

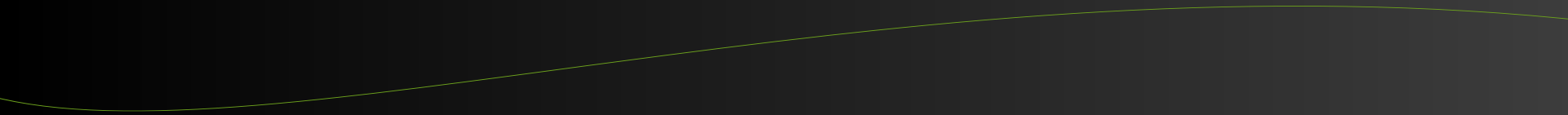


Citizen Society Research Lab

*Galt Museum & Archives
Stakeholder Survey 2019*

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Executive Summary

Importance of Galt Services

All Galt services are highly valued. Onsite access to archives and collections, curatorial exhibits and public programs top stakeholder preferences. Online access is important but not at the expense of onsite access. Stakeholders see value in the Galt's education programs, special events, Galt store, volunteer opportunities and event hosting.

Preserving History and Representing Community

Galt is fulfilling its mission to preserve history and represent the community. Galt helps preserve the heritage and memory of our region and does a good job representing the diversity of the community. Galt is a good place to explore ideas and issues.

Social Capital and Education

Large reservoir of social capital exists. Information provided is trusted and reliable. Visitors learn new things, including children. Public educators prepare and deliver worthwhile programs.

Executive Summary

Advancing Future Change

Advance future change by way of impartial and serious research and scholarship. Continue to reflect changing priorities of the community over time and help visitors understand who we are as a community. Continuing to promote serious research and scholarship.

Personal Growth

Continue to provide a diverse experiences through quality programs and lectures and making the Galt a welcoming venue in which to spend time.

The Galt in a Digital Age

Most stakeholders check the Internet first when searching for local history but fully one-fifth go to the museum first. Nearly half choose their local museum as their second place to seek local history information. A digital presence is seen as essential to the Galt's mission and online public access to research, collections and archives is important.

Executive Summary

Falk's Museum Visitors and the Galt

Continue to provide a diverse range of experience and encourage more social media sharing of visits.

Museums, Contemporary Issues and Society

Continue to provide a range of viewpoints on controversial subjects and explore taboo topics. Be accurate even if the material is deemed offensive by some. Conduct historically accurate research and exhibits even if some of the material is considered offensive. Do not omit material from historical exhibits because it is deemed offensive by some. Moderate attempts to serve as transformative space that challenges and attempts to change visitors' views. Moderate attempts to bring about social and political change.

The Galt in Lethbridge – Comparisons between Stakeholders and Residents

Continue to provide quality services as determined by stakeholders as they are also valued by the general population.

Methodology

Questionnaire A 61-item questionnaire was constructed to measure stakeholders' perceptions of Galt services, activities and approaches to advancing its mandate. Data were collected via the Internet from April 10 to May 9, 2019.

Population Stakeholder was defined primarily by their inclusion on the Galt Museum & Archives contact list and included.

- Supporters and donors – Members – Volunteers – Educators

Sample Approximately 900 email invitations were sent directly to stakeholders on the Galt contact and public school lists. A further 80 educators were invited to participate by the Holy Spirit superintendent's office.

A total of 358 invitees responded with 21 of those declining to participate.

- More than half the invitations sent to Galt contact list addresses solicited a response (328)
- The response rates from Holy Spirit and District 51 were more modest

Representativeness With over half of the Galt-list stakeholders responding, after analysis of the demographic data, and after comparing results with those obtained from the general public, we judge this to be an accurate reflection of stakeholder opinion.

Demographics

Stakeholder Sector (%)

Primary-secondary Ed.	22.8
Post-secondary Ed.	16.9
Private Business	22.2
Not-for-profit service	6.3
Healthcare	10.9
Other government	16.2
NA (refused)	4.6

Gender (%)

Male	25.5
Female	72.2
Other	0.3
N/A (refused)	2.0

Indigenous (%)

Inuit	0.3
Metis	2.2
Status Indian	0.6
Non-status Indian	0.3
Other indigenous	0.3
No (none)	90.1
NA (refused)	4.2

LGBTQ+ (%)

Yes	3.6
No	92.1
Don't know	1.0
NA (refused)	3.3

Visible Minority (%)

