Stakeholder Engagement Survey

for

Galt Museum & Archives

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Faron Ellis PhD, Research Chair
Citizen Society Research Lab
faron.ellis@lethbridgecollege.ca
Lethbridge College
3000 College Drive South
Lethbridge AB T1K 1L6
www.lethbridgecollege.ca

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Citizen Society Research Lab

Galt Museum & Archives Stakeholder Engagement Survey

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Galt Stakeholder Survey – Executive Summary

Importance of Galt Services

Galt Museum & Archives stakeholders value all of the Galt services about which we inquired. Clearly, having access to archives and collections, as well as curatorial exhibits and public programs top stakeholders preferences. Stakeholders are nearly unanimous in their beliefs that onsite access to archives and collections is important, that onsite access to curatorial exhibits is important and that the Galt's public programs are important. They are only slightly less likely to believe online access to archives, collections and exhibits is important, however, stakeholders are much more intense in their beliefs that onsite access is important. Stakeholders also see tremendous value in the Galt's education programs, are supportive of the Galt's special events, the Galt store, volunteer opportunities and event hosting.

Preserving History and Representing Community

Galt Museum & Archive stakeholders overwhelming believe the Galt is fulfilling its mission to preserve history and represent the community. Nearly all stakeholders think the Galt helps preserve the heritage and memory of our region while the vast majority believe their community is represented in Galt research and exhibits. A large proportion of stakeholders believe the Galt is a good place to explore ideas and issues. A slightly smaller but still substantial majority of Galt stakeholders agree that their history is represented in the research and exhibits at the Galt.

Social Capital and Education

Undoubtedly, the Galt Museum & Archives has built up a large and deep reservoir of social capital among its stakeholders. All stakeholders trust the information they get from the Galt while nearly all stakeholders believe the Galt presents reliable information about the community and region. Stakeholders are also adamant that they learn new things about their community and region when visiting the Galt. The vast majority also agree that the Galt helps children learn, that the public educators at the Galt prepare and deliver worthwhile programs and that the Galt is a valuable place for people to bring children. Taken together, these data indicate that Galt Museum & Archive stakeholders hold the museum in very high regard.

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 over time and that the Galt helps them understand who we are as a community. Stakeholders are most supportive of the Galt continuing to promote serious research and scholarship.

Personal Growth

Galt stakeholders value each of the four personal growth aspects of visiting the Galt about which we asked. Most valued are the Galt's programs and lectures and the perspective that the Galt as a welcoming venue in which to spend time. Also valued but with slightly less intensity are the perspectives that the Galt is a good place to relieve stress and a good place to practice critical thinking.

The Galt in a Digital Age

Local museums, and by extension the Galt score well as a source for local history in the age of the Internet. Although a clear majority of Galt 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 local library while about one in twenty go to another sources. Nearly half of all stakeholders choose their local museum as their second place to look 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 to the Galt's mission and that public online access to research, collections and archives is important.

Falk's Museum Visitors and the Galt

The Galt scores well with stakeholders on all categories of Falk's characteristics of museum visitors with the exception of sharing their experiences on social media where a majority state they are not likely to share their visits with family or friends via social media. Clear majorities strongly agree that they enjoy or are otherwise enabled by the Galt to engage in a variety of museum activities. Most of the remaining stakeholders somewhat agree while very few somewhat disagree or strongly disagree that the Galt enables them to enjoy museum activities. A clear majority strongly agree that the Galt is a 'must-visit' location for people new to Lethbridge, a further two of every five somewhat agree. Similar proportions strongly agree or somewhat agree that they enjoy attending events hosed at the Galt. Learning new things and getting answers to questions also score well with stakeholders, as does their agreement that they feel like a good parent when taking their children to the Galt.

Museums, Contemporary Issues and Society

Galt stakeholders support museums providing a range of viewpoints on controversial subjects and exploring taboo and controversial topics, but they want exhibits to be accurate even if the material is deemed offensive by some. They further expect the Galt to conduct historically accurate research and present historically accurate exhibits even if some of the material is considered offensive by some members of the public. Stakeholders overwhelming disagree with omitting material from historical exhibits because it is deemed offensive by some. Substantially less support exists amongst stakeholders to have the Galt serve as transformative space that attempts to challenge and change visitors' views or for it to actively attempt to bring about social and political change. Clearly, Galt stakeholders value the Galt's dedication to addressing controversial and taboo topics while providing a range of viewpoints even if the material may be deemed offensive to some members of the public. They are also adamant that Galt material should not be censored or some material omitted for sensitivity concerns.

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. While more than nine of every ten stakeholders and residents believe the museum is important, stakeholders are much more likely to strongly agree than are residents. Similar patterns exist with the idea that the Galt enhances the quality of life in Lethbridge and that the Galt should continue to create knowledge for and about Lethbridge and southern Alberta. Stakeholders are also more intense than are residents in their opinions that they can trust the information they get from the Galt. Only with respect to the idea of the Galt promoting tourism is the relationship between those who strongly agree and somewhat agree inverted with two-thirds of stakeholders strongly agreeing that the Galt promotes tourism while only one third of residents strongly agree.

Methodology and Demographics

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

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

1. Supporters and donors
2. Members
3. Volunteers
4. Educators (supplemental invitations were sent to public and separate school board elementary school educators)

Sample Email addresses were compiled from the Galt Museum & Archives contact list, from Lethbridge School District No. 51 elementary school publicly accessible web pages, and by Holy Spirit School District administration. Approximately 900 email invitations were sent directly to stakeholders whose email information appeared on the Galt contact list (651) and the public school lists (278). A further 80 educators (primarily principals, vice-principals, and elementary school teachers in the Holy Spirit School Division) 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 of all invitations sent to Galt contact list addresses solicited a response (328) while the response rate from Holy Spirt (23) was more modest. Only seven District 51 invitations were responded to, disappointing but given the large proportion of educators (current or retired) who had responded by way of either the Galt contact list invitation or the Holy Spirit invitation, no additional measures were taken to increase the District 51 participation rates. Because this is a non-probability study, calculating a confidence interval and level is not appropriate. However, after analyzing the data and comparing the results to other known data, we believe this sample to be highly representative of Galt stakeholders.

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

Immigrant (%)	
Yes	9.6
No	89.4
NA (refused)	1.0

LGBTQ+ Identity (%)	
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

Importance of Galt Services

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

Stakeholders are nearly unanimous (96.9%) in their beliefs that onsite access to archives and collections is important. Similarly, stakeholders overwhelmingly believe onsite access to curatorial exhibits is important (97.5%). They just as strongly believe the Galt's public programs are important (97.8%).

Stakeholders are only slightly less likely to believe online access to archives, collections and exhibits is important. More than nine of ten stakeholders (92.9%) believes online access to the Galt's archives and collections is important while 86.9% think online access to curatorial exhibits is important. A deeper look beneath the summary numbers indicates that despite these rather small differences between stakeholders' overall evaluations of the importance of onsite and online access, stakeholders are much more intense in their beliefs that onsite access is important. For example, although 92.9% of stakeholders believe online access to archives and collections is important, compared to the 96.9% who think onsite access is important, barely half of all stakeholders (56.4%) think online access is very important compared to nearly three-quarters (72.5%) who think onsite access is very important. Similarly, 72.2% of all stakeholders believe onsite access to curatorial exhibits is very important compared to less than half (44.4%) who believe online access is very important.

