A TEACHER’S PERSPECTIVE ON SUCCESSFUL MUSEUM/HIGH SCHOOL PROGRAMS

TEACHER SURVEY - SCHOOL VISITS TO MUSEUMS, CULTURAL INSTITUTIONS AND HISTORIC SITES

Lora DeSalvo, High School History Teacher
Overall

75 respondents
Representing all grade levels
Urban, suburban and rural schools
All kinds of schools, though majority public
From across the country, with emphasis on New England
Q4: How many field trips do you plan a year?
Q5: Of your planned field trips, how likely are you to plan one to a museum?
Q6: If planning a field trip are you most likely to:

- bring the entire grade: 46.15%
- bring one or two specific: 26.92%
- bring anyone who is: 20.51%
- bring a mix of classes (7th): 15.38%
Q7: What is/are the biggest deterrent(s) to going on a field trip?

- Cost of the visit/tour: 50.00%
- Cost of transportation: 39.74%
- Logistics: too many students: 30.77%
- Finding time/place where: 21.79%
- Amount of time needed for: 20.51%
- There are no relevant situations: 12.82%
Q8: How likely are you to have museum site visit your classroom?

- Depends on the cost: 28.21%
- Not likely at all: 28.21%
- Depends on relevancy to...: 26.92%
- Very likely: 20.51%
- Depends on time needed ...: 14.10%
Q9: If museum staff visited your classroom, what would be most important to you?
Q10: If searching museum websites, what would you be interested in finding?
Q10: If searching museum websites, what would you be interested in finding?

<table>
<thead>
<tr>
<th>Topic</th>
<th>Absolutely</th>
<th>Maybe</th>
<th>Unlikely</th>
<th>Total</th>
<th>Weighted Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Background/summary information on a topic</td>
<td>55.26%</td>
<td>23.68%</td>
<td>21.05%</td>
<td>38</td>
<td>1.00</td>
</tr>
<tr>
<td>primary sources</td>
<td>39.47%</td>
<td>50.00%</td>
<td>10.53%</td>
<td>38</td>
<td>2.00</td>
</tr>
<tr>
<td>1-2 lessons that tie to standards</td>
<td>40.00%</td>
<td>36.00%</td>
<td>24.00%</td>
<td>25</td>
<td>3.00</td>
</tr>
<tr>
<td>3-4 lessons that tie to standards</td>
<td>41.67%</td>
<td>25.00%</td>
<td>33.33%</td>
<td>24</td>
<td>4.00</td>
</tr>
<tr>
<td>student worksheets/classroom activities</td>
<td>30.30%</td>
<td>39.39%</td>
<td>30.30%</td>
<td>33</td>
<td>5.00</td>
</tr>
<tr>
<td>additional resources, websites, etc.</td>
<td>31.25%</td>
<td>43.75%</td>
<td>25.00%</td>
<td>32</td>
<td>6.00</td>
</tr>
<tr>
<td>1-2 weeks of lessons</td>
<td>6.25%</td>
<td>15.63%</td>
<td>78.13%</td>
<td>32</td>
<td>5.00</td>
</tr>
</tbody>
</table>
Q11: If purchasing a curriculum kit, what would you like included?

<table>
<thead>
<tr>
<th></th>
<th>Absolutely</th>
<th>Maybe</th>
<th>Not important</th>
<th>Total</th>
<th>Weighted Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>posters, maps, things to hang on the walls</td>
<td>35.29%</td>
<td>32.35%</td>
<td>32.35%</td>
<td>34</td>
<td>1.00</td>
</tr>
<tr>
<td>4-5 lessons</td>
<td>43.24%</td>
<td>27.03%</td>
<td>29.73%</td>
<td>37</td>
<td>2.00</td>
</tr>
<tr>
<td>list of standards that are addressed</td>
<td>14.81%</td>
<td>25.93%</td>
<td>59.26%</td>
<td>27</td>
<td>3.00</td>
</tr>
<tr>
<td>background information</td>
<td>47.06%</td>
<td>35.29%</td>
<td>17.65%</td>
<td>34</td>
<td>4.00</td>
</tr>
<tr>
<td>visuals: film or dvd of images</td>
<td>25.00%</td>
<td>60.71%</td>
<td>14.29%</td>
<td>28</td>
<td>5.00</td>
</tr>
<tr>
<td>powerpoint with questions/activities included</td>
<td>37.50%</td>
<td>29.17%</td>
<td>33.33%</td>
<td>24</td>
<td>6.00</td>
</tr>
<tr>
<td>teacher guides with answers to questions</td>
<td>40.00%</td>
<td>30.00%</td>
<td>30.00%</td>
<td>20</td>
<td>7.00</td>
</tr>
</tbody>
</table>
Q12: How are you most likely to hear about a museum education programs and field trip opportunities?

