Mission / Purpose

The mission of the Paul W. Bryant Museum is to collect, preserve and exhibit items, and disseminate information relating to the sports history of the University of Alabama.

Other Outcomes, along with Any Associations and Related Measures, Targets, Findings, and Action Plans

OtOhOt 1: Align the museum’s use of on-line technology to the needs and use patterns of our visitors

Align the museum’s use of on-line technology to the needs and use patterns of our visitors. We will study the technology use and capabilities of our visitors (in the museum and on-line) to help guide how we direct our resources. Our mission statement directs us to “disseminate information”. This outcome intended to collect and data to help us reach this goal.

Connected Document
Bryant Museum Timetable

Relevant Associations:
For Outcome #1 3.10 is the close but is not an exact match.

Related Measures
M 1: Survey to collect demographic data and quantify use of technology

A survey was conducted on A Day 2011. (See 2011 survey doc). Survey questions are designed to collect demographic data as well as quantify use of technology. After consultation with UA faculty the survey instrument was modified to clarify some data collected and make it more user friendly for 2012. (See A Day 2012 survey Final) Volunteers from Hillcrest High School seeking community service hours have preformed the surveys.(See Hillcrest High School Students)

2011 results

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2012 results

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Demographic results confirmed patterns of visitation from previous surveys. Family groups are a major component of our clientele. Smart phone use increased and fan comfort with Facebook, Twitter and other social media increased as well. QR codes were less well known but liked by those aware of how they worked. A major hindrance is the UA requirement for “registering” to use on campus wireless. It is a major inconvenience for visitors. A larger problem is the sheer numbers on campus game days that slows the users data access.

Since these surveys we have created a mobile version of our web site and have talked with the university about getting included in their app for smartphone.

Source of Evidence: Evaluations

Connected Document

Bryant Museum Timetable

Target:
No target established

Finding (2013-2014) - Target: Partially Met
We have adjusted out focus to include Twitter and Facebook in addition to e-mail. However, we do not attempt text message system as Twitter served that purpose. Currently over 15,000 Facebook followers and over 5,000 on Twitter.

Noted some were “offended” by term ‘smart phone’. they thought it implied they could not afford recent types of phones.

M 2: Analysis of current on-line information delivery methods
The current on-line information delivery methods were analyzed. The traffic counts were compared to the survey to look for trends and advise us in were we concentrate our time and resources in the future.

There has been substantial growth in Facebook members from near 3,000 to over 10,000. Posting of video is clearly driving the increase.
Podcast and Twitter numbers though growing are much more modest in comparison (1,000 each). Cross posting has made differentiating between formats become the norm to reach the widest audience.

Source of Evidence: Activity volume

Connected Document

Bryant Museum Timetable

Target:
No target established.

M 3: Use of social media outlets to perform survey
We will use our social media outlets to perform the survey to evaluate that audience’s interest. Of interest with is segment is there a difference in their level use.

There was insufficient data collected to evaluate. Users were not filling out the forms.

Source of Evidence: Evaluations

Connected Document

Bryant Museum Timetable

Target:
No target established.

OthOtcm 2: Study the customer service provided by the Bryant Museum
Study the customer service provided by the Bryant Museum and find ways to improve. Using visitor comment sheets provided in our lobby we can access and address problems reported in timely fashion. These are not a scientific sampling of visitors be they give a “snapshot” of the situation. These comments along with direct comments to staff give an opportunity to react quickly to visitor concerns.

Connected Document

Bryant Museum Timetable

Relevant Associations:
For Outcome #2 this there is not a close match but 1.2 was selected.

Related Measures

M 4: Use of secret shoppers to collect direct data on the performance of the staff
Secret shoppers collect direct data on the performance of the staff. Areas of interest are phone, store and cashier quality of service. A grading sheet is provided for them to collect data. This information gives us a “snapshot” that time focused on the quality of service provided by staff.

Areas addressed is “talking to a person” - they do not like getting voice mail and waiting for a return call.
No one at the register and having to wait.
Not is not clear to some where to pay and how much. (a major remodel is underway now to change the layout of the lobby to address this.)
Problems with on-line ordering system. (There was an outage of the system at the university level we did not have control over.)

Source of Evidence: Administrative measure - other
M 5: Follow-up e-mail for on-line store shoppers
A follow-up e-mail for on-line store shoppers to evaluate the system was used to discuss problems and suggested solutions.
Source of Evidence: Client satisfaction survey (student, faculty)

M 6: Survey to collect data on visitor impressions
Conduct a game day survey to collect data on visitor impressions of the service provided by the museum. (see attachment Bryant survey)
Game days provide to be too busy to get an accurate evaluation of staff- just too busy. Visitor comments were more directed to exhibits and the number of people at the museum.
Good demographic data was collected. It aligns with other surveys with general demographic characteristics being family groups of two or more, majority being 30+ in age, majority NOT alumni but avid fans.
Source of Evidence: Evaluations

OthOtcm 3: Evaluate the Perkins-Curry exhibit design
Evaluate the Perkins-Curry exhibit design to determine if that model should be used for future re-design. Approximately 25% of the museum's exhibits were re-designed two years ago. That design was tested early in the planning phase with focus groups on gamedays. Adjustments were made in the design using the data gathered. A follow-up is needed to test the exhibits installed to guide our plans for the next remodeling phase.

