



## Membership Survey, 2013

### Executive Summary

*Surveys were sent out electronically to members and to nonmembers and by mail to those members who did not have email addresses on file. The Electronic Survey went to 3,318 recipients comprised of 292 members and 3,026 nonmembers. 762 open the email and 410 actually took the survey. Of that number 152 responded that they were members of the museum. A Paper Survey was mailed to 103 members and 29 of these were returned. No Paper Surveys were sent to nonmembers. A total of 395 members received the survey (not including board and staff). Members responding to this survey totaled 181 or 45.93% of museum members who received the survey. A total of 439 surveys were returned out of 3,421 sent. This is a 13% return overall.*

#### Abbreviations and Notes to this Document:

- Electronic Survey = ES | Paper Survey = PS
- Throughout this document, percentages are based on the number of answers to the question or the number of comments made. They are followed by a number. This number is the actual number of people who responded or made a similar comment or suggestion from the larger pool of 439 responders.
- Comments from both surveys were combined for each question and sorted as a group.

### Key Findings

1. **Passion:** People are overwhelmingly passionate about Maryhill Museum of Art; proud to belong. They are enthusiastic about what it offers. They believe it is a treasure. They also particularly like sharing Maryhill with others. They love the Mary and Bruce Stevenson Wing. Members were particularly passionate—citing that supporting the museum was most important influence on their decision to become a member.
2. **Involvement:** It is clear that the distance (location) to Maryhill Museum was a factor for many in the decision to participate, join (& renew?) or visit the museum. Maryhill may want to increase or emphasize member events so that members feel more invited.
3. **Communication:** Maryhill is doing a great job at communicating to its members and friends. Some suggested that Maryhill may want to communicate more behind the scenes information.
4. **Audience:** The greater share responding to the survey is female, age 55 or older with a high level of education. The vast majority did not have children at home. Much of this correlates with findings from a 1997 Visitor Survey and with a 2011 Awareness Survey conducted by DMH. This suggests that the decision makers in Maryhill's audience are female, older and well educated.
5. **Improvements:** People suggested improvements they felt were needed throughout the museum, but the one area most identified was the café, and these were largely related to the menu.

## Our Challenges

1. **Involve younger people (Ages 25-45):** This might mean enticing more families (the survey showed that nearly 90% of those responding did not have children at home); changing, eliminating or creating programs/exhibits with the goal of targeting this age group.
2. **Deal with Distance:** This might mean developing messaging around distance (perhaps member or visitor profiles of those who live far away); restructuring events; providing more online opportunities; programs in other communities; developing volunteer opportunities away from the museum.
3. **Emphasize Members:** Look for ways to emphasize members—put them first—through events, programs or recognition. Suggestions included online members only space; special discounts; language use (how we speak about the members), etc. Change the Founders' Day to a Members' Day. Back to the idea of "Maryholders."
4. **Improvements:** Maryhill staff and board need to review suggestions; make changes as appropriate or where needed.
5. **Passion:** Maintain the passion and pride people feel about Maryhill—and get more to feel that way.

## Learned from the Survey

### What do we know about the people who responded?

- Over 66% of those responding were female (ES: 72% | PS: 66%).
- The largest age group responding was 65+ (ES 43% | PS 74%). The next largest group was the 55-64 age bracket followed by those 45-54 years of age, then those were 18-44 in age.
- Over 30% of those responding had graduated from college with undergraduate or graduate degrees. 18-21% had some college, and 12% and less had a high school education.
- Most lived in communities within the Columbia Gorge. The next largest lived in the Portland Metro Area. (This also correlates with the museum's membership data).
- Nearly 90% or better did not have children at home (ES: 87.31% | PS: 100%).
- Roughly half belonged to one or more other cultural organizations (ES: 42% | PS: 50%).

### What did we learn about our membership program?

- **Duration:** The largest group in the Electronic Survey had been members up to 5 years; the largest group in the mailed survey had been members for over 20 years. The medium was between 5-15 years.
- **Types:** Most had either individual or family memberships followed by sponsor members.
- **Reason:** The majority stated they were members because they wanted to support the museum (ES: 89% | PS: 83%). The next largest group said they were members because they wanted to belong to the museum (ES: 50% | PS: 42%). Least important were discounts in the store or café. Almost all those responding knew that Maryhill invited members to special events and opportunities.
- **Membership Privileges:** Of membership privileges, the greatest number valued free admission and guest passes the most. This was followed by NARM (upper level) and the newsletters. Discounts and members-only events were less valued.
- **Gift Membership:** Most had not given a membership as a gift.
- **Volunteering:** Most respondents were not volunteers (ES: 92% | PS: 96%). Those that responded were largely volunteers working with school groups or events. Again most indicated

that they did not want to be more involved with Maryhill (ES: 72% | PS: 56%). The number one reason cited for not volunteering was distance.