Yes	6.3
No	88.7
Don't know	1.3
NA (refused)	3.6

Frequency of Visits to Galt (%)

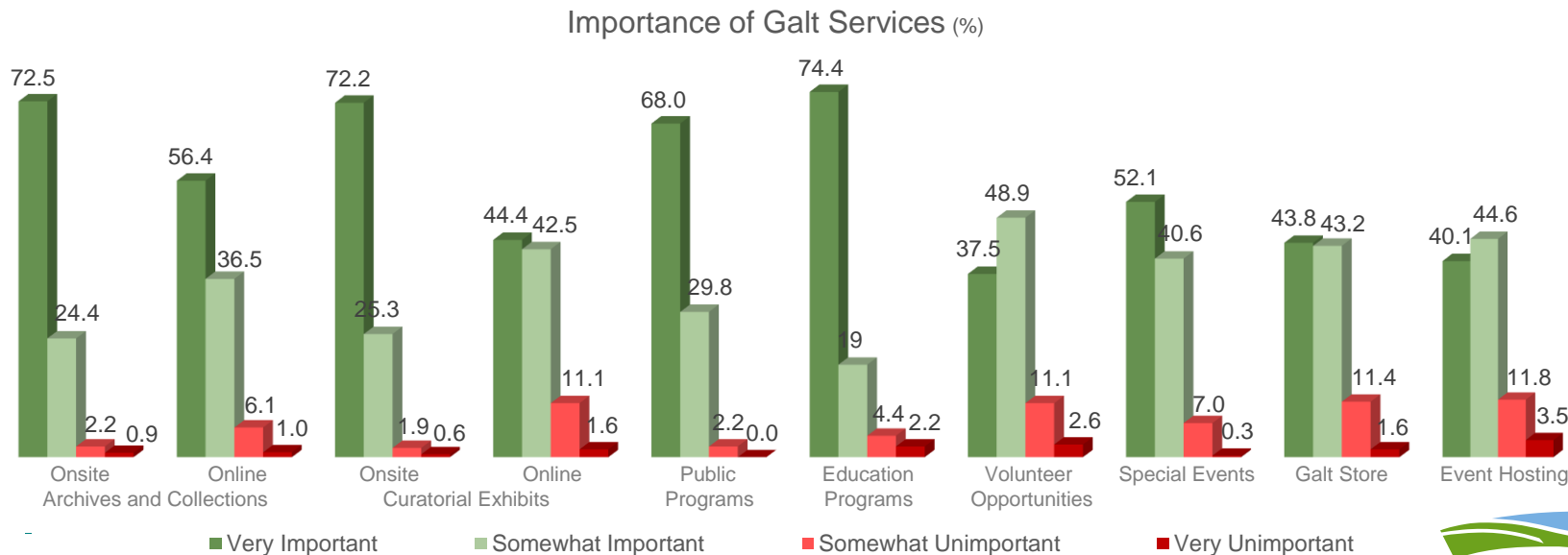
Less than 1 / year	1.7
Usually 1 / year	9.6
2 to 3 / year	31.5
More than 3 / year	56.3
N/A (refused)	1.0

Immigrant (%)

Yes	9.6
No	89.4
NA (refused)	1.0

Importance of Galt Services

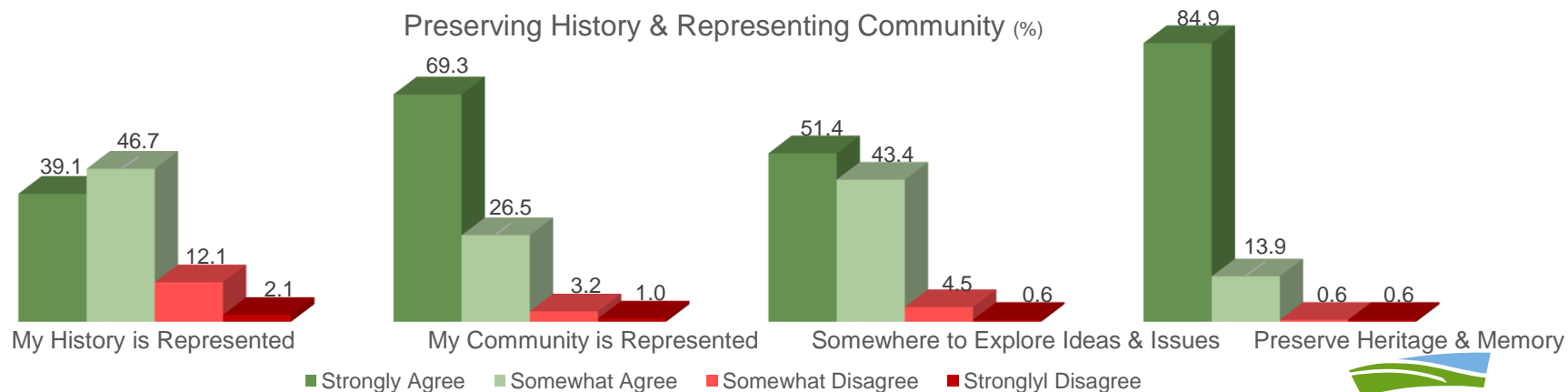
Galt Museum & Archives stakeholders value all of the Galt services about which we inquired. Clearly, having onsite access to archives and collections, as well as curatorial exhibits and programs top stakeholders preferences.



