

## 2009 Kentucky Gateway Museum Center - Strategic Planning Survey

Please see below the Survey Question for the membership survey Comments.

Clearly we have work to do, and with this survey, we were able to identify our “needs work” areas! Thank you to all who participated. Your time and comments will make us an even better place to visit and support! If you didn’t send back a survey and the comments below to not address your concerns, we would appreciate if you would take the time send or email your thoughts now. Thank you from the board, staff, and volunteers.

Question	Answer	Totals	%
1. In which of the following KGMC services or programs have you/family participated?		147	15.31%
	Genealogical/Research Library	69	46.94%
	History Exhibit	82	55.78%
	Miniatures Exhibit	101	68.71%
	Special Exhibits	93	63.27%
	Museum Scouts 4th grade after school program	16	10.88%
	Speakers/Chautauqua program	26	17.69%
	Open House/Receptions	53	36.05%
	Other	5	3.40%
2. Which of the following services or programs reflect our commitment to the KGMC mission and that you/family would like to see continue?			
	Collecting and preserving artifacts and records that tell the history of our area	129	87.76%
	Family History/genealogy programming and services	112	76.19%
	Collecting and preserving oral histories	86	58.50%
	Special Exhibits	108	73.47%
	Museum Scouts 4th grade after school program	62	42.18%
	Speakers/Chautauqua program	56	38.10%
	Miniatures talks and workshops	66	44.90%
	Open House/Receptions	70	47.62%
	Newsletter	89	60.54%
	Other	2	1.36%
3. Do our programs and exhibitions reflect our commitment to education?			
	Yes	131	89.12%
	No	0	0.00%
		0	
4. Do our exhibitions use ideas and objects effectively for learning and enjoyment?			
	Yes	127	86.39%
	No	1	0.68%
5. What exhibitions and programs do you/family want to see in the next 5 years?			
6. If you are no longer a member, which of the following factors most influenced your decision?			

Out of 960

	Cost of membership	2	1.36%
	Changes in personal interest	1	0.68%
	Inability to take advantage of KGMC services and programs due to time or distance constraints	8	5.44%
	Unhappy or dissatisfied with some aspect of KGMC services or programs	0	0.00%
	Other	0	0.00%
<b>7. We need to know how the KGMC can best serve you and your family. Are we meeting your expectations? If not, what can we do?</b>			
	Yes	107	72.79%
	No	1	0.68%
	Undecided		0.00%
<b>8. What further advice do you have for the Museum Center?</b>			
<b>9. Please circle all that apply.</b>			
<b>What is your age?</b>			
	Under 18	5	3.40%
	18 - 25	1	0.68%
	26 - 35	2	1.36%
	36 - 45	8	5.44%
	46 - 54	20	13.61%
	55 and over	109	74.15%
<b>Do you have children living at home?</b>			
	Yes	14	9.52%
	No	121	82.31%
<b>If yes, what are their ages?</b>			
	0 - 2	2	1.36%
	3 - 5	2	1.36%
	6 - 9	2	1.36%
	10 - 13	7	4.76%
	14 - 18	12	8.16%
<b>How do hear about KGMC events?</b>			
	Newsletter	110	74.83%
	Newspaper	71	48.30%
	Radio	18	12.24%
	Word of Mouth	42	28.57%
	Cable TV	5	3.40%
	Website	10	6.80%
	Other	7	4.76%

*1. In which of the following KGMC services or programs have you/family participated?*

◇ *Miniatures*

1. Outstanding
2. Trains

◇ *Other*

1. Meetings in meeting room
2. Tea party
3. Volunteer on projects such as the 2009 calendar project and write a Hixson's Hoarding column every two weeks.
4. Christmas Tea Party
6. Board Member (past)