- Own online searches: 67.95%
- Word of mouth/other: 34.62%
- Brochure or mailings sent: 32.05%
- My Department Head: 10.26%
Q13: If a local museum offered summer workshops, how likely is it that you would attend?

- Likely, depends on cost: 44.87%
- Depends on location or...: 28.21%
- Depends on length: 23.08%
- Very likely: 20.51%
- Unlikely: 16.67%

All are likely, just depends on certain factors
Comparisons Among Grades- Similarities
Q4: How many field trips do you plan a year?

Elementary:
- None: 16.67%
- 1: 27.78%
- 2: 33.33%
- 3: 5.56%
- 4: 5.56%
- More than 4: 11.11%

Middle:
- None: 16.67%
- 1: 25%
- 2: 16.67%
- 3: 33.33%
- 4: 33.33%
- More than 4: 20%

High School:
- None: 16.67%
- 1: 23.33%
- 2: 26.67%
- 3: 13.33%
- 4: 8.35%
- More than 4: 6.67%
Q5: Of your planned field trips, how likely are you to plan one to a museum?

- Guaranteed
  - Elementary: 11.1%
  - Middle: 16.7%
  - High School: 33.3%

- Most likely
  - Elementary: 38.9%
  - Middle: 25.0%
  - High School: 26.7%

- Maybe
  - Elementary: 22.2%
  - Middle: 50.0%
  - High School: 10.0%

- Maybe but unlikely
  - Elementary: 16.7%
  - Middle: 8.3%
  - High School: 16.7%

- Never
  - Elementary: 11.1%
  - Middle: 13.3%
Q7: What is/are the biggest deterrent(s) to going on a field trip?

- Cost of the tour/visit
- Cost of transportation
- Logistics/too many students
- Amount of time needed
- Finding a place in the curriculum
- No relevant sites near

The graph shows the percentage of responses for each category across Elementary, Middle, and High School levels:

- **Cost of the tour/visit**: Elementary - 66.7%, Middle - 41.7%, High School - 50.0%
- **Cost of transportation**: Elementary - 55.6%, Middle - 50.0%, High School - 36.7%
- **Logistics/too many students**: Elementary - 16.7%, Middle - 33.3%, High School - 46.7%
- **Amount of time needed**: Elementary - 16.7%, Middle - 16.7%, High School - 23.3%
- **Finding a place in the curriculum**: Elementary - 11.1%, Middle - 41.7%, High School - 26.7%
- **No relevant sites near**: Elementary - 16.7%, Middle - 10.0%
Q12: How are you most likely to hear about a museum site and its education programs and field trip opportunities?

- **Word of mouth**
  - Elementary: 50.0
  - Middle: 33.3
  - High School: 40.0

- **Own on-line search**
  - Elementary: 50.0
  - Middle: 75.0
  - High School: 70.0

- **Brochure/mailings**
  - Elementary: 33.3
  - Middle: 25.0
  - High School: 36.7

- **Department Head**
  - Elementary: 11.1
  - Middle: 16.7
  - High School: 13.3
Q13: If a local museum offered summer workshops in your field, how likely would you attend?

- Likely/depends on cost
  - Elementary: 44.4%
  - Middle: 50.0%
  - High School: 46.7%

- Likely/depends on length
  - Elementary: 33.3%
  - Middle: 25.0%
  - High School: 16.7%

- Likely/depends on location
  - Elementary: 33.3%
  - Middle: 16.7%
  - High School: 33.3%

- Unlikely
  - Elementary: 22.2%
  - Middle: 8.3%
  - High School: 6.7%

- Very likely
  - Elementary: 11.1%
  - Middle: 33.3%
  - High School: 23.3%
Comparisons Among Grades- Differences
Q6: If planning a field trip are you most likely to:

- Bring the Entire Grade
- Bring Specific Classes
- Bring Anyone Who is Interested
- Bring a Mix of Grades

Elementary:
- Bring the Entire Grade: 94.4%
- Bring Specific Classes: 5.6%

Middle:
- Bring the Entire Grade: 75.0%
- Bring Specific Classes: 8.3%
- Bring Anyone Who is Interested: 25.0%

High School:
- Bring the Entire Grade: 23.3%
- Bring Specific Classes: 46.7%
- Bring Anyone Who is Interested: 30.0%
- Bring a Mix of Grades: 20.0%
Q8: How likely are you to have museum staff visit your classroom?