- **Member Involvement in Decisions:** This was an open-ended response and a smaller number of people responded to this question (ES: 71 and PS: 5). Most thought the survey a great way to involve members in the decision making progress; the next largest group thought Maryhill was doing a good job. Others pointed to the museum's publications and some thought focus groups or member gatherings might be another way. Others suggested email communications. Yet others commented that the board and staff should be making the decisions.

### **What did we learn about those people who were no longer members?**

Thirty-seven (15%) responded that they had been members of the museum at one time but were no longer a member. The number one reason given for not renewing was that they didn't use their membership enough (91%) followed by cost (13%). It was unclear why they didn't use their membership enough. Still, 80% of those responding were members for 5 years or less at the lowest membership levels (Individual 54% and Family 34%). It would be interesting to know if these individuals were members for only a year, perhaps joining during an event or special exhibition. Also it would be good to know if distance is a factor in the decision not to renew (as it is in the decision not to join as a member). It is worth noting here that Maryhill has a current renewal rate of 65%.

### **What did we learn about member and nonmember likes and dislikes about Maryhill**

- **Likes:** Across the survey people liked (loved) the things the museum has to offer. Answers to question #16 showed that members and friends liked educational programs, changing and permanent exhibits. These answerers were followed by Stonehenge and the Maryhill Loops Road in frequency. In the comment section, programs and exhibits were discussed and the building and grounds (site, picnics, and views) were called out. In question #20 people expressed their love of the museum, the people (staff and volunteers), its programs, and shared their stories of visiting.
- **Change One Thing:** When asked what they would change, 125 (28% of 439) people took the time to write; many with care. The largest responses were wry comments about moving the museum closer to their homes—suggesting distance as a challenge. 56 comments also explored changes in other areas. Most of these mentioned exhibits, the café, programs, parking and drives at the museum, and increasing museum's hours or season. Less than 5% of those responding expressed a perceived arrogance on the part of staff and need to improve the arts festival.
- **Consistent Messages:** Consistently across the survey people were overwhelmingly passionate about Maryhill. Although expressed in smaller numbers, people felt that there was room for improvement throughout the museum; of these the café and to a lesser extent, the arts festival, were mentioned. The café had a specific question on the survey (#23, see below) but it was mentioned elsewhere as needing improvements.

### **What did we learn about member and nonmember visits to Maryhill?**

- **Visiting Frequency:** Most of those responding told us that they visited 2-3 times annually (ES: 33% | PS: 54%). Others visited once a year (ES: 26% | PS: 35%).
- **Mary and Bruce Stevenson Wing:** Most answered that they had visited the new wing (ES: 60% | PS: 76%). Of the 224 people who had visited, 25% thought the new wing great; 5% had not yet visited and less than 2% disliked it.
- **Loie's: The Museum Café:** Roughly half (ES: 48% | PS: 56%) of those responding said that they had been to the café. Of the 359 that responded, 73 people commented. While the 40% | 29

liked it; 18% | 13 had not visited and the remainder felt the café needed improving. Most wanted to see menu improvements (22% |16) but a few wanted to see it become more upscale.

### **What did we learn about Maryhill’s communication efforts? How people heard about Maryhill?**

- Most of the people responding thought we did a good job of communicating. They felt well informed and that the frequency of our communication was good. Most responded that the e-newsletter (ES: 63% and ES: 50 and printed newsletters/mailings were as important (ES: 19%-29% | PS: 50%). Not too surprisingly those who responded electronically also felt the website and Facebook were important and those who answered by mail less so. Both groups felt news articles in the media were fairly important (ES32% | PS: 57%). Interestingly no one mentioned Instagram or Twitter; 1 mentioned Pinterest.
- A few comments suggest that members want more insider news on the museum (besides information on exhibitions and programs).
- Most respondents told us that they had known about Maryhill for a longtime, from 10-50 years; and most had learned of it from family and friends. The rest from events and programs, trips, school visits and 2 from signs off the highway.

### **What else did we learn?**

Over 100 people spent some time writing about Maryhill. Their love for Maryhill came through very clear. The comments were sometimes lengthy; some touching. The adjectives they used included “adore, love, unique, beautiful, special, and priceless. They enjoyed their visits—often with families and friends; events and programs, praised staff and volunteers more. They talked about past successful programs, school visits, and they talked about how long they had known the museum and how long they’ve been members. A source of pride was expressed in many of these statements.

### **Survey Data**

The following pages present the numbers and representative comments from the survey.

## Survey Data

**Electronic Survey: 12.56% (417 out of 3318) | Paper Survey: 28.15% (29 out of 103)**

### 1. Are you a member of Maryhill Museum?

Answer Choices	Electronic Survey Answered: 403   Skipped: 7	Paper Survey Sent to Members Only
Yes	37.72%   152	100%   29
No	62.28%   251	0

**2. How long have you been a member of Maryhill Museum of Art?** In the Electronic Survey 39.46% the majority responded with 0-5 years while in the Paper Survey 44% the majority responded they had been members over 20 years.