M 7: Survey to collect data on the impressions of the new exhibits
Game day survey of visitors to collect data on the impressions of the new exhibits and if there are changes we can made to future designs.
This was added to the time survey of all exhibits.
Source of Evidence: Evaluations

M 8: Time study of how visitors interact with old and new exhibits
Time study of how visitors interact with older exhibits compared to new exhibits.

Volunteer conducted surveys passively of how long visitors viewed exhibits and shopped in the store. Each fifth person was the approached for demographic data. The sample size proved too small to be trusted but general trends are beginning to appear. More surveys need to be done and will allow a longitudinal study. This become a useful tool as data is compiled at an adequate level. Remodeled exhibit with more video were had longer viewing times and to our surprise the radio booth which we were planning to change and Bryant's office were popular. The tornado display is planned to come down but we are reconsidering that since is scored high in this small sample.

Below is an analysis by a graduate student of her time conducting surveys on a non game day.

Museum Surveys Analysis

1. Love the miniature Nick Saban statue. People immediately gravitate to that over the crystal footballs. This could be because of its placement in the middle, but people sit and look at it longer than they do the 2011 exhibit.
2. CTSN telephones. People love a photo opportunity as well as an interactive exhibit.
I was told that one family didn’t look at the Early Years as long because they were drawn to the 2011 National Championship exhibit table. If renovations are done, this exhibit could be placed chronologically with the 2011 crystal ball.

Younger people spend more time in the newer exhibits because they can connect with it more, but everyone will watch the videos, so if there was a way to incorporate more audio or moving still slides they might be more inclined to look at the earlier years.

The uniform in the early years is something that was talked about a lot. They can compare it to today’s uniform.

Game day crowds are different not only because of the increase in people which means they might be rushed and space is crowded, but also because opposing team fans come by to visit while they are in town. Videos that explain without them having to read are good for the average football fan that isn’t necessarily an Alabama fan.

If renovations are done, there were multiple complaints about the gift shop being too crowded. We could potentially get more profit from gift shop sales if the shop was in a more open area so that more people could walk through.

Game days could incorporate more photo opportunities such as cardboard cutouts or Big Al at the museum.

Data collected reveals the age of visitor controls where they spend the most time. The time they were of college age and current games have the longest viewing time. Video of what they would have seen is a key factor in the time at a particular exhibit. It is suggested at recent remodeled exhibits have a loner viewing interval.

More surveys and at varying times of the year are needed.

Source of Evidence: Administrative measure - other

Connected Document
Bryant Museum Timetable

Target:
No target established.

OthOtm 4: Increase the staff’s participation in professional and civic organizations

Increase the staff’s participation in professional and civic organizations. Activity in these groups provides professional development for the staff and adds to the awareness of the museum by the public. Stress the importance to the staff of these goals and provide them the opportunity to get involved.

Connected Document
Bryant Museum Timetable

Relevant Associations:
Outcome #4 is a good match with 4.1.

Related Measures

M 9: Percentage of staff active in professional and local civic/service organizations
Establish a goal of having 75% of the staff active in professional and local civic/service organizations. Currently six of eight full time staff are members of civic or professional organizations. Active memberships increase job performance and community awareness of the museums activities.

partial list;
Alabama Museums Association
Tuscaloosa Ad Federation
Tuscaloosa PR association
West Alabama Easter Seals board
Alabama Eater Seals board
Tuscaloosa Hospitality Association
Original Downtown Association
Southeastern Museums Conference

Source of Evidence: Benchmarking

Connected Document
Bryant Museum Timetable

Target:
No target established.

Finding (2013-2014) - Target: Partially Met

current staff and community/ service positions

Director- Easter Seals board
Visitor Services Director- PRCA
Program Assistant- SERA
M 10: Percentage of staff in leadership roles in professional or civic/service organizations

Have 25% of the staff in leadership roles in professional or civic/service organizations.

Two of eight full time staff are office holders of civic or profession groups. One of those has multiply positions of leadership.

Source of Evidence: Benchmarking

Connected Document
Bryant Museum Timetable

Target: No target established.

OthOtcm 5: Connect the museum to the academic program on campus

Connect the museum to the academic program on campus.

Connected Document
Bryant Museum Timetable

Relevant Associations:
Outcome #5 is a good match for 3.3.