Stakeholders also see tremendous value in the Galt's education programs with 93.4% believing they are important, most of those (74.4%) believe education programs are very important.

Stakeholders are also supportive of the Galt's special events, 92.7% believe these to be important with half (52.1%) thinking they are very important.

The Galt store (87.1%), volunteer opportunities (86.3%) and event hosting (84.7%) also receive substantial but slightly less support.

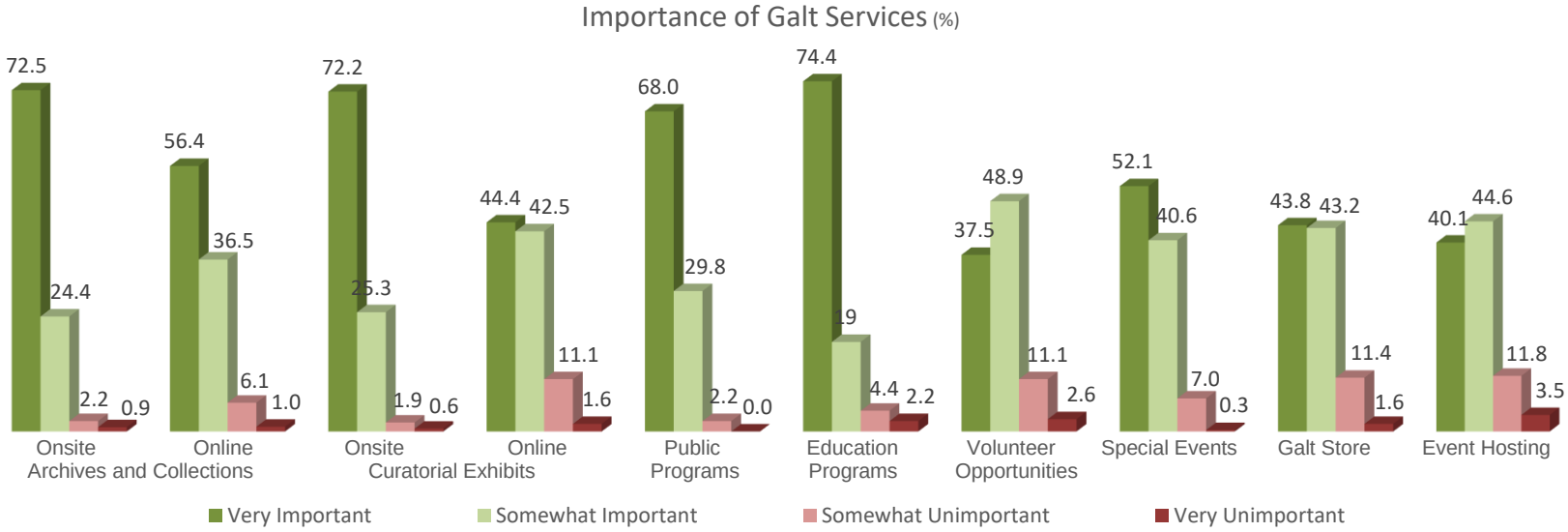
Galt Services (%)	Very Important	Somewhat Important	Somewhat Unimportant	Very Unimportant
Archives and Collections – onsite	72.5	24.4	2.2	0.9
Archives and Collections – online	56.4	36.5	6.1	1.0
Curatorial Exhibits – onsite	72.2	25.3	1.9	0.6
Curatorial Exhibits – Online	44.4	42.5	11.1	1.6
Public Programs	68.0	29.8	2.2	0.0
Education Programs	74.4	19.0	4.4	2.2
Volunteer Opportunities	37.5	48.9	11.1	2.6
Special Events	52.1	40.6	7.0	0.3
Galt Store (gift shop)	43.8	43.2	11.4	1.6
Event Hosting	40.1	44.6	11.8	3.5

Importance of Galt Services (continued)

Few statistically significant differences of opinion are measured between different categories of the main demographic groups. Some minor differences are evident and follow expected patterns. For example, more frequent visitors such as those who attend more than three times per year are much more likely to believe the Galt store is important (92.3%) than are those who visit less than once per year (40.0%). In fact, more than three-quarters of those who visit more than three times per year (77.6%) think the store is very important compared to only 20.0% of those who attend less than once per year who think similarly. Women (51.2%) are more likely to think the store is very important than are men (28.6%)

Although all genders are very supportive of public programs (97.8%), women (74.2%) are much more likely than are men (50.6%) to believe public programs are very important. Women are also more intense in their support for education programs than are men. More than three-quarters of women (78.0%) believe education programs are very important while only 63.6% of men think education programs are very important. Primary education teachers are also more intense in their support for education programs than are other stakeholders.

Stakeholders in the private sector (55.2%) and health care (56.3%) are more likely than are other stakeholders to believe event hosting to be very important.



Importance of Galt Services (tabular data)

Archives & Collections – onsite		mean = 1.32	
(%)		Very important	72.5
Important	96.9	Somewhat important	24.4
Unimportant	3.1	Somewhat unimportant	2.2
		Very unimportant	0.9
Archives & Collections – online		**mean = 1.52**	
(%)		Very important	56.4
Important	92.9	Somewhat important	36.5
Unimportant	7.1	Somewhat unimportant	6.1
		Very unimportant	1.0
Curatorial Exhibits – onsite		**mean = 1.31**	
(%)		Very important	72.2
Important	97.5	Somewhat important	25.3
Unimportant	2.5	Somewhat unimportant	1.9
		Very unimportant	0.6
Curatorial Exhibits – online		**mean = 1.70**	
(%)		Very important	44.4
Important	86.9	Somewhat important	42.5
Unimportant	13.1	Somewhat unimportant	11.4
		Very unimportant	1.6
Public Programs		**mean = 1.34**	
(%)		Very important	68.0
Important	97.8	Somewhat important	29.8
Unimportant	2.2	Somewhat unimportant	2.2
		Very unimportant	0.0

Range: 1 = very important to 4 = very unimportant

Education Programs		mean = 1.34	
(%)		Very important	74.4
Important	93.4	Somewhat important	19.0
Unimportant	6.6	Somewhat unimportant	4.4
		Very unimportant	2.2
Volunteer Opportunities		**mean = 1.79**	
(%)		Very important	37.5
Important	86.3	Somewhat important	48.9
Unimportant	13.7	Somewhat unimportant	11.1
		Very unimportant	2.6
Special Events		**mean = 1.56**	
(%)		Very important	52.1
Important	92.7	Somewhat important	40.6
Unimportant	7.3	Somewhat unimportant	7.0
		Very unimportant	0.3
Galt Store		**mean = 1.71**	
(%)		Very important	43.8
Important	87.1	Somewhat important	43.2
Unimportant	12.9	Somewhat unimportant	11.4
		Very unimportant	1.6
Event Hosting		**mean = 1.79**	
(%)		Very important	40.1
Important	84.7	Somewhat important	44.6
Unimportant	15.3	Somewhat unimportant	11.8
		Very unimportant	3.5

Range: 1 = very important to 4 = very unimportant

Preserving History and Representing Community

Galt Museum & Archive stakeholders overwhelming believe the Galt is fulfilling its mission to preserve history and represent the community.