Answer Choices	Electronic Survey Answered: 148   Skipped 263	Paper Survey Answered 27   Skipped 2
0-5 years	39.46%   58	22.22%   6
5-10 years	23.13%   34	18.51%   5
10-15 years	21.09%   31	14.81%   4
20+ years	16.33%   24	44.44%   12

**3. What's kind of membership do you have?** Family had the highest response in the Electronic Survey while Individual had the largest in the mail response. Interestingly, the latest numbers from the museum's database show that Sponsor has the most member households; nearly 148 out of 431 members, followed by Family at 101 and Individuals at 97 member households(as of August 31, 2013).

Answer Choices	Electronic Survey Answered: 151 Skipped: 259	Paper Survey Answered 27: Skipped 2
Individual	25.83%   39	34.48%   10
Young Adults	0%	3.45%   1
Family	43.71%   66	20.69%   6
Premier Membership: Sponsor	18.54%   28	20.69%   6
Premier Membership: Patron	5.30%   8	10.34%   3
Premier Membership: Sustaining	0.66%   1	0%
Premier Membership: Benefactor	1.99%   3	0%
Don't know	3.97%   6	6.90%   2

**4. Why did you become a member?** An overwhelming majority on both surveys became a member because they wanted to support the museum; the second largest response was to belong to the museum and the third was to provide financial support.

Answer Choices	Electronic Survey Answered: 142   Skipped: 268	Paper Survey Answered: 27   Skipped: 2
Wanted to belong to museum	50%   71	41.38%   12
Wanted to support museum	89.44%   127	82.76%   24
To receive passes for guests	13.38%   19	10.34%   3
Museum Store and Loie's: The Museum Café discounts	6.34%   9	6.90%   2
To provide financial support	39.44%   56	37.93%   11

Comments: 24 (14% of 169 answering the question). 33% | 8 of these said it was to support family and friends connected with the museum. The rest wrote that they liked or loved Maryhill; its exhibits, had worked, volunteered or had a family history with the museum. 2 representative comments are:

- Random visit and we fell in love with the eclecticism of the museum; an isolated place not easy to get to but such a gem.
- When an infant my dad and mother attended the dedication with Queen Marie. My future husband was also present with his parents.

**5. Does Maryhill Museum invite members to special events and give them special opportunities?**

Answer Choices	Electronic Survey Answered: 149   Skipped: 261	Paper Survey Answered: 26   Skipped 3
Yes	94.63%   141	100%   26
No	0.67%   1	0%
Not sure	4.70%   7	0%

Comments: 10 (5% of 175 answering the question). Distance, costs and lack of information about events prevented them from attendance. 2 suggested more behind the scenes tours and small trips offered (such as the one to Seattle a few years ago).

**Questions 6-9 were answered by those not currently members (Electronic Survey)**

**6. Have you been a member of Maryhill Museum in the past?**

Answer Choices	Answered: 241	Skipped: 169
Yes	15.35%	37
No	84.65%	204

**7. How long were you a member of Maryhill Museum of Art?**

Answer Choices	Answered: 35	Skipped: 375
0-5 years	80%	28
5-10 years	8.57%	3
10-15 years	8.57%	3
20+ years	2.86%	1

**8. What kind of membership did you have?**

Answer Choices	Answered: 35	Skipped: 375
Individual	54.29%	19
Young Adults	0%	
Family	34.29%	12
Premier Membership: Sponsor	5.71%	2
Premier Membership: Patron	0%	
Premier Membership: Sustaining	0%	
Premier Membership: Benefactor	0%	
Don't know	5.71%	2

**9. Why did you discontinue your membership?**

Answer Choices	Answered: 23	Skipped: 387
Too expensive	13.04%	3
Didn't use it enough	91.30%	21
Didn't find it valuable	8.70%	2
Not enough benefits	8.70%	2
Never went	0%	
Not interested	0%	

Comments: 16 (69% of 23 answering the question). 50% | 8 said they moved and/or distance was a problem. 19% | 3 stated that cost was a factor. 19% | 3 that it lapsed and they never renewed. One did not renew because of the new wing.

**10. What membership privileges would you value most? (Rate 1-5, with 1 being low)**

Electronic Survey: Answered: 335 | Skipped: 75 / Paper Survey: Answered: 23 | Skipped 6

Most valued free admission; followed by NARM, the e-newsletter or printed newsletter and guest passes in that order.