Related Measures

M 11: Define the intern program for University students

Define the intern program for University students. Goal of 4 this year.

Three interns this year. Still working to have a better planning cycle with department and to match our needs with student interests better.

Source of Evidence: Administrative measure - other

Connected Document
Bryant Museum Timetable

Target: No target established.

Finding (2013-2014) - Target: Not Met
No interns this summer and fall but have graduate student assigned to the Bryant centennial celebration planning and events. Need to define internships for future remains.

M 12: Create relationships with professors in areas that cross the museum's mission

Create relationships with professors in areas that cross the museum's mission. Create innovative ways to get students, faculty staff involved in the museum's collection and exhibit activities. Goal 4 class visits and 4 student group visits.

Group visit goals met. Hosted Library studies, new college interns and new college 'shadowing' students past academic year. Starting summer 2012 the museum has its first graduate student assigned to help with planning of Bryan centennial events. In planning stage in collaboration with library studies and business professors on a new computer software product. Collecting data and prototype planned by first of 2013 year. Several opportunities with academic departments in planning for centennial of Coach Bryant's birth in 2013 most notable history and new college.

Source of Evidence: Administrative measure - other

Connected Document
Bryant Museum Timetable

Target: No target established.

Details of Action Plans for This Cycle (by Established cycle, then alpha)

Relate exhibit changes to visitor comments

Currently changes to the layout and work flow of the museum lobby are underway in reaction to data collected. Visitors and secret shoppers indicated confusion in 'what and when' to do on arrival to the museum. Also exterior lights are being installed based on the same data sets.

In the future the value of time studies in the exhibit hall will be more a part of our decision process as displays are changed. Though the sample sizes are small we can see differences in the impressions of visitors and the staff in the effectiveness of the exhibits.

Established in Cycle: 2011-2012
Implementation Status: Planned
Priority: High
Mission / Purpose

The mission of the Paul W. Bryant Museum is to collect, preserve and exhibit items, and disseminate information relating to the sports history of the University of Alabama.

Other Outcomes, with Any Associations and Related Measures, Targets, Findings, and Action Plans

OthOtcm 1: Align the museum's use of on-line technology to the needs and use patterns of our visitors

Align the museum's use of on-line technology to the needs and use patterns of our visitors. We will study the technology use and capabilities of our visitors (in the museum and on-line) to help guide how we direct our resources. Our mission statement directs us to “disseminate information”. This outcome intended to collect and data to help us reach this goal.

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Bryant Museum Timetable

Relevant Associations:
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Related Measures

M 1: Survey to collect demographic data and quantify use of technology

A survey was conducted on A Day 2011. (See 2011 survey.doc). Survey questions are designed to collect demographic data as well as quantify use of technology. After consultation with UA faculty the survey instrument was modified to clarify some data collected and make it more user friendly for 2012. (See A Day 2012 survey Final) Volunteers from Hillcrest High School seeking community service hours have preformed the surveys.(See Hillcrest High School Students)

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2012 results

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Demographic results confirmed patterns of visitation from previous surveys. Family groups are a major component of our clientele. Smart phone use increased and fan comfort with Facebook, Twitter and other social media increased as well. QR codes were lesser well known but liked by those aware of how they worked. A major hindrance is the UA requirement for "registering" to use on campus wireless. It is a major inconvenience for visitors. A larger problem is the sheer numbers on campus game days that slows the users data access.

Since these surveys we have created a mobile version of our web site nd have talked with the university about getting included in their app for smart phones.

Source of Evidence: Evaluations

**Connected Document**
Bryant Museum Timetable

**Target:**
No target established

**M 2: Analysis of current on-line information delivery methods**
The current on-line information delivery methods were analyzed. The traffic counts were compared to the survey data to look for trends and advise us in where we concentrate our time and resources in the future.

There has been substantial growth in Facebook members from near 3,000 to over 10,000. Posting of video is clearly driving the increase. Podcast and Twitter numbers though growing are much more modest in comparison (1,000 each). Cross posting has made differentiating between formats become the norm to reach the widest audience.

Source of Evidence: Activity volume

**Connected Document**
Bryant Museum Timetable

**Target:**
No target established.

**M 3: Use of social media outlets to perform survey**
We will use our social media outlets to perform the survey to evaluate that audience's interest. Of interest with interest is segment is there a difference in their level use.

There was insufficient data collected to evaluate. Users were not filling out the forms.

Source of Evidence: Evaluations

**Connected Document**
Bryant Museum Timetable

**Target:**
No target established

**Finding (2012-2013) - Target: Partially Met**
With the help of contractor Esbsco Media using social media contest to test what social media visitor will "share". Constructed contest centered on Bryant centennial. Ongoing, two out of three months completed to time of this report.