*Comments:*

1. Science museum special was excellent. Train exhibit was great. Enjoyed Liz Miller's Mother's art – all specials have been wonderful.
2. We recently spent 4 hrs. at the museum & fascinated with everything we saw. Loved the miniatures. Keep it.
3. We bring all out of town visitors to see the miniatures. The exhibit is outstanding!
4. We missed the reception for the new Steve White painting, but enjoyed "Hixson's Hoardings re. C Gist.
5. Train exhibit was wonderful.
6. I feel we are honored and blessed to have the museum and the services and programs it offers our community.
7. I would like to participate in more events, but the distance between Indianapolis and Maysville presents a definite challenge.
8. Items in the gift shop are beneficial, Good Selection
9. This is a lovely museum and a huge asset to Northern Kentucky and the Community
10. Harry, et al, did a great job with the train exhibit.
11. I have attended meetings in the conference/meeting room. Great facility!
12. Have suggested establishing a "competitive" routine "to select" a tree, a flower, a stone, a fossil "for the area". Letters would be solicited For The item and a vote arranged to decide – say 1 per year – with proper recognition.
13. I would like instructions on how to do genealogical research the best way.
14. I am confined to my home and rarely am able to leave, so unfortunately, have not been available to participate in the above events.
15. Excellent collections & helpful staff
16. I live out of town & have been to the Museum twice for a couple of hours to use the Genealogical/Research Library.
17. I really like the new lecture series that EAT Gallery is doing at the Museum – I also like Steve White's painting in the lobby.
18. As a teacher, I enjoy bringing my students to see & experience these exhibits.
19. Great Research Library.
20. We have not been in Maysville since the new addition opened, so don't feel we can answer your survey questions.
21. Everyone should see the Miniatures Exhibit! Bari Wallingford's exhibit was most interesting.
22. Fantastic genealogy research center & staff.
23. We are planning to use the genealogical library in the near future to further research our family lineage.
24. Especially enjoy the Genealogical/Research Library.
25. Helped develop & volunteered in the first 2 yrs. Both of my children were Museum Scouts.
26. Liked it very well. Favorite is the dollhouses for daughter & I.
27. Some stories of local heroes that children and adults can relate to.
28. Have enjoyed all my experiences. I like to bring my grandchildren.

29. You need to publicize your Open House/Reception more – they cost \$ and are an honor for the peo. Recognized and should be well attended. Make a permanent & moveable sign that can be on the sidewalk (not up by your door) that can say Reception Today & then what it is tacked below.
30. Our family was there in the early 1800's – your records were very helpful.
31. Love miniatures.
32. Great! Keep up the good work!
33. The miniatures do not obviously bridge to the historical nature of the Museum Center. This means people don't connect a miniature collection with visiting the Museum Center. The miniatures collection needs to pay it's own way to balance the space commitment/cost with the former space.
34. A good program.
35. The miniatures are outstanding!
36. More special exhibits from local people's collections

*2. Which of the following services or programs reflect our commitment to the KGMC mission and that you/family would like to see continue?*

◇ *Special exhibits*

1. some, but not all the time. You can showcase more local collections & save money from the more costlier exhibits.

◇ *Speakers/Chautauqua program*

1. do this once a year at a certain time & make it a big special event, part of some city wide event that cab give it publicity.

◇ *Other*

1. Would like to see more artifacts on exhibit
2. Gift Shop

*Comments:*

1. all
2. All are important services/programs.
3. The variety of the many programs offered should mean that at some time during the year everyone would find something of interest.
4. Prefer written "histories". Possibly arrange for a "loose leaf" Atlas (perhaps on available AIR or topographical maps).
5. We like Chautauqua program & speakers. I would like programming on History of Maysville & Mason County.
6. All of the above
7. All are very worthwhile activities
8. I live about 35 miles from center.
9. All, but more emphasis on genealogy.
10. I think KGMC does a great job offering a variety of programs/exhibits and this area is lucky to have it.
11. I do not participate in miniatures
12. I think supporting local artists is very impt. For the community, and you all are doing a good job. Keep it up – maybe some lectures in art history-
13. We enjoy the special exhibits and returning to see the permanent exhibits. We always see (discover) something new. We believe the collection of oral histories is vital in preserving our local history.
14. Collecting and preserving records is a major item.
15. You can email it to some to save postage.
16. All would be good.