	1	2	3	4	5	Total
Free admission Electronic Survey	13.04%   42	4.04%   13	10.25%   33	8.70%   28	63.98%   206	322
Paper Survey	12.5%   2	6.25%   1	12.5%   2	6.25%   1	62.25%   10	16
Guest passes Electronic Survey	9.87%   30	11.18%   34	23.03%   70	23.03%   70	32.89%   100	304
Paper Survey	11.11%   1	11.11%   1	25%   2	11.11%   1	37.50%   3	8
Store Cafe Discounts Electronic Survey	8.39%   25	19.46%   58	26.17%   78	27.18%   81	18.79%   56	298
Paper Survey	6.66%   1	26.66%   4	26.66%   4	26.66%   4	13.33%   2	15
Members-only events Electronic Survey	15.68%   45	15.33%   44	25.09%   72	24.39%   70	19.51%   56	287
Paper Survey	0%	45.45%   5	9.09%   1	18.18%   2	27.27%   3	11
Newsletters Electronic Survey	10.96%   33	11.96%   36	21.59%   65	23.59%   71	31.89%   96	301
Paper Survey	13.33%   2	0%	13.33%   2	4%   6	33.33%   5	15
NARM Electronic Survey	9.54%   29	7.24%   22	16.78%   51	22.70%   69	43.75%   133	304
Paper Survey	1%   1	20%   2	30%   3	0%	40%   4	10

Comments: 26 (6% of 358 answering the question). 23% | 6 liked Maryhill’s programs (including auction and annual meeting). 27% | 7 made suggestions to enhance membership offerings: better discounts for members at museum events; at local places (food and lodging); local tours and partner deals; personalized gifts or items; somewhere online to check membership status and food to go in café. 15% | 4 were not aware of the NARM program and 12% | 3 mentioned distance as a factor in attending.

**11. Have you given a Maryhill Museum membership as a gift? Why? How was it received?**

Answer Choices	Electronic Survey Answered: 335   Skipped: 75	Mail Survey Answered: 28   Skipped 1
Yes	1.49%   5	3.57%   1
No	96.42%   323	92.28%   26
Not sure	2.09%   7	3.57%   1

Comments: 14 comments (4% of the 363 answering the question). 36% | 5 stated that distance was a large factor in the decision to purchase a gift membership. The rest told us that gift memberships were a great idea; that one was given but not used; that a gift membership was given in connection with the new wing and with the building fund. One stated no, but had “directed hundreds to the website.”



**12. Do you currently volunteer at Maryhill Museum?**

Answer Choices	Monkey Survey Answered: 334   Skipped: 76	Mail Survey Answered: 26   Skipped: 3
Yes	6.29%   21	3.84%   1
No	91.62%   306	92.15%   25
Sign me up!	2.10%   7	0

**13. If you volunteer, what do you do?**

Answer Choices	Electronic Survey Answered: 162   Skipped: 248	Mail Survey Answered: 7   Skipped 22
Work at special events	11.11%   18	14.28%   1
Research	6.17%   10	14.28%   1
Greeting visitors	2.47%   4	0%
Work in collections	5.56%   9	0%
Provide administrative support	3.09%   5	14.28%   1
Assist with school groups/tours	9.26%   15	19%   2
Facilitate art activities	3.09%   5	14.28%   1
Serve on committees	9.88%   16	14.28%   1
Other	5.56%   9	28.57%   2
I don't volunteer	75.93%   123	0%

Comments: There were no comments to this question on the Electronic Survey; but 3 on the Paper Survey. 2 indicated they volunteered when able; and 1 stated distance as a factor.

**14. Would you like to be more involved with Maryhill Museum?**

Answer Choices	Electronic Survey Answered: 292   Skipped: 118	Mail Survey Answered: 18   Skipped 11
Yes	28.42%   83	22.22%   4
No	71.58%   209	55.56%   10
Not Sure	0	22.22%   4

Comments: 125 (28% of the 310 answering the question). An overwhelming number of these 72% | 90 stated that distance was the reason for not being more involved at Maryhill. A smaller number 10% | 3 suggested they might volunteer in the future. The rest said no, naming health reasons, time and volunteering at other places. One suggested a volunteer coordinator (perhaps a volunteer) was necessary.

**15. How should Maryhill Museum better involve members in making decisions about the museum?**

Electronic Survey: Answered: 71 | Skipped: 339 / Paper Survey: Answered: 5 | Skipped: 24

This was open-ended response with 76 (17% of the 439) taking the survey commenting. Most skipped the question. Those who commented declared the survey itself a great idea (18% | 14). The next largest group of those responding wrote that Maryhill was doing a good job now (14% | 11). Yet others felt that the museum’s publications and social media provided opportunities for involvement (14% | 11). Some suggested focus groups and/or membership gatherings (11% | 8). Another group felt that board and staff should be making decisions (11% | 8); although a few of these added the caveat that ideas from the members were important. Others thought involving members by email (9% | 7) to be key. Other suggestions included:

- Send members electronic version of board minutes and ask for input.
- Provide orientations either onsite into how the process works or provide a Youtube.com video for members and/or potential members to become acquainted.
- When members visit the museum, hand them an evaluation sheet to be filled out while they are on the premises and returned to the cashier. Evaluate each major section of the museum and the grounds outside. Ask for comments and suggestions. Not more than one page front and back. This might also be given to a member’s guest.
- It would be nice if there was a bus once in a while from Portland or from Troutdale at the beginning of one or all of the exhibits.
- Maintain a variety of exhibits and continue offering a variety of educational programs like the summer institute and 2-3 day workshops.
- Make yourself known better, say on NPR OR PUBLIC TV. This is your natural constituency.