Preserving History and Representing the Community

Stakeholders believe Galt is fulfilling its mission to preserve history & represent the community.

- Stakeholders overwhelmingly believe the Galt is fulfilling its mission to preserve history
- Nearly all stakeholders think the Galt helps preserve the heritage of our region
- The vast majority of Galt stakeholders believe their community is represented
- The vast majority believe the Galt is a good place to explore ideas and issues
- A substantial majority agree that their history is represented in Galt material and exhibits

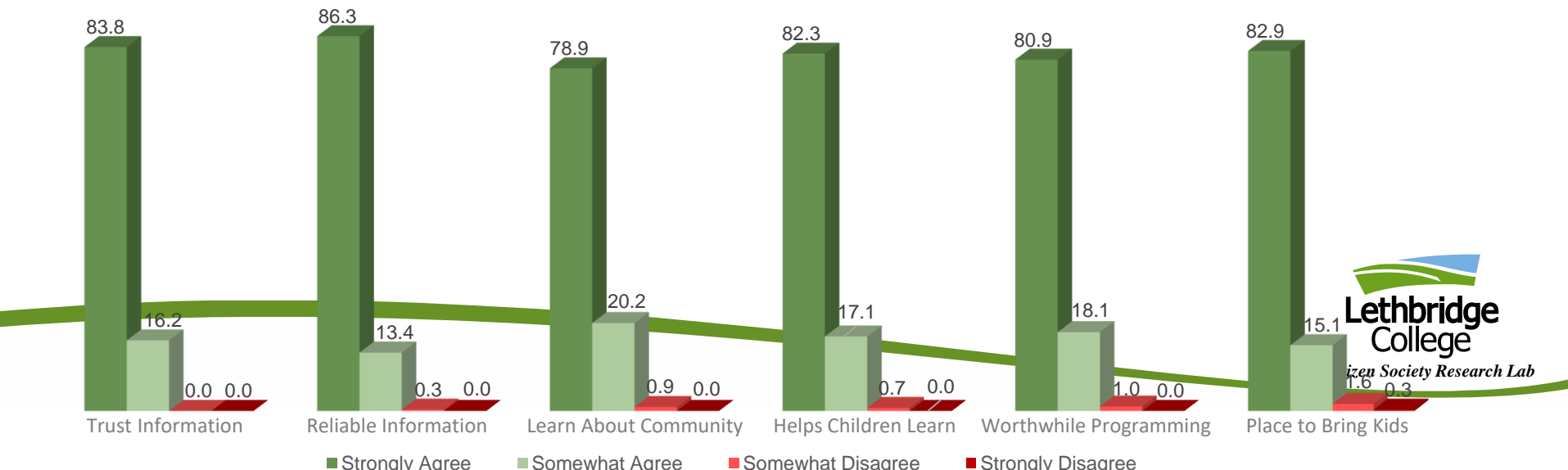


Social Capital and Education

Undoubtedly, the Galt Museum & Archives has built up a large and deep reservoir of social capital among its stakeholders.

