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
• 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
~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
• 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.
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.

"I have been to this museum may 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.

"My mother and I had a fantastic time here."

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