**16. What do you most like about Maryhill Museum of Art? (Rate 1-5, with 1 being low):** This question listed several individual adult programs (and events) as well as a category for single adult program category to choose. As a result this might be giving slightly confusing data on museum programs. However, taking this into account, it appears that most liked were exhibits (changing and permanent) followed by adult programs.

	1	2	3	4	5	Total
Adult program Electronic Survey	8.59%   22	12.50%   32	25.78%   66	27.73%   71	25.39%   65	256
Paper Survey	9.09%   1	9.09%   1	27.27%   3	18.18%   2	36.36%   4	11
Art Institute Electronic Survey	9.79%   23	15.32%   36	31.49%   74	22.98%   54	20.43%   48	235
Paper Survey	33.33%   3	11.11%   1	11.11%   1	11.11%   1	33.33%   3	9
Events Electronic Survey	7.00%   18	8.56%   22	17.51%   45	31.52%   81	35.41%   91	257
Paper Survey	0%	6.66%   1	26.66%   4	26.66%   4	40%   6	15
Family Programs Electronic Survey	13.68%   32	17.95%   42	24.79%   58	26.07%   61	17.52%   41	234
Paper Survey	40%   4	10%   1	20%   2	0%	30%   3	10
Lectures Electronic Survey	6.75%   16	16.03%   38	31.22%   74	27.43%   65	18.57%   44	237

Paper Survey	0%	36.36%   4	0%	0%	63.63%   7	11
MH Loops Road Electronic Survey	7.29%   18	16.19%   40	26.32%   65	23.89%   59	26.32%   65	247
Paper Survey	8.33%   1	8.33%   1	33.33%   4	25%   3	25%   3	12
Permanent exhibits Electronic Survey	5.33%   16	4.67%   14	9.67%   29	22.33%   67	58.00%   174	300
Paper Survey	0%	0%	0%	22.22%   4	77.77%   14	18
Changing exhibits Electronic Survey	5.78%   17	3.74%   11	5.44%   16	20.07%   59	64.97%   191	294
Paper Survey	0%	0%	6.66%   1	6.66%   1	86.66%   13	15
Stonehenge Electronic Survey	6.79%   18	13.58%   36	20.75%   55	27.55%   73	31.32%   83	265
Paper Survey	0%	15.38%   2	30.76%   4	30.76%   4	23.07%   3	13
Workshops Electronic Survey	10.67%   24	16.89%   38	33.78%   76	23.56%   53	15.11%   34	225
Paper Survey	25%   2	37.50%   3	0%	12.50%   1	25%   2	8
None of the above Electronic Survey	82.14%   23	0%   0	7.14%   2	3.57%   1	7.14%   2	28
Paper Survey	0%	0%	0%	0%	0%	0%

Comments: 39 (11% of the 348 answering the question). These were easily grouped into the following subjects:

- **Programs** (23% | 9): Important to many; mentioned was Shakespeare; educational programs for students and teachers, art classes and workshops.
- **Favorite objects and exhibits** (20% | 8): the sculpture garden was mentioned twice; but also mentioned was NW artists; specific objects; glass; the Queen Marie gallery; museum's collections; and changing and special exhibitions.
- **Building and grounds** (15% | 6): Architecture (historical); views; setting; picnics etc. One comment: "The setting: meeting other active members; talking with Board members about current museum issues."
- **Distance** prevented participation (12% | 5).
- **Likes** (12% | 5): Everything, especially staff; peacocks, NARM; Arts Festival.
- **Dislikes** (7% | 3): The new wing ("I felt at home with the physical location and spiritual essence of the building - think the new wing ruined it.") and 2 wanted to see improvements in the arts festival.

### 17. If you could change one thing about Maryhill Museum what would it be?

Electronic Survey: Answered: 116 | Skipped: 294 / Paper Survey: Answered: 9 | Skipped: 20

This open-ended question had 125 responses (28% of 439 taking the survey); one of the two largest response of the open-ended questions. Of these 9% liked the museum and felt that nothing needs changing. However the rest of the comments or suggestions fit into several distinct categories:

- **Location** (28% | 35): Most wished Maryhill were closer to where they lived so they could take more advantage of the museum, their membership, etc. Suggestions to overcome this involved buses:

arranging for group transportation to and from Maryhill for workshop weekends, other events; and a bus tour from local libraries during the summer?