**EMAC Report**
Paul W. Bryant Museum

**Campaign Name:** Coach Bryant Ultimate Fan Contest

9/11/13 - 10/10/13
Direct Request (Email)
Facebook Referral
Social Sharing
Web Referral
bryantmuseum.com
bryant100.com
UA Relations Twitter
43%
Total Visits Total Contacts

Campaign Overview

Total Visits .................................................. 4,954
Total Contacts ............................................ 1,568
Total Opt-Ins ................................................ 1,116
Total Shares .................................................. 470
Visits from Shares ....................................... 856
Unique Opt-Ins ........................................... 1,054
Total New Opt-Ins ........................................ 1,037
Contact Increase ......................................... 19%
Total Book/DVD Purchases ......................... 1

Ticket Redemption

Total Tickets Selected ............................... 1,334
Total Visits to Coupon .............................. 27%
Total Contacts to Coupon ......................... 85%
Total Tickets Redeemed ......................... 54

Sharing Activity

Total Shares Out .......................................... 470
Contacts Shared ......................................... 402
Visits from Shares ....................................... 856
New Contacts from Shares ......................... 56
Total Facebook Shares ............................. 303
Total Twitter Shares ................................. 56
Total Email Shares ................................... 111
Facebook Likes Increase ......................... 10%

Visits by Domain

Direct Request ............................................. 2,911
OthOtc2: Study the customer service provided by the Bryant Museum
Study the customer service provided by the Bryant Museum and find ways to improve. Using visitor comment sheets provided in our lobby, we can access and address problems reported in timely fashion. These are not a scientific sampling of visitors but give a ‘snapshot’ of the situation. These comments along with direct comments to staff give us an opportunity to react quickly to visitor concerns.

Connected Document
Bryant Museum Timetable

**Relevant Associations:**
For Outcome #2 this there is not a close match but 1.2 was selected.

**Related Measures**

**M 4: Use of secret shoppers to collect direct data on the performance of the staff.**
Secret shoppers collect direct data on the performance of the staff. Areas of interest are phone, store and cashier quality of service. A grading sheet is provided for them to collect data. This information gives us a ‘snapshot’ that time focused on the quality of service provided by staff.

- Areas addressed is ‘talking to a person’ - they do not like getting voice mail and waiting for a return call.
- No one at the register and having to wait.
- Not is not clear to some where to pay and how much. (A major remodel is underway now to change the layout of the lobby to address this.)
- Problems with on-line ordering system. (There was an outage of the system at the university level we did not have control over.)

**Source of Evidence:** Administrative measure - other

**Connected Document**
Bryant Museum Timetable

**M 5: Follow-up e-mail for on-line store shoppers**
A follow-up e-mail for on-line store shoppers to evaluate the system was used to discuss problems and suggested solutions.

**Source of Evidence:** Client satisfaction survey (student, faculty)

**Connected Document**
Bryant Museum Timetable

**Target:**
No target established.

**Finding (2012-2013)** - Target: **Not Met**
Response too low to produce reliable data.

**M 6: Survey to collect data on visitor impressions**
Conduct a game day survey to collect data on visitor impressions of the service provided by the museum. (see attachment Bryant survey)

Game days provide to be too busy to get an accurate evaluation of staff - just too busy. Visitor comments were more directed to exhibits and the number of people at the museum.

- Good demographic data was collected. It aligns with other surveys with general demographic characteristics being family groups of two or more, majority being 30+ in age, majority NOT alumni but avid fans.

**Source of Evidence:** Evaluations

**Connected Document**
Bryant Museum Timetable

**Target:**
No target established.

**OthOtc3: Evaluate the Perkins-Curry exhibit design**
Evaluate the Perkins-Curry exhibit design to determine if that model should be used for future re-design. Approximately 25% of the museum's exhibits were re-designed two years ago. That design was tested early in the planning phase with
focus groups on gamedays. Adjustments were made in the design using the data gathered. A follow-up is needed to test the exhibits installed to guide our plans for the next remodeling phase.

**Related Measures**

M 7: Survey to collect data on the impressions of the new exhibits
Game day survey of visitors to collect data on the impressions of the new exhibits and if there are changes we can made to future designs.

This was added to the time survey of all exhibits.

Source of Evidence: Evaluations

**M 8: Time study of how visitors interact with old and new exhibits**
Time study of how visitors interact with older exhibits compared to new exhibits.

Volunteer conducted surveys passively of how long visitors viewed exhibits and shopped in the store. Each fifth person was approached for demographic data. The sample size proved too small to be trusted, but general trends are beginning to appear. More surveys need to be done and will allow a longitudinal study. This become a useful tool as data is compiled at an adequate level. Remodeled exhibit with more video were had longer viewing times and to our surprise the radio booth which we were planning to change and Bryant's office were popular. The tornado display is planned to come down but we are reconsidering that since is scored high in this small sample.