Continue to attempt to improve relationships with press so as to get much PR as possible – (accurate PR)

17. But online would be okay & more cost effective.

18. Refer to what is happening in the Museum at the end of Hixson's Hoardings. And at the top of Hixson's Hoardings put the Museum logo – always try to be as visible as possible.

19. The Museum Center could/should be a meeting place for locals or a "destination" if you want locals to support it financially. Consider Cinti's Taft Museum with coffee shop as an example.

20. Expand gift shop? More at Christmas?

### *3. Do our programs and exhibitions reflect our commitment to education?*

#### *Comments:*

1. Would like to see a brochure depicting the County's Historical Markers – a list, and where they are located. I read news that a student did a research project on this.

2. Having participated in several activities of "The Big Read 2008" I wonder how much value was received by the community.

3. I cannot judge since I haven't been involved.

4. The interactive exhibit from the Louisville Science Center was great – for kids & grown-ups.

5. Assume a broad sense of education is implied. Beyond the 3 R's

6. Mays. Has a great collection of architecture styles – artists could do miniatures for sell in the shop.

7. As a teacher, I enjoy bringing my students to see & experience these exhibits.

8. I've heard many different people compliment the Museum Scouts program. The children realize learning about history can be fun.

9. To some degree – offering genealogy classes will help that.

10. I've been impressed.

11. They do not necessarily represent a commitment to the community. Few people in this area are interested in gaining knowledge just for the sake of knowledge – it has to apply to their daily lives to be meaningful & worth supporting.

12. I have not attended for several years, but keep up this important contribution to the community and the world.

### *4. Do our exhibitions use ideas and objects effectively for learning and enjoyment?*

#### *Comments:*

1. Sometimes

2. I would hope that ? more emphasis is put upon the historic significance of our area. What about something about our covered bridges?

3. The exhibits that I've seen were very interesting. Thanks

4. I guess

5. Well done

6. Would like to see more focused exhibits like what's been done to the miniatures.

7. No. Due to my confinement.

8. Have not seen any due to distance I live from you.

9. I sent the Aspinall History I wrote – so it would be in the area of May's Lick where Sarah Aspinall and her husband had moved to (Hutchinson) before the Civil War. I don't know how I became a member of the Kentucky Gateway Museum??

10. For the most part. On the Home Grown (tobacco) displays, spelling and grammar errors diminish it, and do not help KGMC's drive for excellence. In the shows KGMC mounts. It might help to have an opening comment about the purpose/goal intended for the exhibit.

11. Keep them longer and publicize them more.

12. More hands-on for children suggested, better viewing of miniatures for children. Consider: Promote miniatures through publishing related stories for each scene in the collection – similar to the American Girls collection of books/dolls/gear, etc that are so successful.

*5. What exhibitions and programs do you/family want to see in the next 5 years?*