- Nearly all stakeholders trust the information they receive from the Galt and find it reliable
- Stakeholders also learn new things about their community and region when visiting the Galt
- Stakeholders think the Galt helps children learn, public educators prepare and deliver worthwhile programs, and that the Galt is a valuable place for people to bring children

Social Capital & Education (%)

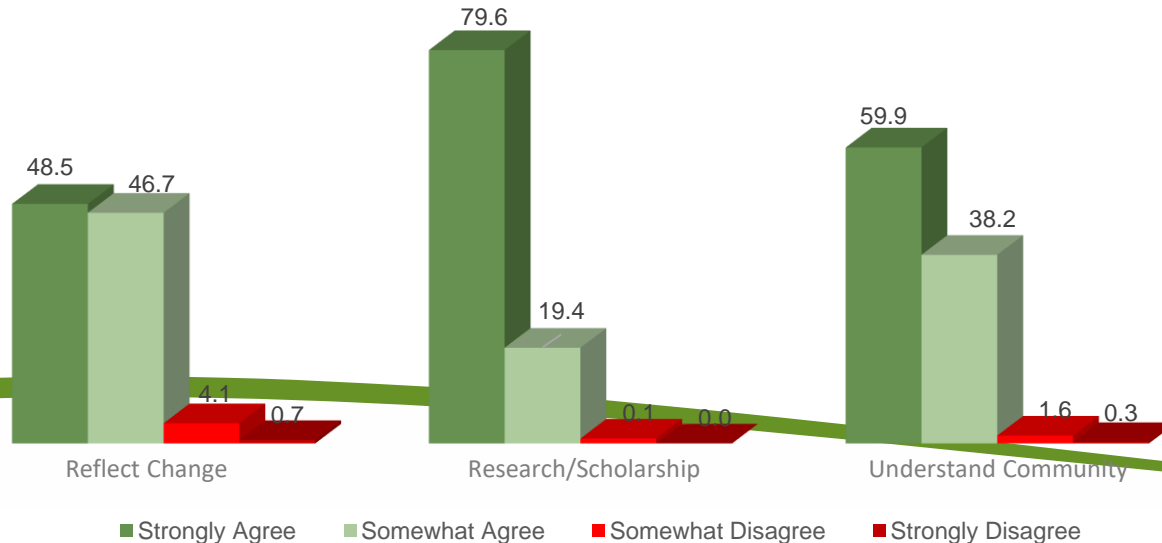


Advancing Future Change

Galt stakeholders overwhelmingly support the Galt's mission to advance future change, most importantly through thorough, impartial and serious research and scholarship.

- Stakeholders are nearly unanimous in their beliefs that the Galt helps reflect the changing priorities of the community and that it helps them understand who we are as a community
- Most importantly, stakeholders are most supportive of the Galt continuing to promote serious research and scholarship

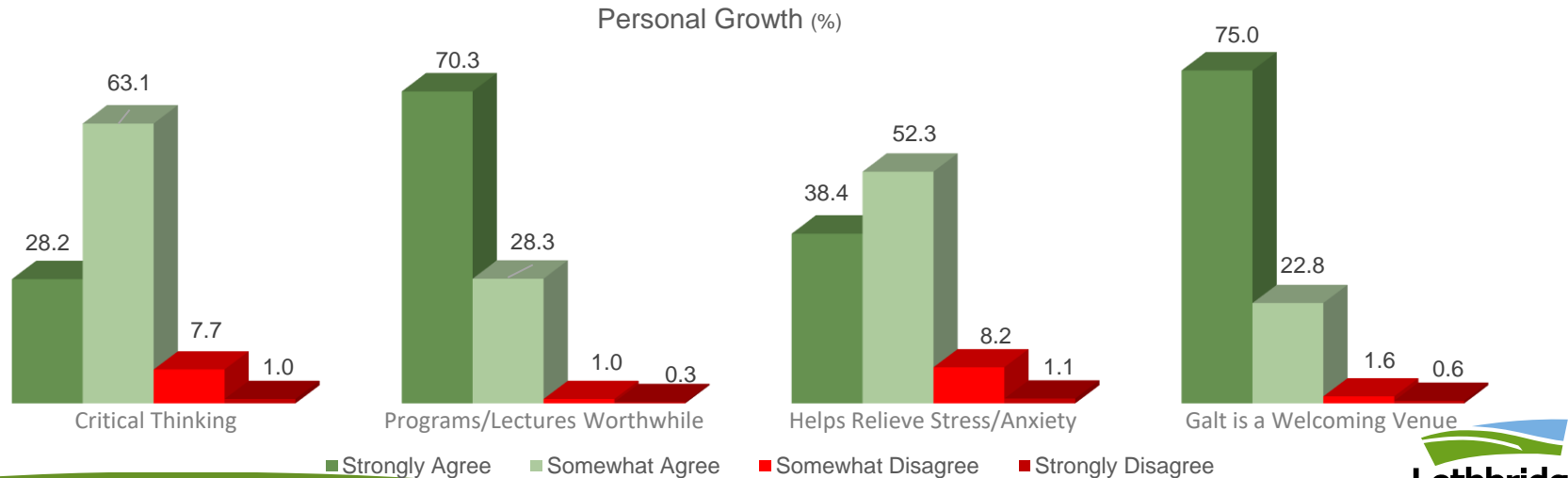
Advancing Future Change (%)



Personal Growth

Galt stakeholders value each of the four personal growth aspects of visiting the Galt.