Nearly all stakeholders (98.7%) think the Galt helps preserve the heritage and memory of our region, with most of those (84.9%) strongly agreeing the Galt preserves heritage.

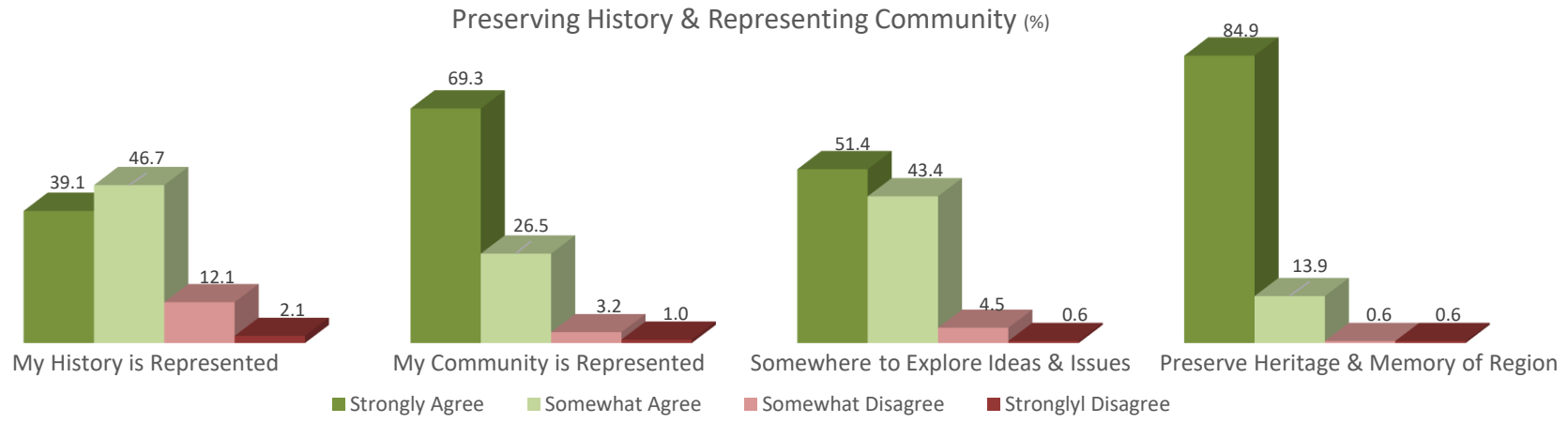
The vast majority of Galt stakeholders also believe their community is represented in Galt research and exhibits (95.8%) while a similar proportion (94.9%) believe the Galt is a good place to explore ideas and issues.

A slightly smaller but still substantial majority of Galt stakeholders (85.8%) agree that their history is represented in the research and exhibits at the Galt.

Few significant differences are measured between different demographic groups and those that are follow established patterns. For example, those who visit the Galt less frequently than once a year are less likely to view the Galt as a place to explore ideas, or that their history is represented than are those who visit more frequently.

My History Represented		mean = 1.78	
(%)		Strongly agree	39.1
Agree	85.8	Somewhat agree	46.7
Disagree	14.2	Somewhat disagree	12.1
		Strongly disagree	2.1
My Community Represented		mean = 1.36	
(%)		Strongly agree	69.3
Agree	95.8	Somewhat agree	26.5
Disagree	4.2	Somewhat disagree	3.2
		Strongly disagree	1.0
Place to Explore Ideas & Issues		mean = 1.54	
(%)		Strongly agree	51.4
Agree	94.9	Somewhat agree	43.4
Disagree	5.1	Somewhat disagree	4.5
		Strongly disagree	0.6
Galt Preserves Heritage		mean = 1.17	
(%)		Strongly agree	84.9
Agree	98.7	Somewhat agree	13.9
Disagree	1.3	Somewhat disagree	0.6
		Strongly disagree	0.6

Range: 1 = strongly agree to 4 = strongly disagree



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Social Capital and Education

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

All stakeholders (100%) trust the information they get from the Galt. Four out of five (83.8%) strongly agree that the Galt's information is trustworthy.

Nearly all stakeholders (99.7%) believe the Galt presents reliable information about the community and region with nearly nine out of ten (86.3%) strongly agreeing that the Galt presents reliable information.

Stakeholders are also adamant that they learn new things about their community and region by visiting the Galt. Nearly all (99.1%) believe a Galt visit leads to learning new things with more than three-quarters (78.9%) strongly agreeing they learn new things at the Galt.

The vast majority of Galt stakeholders also agree that the Galt helps children learn (99.3%), that the public educators at the Galt prepare and deliver worthwhile programs (99.0%) and that the Galt is a valuable place for people to bring children (98.0%). In each case, more than four out of every five stakeholders (80% or more) strongly agree that the Galt is performing well when providing these services.

Clearly, these data indicate that Galt Museum & Archive stakeholders hold the museum in high regard, believe the information they receive at the Galt to be trustworthy, reliable and informative, and that the Galt is doing an exceptional job providing education and other important services that are valuable to children.

Trust Information		mean = 1.16	
(%)		Strongly agree	83.8
Agree	100.0	Somewhat agree	16.2
Disagree	0.0	Somewhat disagree	0.0
		Strongly disagree	0.0
Reliable Info. About Community		mean = 1.14	
(%)		Strongly agree	86.3
Agree	99.7	Somewhat agree	13.4
Disagree	0.3	Somewhat disagree	0.3
		Strongly disagree	0.0
Learn About Community/Region		mean = 1.22	
(%)		Strongly agree	78.9
Agree	99.1	Somewhat agree	20.2
Disagree	0.9	Somewhat disagree	0.9
		Strongly disagree	0.0
Helps Children Learn		mean = 1.18	
(%)		Strongly agree	82.3
Agree	99.3	Somewhat agree	17.1
Disagree	0.7	Somewhat disagree	0.7
		Strongly disagree	0.0
Worthwhile Programs		mean = 1.20	
(%)		Strongly agree	80.9
Agree	99.0	Somewhat agree	18.1
Disagree	1.0	Somewhat disagree	1.0
		Strongly disagree	0.0
Place to Bring Children		mean = 1.19	
(%)		Strongly agree	82.9
Agree	98.0	Somewhat agree	15.1
Disagree	2.0	Somewhat disagree	1.6
		Strongly disagree	0.3