1. More early KY history relics, such as early pottery and glass bottle displays also, perhaps hemp and tobacco tool & info displays.
2. Possible a display or exhibit on the 1937 flood. Maysville & Tobacco.
3. ? exhibits. Collectables – hobbies
4. More info on deeds – info on large acreage in county and owned by who. Old roads – toll houses, more info on local homes with slave quarters.
5. History of churches
6. Paleontology; Trains – Again (transportation); evolution of cooking; Indian artifacts?; cameras
7. More trains, doll & toy collections, firearms and weapons. Local artist & craftsmen.
8. Continuation and expansion of your genealogy programs.
9. Miniatures are my main reason for joining.
10. Would like to see Photo Exhibition of the following: The Great Flood of 1937, Construction of the Floodwall, and Construction of the Simon Kenton Bridge.
11. continued expansion of Miniatures
12. AAUW meetings
13. You choose well, like what you have done.
14. More artifacts that are stored brought out for us to see.
15. More like Lou. Science Ctr exhibit.
16. Photos from the bldg of the Simon Kenton Bridge, map pinpointing all known cemeteries in Mason Co., exhibit of some smaller Mason Co. towns w/photos; photos from floodwall construction
17. Something on Native Americans. Something on electric power generation.
18. History special exhibits, family history genealogy services.
19. Historic tours – Architecture tours. How to begin to use the research library.
20. Have suggested establishing a “competitive” routine “to select” a tree, a flower, a stone, a fossil “for the area”. Letters would be solicited For The item and a vote arranged to decide – say 1 per year – with proper recognition. Possibly arrange for a “loose leaf” Atlas (perhaps on available AIR or topographical maps).
21. History of Maysville, its buildings, various occupations like doctors, store keepers – History of Politicians, Sheriffs, State Legislators, Healthcare
22. Whatever the museum deems worthwhile
23. History – Local & KY
24. Perhaps a multi cultural exhibit & programs relating to the Ancestry of all residents in the area.
25. I would be interested in an exhibit of the initial settling of this area that expands on the permanent exhibit already on site.
26. Frontier KY History. KY Folk Art. History on KY agriculture.
27. Exhibits that reflect the General Area ie: KY-OH
28. I especially liked the WII exhibit and using local musicians would have added a touch.
29. Anything would be great –
30. Expansion of the Miniatures Collection. Exhibit of local art.
31. Civil War – WII – Revolutionary War
32. Local Historical Events (1937 Flood)
33. Antique toys, maybe, 15 inch high Christmas trees decorated various ways some with old small stuff.

34. Tobacco, medical history, farming, dental history, political history, community Org History: Odd Fellows, Rotary, KC, etc.
35. (Just ideas) - antique/vintage clothing; - textile exhibits/demonstrations (traditional crafts); - famous Mason Countians or people who have done well that maybe the general public would not know about – Ex. – Herman Donovan.
36. I have 2 girls under 5. Anything that interest them.
37. Anything related to the area, the river, - more river exhibits, programs. Maysville was a connection to so many places in early history – help make those connections – exhibits to draw visitors.
38. I am a new member and have yet to see all the museum has to offer.
39. Classes that will inspire others to do their family history.
40. We enjoy the special exhibitions geared to both children & adults: ie the train exhibit was fantastic, the miniatures are always wonderful.
41. Art
42. Ones related to our area or people in or from our area. Educational for students. Ones that have a large appeal – like the trains. And keep them longer & publicize them more.
43. Exhibits on early history for Mason area & also genealogy for KY & Ohio areas.
44. More of the same fine exhibits.
45. 1-A kid friendly, interactive area w/objects they can touch manipulate tec. Perhaps part of it could be natural science/nature w/bones of local animals, rock specimens of KY, tree sections showing growth rings etc. 2-Workshops/programs on primitive skills used by inhabitants of the area throughout history – Indians (flint knapping, bow drill fire starting, pioneer skills on through 1930's or so in an attempt to preserve these skills & spark more interest in cultural history.
46. Whatever you do is always good.
47. Any it doesn't really matter they are all good.
48. Exhibition on Maysville High School.
49. More of the same; antique toys & old dolls; history of animals as integral parts of our lives.
50. Histories of families who contributed to local industry/business over the last 100-150 yrs eg. January, Wood, Cochran, Browning, etc. Local people will relate to this type of exhibit. Focus on employment opportunities, manufacturing, trade/commerce, services, public utilities.
51. I don't know what choices we have.
52. I like exhibits that showcase our town and area collections of locals (like the trains) and history of aspects of our community that we don't hear about often (architecture; businesses)
53. Train exhibit, more exhibits for younger children (5 – 10 years old)
54. Healthcare/Medical/Nursing Exhibit/Environmental/natural history/preservation of natural resources.