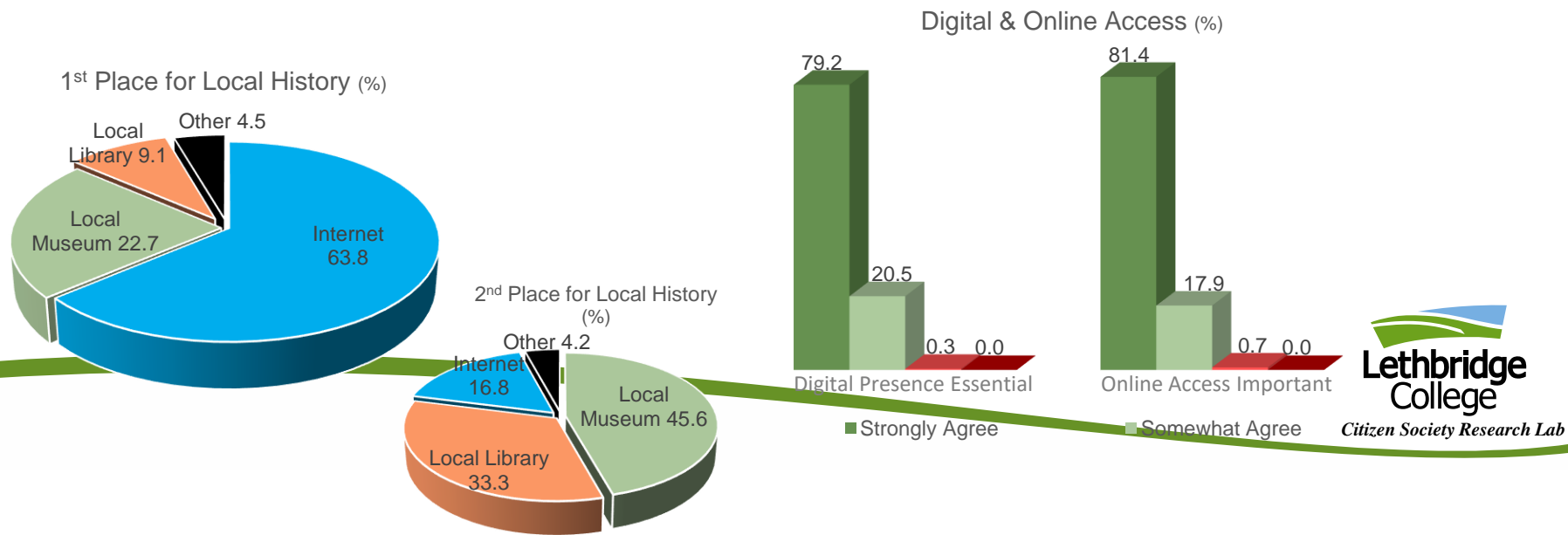
- Most valued are the Galt's programs and lectures
- Stakeholders also view the Galt as a welcoming venue in which to spend time
- Valued but with slightly less intensity are the perspectives that the Galt is a good place to visit to help relieve stress and a good place to practice critical thinking



The Galt in a Digital Age

Local museums score well as a source for local history in the age of the Internet

- Although a clear majority of stakeholders check the Internet first when searching for local history, fully one-fifth go to the museum first
- Slightly less than one in ten check their library – one in twenty go to another sources
- Nearly half of all stakeholders choose their local museum as their second choice when searching for local history, surpassing those who go to the library and the Internet
- Stakeholders are nearly unanimous in their beliefs that a digital presence is essential

