

An abstract graphic on the left side of the slide, consisting of a network of light blue lines and small circles, resembling a circuit board or a data network, set against a dark blue background.

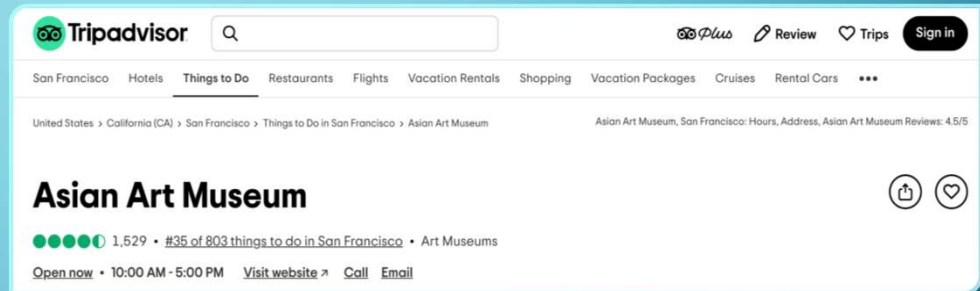
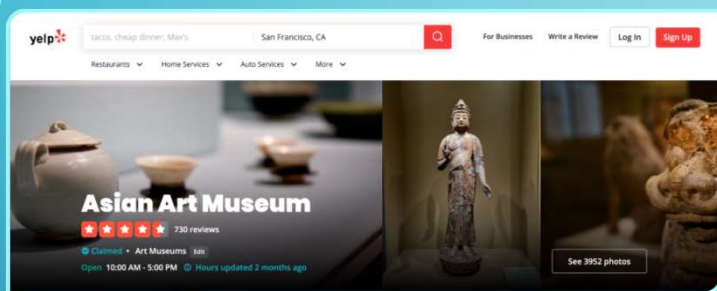
METRICS AT THE SAN FRANCISCO ASIAN ART MUSEUM

PEYTON MORIARTY

METRICS - WHAT IS IT?

- part of the SFAAM's Marketing and Communication efforts
- encompasses
 - Digital Engagement – how visitors interact with the museum's website and social media
 - Advertisement – how visitors respond to particular campaigns
 - Visitor Experience – what visitors think of their time in the museum
- internship work involved all of the above, but this report will highlight visitor experience, through visitor feedback

POSITIVE TESTIMONIALS PROJECT



- gather positive testimonials about the museum
- canvassed a variety of sites that gave feedback about the museum experience
 - review sites: TripAdvisor, Google Reviews, Yelp
 - press releases
 - the museum's surveys with its visitors and members

POSITIVE TESTIMONIALS - RESULTS

- ~300 quotes!
- sorted according to whether they're about the museum reopening, a particular exhibit, or the museum in general
- includes the original bulk of the text, along with a streamlined version for snappier reading (fewer than 20 words)
- source information, particularly on the quote's author
- tags for easy reference, summarizing the themes of each quote. Ex: to pull a quote to advertise to families with kids, search for the "kids" tag. Other tags include: free, interactive, architecture, collection, Asian culture