- Depends on relevancy
- Very likely
- Depends on the cost
- Not likely
- Depends on time needed

Elementary:
- Depends on relevancy: 38.9%
- Very likely: 33.3%
- Depends on the cost: 16.7%
- Not likely: 16.7%
- Depends on time needed: 11.1%

Middle:
- Depends on relevancy: 8.3%
- Very likely: 25.0%
- Depends on the cost: 33.3%
- Not likely: 25.0%
- Depends on time needed: 33.3%

High School:
- Depends on relevancy: 30.0%
- Very likely: 26.7%
- Depends on the cost: 23.3%
- Not likely: 26.7%
- Depends on time needed: 16.7%
Q9: If museum staff visited your classroom, what would be important to you?

- Must be an hour or less
  - Elementary: 23.1%
  - Middle: 11.1%
  - High School: 11.8%

- Must be interactive
  - Elementary: 22.2%
  - Middle: 44.4%
  - High School: 81.8%

- Must have visuals/objects
  - Elementary: 46.7%
  - Middle: 57.1%
  - High School: 8.3%

- Have ties to standards
  - Elementary: 44.4%
  - Middle: 33.3%
  - High School: 40.0%

- Easily set up
  - Elementary: 33.3%
  - Middle: 33.3%
  - High School: 15.4%
Q10: If searching museum websites, what would you be interested in finding?

- Background info
- 1-2 lessons
- Additional resources
- 3-4 lessons
- Primary sources
- Student worksheets
- 1-2 weeks of lessons

Elementary:
- Background info: 66.7%
- 1-2 lessons: 36.4%
- Additional resources: 60.0%
- 3-4 lessons: 33.3%
- Primary sources: 25.0%
- Student worksheets: 20.0%
- 1-2 weeks of lessons: 20.0%

Middle:
- Background info: 66.7%
- 1-2 lessons: 100.0%
- Additional resources: 28.6%
- 3-4 lessons: 33.3%
- Primary sources: 57.1%
- Student worksheets: 57.1%
- 1-2 weeks of lessons: 57.1%

High School:
- Background info: 36.4%
- 1-2 lessons: 50.0%
- Additional resources: 50.0%
- 3-4 lessons: 43.8%
- Primary sources: 28.6%
- Student worksheets: 26.7%
- 1-2 weeks of lessons: 20.0%
Q11: If purchasing a curriculum kit, what would you like included?

- Posters, maps, etc.: 18.2% Elementary, 66.7% Middle, 0% High School
- 4-5 lessons: 88.2% Middle, 33.3% High School, 40.0% Elementary
- Standards: 33.3% Middle, 27.3% High School
- Background info: 42.9% Elementary, 50.0% Middle, 45.5% High School
- Visuals: 50.0% Middle, 15.4% High School
- PowerPoints: 20.0% Elementary, 50.0% Middle, 25.0% High School
- Teacher guides: 42.9% Elementary, 100.0% High School, 28.6% Middle

Elementary: 0, 45, 90, 135, 180
Middle: 0, 45, 90, 135, 180
High School: 0, 45, 90, 135, 180
Findings
What do the results mean for you?

1. Schools are taking field trips but only a few a year, so you need to offer something unique to compete.

2. Target middle schools for in-class presentations; it is difficult for high school due to timing but not an impossibility.

3. Field trips are expensive & expenses are passed onto the students. Write grants to cover transportation costs and it may increase interest.
Attract teachers in other ways

Have a good, easy to use website

• have a clear tab that says “Teachers” or “Schools”
• provide brief background/context materials
• provide a few, select primary documents & suggestions for where they fit into the curriculum
• easy to find group reservation information
• on-line reservation program if possible (phone calls can be hard!)

sagenda.com (free)
zoozi.com ($39/month)
brightcalendar.com ($99/month)
Clear tabs save time

TEACHERS
- Group visit info
- Purchase curriculum kits
- On-site education programs
- Arrange classroom presentation
- Curriculum materials

- Women’s history
- Life in colonial America
- American Revolution
- Making difficult decisions
- Presidents

Primary documents
- Background information
- Lesson plans

Letters
- Paintings
- Political cartoons
- Newspapers
- Menus
Teacher Workshops

Since word of mouth is a major way teachers learn about museum sites:

• put money used for flyers into teacher workshops

• create workshops 1-2 weeks long (# of contact hours determines PDPs)

• create opportunities for teachers to develop curriculum together, to visit your archives/collections, anything behind the scenes
Teacher Workshops - Networking

- use breaks/lunch times or build in time to network with teachers
- collaborate outside the box - discuss field trips but also student internships, student fairs/exhibitions/theater productions, etc.
- ask if the school needs volunteers to judge an event or if the museum could set up a booth at a theater production, sports game or other public event
Don’t forget about local colleges

If there is a college, university or community college near you, reach out to them as well.

Every college has an English requirement - usually composition/creative writing.

Suggest to professors that one assignment include writing about an object at your museum. Offer a free visit with their ID or syllabus and give them a special ticket that lists job, internship and research opportunities on it.

(Remember, college students rarely travel alone!)