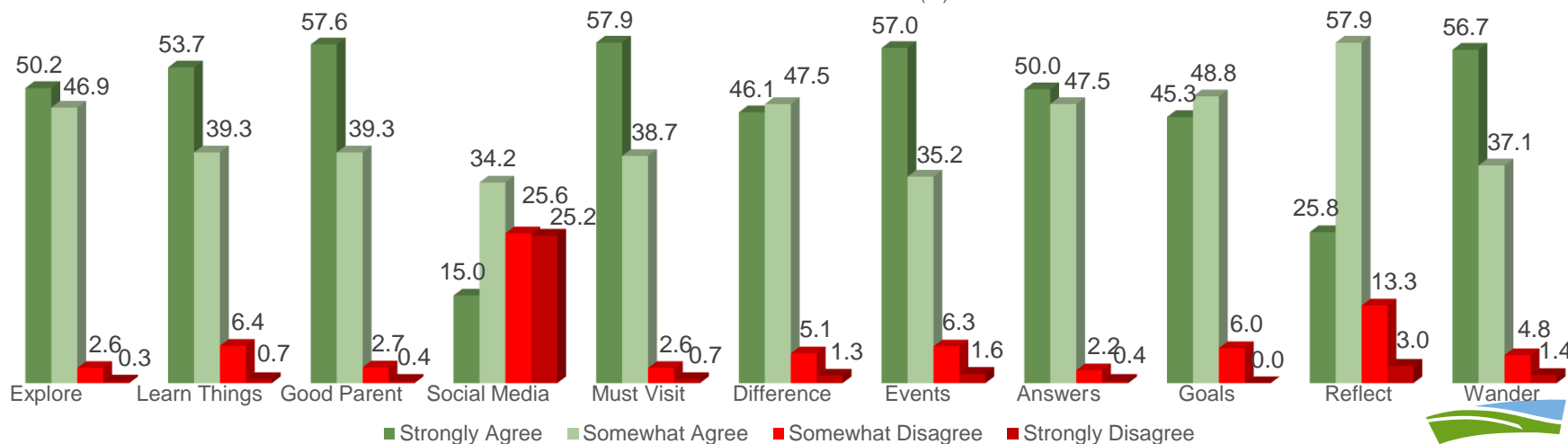


Falk's Museum Visitors

Galt scores well on all the categories of Falk's characteristics of museum visitors.

- The exception is their reluctance to share their Galt experiences on social media
- Clear majorities strongly agree that they enjoy or are otherwise enabled by the Galt to engage in a variety of museum activities

Falk's Museum Visitors & Galt (%)

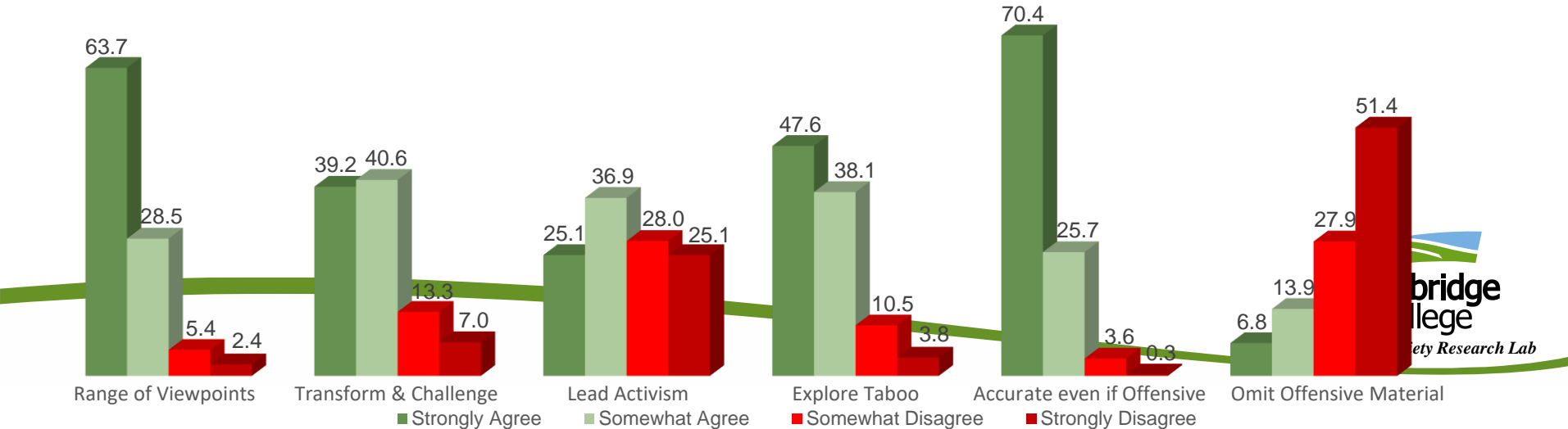


Museums, Contemporary Issues and Society

Stakeholders support museums providing a range of viewpoints on controversial subjects and exploring taboo and controversial topics but want exhibits to be accurate even if “offensive.”