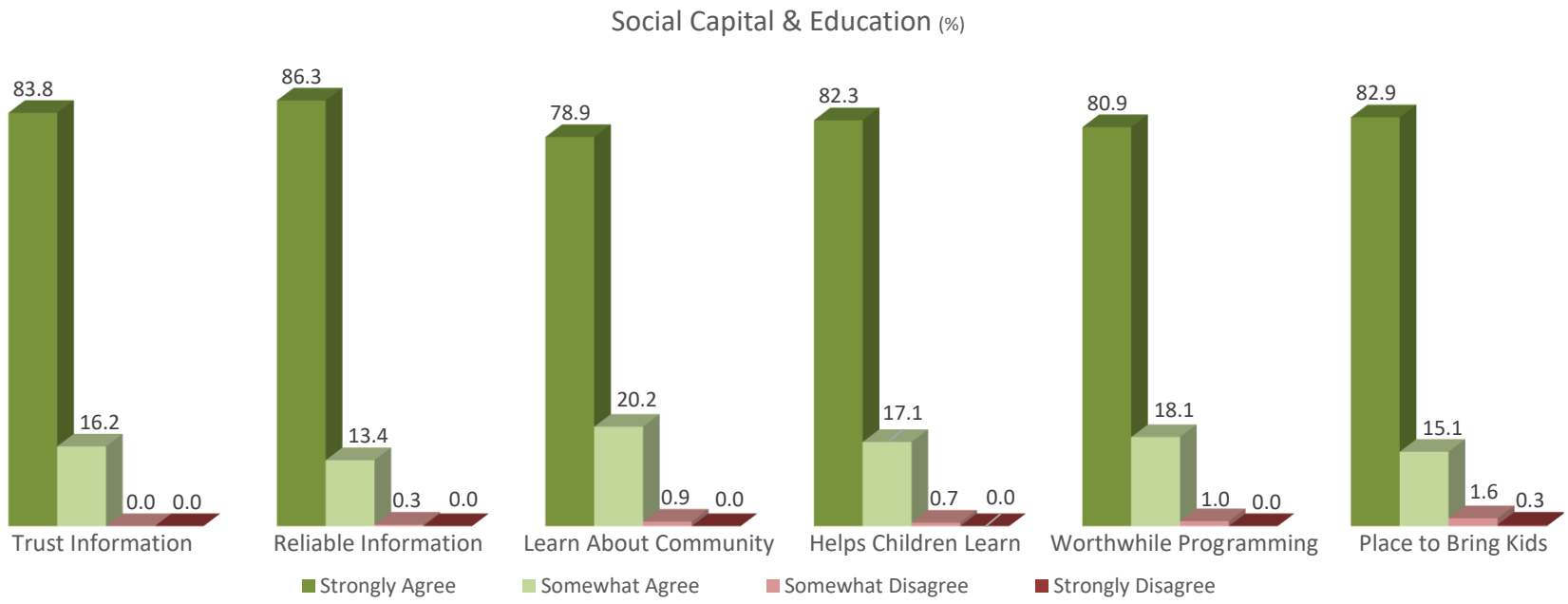
Range: 1 = strongly agree to 4 = strongly disagree

Social Capital and Education (continued)

Very few significant differences between different demographic groups are measured when considering social capital and education services, not surprisingly given the near unanimity of opinion on most of these measures. Where minor differences occur, they tend to follow established patterns.

For example, post-secondary educators and those employed in the not-for-profit sector are slightly less intense than are other stakeholders in their belief that they learn new things at the Galt. Those who visit the Galt least are also least likely to strongly agree that they learn new things, although all believe they do learn at the Galt.

As is to be expected, primary and secondary school educators are more intense than are other stakeholders in their belief that the Galt helps children understand their community.



Advancing Future Change

Galt stakeholders overwhelmingly support Galt efforts 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 over time (95.2%) and that the Galt helps them understand who we are as a community (98.1%). Most importantly, stakeholders are most supportive of the Galt continuing to promote serious research and scholarship (99.0%).

The importance of scholarship is underscored when one observes that fully four out of five stakeholders (79.6%) strongly agree that scholarship is important whereas substantial but much more modest proportions of stakeholders strongly agree that the Galt helps reflect change over time (48.5%) or that it helps them understand who we are as a community (59.9%).

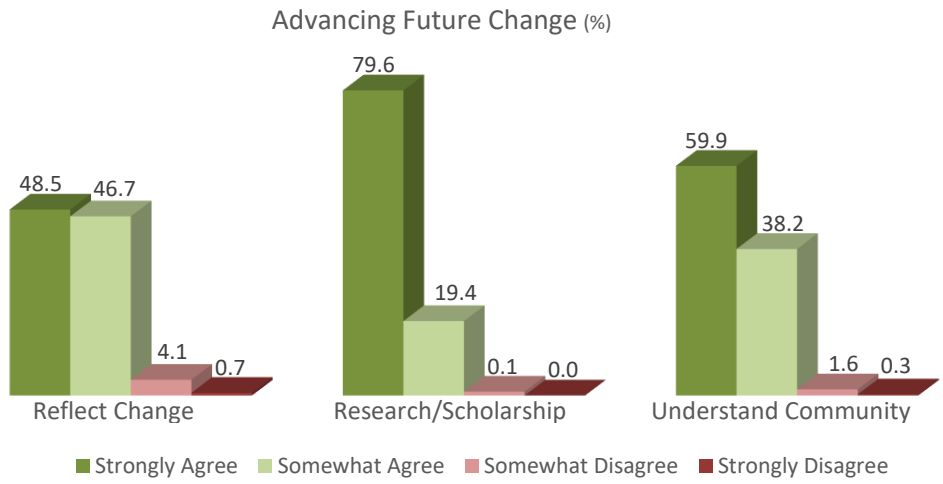
Few significant differences between demographic groups are evident, however, it is interesting that immigrant stakeholders are even more likely to strongly agree (96.6%) that scholarship is important than are non-immigrant stakeholders (78.5%).

Few significant differences between demographic groups are evident, however, it is noteworthy that immigrant stakeholders are even more likely to strongly agree (96.6%) that scholarship is important than are non-immigrant stakeholders (78.5%).

Educators and those who frequent the Galt most are also slightly more likely to agree that the Galt helps reflect change over time.

Reflects Change Over Time		mean = 1.57	
(%)		Strongly agree	48.5
Agree	95.2	Somewhat agree	46.7
Disagree	4.8	Somewhat disagree	4.1
		Strongly disagree	0.7
Research/Scholarship Important		mean = 1.21	
(%)		Strongly agree	79.6
Agree	99.0	Somewhat agree	19.4
Disagree	1.0	Somewhat disagree	1.0
		Strongly disagree	0.0
Understand Community		mean = 1.42	
(%)		Strongly agree	59.9
Agree	98.1	Somewhat agree	38.2
Disagree	1.9	Somewhat disagree	1.6
		Strongly disagree	0.3

Range: 1 = strongly agree to 4 = strongly disagree



Personal Growth

Galt stakeholders value each of the four personal growth aspects of visiting the Galt about which we asked.

Most valued are the Galt's programs and lectures with 98.6% of all stakeholders agreeing that they worth attending. Stakeholders also view the Galt as a welcoming venue in which to spend time (97.8%). In both cases, strong majorities strongly agree that the programs are worthwhile (70.3%) and that the Galt is a welcoming venue (75.0%).

Also valued but with slightly less intensity are the perspectives that the Galt is a good place to visit to relieve stress (90.7%) and a good place to practice critical thinking (91.3%). In both cases less than a majority strongly agree (38.4% and 28.2% respectively).

