

SMITHSONIAN AFFILIATIONS SURVEY

In conjunction with the new *Smithsonian Strategic Plan: Inspiring Generations Through Knowledge and Discovery*, the Smithsonian Affiliations office will be developing its own strategic plan.

We would appreciate it if you would fill out this brief survey, so that we may update our records and have a better understanding of your current situation. All information will be aggregated to present a broad picture of Smithsonian Affiliates to Smithsonian senior management and back to all of you. All information about individual Affiliates will be kept strictly confidential.

Enclosed please find a self-addressed stamped envelope for returning your response. If you have any questions please do not hesitate to contact me at closterh@si.edu or 202-633-5321. Thank you for your assistance.

General Information

1. Name of Organization _____
2. Number of Years in Operation _____
3. Size of staff (Full-time Employees) _____
4. Annual Visitation _____
5. Major Awards & Recognitions _____

6. Videoconferencing Capability IP address _____

How Are You Doing?

During the most recent counting period (Calendar Year, Fiscal Year, etc.), did you experience an increase or decrease (or remain the same) over the prior year, in the following categories:

- | | | | |
|------------------------------|----------------|----------------|------------|
| 1. Attendance | _____ increase | _____ decrease | _____ same |
| 2. Number of Exhibits | _____ increase | _____ decrease | _____ same |
| 3. Number of School Programs | _____ increase | _____ decrease | _____ same |
| 4. Number of Public Programs | _____ increase | _____ decrease | _____ same |
| 5. Hits to Your Website | _____ increase | _____ decrease | _____ same |
| 6. Admissions income | _____ increase | _____ decrease | _____ same |
| 7. Special Event income | _____ increase | _____ decrease | _____ same |
| 8. Donations and Grants | _____ increase | _____ decrease | _____ same |
| 9. Retail Sales | _____ increase | _____ decrease | _____ same |
| 10. Membership | _____ increase | _____ decrease | _____ same |
| 11. Volunteer Hours | _____ increase | _____ decrease | _____ same |
| 12. Staffing | _____ increase | _____ decrease | _____ same |
| 13. Hours of Operation | _____ increase | _____ decrease | _____ same |

(over)

Benefits of the Smithsonian Affiliations Program

Please rank in priority order the benefits your organization most values by participating in the Smithsonian Affiliations program (1=most important):

Smithsonian Exhibitions	_____
Ability to Offer Smithsonian Memberships	_____
Smithsonian Speakers	_____
Internships and Fellowships	_____
Marketing and PR Opportunities	_____
Technical Assistance	_____
Smithsonian Artifact Loans	_____
Use of Smithsonian Name and Logo	_____
Smithsonian Travel Opportunities	_____
Affiliations Annual Conference	_____
Smithsonian Education Workshops & Resources	_____
Other (please specify)	_____

Social Media

Do you follow or interact with Smithsonian Affiliations online? Do you have social media platforms of your own? Please check all that apply:

	Smithsonian Affiliations	Your Organization
Website <Affiliations.si.edu>	_____	_____
Blog < www.blog-affiliations.org >	_____	_____
Facebook <Smithsonian In Your Neighborhood>	_____	_____
Twitter <SI Affiliates>	_____	_____
YouTube <SmithsonianNeighbor>	_____	_____
Flickr <Smithsonian Affiliates>	_____	_____
E-Newsletter	_____	_____

If you don't receive our E-Newsletter, please provide your email address _____

Do you find the information provided through our social media platforms helpful, interesting, effective?
Please provide specific comments:

General Comments

Please provide any additional comments about your organization or about the Smithsonian Affiliations program that you think would be helpful to our strategic planning. Please let us know if you would like to discuss this survey further.

THANK YOU FOR COMPLETING THE SURVEY. PLEASE RETURN IN ATTACHED ENVELOPE.
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