- **Exhibits** (16% | 20): Most of those commenting on exhibits (50% | 10) suggested exhibits on decorative arts; fiber arts; Gammel paintings displayed more; public art; more sculpture; all the Rodins exhibited; more collections exhibited; and “I would like to see more Northwest Art-sculpture and paintings either permanent collection or on loan—cooperation with regional museum would make it easier and more interesting.” 15% | 3 wanted less modern art and more traditional exhibits. 15% | 3 asked for more information about exhibits/collections available through online; audio tours; etc. 20% | 4 felt that some of the museum galleries needed attention including the entry; Queen Marie gallery and the following: “Relocate or redesign the fashion (du monde) exhibit on the top floor, so that the south-facing windows can be uncovered. For me the museum building itself, and its unique setting in the landscape, are integral parts of my personal Maryhill experience. Those windows provided an ambience of light, a subtle reminder of the surrounding unique environment that is now lost to a significant portion of the exhibit space;” and “Better displayed and interpreted permanent Native American exhibits. Rodin displayed in darker, more dramatic space. ...and closer to home (without me needing to move to Goldendale!).”
- **Café** (7% | 9): Most here wanted to see a more varied menu. Some wanted to see the atmosphere changed (real plates; etc.). One was concerned about service. (see #22)
- **Programs** (5% | 7). Most wanted to see more tours; ranch tours, shorter less expensive tours; docent tours; kids programs; more at Stonehenge.
- **Site** (5% | 6): These comments were almost all associated with driveway; left turn lane; signage and parking issues; more shade. One comment was for more outdoor exhibits.
- **Hours** (5% | 6): These were about extending hours into the evening; being open year around; or having a longer season.
- **People** (4% | 5): A small percentage wrote that staff were arrogant; do not work well with the public; not customer friendly. That the “museum is not interested in anyone without money” and that “the museum needs to be better involved in the local community; people don’t think it is a friendly place to go.” One suggested a “fuller and more complete staffing with better support for the professional staff.”
- **Arts Festival** (2% | 3): Comments suggested it needed help; needs to go back to what it was with more artists, better advertising etc.

**18. How often do you come to Maryhill?** Most answered 2-3 times annually (ES: 33% | PS: 14%).

Answer Choices	Electronic Survey Answered: 336   Skipped: 74	Paper Survey Answered: 26   Skipped: 3
1 time annually	26.49%   89	34.61%   9
2-3 times annually	33.33%   112	53.85%   14
3+ more times	13.99%   47	0%
Every other year	11.01%   37	0%
Every 3-5 years	9.82%   33	7.69%   2
Every 6-10 years	3.87%   13	3.844%   1
Never	1.49%   5	0%

**19. Have you been to the new Mary and Bruce Stevenson Wing?** A large number answered positively to this question. However, it is worth noting that there are still a significant number who have not as yet seen the new wing.

Answer Choices	Electronic Survey Answered: 334   Skipped: 76	Paper Survey Answered: 29   Skipped: 0
Yes	60.48%   202	75.86%   22
No	39.52%   132	24.14%   7

Comments: 75 (21% of the 363 answering the question). 72% | 54 of these love the new wing; adjectives used were beautiful; light; airy; fantastic; wonderful; and practical. 2 wished that the main entrance was through the new wing; one thought the café open and airy. One liked it but thought exhibit space would be larger but liked the space for kids. 16% | 12 wrote they had not yet seen it, but were looking forward to a visit. 6% | 5 were disappointed in the wing; in the work exhibited in it and thought it was “wasted” space.”

**20. Anything else you want to tell us?**

Electronic Survey: Answered: 98 Skipped: 312 / Paper Survey: Answered: 11 | Skipped: 18

29% | 109 out of 439 people took the time to answer this open-ended question. They were overwhelmingly positive about Maryhill Museum of Art. They fell in the following groups:

**Wonderful:** 42% | 46 thought the museum just wonderful; adjectives used were adore; love, thriving place; unique; beautiful; wonderful; priceless; etc. Some full comments:

- We very much enjoy our visits to Maryhill. We always let family and friends know when we have visited and what is going on.
- I love Maryhill, and visit whenever I can. I even convinced a friend to make a "road trip" from Idaho, just to introduce her to the museum (and get in my annual visit!)
- I think Maryhill is a hidden gem! I loved taking the teacher workshops and always enjoy visiting and taking guests, but it's become more of a drive than is comfortable for me, since I live at the coast. For that reason, I do not volunteer either. If I were closer, I would certainly volunteer and attend special programs.
- Maryhill Museum has been special for the Eastern part of the state. I took many field trips there with my students when I was teaching college, and it is a joy to watch the way in which it is evolving. It just gets better and better. Too much "entertainment for the masses" or programs that have a commercial twist will dampen its purpose as a Museum. Whatever works!
- We've only been to your beautiful museum one time so far and loved it. It was during the art festival on the grounds... we will definitely be back this year!!
- Every time I come I wish it were more often. Keep doing what you are doing and providing stimulating programs, lectures and exhibitions.
- You are an active, pro-active museum doing a great job. You want to keep growing your membership. The Discovery Center in The Dalles isn't doing such a great job. The contrast is noticeable. Make an effort to connect with and publicize Indian petroglyphs and pictographs at the Columbia Hills State Park. You have a couple of petroglyphs in your Indian display; would be nice to tell people where they can get more info (10am Fri and Sat tours by appointment plus

displays at the park, Horsethief Lake Park. There are now 3 different Col Hills St. Parks, so it is confusing).

- You are doing a great job of management. Thank you.