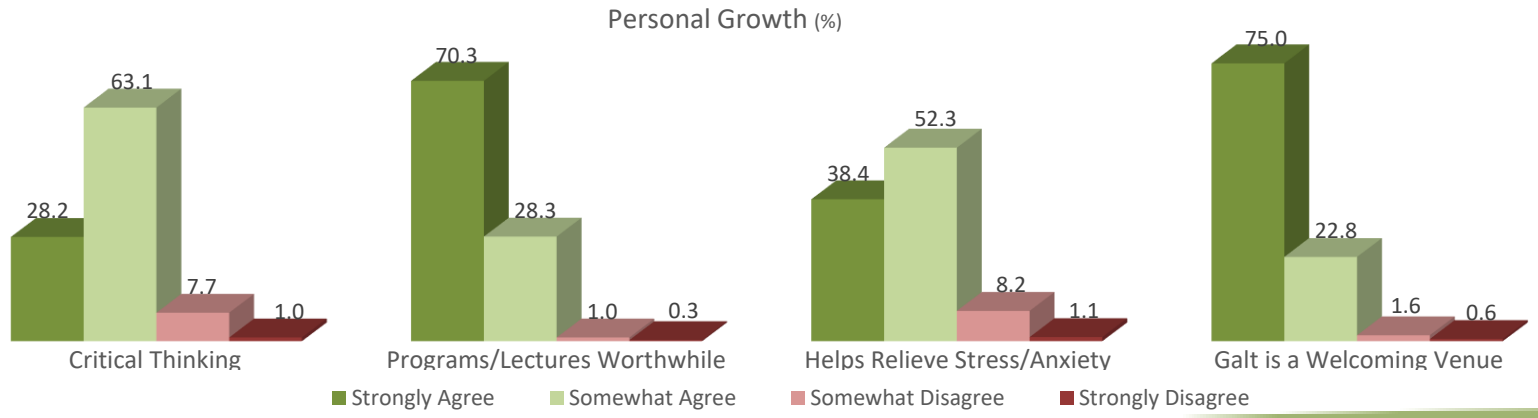
Few differences are measure between different demographic groups, however educators and those who visit the Galt most frequently are even more likely than are other stakeholders to value the Galt as a good place to practice their critical thinking skills.

Educators, those who visit the Galt most, and women value the Galt's programs and lectures slightly more than to other stakeholders.

Stakeholders who visit the Galt most are also more likely to find the Galt welcoming and a good place to relieve stress.

Place for Critical Thinking		mean = 1.82	
(%)		Strongly agree	28.2
Agree	91.3	Somewhat agree	63.1
Disagree	8.7	Somewhat disagree	7.7
		Strongly disagree	1.0
Programs/Lectures Worthwhile		mean = 1.31	
(%)		Strongly agree	70.3
Agree	98.6	Somewhat agree	28.3
Disagree	1.4	Somewhat disagree	1.0
		Strongly disagree	0.3
Helps Relieve Stress/Anxiety		mean = 1.72	
(%)		Strongly agree	38.4
Agree	90.7	Somewhat agree	52.3
Disagree	9.3	Somewhat disagree	8.2
		Strongly disagree	1.1
Galt is a Welcoming Venue		mean = 1.28	
(%)		Strongly agree	75.0
Agree	97.8	Somewhat agree	22.8
Disagree	2.2	Somewhat disagree	1.6
		Strongly disagree	0.6

Range: 1 = strongly agree to 4 = strongly disagree



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The Galt in a Digital Age

Local museums, and by extension the Galt score well as a source for local history in the age of the Internet.

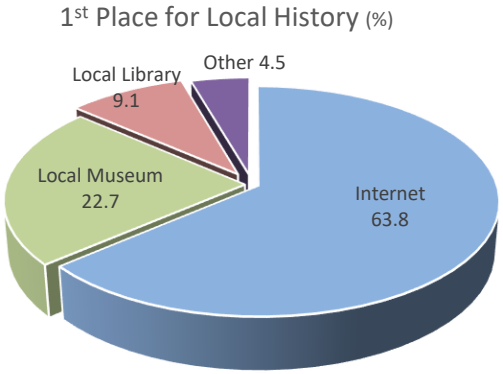
Although a clear majority of Galt stakeholders (63.8%) check the Internet first when searching for local history, fully one-fifth (22.7%) go to the museum first. Slightly less than one in ten (9.1%) check their library while about one in twenty (4.5%) go to another sources.

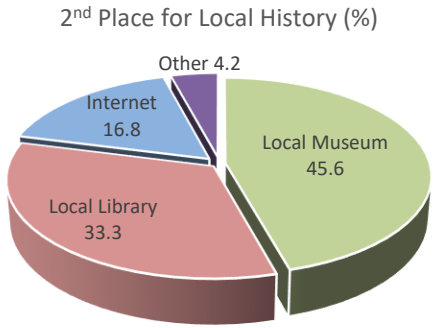
Nearly half of all stakeholders (45.6%) choose their local museum as their second place to look for local history, again surpassing those who go to the library (33.3%) and the Internet (16.8%).

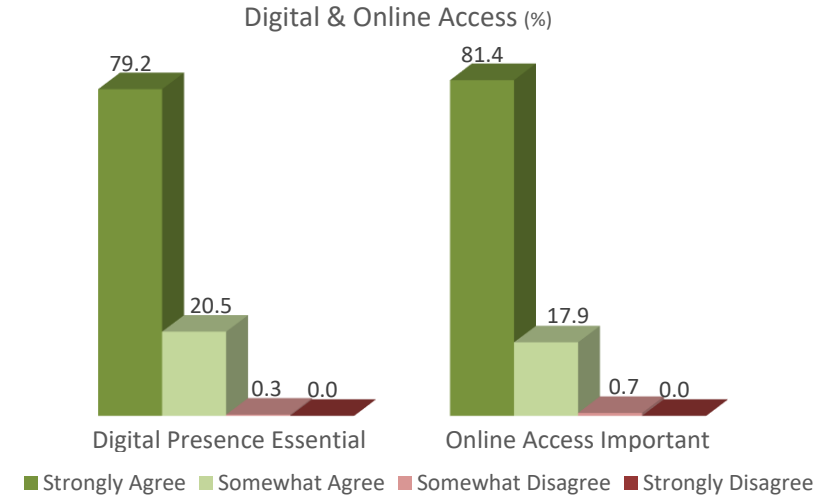
Stakeholders are also nearly unanimous in their beliefs that a digital presence is essential to the Galt's mission (99.7%) and that public online access to research, collections and archives is important (99.3%), although as we have seen previously, not at the expense of onsite access.

