Current State

Ali and I did not fully understand the dioramas. They seemed a little juvenile in quality. Sue Divito, who has been at the Museum for 30+ years mentioned (without being asked) that the dioramas are particularly fascinating to the youngest patrons.
Current State

There is a LOT of text in this museum. I have several photos that really display this. The descriptions sometimes feel a little off-putting. It is often very small, drawn out, and at times overwhelming. Furthermore, unlike the flow of the exhibits, which is OK, the flow of text from one description to the next can feel convoluted.
This museum has several high profile, famous artifacts. Especially Balto and Lucy. The displays for Balto and Lucy do not really stand out, and the story behind these two important artifacts is not strong.
Current State

I am not sure what the goal or target of the computer displays are. There is way too much text to be of interest to younger crowds, they are out of date and slow, and they come off as too childish for the not younger crowds. If I wanted to get information from a computer, I could just do it at home, on my much faster computer!
Current State

Entrance to the Special Exhibit looks a bit Raunchy.
Current State

Reminds me of a science project.
Current State

The Blue Planet was the only dining option. As you can see the menu items caters to the grade school crowd. The options did not look appealing. After paying, $6 for parking, $12 for the ticket and $3 for the special exhibit, one would not drop more money for sub-par food. Also, since this is right near the exit, I would just go down the street, where I will find food that I know I would like.
Current State

• Return (experience) on investment: The way I looked at my experience at CMNH was based on the money I just paid: did I get the experience I was looking for (or expecting)?

• So imagine that I am an adult who wants to take my wife on a date to the museum. We tried the Cleveland Museum of Art last visit and want to expand our museum experience at University Circle. Lets say that we live on the west side. We decide that we should go to this museum for the first time. So we drive for about 25 minutes (Gas: $7-$10) and then arrive at the parking lot. We pay $6. Then we go in and pay $12 X 2 ($24). We also pay an extra $3 X 2 = $6. Lets assume that I purchase another $10 for souvenirs and $20 for food. I have just spent $76 for an experience that reminded me of grade school. Will I ever come back? Absolutely not. Furthermore, the juxtaposition of this experience with my experience at CMA made this experience even worse. At CMA, I didn't pay for my experience, had great lunch, and bought a cool souvenir that reminded me of my experience.
Current State

Gift options specific to the museum is limited. Apparently they get request from Alaska for Bato cups and stuffed animals. These options do not excite me about the museum nor the infamous discoveries!
Current State

If I were to show you these photos (see attached) would you mistake this place for the local public school?
Current State

• It was remarkable how my experience reminded me of grade school. Here are some things that I observed that reminded me of a school: 1) The bricks throughout the museum
  a. This was a common theme throughout the museum that made me feel like I am in grade school.
  2) The auditorium
  3) The exhibits
  a. A lot of the exhibits reminded me of projects that I made in grade school (especially in the quality of some of the exhibits)
  4) The curb appeal
  5) The cafeteria
  a. Not only the look but also the food it served
  6) The halls
  7) The Staircase
  8) The hallway of the donor awards
This really impacted my experience (and not in a good way).
Current State
Current State

- Pricing to park complicated and kind of expensive
- The play area has been replaced by these dark simulation machines.
  - The may have been a mistake...
- The shop was welcoming and appealing.
  - The staff at the shop was very
    - welcoming of the museum and
    - very friendly.
  - I learned a lot from the staff here.
- The rest of the museum: rocks, earth formations, plants, etc.
  - The staff is very helpful, and the museum is
    - very well organized.
  - The exhibit is also well designed.
  - It is very well organized, and information pops
    - electronics, trendy stuff here.
- The plant trees have a neat-looking entrance.
  - The main area is very
    - clean and
easily visible.
  - It took state of the art for the 1970s.
- Looks possibly impressive from the outside.
- Every visitor feels welcome here.
  - The design is also
    - neat and
    - well
    - though.
  - He was here.
- I suppose learning about Lucy is crucial.
  - This way something I was interested in seeing.
  - However, Lucy barely stands out from the other exhibits.
Where to Focus?

• Financial?
  • What is the typical revenue stream of a museum?
    • Exploring 990s of different museum?

• Best practices of other museums?
  • Pull Field Museum?
  • Denver Museum – good comparable?
  • Lake Erie Science Center?
  • NYC Natural History Museum?
Meeting with Executive Team

• Jan 29 from 2-3pm?
• Dr. Gates
• Todd Welki, Chief Financial & Operating Officer, and
• Michael Sanders, Director of Operations, will also be attending the meeting to lend their thoughts to the conversation.

• Outcomes
  • Slightly older children’s museum
  • How do we attract adults
Layering at Cleveland Museum of Art Museum
Additional Information Gathering

- Meeting with point of contact going forward
  - Kimberley Gillan-Shafron
- Further understanding the problem
- Listening was key
Information overload
Generation of broad but loosely related topics
Breadth
Breadth
Breadth ➔ Start of Depth
Depth
Focus
Focus
• Wellness Enterprise
• Potential partner?
• Meet with Director of Wellness Enterprise – Joe Sweet
• Business case for part does exist
Prototype
Prototype
Prototype
Final Poster
Changes to poster
Organization and further refining