**People:** 6% | 7 loved the staff and volunteers. Some comments:

- The staff is professional, competent, and friendly. I always feel welcome and appreciated.
- Everyone works hard and we appreciate that! The museum looks great because the staff and others (volunteers) care so much!
- The staff does a great job at the Museum and Maryhill is a jewel.
- Am so thankful for Maryhill employees that further the fabulous art and provide programs. The county free week/month is appreciated and we encourage attendance.
- Good staff. Dr. Grafe adds much "academic cred" to the museum. The recent special exhibitions have been unique and well done.

**Programs:** 5% | 6 mentioned specifically were Shakespeare; past programs (folk dancing); kids programs; the tea; teacher institute etc. One comment about past programs:

- Maryhill used to have wonderful events in the main floor exhibit hall as they would clear out the exhibits and seat chairs therein: a folk dance group representing dances from several countries, I.e., a group representing Africa with Congo drums, a group from Middle East with live snakes around their arms - it was something we have never seen elsewhere and was wonderful - several years ago, but have not forgotten, and a cabaret event featuring a singer and French food. Such fun and unusual events which we have not seen offered since.

**Visiting Stories:** 6% | 7 shared stories:

- I started visiting Maryhill Museum in the late 1950's with my 8th grade class from Hermiston Junior High School. I come as often as my schedule permits and so enjoy the changes that have occurred throughout the years. I came for a visit in 2008 after my Mom's passing and was reminded that it was her love of the arts that brought me back to Maryhill again and again.
- In the early 80's I went to WSU as a student and track & field athlete. We would pass Maryhill on our way to and from competitions in Oregon. The majestic "mansion on the hill" never ceased to fascinate me, and I had wanted to visit since that time. Last April, with my wife and daughters, I made that dream finally come true. Taking a day trip, we spent a wonderful afternoon at Maryhill- even my girls (8 and 3.5 years old) were enchanted. Although we live in the Seattle area, we wish to return regularly.
- I've loved Maryhill since I was a child and my grandmother brought me there in the 1960s when I-84 was under construction.
- My husband and I have been members of Maryhill Museum since the 1960s. We joined as members because of our friendship with Cliffords, curator at that time. My husband, a chess set collection, donated a couple of sets to the museum, because of Clifford's encouragement and enthusiasm. Because we live in San Francisco, we do not visit.
- I have been visiting the museum since the 1930s. Our former neighbors were caretakers of the collections before the museum was open. I was fascinated with the beautiful carriages and vehicles stored on the lower level. My mother did extensive research on Sam Hill and wrote a booklet: Who the Sam Hill is Sam Hill. Mother also wrote news articles for state newspapers and local publications as a freelance Northwest feature story writer. One of my acquaintances

lived on the same street where Sam Hill lived as a child and visited with the family. Another friend in Goldendale visited with the two little ladies at Maryhill that Sam Hill helped.

- You should be a must stop for anyone travelling in the Gorge. For me, you have achieved this. However, unless I have guests/visitors, it is tough to pull off I-84.
- I live in Seattle. I used to travel past the museum once or twice a year. I don't any more. If I lived closer or had more free time, I'd be a regular.

**Arts Festival:** 2% | 3 would like to see the Arts Festival improved; more vendors; back in old picnic grounds; less wind.

## 21. How could our communications be improved?

Electronic Survey: Answered: 62 | Skipped: 348 / Paper Survey: Answered: 3 | Skipped: 26

This was an opened ended question that drew 14% | 62 out of 439 people who took the survey. Most skipped it. 48% | 30 of the comments were positive. 16% | 11 appreciated emails (e-newsletter). 7% | 5 valued the printed newsletter. Some comments suggested that members might want more news about the museum as well as information on exhibitions and programs. Interestingly, Facebook, Twitter or Pinterest did not get many comments. Suggestions from members included sharing more stories (behind the scenes); reach out personally; would like yearly calendar; postcard announcements; and reach out to surrounding communities-programs in other places.

**22. How do you hear about Maryhill?** The e-newsletter and the printed newsletter were favored. Not surprising, those who responded to the survey electronically chose electronic and social media and those who responded by mail preferred printed materials.

Answer Choices	Electronic Survey Answered: 228   Skipped: 182	Paper Survey Answered: 26   Skipped: 0
Website	41.67%   95	3.85%   1
News articles in the media	32.02%   73	57.14%   16
eNewsletter	63.16%   144	50%   13
Printed newsletter	19.30%   44	53.85%   14
Mailings	29.39%   67	0%
Facebook	18.86%   43	3.85%   1
Instagram	0%	0%
Twitter	0%	0%
Pinterest	0%	3.85%   1

Comments: 26% | 113 of 439 answering the question. 39% | 44 commented they knew about Maryhill for a long time—10, 20, 30, 40 and even 50 years. 21% | 24 mentioned hearing about Maryhill from family and friends. 14% | 16 learned about it by coming to programs or hearing about it from radio and reading articles. One mentioned Groupon. 9% | 11 learned about Maryhill on trips and 7% | 9 because of school visits. Interestingly 2 people mentioned signs on Highway 14 and I-84: one stating that a “sign

alongside of road we were going to The Dalles to stay to see the Discovery Center and seen the sign and decided to go see it was worth the trip.”