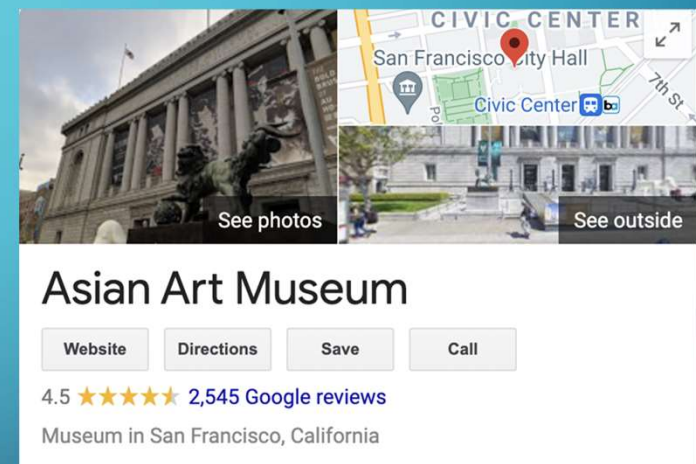
<p>Asian Museum even for kids! The first Sunday of the month is FREE! The food in the cafe is good and the gift shop is extensive! Now for the tips: I observed a wonderful art class for children and schedules for future ones. Check them out. The other amazing interactive activity for kids of all ages was a digital aquarium where you are given paper with an outline of an aquatic animal to color and then your art piece is scanned and appears floating on the wall. Beyond fun and amazing to see this!! We took a free tour of the architectural history of the building that was fascinating. There are videos explaining some objects. But my favorite was how to dress an elephant! This museum is good even if you know nothing about Asian Art. You will enjoy it!</p>	Mar-20 Susan2015	"This museum is good even if you know nothing about Asian Art. You will enjoy it!"	Trip Advisor	https://www.tripadvisor.com/ShowUserReviews.g6-0713-d103857-r74861156-9-Asian_Art_Museum-San_Francisco_California.html?m=19905	Advertising, especially towards families	kids, free, interactive
<p>I never get tired of coming here. A great re-use of the handsome library building, plus a new addition. The scope is grand covering so many cultures and time periods, so it's a bit overwhelming. Go for the objects you love most. Nice cafe as well.</p>	Feb-20 Thomas V	"I never get tired of coming here. A great re-use of the handsome library building, plus a new addition."	Trip Advisor	https://www.tripadvisor.com/ShowUserReviews.g6-0713-d103857-r74558821-9-Asian_Art_Museum-San_Francisco_California.html?m=19905	o	architecture, collection
<p>This is a fantastic museum located in the Civic Center. The specialty focus and surrounding areas were absolutely gorgeous.</p>	May-19 Yoshi	"This is a fantastic museum located in the Civic Center. The specialty focus and surrounding areas were absolutely gorgeous."	Trip Advisor	https://www.tripadvisor.com/ShowUserReviews.g6-0713-d103857-r78815499-1-Asian_Art_Museum-San_Francisco_California.html?m=19905		neighborhood, architecture
<p>Educational and exciting experience of the US Asian culture in San Francisco, a part of its history and immigrant tapestry. The grand building with Atlantes holding the structure. Golden details and the meaningful filling of every inch of the museum will definitely leave you with positive impression. There is also a snack bar with a good healthy selection of desserts and Asian cuisine. As well as a full classy restaurant for a memorable dining experience. Must visit on a tourist map.</p>	Jan-19 Viktoriya K	"Educational and exciting experience of the US Asian culture in San Francisco, a part of its history and immigrant tapestry."	Trip Advisor	https://www.tripadvisor.com/ShowUserReviews.g6-0713-d103857-r73303920-5-Asian_Art_Museum-San_Francisco_California.html?m=19905		architecture, cafe, Asian culture
<p>This an excellent museum, with first-rate artefacts and well written and documented notices. Videos along the way explain things better than words can do it. Located right in the center it is a must and not very busy either. Lovely gift store.</p>	Nov-19 SylvieR84	"This an excellent museum, with first-rate artefacts and well written and documented notices."	Trip Advisor	https://www.tripadvisor.com/ShowUserReviews.g6-0713-d103857-r73009949-3-Asian_Art_Museum-San_Francisco_California.html?m=19905		collection, gift shop

POSITIVE TESTIMONIALS - INSIGHTS

- permanent exhibits are liked very much (considered expansive and interesting) but they would benefit from some circulation
- some visitors had safety concerns about the surrounding area, as a result of nearby homeless encampments. However, most simply noted to other tourists what they might anticipate encountering, and did not expect the museum to take any particular action on the issue.
- visitors pressed the museum to do greater outreach to Asian communities and other minority groups (such as the disabled), not only for increased advertising but also representation in the exhibits.

Need 2 Minutes Of Calm? Inhale, Exhale ...
And Click Here

July 9, 2020 - 9:00 AM ET



Engage with Asian and Asian-American Art

Learn about Asian art and cultures and help uplift the voices of the Asian and Asian-American community by visiting the Asian Art Museum, which is home to one of the world's best collections of Asian art. It's a compelling way to connect with the culture, while also learning more about the history and lived experiences of Asians across the world.

POSITIVE TESTIMONIALS - EXAMPLES

"Even my kids enjoyed the artwork. We joined part of a kid tour ... the tour guide was so great with the kids."

Sometimes, nothing ties me to this beautiful earth as do ceramics, Japanese woven bamboo, and a landscape with fireflies.

Educational and exciting experience of the US Asian culture in San Francisco, a part of its history and immigrant tapestry.

My mother and I had a fantastic time here.

I have been to this museum many times and it never fails to impress me.

I love coming here on my lunch break. It's relaxing to walk the exhibits quietly. It feels almost like a temple.

If you only have time for one art museum in San Francisco, choose this one!

REFLECTIONS

- coordinating large-scale projects,
 - many moving parts
 - working remote
 - initiative to reach out
- technical skills
 - navigate several data sites
 - to manage large excel spreadsheets
- behind-the-scenes work
 - understanding of how museums collect and store this kind of data
 - coordination and resources involved.
 - a perspective that we probably would not have encountered otherwise--but now we will be able to appreciate, whenever we encounter institutions like this in the future