Sources for Local History (%)			
1st Place Checked		2nd Place Checked	
Internet	63.8	Local Museum	45.6
Local Museum	22.7	Local Library	33.3
Local Library	9.1	Internet	16.8
Some Other Source	4.5	Some Other Source	4.2
Digital Presence Essential		mean = 1.21	
(%)		Strongly agree	79.2
Agree	99.7	Somewhat agree	20.5
Disagree	0.3	Somewhat disagree	0.3
		Strongly disagree	0.0
Online Access Important		mean = 1.19	
(%)		Strongly agree	81.4
Agree	99.3	Somewhat agree	17.9
Disagree	0.7	Somewhat disagree	0.7
		Strongly disagree	0.0

Range: 1 = strongly agree to 4 = strongly disagree







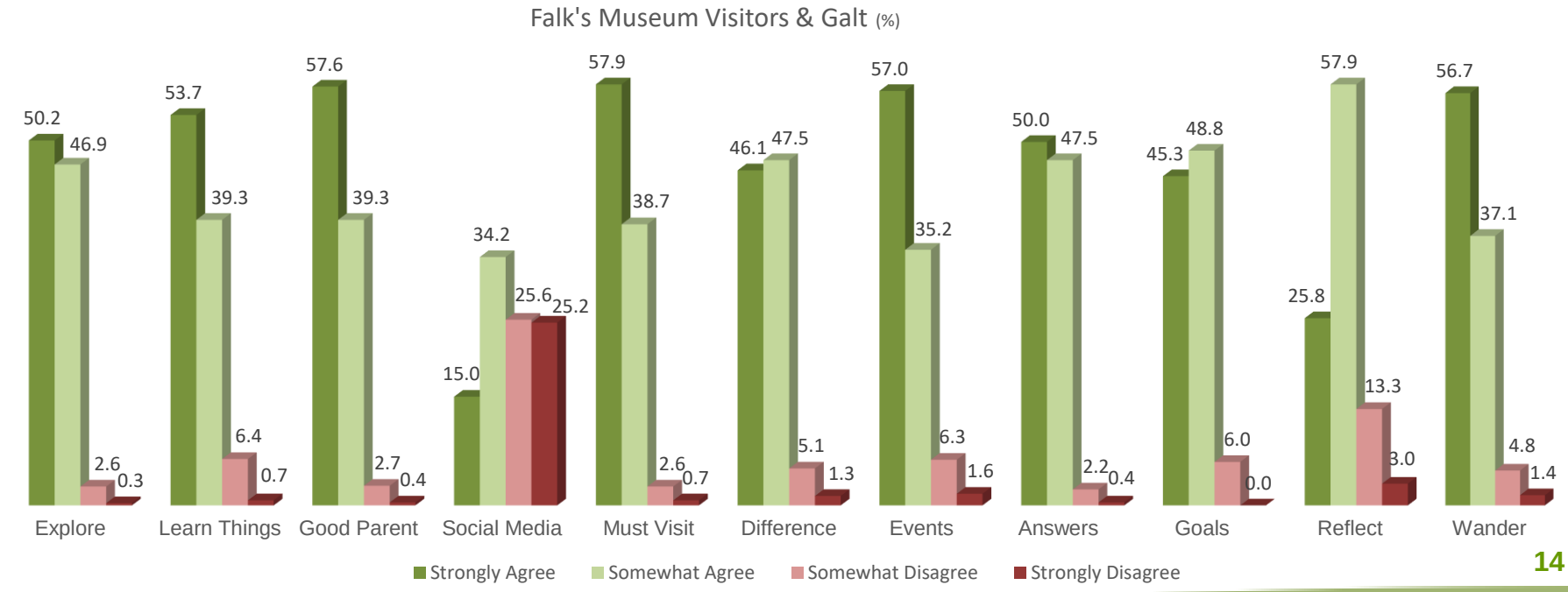
Falk's Museum Visitors and the Galt

The Galt scores well with stakeholders on all the categories of Falk's characteristics of museum visitors with the exception of sharing their experiences on social media where a majority (50.9%) state they are not likely to share their visits to the Galt with family or friends via social media.

Clear majorities strongly agree that they enjoy or are otherwise enabled by the Galt to engage in a variety if museum activities. Most of the remaining stakeholders somewhat agree while very few somewhat disagree or strongly disagree that the Galt enables them to enjoy museum activities.

Perhaps most importantly, a clear majority (57.9%) strongly agree that the Galt is a 'must-visit' location for people new to Lethbridge, a further two of every five (38.7%) somewhat agree. Similar proportions strongly agree (57.0%) or somewhat agree (35.2%) that they enjoy attending events hosed at the Galt.

Learning new things and getting answers to questions also score well with stakeholders, as does their agreement that they feel like a good parent when taking their children to the Galt. A note of caution is warranted here in that more than one-quarter of all stakeholders either didn't know how to respond to the parenting question, found it not applicable, or refused for some other reason. As the table on the following page indicates, some of the other items in this battery have similar non-response levels indicating, as expected, that not all of Falk's reasons for going to a museum apply to all stakeholders.



Falk's Museum Visitors and the Galt (tabular data)

Explore new ideas at Galt		mean = 1.53	
(%)		Strongly agree	50.2
Agree	97.0	Somewhat agree	46.9
Disagree	3.0	Somewhat disagree	2.6
		Strongly disagree	0.3
Learn/do new things at Galt		mean = 1.54	
(%)		Strongly agree	53.7
Agree	93.0	Somewhat agree	39.3
Disagree	7.0	Somewhat disagree	6.4
		Strongly disagree	0.7
Good parent taking kids to Galt		mean = 1.46	
(%)		Strongly agree	57.6
Agree	96.9	Somewhat agree	39.3
Disagree	3.1	Somewhat disagree	2.7
		Strongly disagree	0.4
Share Galt visits on social media		mean = 2.61	
(%)		Strongly agree	15.0
Agree	49.1	Somewhat agree	34.2
Disagree	50.9	Somewhat disagree	25.6
		Strongly disagree	25.2
Galt must-visit for new people		mean = 1.46	
(%)		Strongly agree	57.9
Agree	96.7	Somewhat agree	38.7
Disagree	3.3	Somewhat disagree	2.6
		Strongly disagree	0.7
Galt helps understand difference		mean = 1.62	
(%)		Strongly agree	46.1
Agree	93.6	Somewhat agree	47.5
Disagree	6.4	Somewhat disagree	5.1
		Strongly disagree	1.3
Enjoy events hosted at Galt		mean = 1.52	
(%)		Strongly agree	57.0
Agree	92.2	Somewhat agree	35.2
Disagree	7.8	Somewhat disagree	6.3
		Strongly disagree	1.6

Galt documents answer question		mean = 1.53	
(%)		Strongly agree	50.0
Agree	97.5	Somewhat agree	47.5
Disagree	2.5	Somewhat disagree	2.2
		Strongly disagree	0.4
Galt good to visit with goals		mean = 1.61	
(%)		Strongly agree	45.3
Agree	94.0	Somewhat agree	48.8
Disagree	6.0	Somewhat disagree	6.0
		Strongly disagree	0.0
Galt good place to reflect		mean = 1.93	
(%)		Strongly agree	25.8
Agree	83.8	Somewhat agree	57.9
Disagree	16.2	Somewhat disagree	13.3
		Strongly disagree	3.0
Galt good for wandering/relaxing		mean = 1.51	
(%)		Strongly agree	56.7
Agree	93.8	Somewhat agree	37.1
Disagree	6.2	Somewhat disagree	4.8
		Strongly disagree	1.4

Range: 1 = very important to 4 = very unimportant

Nonresponses (%)	Undecided	NA (refused)
Explore new ideas at Galt	0.3	1.6
Learn/do new things at Galt	3.2	0.0
Good parent taking kids to Galt	9.1	18.2
Share Galt visits on social media	6.5	17.7
Galt must-visit for new people	1.6	0.3
Galt helps understand difference	2.9	0.6
Enjoy events hosted at Galt	7.8	9.1
Galt documents answer questions	8.4	1.3
Galt good to visit with goals	4.9	2.6
Galt good place to reflect	8.1	3.9
Galt good for wandering/relaxing	3.6	1.9

Museums, Contemporary Issues and Society

Galt stakeholders support museums providing a range of viewpoints on controversial subjects (92.2%) and exploring taboo and controversial topics (85.7%) but want exhibits to be accurate. Indeed, Galt stakeholders expect the Galt to conduct historically accurate research and exhibits even if some of the material is considered offensive by some members of the public (96.1%), Stakeholders also overwhelming disagree with omitting material from historical exhibits because it is deemed offensive by some (79.3%).