- They expect Galt to conduct historically accurate research and exhibits even if “offensive”
- They overwhelmingly disagree with omitting material if it is deemed “offensive” by some
- Substantially less support exists to have Galt attempts to challenge and change views or actively attempt to bring about social and political change

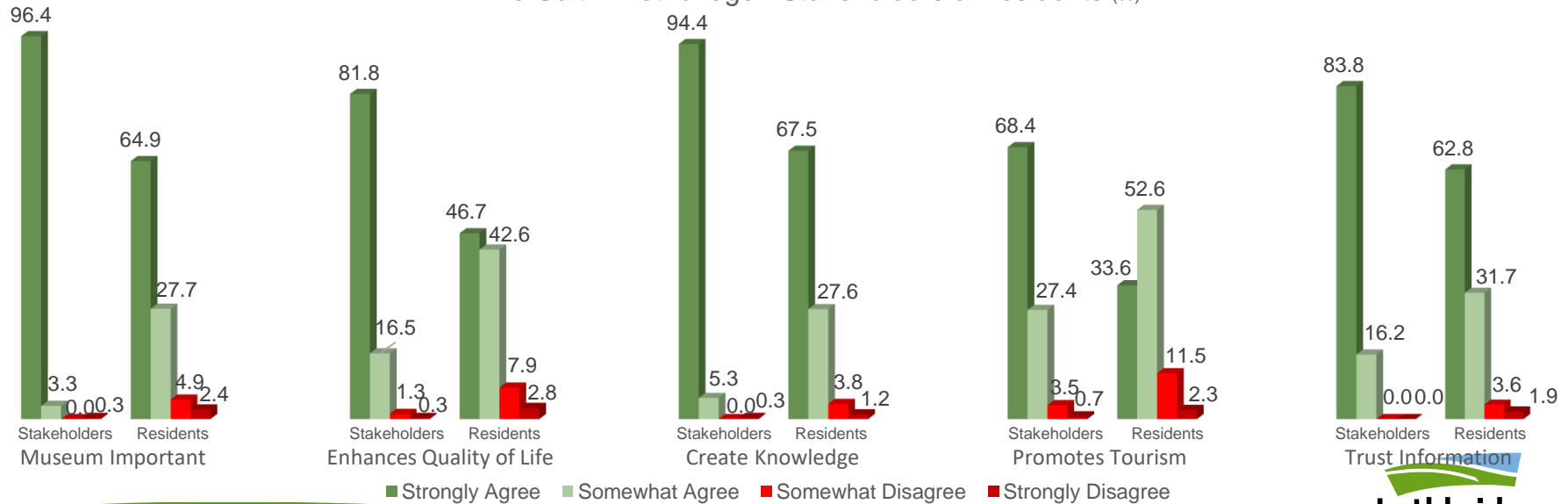
Museums, Contemporary Issues & Society (%)



The Galt in Lethbridge – Comparisons between Stakeholders and Residents

Galt stakeholders' opinions of the value of the Galt to Lethbridge and southern Alberta are more intense, but for the most part mirror those of the general public.

The Galt in Lethbridge - Stakeholders & Residents (%)



Conclusions

Services and Programs

- Continue to maintain and enhance valued existing services
- Continue to provide onsite access to archives and collections, curatorial exhibits and public programs
- Enhance online access to archives, collections and exhibits but not at the expense of onsite access
- Continue to provide and enhance education programs, special events, Galt store, volunteer opportunities
- Continue fulfilling its mission to preserve history and represent the community
- Continue to build social capital by presenting reliable information about the community and region
- Continue training and development of public educators including programming for children
- Focus on personal growth for visitors through programs and lectures
- Continue to provide diverse experiences including encouraging greater sharing of visits on social media

The Galt in Contemporary Society

- Advance future change through impartial and serious research and scholarship
- Continue providing a range of viewpoints on controversial subjects, explore taboo and controversial topics
- Be accurate even if the material is deemed offensive by some
- Do not omit material from historical exhibits because it is deemed offensive by some
- Moderate attempts to change views or bring about social and political change



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