Below is an analysis by a graduate student of her time conducting surveys on a non game day.

**Museum Surveys Analysis**

1. Love the miniature Nick Saban statue. People immediately gravitate to that over the crystal footballs. This could be because of its placement in the middle, but people sit and look at it longer than they do the 2011 exhibit.

2. CTSN telephones. People love a photo opportunity as well as an interactive exhibit.

I was told that one family didn't look at the Early Years as long because they were drawn to the 2011 National Championship exhibit table. If renovations are done, this exhibit could be placed chronologically with the 2011 crystal ball.

Younger people spend more time in the newer exhibits because they can connect with it more, but everyone will watch the videos, so if there was a way to incorporate more audio or moving still slides they might be more inclined to look at the earlier years.

The uniform in the early years is something that was talked about a lot. They can compare it to today's uniform.

Game day crowds are different not only because of the increase in people which means they might be rushed and space is crowded, but also because opposing team fans come by to visit while they are in town. Videos that explain without them having to read are good for the average football fan that isn't necessarily an Alabama fan.

If renovations are done, there were multiple complaints about the gift shop being too crowded. We could potentially get more profit from gift shop sales if the shop was in a more open area so that more people could walk through.

Game days could incorporate more photo opportunities such as cardboard cutouts or Big Al at the museum.
More surveys and at varying times of the year are needed.

Source of Evidence: Administrative measure - other

**OthOtcm 4: Increase the staff's participation in professional and civic organizations**

Increase the staff's participation in professional and civic organizations. Activity in these groups provides professional development for the staff and adds to the awareness of the museum by the public. Stress the importance to the staff of these goals and provide them the opportunity to get involved.

**Connected Document**
- Bryant Museum Timetable

**Relevant Associations:**
Outcome #4 is a good match with 4.1.

**Related Measures**

**M 9: Percentage of staff active in professional and local civic/service organizations**

Establish a goal of having 75% of the staff active in professional and local civic/service organizations. Currently six of eight full time staff are members of civic or professional organizations. Active memberships increase job performance and community awareness of the museums activities.

Partial list:
- Alabama Museums Association
- Tuscaloosa Ad Federation
- Tuscaloosa PR association
- West Alabama Easter Seals board
- Alabama Eater Seals board
- Tuscaloosa Hospitality Association
- Original Downtown Association
- Southeastern Museums Conference

Source of Evidence: Benchmarking

**Connected Document**
- Bryant Museum Timetable

**Target:**
75% of Museum staff will be active in professional and local civic/service organizations.

**M 10: Percentage of staff in leadership roles in professional or civic/service organizations**

Have 25% of the staff in leadership roles in professional or civic/service organizations.

Two of eight full time staff are office holders of civic or profession groups. One of those has multiply positions of leadership.

Source of Evidence: Benchmarking

**Connected Document**
- Bryant Museum Timetable

**Target:**
25% of staff will serve in leadership roles in professional or civic/service organizations.

**OthOtcm 5: Connect the museum to the academic program on campus**

Connect the museum to the academic program on campus.

**Connected Document**
- Bryant Museum Timetable

**Relevant Associations:**
Outcome #5 is a good match for 3.3.

**Related Measures**

**M 11: Define the intern program for University students**

Define the intern program for University students. Goal of 4 this year.

Three interns this year. Still working to have a better planning cycle with department and to match our needs with student interests better.

Source of Evidence: Administrative measure - other

**Connected Document**
- Bryant Museum Timetable
**M 12: Create relationships with professors in areas that cross the museum's mission**

Create relationships with professors in areas that cross the museum's mission. Create innovative ways to get students, faculty, staff involved in the museum's collection and exhibit activities. Goal 4 class visits and 4 student group visits.

Group visit goals met. Hosted Library studies, new college interns and new college 'shadowing' students past academic year. Starting summer 2012 the museum has its first graduate student assigned to help with planning of Bryan centennial events. In planning stage in collaboration with library studies and business professors on a new computer software product. Collecting data and prototype planned by first of 2013 year. Several opportunities with academic departments in planning for centennial of Coach Bryant's birth in 2013 most notable history and new college.

Source of Evidence: Administrative measure - other

**Connected Document**

Bryant Museum Timetable

**Target:**

No target established.

**Finding (2012-2013) - Target: Not Reported This Cycle**

This past year worked with:

- Dr. Steven MacCall- Information and Library Science-digitalization and managing data
- Dr. Andrew Billings- Telecommunications and Film-Summer camp for high school students interested in Sports Communication
- Dr. Michael Bruce- Telecommunications and Film-internships and projects for broadcast majors
- Dr. Ken Wright- Sports Management- graduate student working on Bryant centennial plans and

**Details of Action Plans for This Cycle (by Established cycle, then alpha)**

**Relate exhibit changes to visitor comments**

Currently changes to the layout and work flow of the museum lobby are underway in reaction to data collected. Visitors and secret shoppers indicated confusion in 'what and when' to do on arrival to the museum. Also exterior lights are being installed based on the same data sets.