*6. If you are no longer a member, which of the following factors most influenced your decision?*

*Comments:*

1. Health problems
2. I live in Pennsylvania
3. Live in Pittsburg, PA
4. Health
5. Volunteering @ Museum and time constraints.
6. Health
7. Will renew the next time you have a program of exhibit that interest me.

*7. We need to know how the KGMC can best serve you and your family. Are we meeting your expectations? If not, what can we do?*

1. Knowledgeable and friendly staff members.
2. What about running a basic class on how to do genealogy research, record data, what periodicals are available, etc. Maybe sponsor fieldtrip to Frankfort.
3. Health problems frequently prevent participation but the programs, exhibits, and services are there if participation is possible.
4. The impossible – moving Maysville closer to Indy!
5. More workshops on weekends, or when people or families that work, can attend.
6. I really cannot comment because due to illness, time and distance I've been unable to visit the museum since the remodeling. Now that I am retired I will be able to revisit it.
7. More artifacts that are stored brought out for us to see.
8. We enjoy speakers and Chautauqua
9. Have suggested establishing a "competitive" routine "to select" a tree, a flower, a stone, a fossil "for the area". Letters would be solicited For The item and a vote arranged to decide – say 1 per year – with proper recognition. Possibly arrange for a "loose leaf" Atlas (perhaps on available AIR or topographical maps).
10. I have not been able to visit the museum very often in the last few years but have enjoyed every exhibit and liked the items and books I found in the gift shop.
11. I am not completely sure what my expectations are!
12. I live in Michigan so only visit on occasion to do research. I have not been there for many years and have not seen the new facility. Maybe in 2010.
13. Partially. I would like to see more information about the genealogy collection added to the website and provide on-line access to digital information in the collection.
14. Keep up the good work – any exhibits, lectures, programs will be appreciated & attended.
15. Since we live in MN we are unable to regularly use the facility. We have used the genealogical/Research Library and found the miniatures and history exhibits to be interesting and well done.
16. You have met my expectations the one time I visited & by helping me out via email.
17. Great museum for our area!
18. I'm always interested in improving the quality of every aspect. Plainly budget limitations put limits on this. How can KGMC work to improve Chautauqua attendance?
19. I am a brand new member and was impressed with my first visit to the museum. My absence of comments is due to my being a new member.
20. People working at desk need to always be more friendly to visitors, smile & show our Maysville Hospitality! Speak first!
21. I will continue to be interested in new material that is put in the wonderful genealogy library.
22. Good job overall.
23. Keep up the good work
24. It is too easy to "by pass" the Museum Center. More curb appeal, community programming, partnering with other local organizations could attract more local members & raise awareness →\$\$\$.

#### *8. What further advice do you have for the Museum Center?*

##### *Comments:*

1. Continue on as you are – you offer many wonderful things. Many Thanks for your constant efforts, you are a crown jewel for Kentucky!
2. Keep up the good work & variety.
3. Keep the museum at a reasonable level.
4. Continue on – you are a great treasure for our community. Thank you!
5. None/Good Job
6. Invite RSVP members or Senior Citizens – They will return with their families

