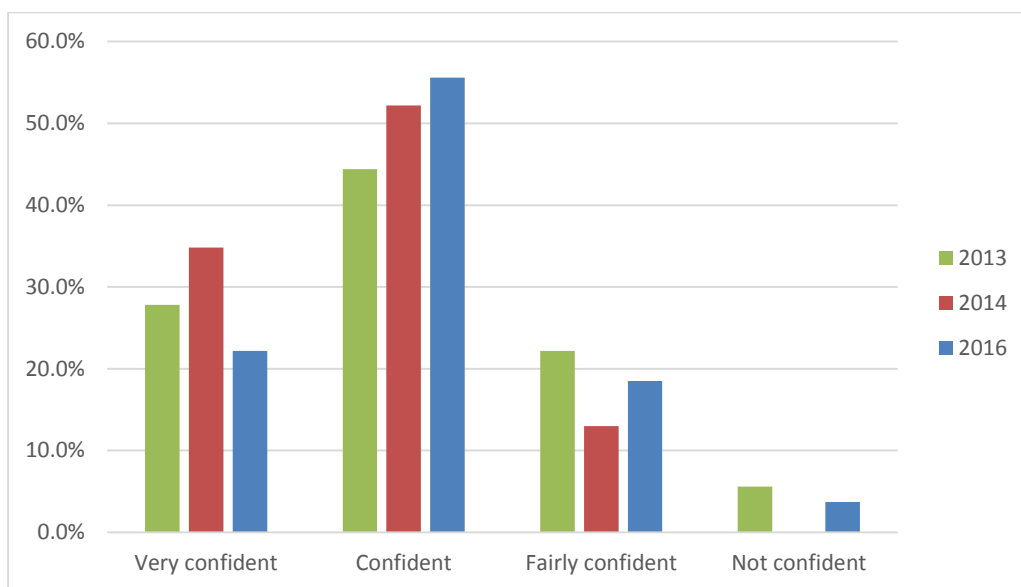


**MUSEUM MANAGEMENT CONSULTANTS 2016 THOUGHT LEADER SURVEY**

This survey was distributed to a sample of leaders in the U.S. museum field in January, 2016. Responses are compared to answers from previous thought leader surveys.

**Question #1: How confident are you in meeting your organizational goals in 2016?**



**Question #2: What are the three most important issues impacting your museum today?**

The following are the top three most frequent responses:

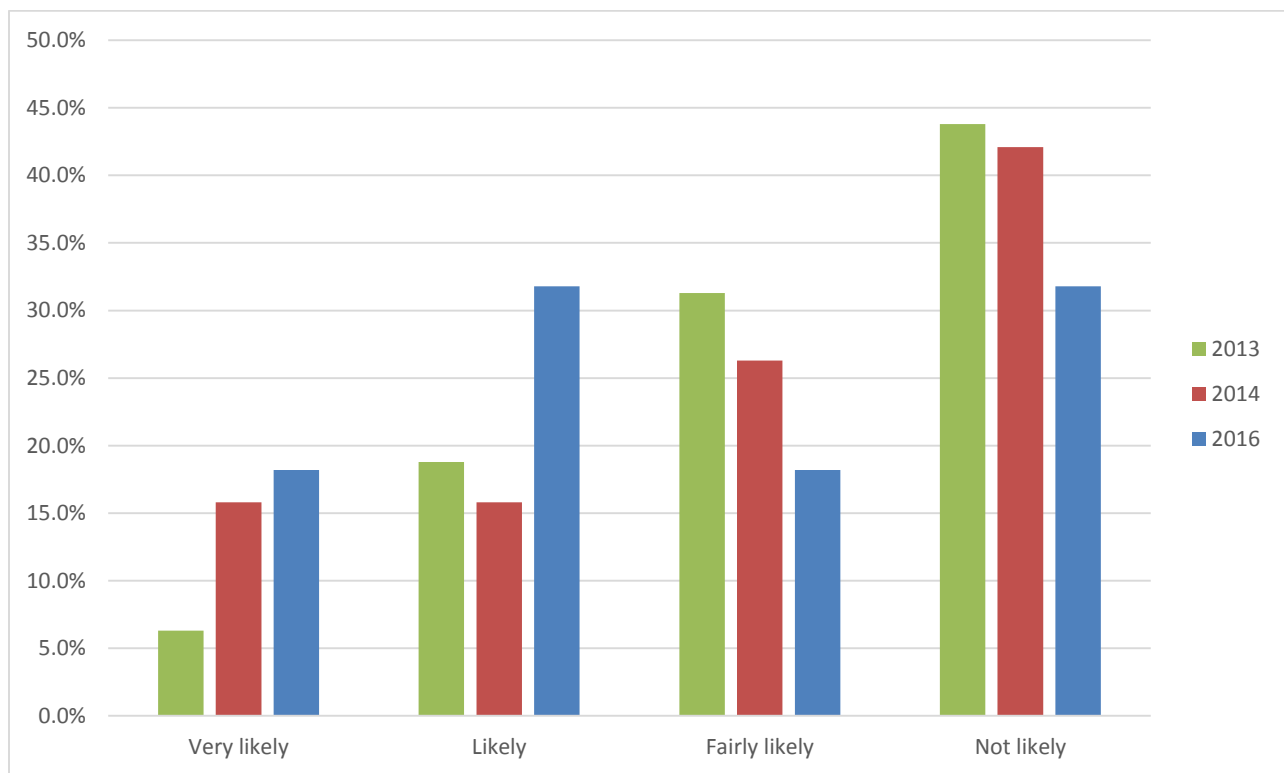
2013	2014	2016
1. Financial Stability	1. Financial Stability	1. Building Audiences
2. Adapting to new realities	2. Building Audiences	2. Financial Stability
3. Staffing	3. Staffing	3. Adapting to new realities

**Question #3: Please prioritize the following list of objectives as they relate to your organization.**

Results are listed in order of aggregate ranking, from 1 to 8 with 1 being the highest priority and 8 being the lowest.

2013	2014	2016
1. Developing Compelling Exhibitions and Programs	1. Developing Compelling Exhibitions and Programs	1. Reassessing the Business Model
2. Strategic Planning	2. Reassessing the Business Model	2. Developing Compelling Exhibitions and Programs
3. Evaluating Visitor Experience	3. Board Development	3. Board Development
4. Reassessing the Business Model	4. Strategic Planning	4. Strategic Planning
5. Board Development	5. Collections Management	5. Evaluating Visitor Experience
6. Collections Management	6. Evaluating Visitor Experience	6. Collections Management
7. Executive Director Succession	7. Executive Director Succession	7. Executive Director Succession
8. Other - (Endowment Funds; Meeting Standards; Capital Projects)	8. Other - (Endowment Funds; Education Approaches)	8. Other - (Community Stakeholders, and Staffing)

**Question #4: How likely are you to hire consultants to assist with any of the three priorities in Question 2?**



**Question #5: If funding were no object, which one initiative or project would you develop at your museum?**

2013		2014		2016	
30%	Facility additions, renovations	35%	Facility additions, renovations	40%	Facility additions, improvements
20%	Exhibition and program revitalization/reinvention	24%	Technology updates	30%	Exhibition and program revitalization/reinvention
20%	Review/update of business model	12%	Exhibition and program revitalization/reinvention	15%	Staff Development
20%	Technology updates	6%	Restoration survey of collections	5%	Strengthening the collection
5%	Audience Development	6%	Strategic Planning	5%	Endowment growth
5%	Staff Development	6%	Staff Development	5%	Marketing
		5%	Financial Stability		
		5%	Marketing		