In the future the value of time studies in the exhibit hall will be more a part of our decision process as displays are changed. Though the sample sizes are small we can see differences in the impressions of visitors and the staff in the effectiveness of the exhibits.

**Established in Cycle:** 2011-2012

**Implementation Status:** Planned

**Priority:** High
Mission / Purpose

The mission of the Paul W. Bryant Museum is to collect, preserve and exhibit items, and disseminate information relating to the sports history of the University of Alabama.

Other Outcomes, with Any Associations and Related Measures, Targets, Findings, and Action Plans

OthOutm 1: Align the museum’s use of on-line technology to the needs and use patterns of our visitors

Align the museum's use of on-line technology to the needs and use patterns of our visitors. We will study the technology use and capabilities of our visitors (in the museum and on-line) to help guide how we direct our resources. Our mission statement directs us to “disseminate information”. This outcome intended to collect and data to help us reach this goal.

Connected Document
Bryant Museum Timetable

Relevant Associations:
For Outcome #1 3.10 is the close but is not an exact match.

Related Measures

M 1: Survey to collect demographic data and quantify use of technology

A survey was conducted on A Day 2011. (See 2011 survey.doc). Survey questions are designed to collect demographic data as well as quantify use of technology. After consultation with UA faculty the survey instrument was modified to clarify some data collected and make it more user friendly for 2012. (See A Day 2012 survey Final) Volunteers from Hillcrest High School seeking community service hours have performed the surveys. (See Hillcrest High School Students)

2011 results

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2012 results

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Demographic results confirmed patterns of visitation from previous surveys. Family groups are a major component of our clientele. Smart phone use increased and fan comfort with facebook, twitter and other social media increased as well. QR codes were lesser well known but liked by those aware of how they worked. A major hinderance is the UA requirement for "registering" to use on campus wireless. It is a major inconvenience for visitors. A larger problem is the shear numbers on campus game days that slows the users data access.

Since these surveys we have created a mobile version of our web site nd have talked with the university about getting included in their app for smart phones.

Source of Evidence: Evaluations

**Connected Document**
Bryant Museum Timetable

**M 2: Analysis of current on-line information delivery methods**
The current on-line information delivery methods were analyzed. The traffic counts were compared to the survey data to look for trends and advise us in were we concentrate our time and resources in the future.

There has been substantial growth in Facebook members from near 3,000 to over 10,000. Posting of video is clearly driving the increase. Podcast and Twitter numbers though growing are much more modest in comparison (1,000 each). Cross posting has made differentiating between formats become the norm to reach the widest audience.

Source of Evidence: Activity volume

**Connected Document**
Bryant Museum Timetable

**M 3: Use of social media outlets to perform survey**
We will use our social media outlets to perform the survey to evaluate that audience's interest. Of interest with is segment is there a difference in their level use.

There was insufficient data collected to evaluate. Users were not filling out the forms.

Source of Evidence: Evaluations

**Connected Document**
Bryant Museum Timetable

**OthOtm 2: Study the customer service provided by the Bryant Museum**
Study the customer service provided by the Bryant Museum and find ways to improve. Using visitor comment sheets provided in our lobby we can access and address problems reported in timely fashion. These are not a scientific sampling of visitors be they give a 'snapshot' of the situation. These comments along with direct comments to staff give an opportunity to react quickly to visitor concerns.

**Connected Document**
Bryant Museum Timetable

**Relevant Associations:**
For Outcome #2 this there is not a close match but 1.2 was selected.

**Related Measures**

**M 4: Use of secret shoppers to collect direct data on the performance of the staff.**
Secret shoppers collect direct data on the performance of the staff. Areas of interest are phone, store and cashier quality of service. A grading sheet is provided for them to collect data. This information gives us a "snapshot" that time focused on the quality of service provided by staff.

Areas addressed is "talking to a person‘ - they do not like getting voice mail and waiting for a return call. No one at the register and having to wait. Not is not clear to some where to pay and how much. (a major remodel is underway now to change the layout of the lobby to address this.) Problems with on-line ordering system. (There was an outage of the system at the university level we did not have control over.)

Source of Evidence: Administrative measure - other

**Connected Document**
Bryant Museum Timetable

**M 5: Follow-up e-mail for on-line store shoppers**
A follow-up e-mail for on-line store shoppers to evaluate the system was used to discuss problems and suggested solutions.

