the paint in the WWII exhibit, with the razzle dazzle, I think illustrates the importance of exhibit design. Ho other museums have exhibit designers? How important are they? How do you come up with a design - the overall look/layout etc.?

[Scott Carrlee \(ASM\)](#) 11:39 AM

I can't emphasize enough how great it is to have someone on staff who has a design sense

[WendyGoldstein](#) 11:40 AM

Our museum doesn't change. But we hired Aldrich Pears to design our exhibits

[Scott Carrlee \(ASM\)](#) 11:40 AM

Both of our exhibit people are artists who kind of gravitated to the museum field

[Marnie 1](#) 11:40 AM

When you no longer have someone on staff, what should a museum consider when new exhibits are upcoming?

Scott Carrlee (ASM) 11:40 AM
A good design sense is difficult to teach. I would rather teach the museum side of things

Hire a local artist 11:41 AM

Diane Fleeks 1 11:41 AM
We are lucky enough to have a graphic designer on our board & she will be helping with our new room.

Scott Carrlee (ASM) 11:41 AM
Tell them what you want

That is great Diane, graphic designers have a good sense of space and color 11:41 AM

not to mention fonts 11:41 AM

WendyGoldstein 11:41 AM
Free design help is always great, Diane

Tana-Ahtna Cultural Center 11:42 AM
We just got an IMLS grant to hire a consultant to do a plan of exhibits for us.

WendyGoldstein 11:42 AM
congrats

Diane Fleeks 1 11:42 AM
good

Scott Carrlee (ASM) 11:42 AM
Yes Tana congrats on that grant

Tana-Ahtna Cultural Center 11:42 AM
I'm hoping we get lots of advice on the design aspect, none of us are artists

Scott Carrlee (ASM) 11:43 AM
I don't really have an artistic sense either that is why I think it is important to get someone who does

Who will you be using Tana? 11:43 AM

Tana-Ahtna Cultural Center 11:43 AM

Yes, thanks. We're excited!

Sarah Asper-Smith will be our consultant 11:43 AM

Marnie 1 11:43 AM

What about things like case placement? An artist or GC won't know about ADA, just as a carpenter won't know about use of low VOC paint, etc.

Graphic designer, sorry... 11:43 AM

Scott Carrlee (ASM) 11:44 AM

Good choice Tana, she has a great design sense and really knows Alaska

Tana-Ahtna Cultural Center 11:44 AM

She seems pretty easy to work with too

Scott Carrlee (ASM) 11:45 AM

I agree Marnie, it is hard to get the whole package. I was mainly thinking about your comment about paint

But it is true that there is a ton of things to be watchful for 11:45 AM

I guess that is where the rest of the staff has to come into play 11:45 AM

LaRue Barnes 11:46 AM

If you have had exhibits and have a new person come in it's important to keep an open mind

Scott Carrlee (ASM) 11:46 AM

Our exhibits team rely on the input from the conservator to choose the materials for exhibit. But then again we have a conservator on staff so that is easier

Marnie 1 11:47 AM

So when working with a contractor, like Sarah, it is important the the entire staff is involved?

Scott Carrlee (ASM) 11:48 AM

Well the collections staff. I mean I don't know if your language person needs to be involved or someone who only does the archaeology program

But you obviously know about the VOC thing 11:49 AM
A good exhibit designer should be up on the ADA thing 11:49 AM
Marnie 1 11:51 AM
Although we include language and archaeology in just about everything LOL!
Well, I gotta go right now. Bye all! 11:52 AM
- Marnie 1 left the Main Room. (11:52 AM) -
Diane Fleeks 1 11:52 AM
We are working with the UAF film archives to get a series of loops on different subjects. Any suggestions on inexpensive monitors that don't take up a lot of space?
Scott Carrlee (ASM) 11:52 AM
Thanks for the question Marnie
Diane, you should check out those digital picture frames. 11:53 AM
Some of them can play movies. I did a write up in the ASM Bulletin about their use at the Juneau Douglas City Museum. I will send you the link
They used them to show films on a continuous loop. I believe 11:53 AM
they worked just fine
You can get them for under \$100 11:54 AM
Diane Fleeks 1 11:56 AM
Thanks! Will look forward to the link.
Scott Carrlee (ASM) 11:56 AM
Well that is about all the time we have
Who is going to Haines for Museums Alaska? 11:56 AM
Tana-Ahtna Cultural Center 11:57 AM
Im going, and our new director is going
We actually have two employees now 11:57 AM
Scott Carrlee (ASM) 11:57 AM
That will be good Tana
Diane Fleeks 1 11:58 AM
I am, and Nancy DeWitt from Fountainhead Auto Museum.

Tana-Ahtna Cultural Center 11:58 AM
Yep. I believe we're scheduled to travel with Norm in his "UAV"
Scott Carrlee (ASM) 11:59 AM
Wow Tana you are brave!!
Good to know Diane, are you driving down? 11:59 AM
Diane Fleeks 1 12:01 PM
Yep. And since Nancy is also a birder it will be a leisurely trip down to look at every bird.
Scott Carrlee (ASM) 12:01 PM
Good luck
Well thank you all for joining 12:01 PM
the chat 12:01 PM
Tana-Ahtna Cultural Center 12:01 PM
I gotta go. Congratulations again on your funding Scott. Good discussions all
- Scott Carrlee (ASM) 12:01 PM
I will be seeing some of you in Haines
Bye to all 12:01 PM

Next Chat Session

Oct.16th 11 am