Although still supported, substantially less support exists amongst stakeholders to have the Galt serve as transformative space that attempts to challenge and change visitors' views (79.7%) or for it to actively attempt to bring about social and political change (62.0%). In both cases, less than a majority strongly agree with the Galt pursuing these objectives (39.2% and 25.1% respectively).

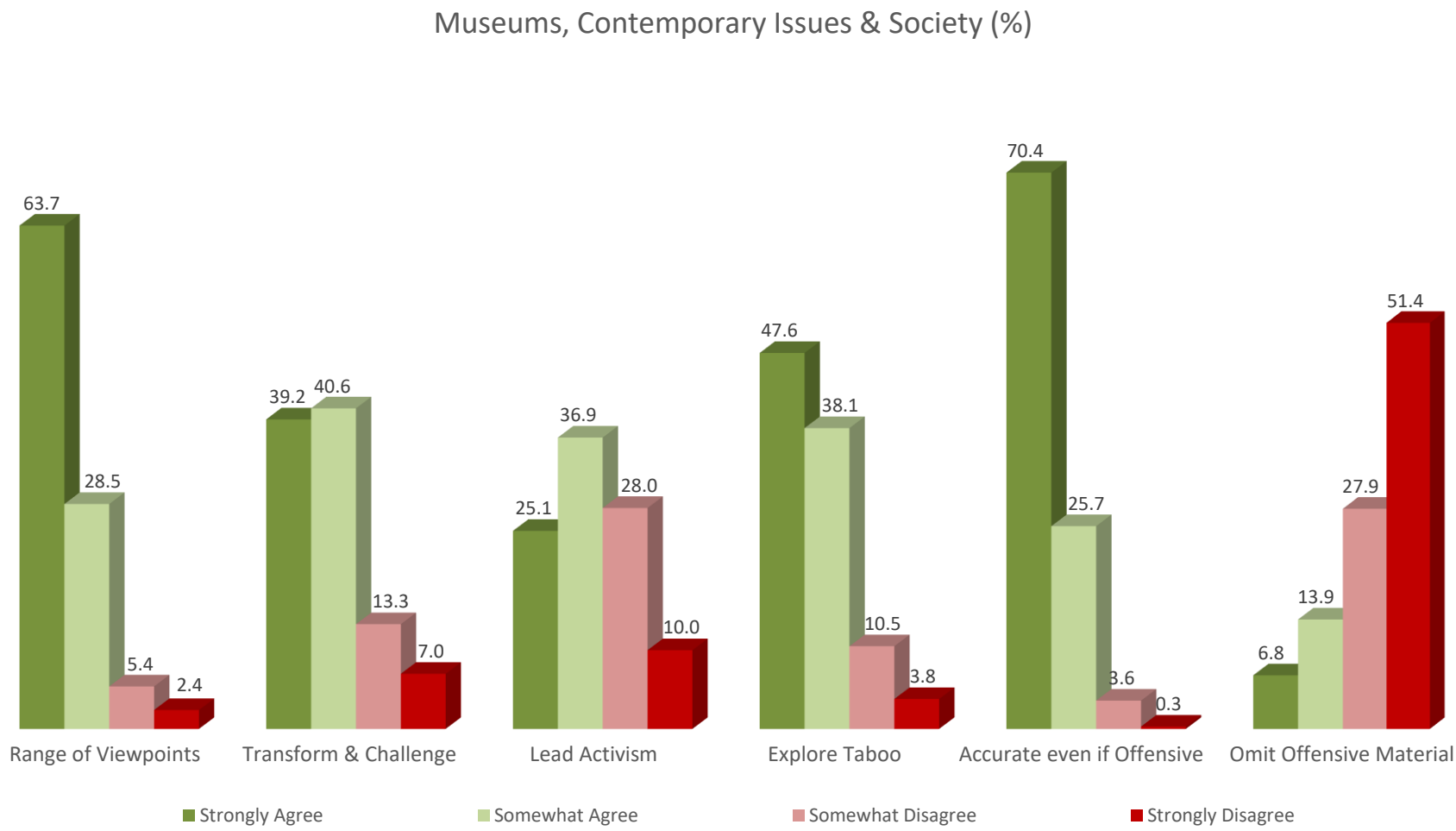
No statistically significant differences between demographic groups is evident on any of these measures.

Clearly, this battery of measures demonstrate that Galt stakeholders value the Galt's dedication to addressing controversial and taboo topics while providing a range of viewpoints even if the material may be deemed offensive to some members of the public. Stakeholders are also adamant that Galt material should not be censored and that material should not be omitted because some members of the public may consider it offensive.

Range of Viewpoints		mean = 1.46	
(%)		Strongly agree	63.7
Agree	92.2	Somewhat agree	28.5
Disagree	7.8	Somewhat disagree	5.4
		Strongly disagree	2.4
Transformative & Challenging		mean = 1.88	
(%)		Strongly agree	39.2
Agree	79.7	Somewhat agree	40.6
Disagree	20.3	Somewhat disagree	13.3
		Strongly disagree	7.0
Lead Social & Political Activism		mean = 2.23	
(%)		Strongly agree	25.1
Agree	62.0	Somewhat agree	36.9
Disagree	38.0	Somewhat disagree	28.0
		Strongly disagree	10.0
Explore Taboo & Controversial		mean = 1.71	
(%)		Strongly agree	47.6
Agree	85.7	Somewhat agree	38.1
Disagree	14.3	Somewhat disagree	10.5
		Strongly disagree	3.8
Be Accurate Even if Offensive		mean = 1.34	
(%)		Strongly agree	70.4
Agree	96.1	Somewhat agree	25.7
Disagree	3.9	Somewhat disagree	3.6
		Strongly disagree	0.3
Omit Material Deemed Offensive		mean = 3.24	
(%)		Strongly agree	6.8
Agree	20.7	Somewhat agree	13.9
Disagree	79.3	Somewhat disagree	27.9
		Strongly disagree	51.4

Range: 1 = strongly agree to 4 = strongly disagree

Museums, Contemporary Issues and Society (continued)