Source of Evidence: Client satisfaction survey (student, faculty)

**Connected Document**
Bryant Museum Timetable

**M 6: Survey to collect data on visitor impressions**
Conduct a game day survey to collect data on visitor impressions of the service provided by the museum. (see attachment Bryant survey)

Game days provide to be too busy to get an accurate evaluation of staff just too busy. Visitor comments were more directed to exhibits and the number of people at the museum.

Good demographic data was collected.it aligns with other surveys with general demographic characteristics being family groups of two or more, majority being 30+ in age, majority NOT alumni but avid fans.
OthOtcm 3: Evaluate the Perkins-Curry exhibit design
Evaluate the Perkins-Curry exhibit design to determine if that model should be used for future re-design. Approximately 25% of the museum's exhibits were re-designed two years ago. That design was tested early in the planning phase with focus groups on gamedays. Adjustments were made in the design using the data gathered. A follow-up is needed to test the exhibits installed to guide our plans for the next remodeling phase.

Related Measures

M 7: Survey to collect data on the impressions of the new exhibits
Game day survey of visitors to collect data on the impressions of the new exhibits and if there are changes we can made to future designs.

This was added to the time survey of all exhibits.

Source of Evidence: Evaluations

M 8: Time study of how visitors interact with old and new exhibits
Time study of how visitors interact with older exhibits compared to new exhibits.

Volunteer conducted surveys passively of how long visitors viewed exhibits and shopped in the store. Each fifth person was approached for demographic data. The sample size proved too small to be trusted but general trends are beginning to appear. More surveys need to be done and will allow a longitudinal study. This become a useful tool as data is compiled at an adequate level. Remodeled exhibit with more video were had longer viewing times and to our surprise the radio booth which we were planning to change was popular. The tornado display is planned to come down but we are reconsidering that since is scored high in this small sample.

Below is an analysis by a graduate student of her time conducting surveys on a non game day.

Museum Surveys Analysis

1. Love the miniature Nick Saban statue. People immediately gravitate to that over the crystal footballs. This could be because of its placement in the middle, but people sit and look at it longer than they do the 2011 exhibit.

2. CTSN telephones. People love a photo opportunity as well as an interactive exhibit.

I was told that one family didn't look at the Early Years as long because they were drawn to the 2011 National Championship exhibit table. If renovations are done, this exhibit could be placed chronologically with the 2011 crystal ball.

Younger people spend more time in the newer exhibits because they can connect with it more, but everyone will watch the videos, so if there was a way to incorporate more audio or moving still slides they might be more inclined to look at the earlier years.

The uniform in the early years is something that was talked about a lot. They can compare it to today's uniform.

Game day crowds are different not only because of the increase in people which means they might be rushed and space is crowded, but also because opposing team fans come by to visit while they are in town. Videos that explain without them having to read are good for the average football fan that isn't necessarily an Alabama fan.

If renovations are done, there were multiple complaints about the gift shop being too crowded. We could potentially get more profit from gift shop sales if the shop was in a more open area so that more people could walk through.

Game days could incorporate more photo opportunities such as cardboard cutouts or Big Al at the museum.

Data collected reveals the age of visitor controls where they spend the most time. The time they were of college age...
and current games have the longest viewing time. Video of what they would have seen is a key factor in the time at a particular exhibit. It is suggested at recent remodeled exhibits have a loner viewing interval.

More surveys and at varying times of the year are needed.

Source of Evidence: Administrative measure - other

OthOcm 4: Increase the staff's participation in professional and civic organizations

Increase the staff's participation in professional and civic organizations. Activity in these groups provides professional development for the staff and adds to the awareness of the museum by the public. Stress the importance to the staff of these goals and provide them the opportunity to get involved.

Relevant Associations:
Outcome #4 is a good match with 4.1.

Related Measures

M 9: Percentage of staff active in professional and local civic/service organizations
Establish a goal of having 75% of the staff active in professional and local civic/service organizations. Currently six of eight full time staff are members of civic or professional organizations. Active memberships increase job performance and community awareness of the museums activities.

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Alabama Easter Seals board
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Original Downtown Association
Southeastern Museums Conference

Source of Evidence: Benchmarking

M 10: Percentage of staff in leadership roles in professional or civic/service organizations
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Source of Evidence: Benchmarking

OthOcm 5: Connect the museum to the academic program on campus

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Relevant Associations:
Outcome #5 is a good match for 3.3.

Related Measures

M 11: Define the intern program for University students
Define the intern program for University students. Goal of 4 this year.

Three interns this year. Still working to have abeter planning cycle with department and to match our needs with student interests better.

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M 12: Create relationships with professors in areas that cross the museum's mission
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Group visit goals met. Hosted Library studies, new college interns and new college 'shadowing' students past academic year. Starting summer 2012 the museum has its first graduate student assigned to help with planning of Bryan centennial events. In planning stage in collaboration with library studies and business professors on a new computer software product. collecting data and prototype planned by first of 2013 year. Several opportunities with academic departments in planning for centennial of Coach Bryant's birth in 2013 most notable history and new college.