7. Keep up the great work! A wonderful center for the community!
8. Need more volunteers in Research Library!
9. Book Club for "Big Read"
10. Expand offerings in gift shop. Candies, local KY proud products.
11. My advice is to keep up your good work with the hope that you can enlist even more volunteers for "one on one" visits to enlist more local financial support and participation.
12. I do not live in Kentucky however I am from Maysville. I am interested in the mission of the Museum and the preservation of the history of Maysville and beyond.
13. Keep up the good work
14. I think you need to work with more of the other local/county societies in the area – on both sides of the river too.
15. Keep up the excellent work!
16. It is fine – just the way it is.
17. Would like to see more of Genealogy of area and any family queries in the newsletter – maybe a separate section? With queries, could possibly connect to other family in & out of area to help w/ genealogy research & stories.
18. Keep up the good work
19. I wish Southern Living would do a HUGE article about the Museum Center.
20. It's a splendid way to preserve our region's past and its unique culture.
21. Just keep a staff at the Museum that is sincerely interested in the quality of the exhibits and will continue with worthwhile causes.
22. The addition of more hands-on type exhibits that are suitable for children 14 years and younger.
23. Include a catalog of books available for purchase from the gift shop on the website.
24. None
25. You are doing a super job and the museum is definitely a major compliment for our community and surrounding areas.
26. Keep up the good work.
27. None. Very impressed with your facility.
28. Keep up the good work. We are fortunate to have a museum of this quality on Maysville.
29. Keep up the good work
30. Do not lose your focus. Do not spread yourself too thin. The Genealogy Library and Historical archives should remain priority.
31. Push family membership when you have things like the main exhibit & the exhibit from the Louisville Museum – kids like to come more than once – especially the miniatures.
32. Keep up the good work –
33. Can't think of any.
34. Keep doing what you're doing!
35. I live in VA and on our last visit to Maysville we arrived early enough to tour the Museum before lunch. Unfortunately you were not open. Keep your doors open as much as possible.
36. Keep up the good work! We are so fortunate to have access to such an incredible learning center. The volunteers are very knowledgeable and helpful.
37. Please keep up the good work.
38. The last time I was in the genealogy room I felt it was very unfriendly and uninviting in that "This is ours & don't you dare even look at it"!
39. Keep up the good work.
40. To continue to collect & preserve our area's history.
41. Just keep new exhibits coming to gain a consistent interest in people coming.

42. Great Job – your historical library keeps me returning over and over. I enjoy your gift shop of local KY materials. Continue to correlate Museum and Murals in Maysville. A Rosemary Clooney addition might be good.
43. You're doing great! Grateful that the Museum is an asset to the Maysville area.
44. A program on Stanley F. Reed – the "old" courthouse would be a good venue for some lectures.
45. You do a great job! Such an asset to our community.
46. Put brighter lights inside the "vestibule". Always look dark from the street, as if you are closed. Does not look bright and inviting. You have a wonderful museum – it should seem more welcoming from the outside.
47. Keep up the good work.
48. Keep the special exhibits coming!
49. More activities for children. More exhibits for children.
50. Build on the promotion of the miniatures collection. That is a world class exhibit! The addition of miniature workshops is a good start – well known teachers are a bonus.
51. None you do a great job!
52. Remember visitors and donors are your customers treat them with respect.
53. Continue more of the same.
54. Doing a great job.
55. Pay off the debt, avoiding interest expense. The miniatures need to be promoted more throughout the local area – for example, if they have received any major awards, this should be "pushed" in local publicity making people want to be part of the exhibit, i.e. If not recognized yet participate in award-winning competitions to gain such awards.
56. Keep on doing what KGMC did so well this year.
57. Keep up the great job/service

*9. Please circle all that apply.*

*How do hear about KGMC events?*

*Other:*

1. Letters from the museum.
2. I'm a volunteer!
3. My Grandchildren enjoy visiting.
4. I saw a brochure at the Hampton Inn on the AA one night I stayed at the Hotel.
5. Email
6. Personal invitations
7. Special invitations
8. Special invitation
9. Dr. Shires
10. School
11. Underground R.R. Museum in Cincinnati, Ohio. They said you had a wonderful library.
12. Visit to Maysville.
13. Miniature Magazine.

*Other:*

1. I have not been to the Museum for many years but enjoy the newsletters. I look forward to my next visit. Thank you
2. Our Museum Center is WONDERFUL! Thank you for inquiring!
3. I live in Colorado. Main interest is genealogical research.
4. I am no help here – I have not been to the new center – too much going on here – I feel sure you're doing a good job!

5. Your library was organized very well, large tables to spread out were great & to top it off Myra Hardy was so helpful and caring. Thank you. I am researching, Hester, Bennington, Gilbert, in Fleming County, KY 1790 – 1830.

7. Note: The Museum is not “owned” by the community currently. It is difficult to ask/receive from locals for financial support of something they can’t relate to.