**23. Have you been to our new café, Loïe’s, in the new Stevenson Wing?**

Answer Choices	Electronic Survey Answered: 332   Skipped: 78	Paper Survey Answered: 27   Skipped: 2
Yes	47.59%   158	55.56%   15
No	52.41%   174	44.44%   12

Comments: There were 72 (16%) written comments. 40% (29) like the café; the words used: love, good; excellent; location great; well done; yummy sandwiches. 22% (16) felt that the menu needed improving; words used were limited menu; different beer; more healthy food (gluten free); pricey; Yuk; and just awful. 18% | 13 had not yet visited. 4% | 3 felt the service was slow. 3% | 2 just disliked it. Other:

- It shows improvement over the previous cafe.
- The traffic flow is poorly conceived.
- Could be the gem of the museum, develop the menu and service.
- I don't have a clear recollection. If the café serves a nice lunch or not. If the café could get a reputation as upscale (and only slightly) to Big Jims; seem like an opportunity.

**24. What is your gender?**

Answer Choices	Electronic Survey Answered: 328   Skipped: 82	Paper Survey Answered: 26   Skipped: 3
Female	71.65%   235	65.53%   17
Male	28.35%   93	34.62%   9

**25. What is your age? 45 and older.**

Answer Choices	Electronic Survey Answered: 332   Skipped: 78	Paper Survey Answered: 27   Skipped: 2
18 to 24	0.30%   1	3.70%   1
25 to 34	1.51%   5	0%
35 to 44	6.63%   22	0%
45 to 54	18.98%   63	3.70%   1
55 to 64	29.52%   98	14.81%   4
65+	43.07%   143	74.07%   20



**26. What is the highest level of education you have completed?** College + but at least some college.

Answer Choices	Electronic Survey Answered: 332   Skipped: 78	Paper Survey Answered: 27   Skipped: 2
High School	1.20%   4	11.11%   3
Some College/Tech	20.48%   68	18.52%   5
College	34.94%   116	37.04%   10
Grad+	43.37%   144	29.63%   8

**27. Where do you live?**

<i>Answer Choices</i>	<i>Electronic Survey Answered: 180   Skipped: 230</i>	<i>Paper Survey Answered: 25   Skipped: 4</i>
Anacortes, WA	0%	4%   1
Baker City, OR	0%	0%
Bend, OR	1.11%   2	0%
Boise, ID	1.67%   3	0%
Columbia Gorge, OR/WA	30.56%   55	40%   10
Brookings, OR	0%	4%   1
Condon, OR	0%	4%   1
Eugene, OR	1.11%   2	4%   1
Coeur d'Alene, ID	0%	4%   1
Kalama, WA	0%	4%   1
Olympia, WA	0.56%   1	0%
Pendleton, OR	2.22%   4	0%
Portland	26.11%   47	28%   7
Salem, OR	2.78%   5	0%
Seattle, WA	9.44%   17	8%   2
Tri-Cities, WA	5.56%   10	0%
Vancouver, BC, Canada	0%   0	0%
Vancouver, WA	8.89%   16	0%
Walla Walla, WA	2.78%   5	0%
Yakima, WA	7.22%   13	0%

**28. Do you have any children under age 18 in your home?**

Answer Choices	Electronic Survey Answered: 331   Skipped: 79	Paper Survey Answered: 27   Skipped: 2
Yes	12.69%   42	0%
No	87.31%   289	100%   27

**29. Do you belong to other museums? If yes, which ones?**

Answer Choices	Electronic Survey Answered: 327   Skipped: 83	Paper Survey Answered: 28   Skipped: 1
Yes	41.90%   137	50%   14
No	58.10%   190	50%   14

**List of Museums:** 152 responded. 47 (31%) of them belonged to 2 or more museums. 35 (23%) belong to local museums in the Gorge. Frequent among the local museums were the Columbia Gorge Discovery Center (16), The Sherman County History Museum (7) and the Klickitat County Historical Society-Presby Mansion/East & West (6). Other regional museums included the Yakima Valley Museum (4); Warm Spring Museums (2); and the High Desert Museum (5). Art Museums listed included the Portland Art Museum (43); Seattle Art Museum (9); Jordan Schnitzer Museum of Art (3); Frye (2); Tacoma Art Museum (2); Hallie Ford (1); Boise Art Museum (1); and national museums such as the Metropolitan Museum of Art; Museum of Fine Arts Boston; Heard; Georgia O’Keeffe Museum; Nevada Art Museum; and Smithsonian. Other museums included regional aviation museums, gardens, and history, and OMSI (8). States included: AZ; CA; ID; MA; MI; NM; NV; OR; TX; & WA.

**Maryhill Museum of Art**  
**35 Maryhill Museum Drive**  
**Goldendale, WA 9820**  
**[www.maryhillmuseum.org](http://www.maryhillmuseum.org)**