Source of Evidence: Administrative measure - other
Relate exhibit changes to visitor comments

Currently changes to the layout and work flow of the museum lobby are underway in reaction to data collected. Visitors and secret shoppers indicated confusion in 'what and when' to do on arrival to the museum. Also exterior lights are being installed based on the same data sets.

In the future the value of time studies in the exhibit hall will be more a part of our decision process as displays are changed. Though the sample sizes are small we can see differences in the impressions of visitors and the staff in the effectiveness of the exhibits.

Established in Cycle: 2011-2012
Implementation Status: Planned
Priority: High
III. Timetable: What Assessment Measures will be Administered When for Each Expected Outcome

<table>
<thead>
<tr>
<th>Month</th>
<th>Outcome #1 Visitor’s use of technology</th>
<th>Outcome #2 Customer Service</th>
<th>Outcome #3 Exhibit design evaluation</th>
<th>Outcome #4 Professional and community involvement</th>
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Paul W. Bryant Museum Visitor Technology Survey

The purpose of this survey is to gather information in how we can include more engaging media content of Alabama football for our visitors. Please respond by circling your responses. Thank you for your participation!

1. Your age range: (6-12), (13-18), (18-22), (current student), (22-35) (36-50), (50-over).
2. Do you own a smart phone? (yes), (no)
3. A tablet computer such as an iPad? (yes), (no)
4. Do you follow the Bryant Museum’s Twitter account? (yes), (no)
5. Have you “liked” the Bryant Museum Facebook page? (yes), (no)
6. Are you Alabama Alumni? (yes), (no)
7. Would you be interested in using the QR-code to view exhibits from the museum?
   Very Interested 1 2 3 4 5 Not Interested
8. Would you consider buying film footage highlights or audio highlights that you can listen to repeatedly on your own media player?
   Very Interested 1 2 3 4 5 Not Interested
9. Would you be interested in viewing film footage highlights or audio highlights of Alabama games online?
   Very Interested 1 2 3 4 5 Not Interested
10. Do you listen to any scheduled podcasts of any type?
    Regularly 1 2 3 4 5 Never
11. Would you like to give your name and phone # for a follow up interview?
    Name________________________________________ Phone# ____________________________
12. Do you have suggestions for the Bryant Museum in terms of the use of technology to improve services?

__________________________________________________________
__________________________________________________________
__________________________________________________________
Paul W. Bryant Museum Visitor Survey

Thank you for your participation. This survey is to gather information in how we can include more engaging media content of Alabama football for our visitors.

1. Your age range: (0-6), (6-12), (13-18), (18-22), (current student), (22-35) (36-50), (50-over).

2. Are you Alabama Alumni?

3. Do you own a smart phone?

4. Would you be interested in receiving updates from the museum via Facebook or Twitter?

5. Would you be interested in using the QR-code in order to view exhibits from the museum?

6. Would you consider buying film footage highlights or audio highlights that you can listen to repeatedly on your own media player?

7. Would you be interested in viewing film footage highlights or audio highlights of Alabama games online?

8. Do you listen to any scheduled iPod casting?

9. Is your smart phone able to download and play media files?

10. Would you be interested in blogging on our website?
**Intern’s Evaluation of Bryant Museum experience**

Please help us evaluate the Bryant Museum intern experience and improve for future students. Thank you in advance for your input.

Please rate the following for 1-10 -with 10 being the highest, one the lowest rating

- The internship was beneficial to my career goals.
- The museum staff was prepared for my time at the museum.
- I felt welcomed by the museum staff and as treated as a staff member.
- I felt I was contributing to the mission of the museum.
- I would recommend interning at the Bryant Museum to other students.

**Answer these questions in narrative form.**

What aspects for your intern experience at the Bryant Museum would you have changed?

What were the most rewarding experiences you had during your time at the museum?

Any other comments and suggestions are welcome.

Thank you,

Ken Gaddy
A DAY  April 14, 2012

Exhibit_________________________________________Male/Female___________Date___________

Time of Day___________________Duration_________________________________________________

Observations__________________________________________________________________________

____________________________________________________________________________________

Exhibit_________________________________________Male/Female___________Date___________

Time of Day___________________Duration_________________________________________________

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Exhibit_________________________________________Male/Female___________Date___________

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Exhibit_________________________________________Male/Female___________Date___________

Time of Day___________________Duration_________________________________________________

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ASK FOR INFORMATION

Exhibit_________________________________________Male/Female___________Date___________

Time of Day___________________Duration_________________________________________________

Age (6-120) (12-18) (18-22) (22-35) (35-50) (50-over) Zip code______________________________

Observations__________________________________________________________________________

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