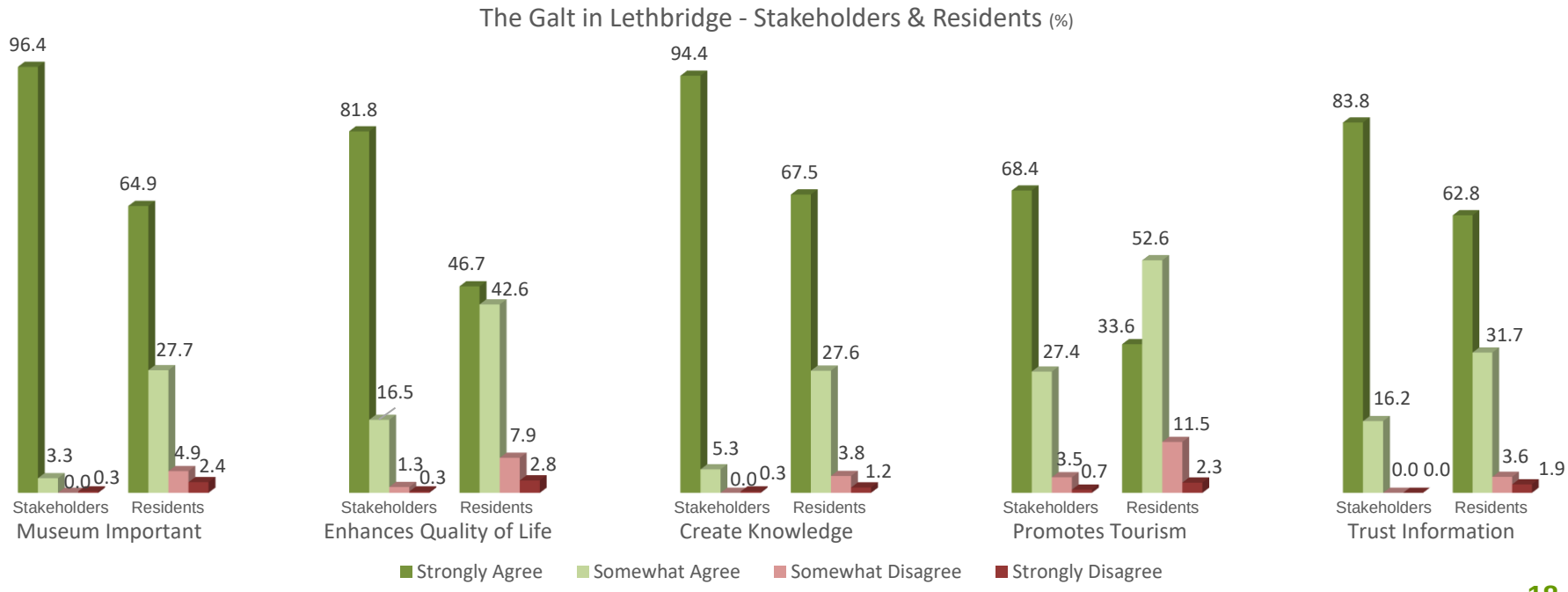


The Galt in Lethbridge – Comparisons between Stakeholders and Residents

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

For example, while more than nine of every ten stakeholders and residents believe the museum is important, stakeholders (96.4%) are much more likely to strongly agree than are residents (64.9%). Similar patterns exist with the idea that the Galt enhances the quality of life in Lethbridge (81.8% and 46.7% strongly agree respectively) and that the Galt should continue to create knowledge for and about Lethbridge and southern Alberta (94.4% and 67.5% strongly agree respectively). Stakeholders (83.8% strongly agree) are also more intense in their opinions than are residents (62.8% strongly agree) that they can trust the information they get from the Galt.

Only with respect to the idea of the Galt promoting tourism is the relationship between those who strongly agree and somewhat agree revered with two-thirds of stakeholders (68.4%) strongly agreeing that the Galt promotes tourism while only one third of residents strongly agree (33.6%). Most of the remaining respondents in each group chose the other agree option with one-quarter of stakeholders (27.4%) somewhat agreeing and a majority of residents (52.6%) somewhat agreeing.



The Galt in Lethbridge – Comparisons between Stakeholders and Residents (tabular data)

Having a museum in Lethbridge is important	Stakeholders	Residents		Stakeholders	Residents
			mean =	1.04	1.45
(%)			Strongly agree	96.4	64.9
Agree	99.7	92.6	Somewhat agree	3.3	27.7
Disagree	0.3	7.4	Somewhat disagree	0.0	4.9
			Strongly disagree	0.3	2.4
Galt enhances quality of life in Lethbridge					
			mean =	1.20	1.67
(%)			Strongly agree	81.8	46.7
Agree	98.3	89.4	Somewhat agree	16.5	42.6
Disagree	1.7	10.6	Somewhat disagree	1.3	7.9
			Strongly disagree	0.3	2.8
Galt should continue to create knowledge about Lethbridge					
			mean =	1.06	1.39
(%)			Strongly agree	94.4	67.5
Agree	99.7	95.0	Somewhat agree	5.3	27.6
Disagree	0.3	5.0	Somewhat disagree	0.0	3.8
			Strongly disagree	0.3	1.2
Galt plays important role in promoting southern Alberta tourism					
			mean =	1.36	1.82
(%)			Strongly agree	68.4	33.6
Agree	95.8	86.2	Somewhat agree	27.4	52.6
Disagree	4.2	13.8	Somewhat disagree	3.5	11.5
			Strongly disagree	0.7	2.3
I can trust the information I get from the Galt					
			mean =	1.16	1.45
(%)			Strongly agree	83.8	62.8
Agree	100.0	94.5	Somewhat agree	16.2	31.7
Disagree	0.0	5.5	Somewhat disagree	0.0	3.6
			Strongly disagree	0.0	1.9

Range: 1 = strongly agree to 4 = strongly disagree

Conclusions

This study demonstrates the great deal of trust, confidence and support the Galt Museum & Archives stakeholders have in the Galt, its services, programs and overall operations. Key recommendations include:

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, the Galt store, volunteer opportunities and events
- 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 in preparing and delivering programs, including programming for children
- Focus on personal growth for visitors through a range of programs and lectures
- Continue to provide diverse experiences for visitors 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 challenge and change visitors' views or bring about social and political change

Continue to provide the quality service and experience that is very highly valued by stakeholders and the community at large.

Appendix A – Cover Letter

Introduction and Informed Consent

Thank you for taking time out of your busy schedule to participate in this important stakeholder consultation process. The Galt Museum and Archives values your input.

Susan Burrows-Johnson, CEO/Executive Director

This project is being conducted on behalf of Galt Museum and Archives by the Citizen Society Research Lab at Lethbridge College (REB Protocol: LC-09-11-R1). All of your responses will be recorded anonymously and no identifying information will be include in the data set or presented in any analysis of the results. All lists that include identifying information, including all email addresses, will be used exclusively for the purposes of administering this survey and will be destroyed upon verification of the data and completion of the project.

Results will be analyzed and presented to the Galt Museum and Archives management which will use them in its business planning, marketing and branding over the coming years.

The questionnaire that follows has ten short sections covering topics such as Galt programs and services, educational initiatives, the preservation of local history, visitor experience and a brief, very general demographic section.

The survey should take approximately 7 to 10 minutes to complete, depending on how much time you take to deliberate about your priorities. If you encounter any issues while completing the questionnaire, or if you have any questions at all, please do not hesitate to contact me: faron.ellis@lethbridgecollege.ca

Please click on the "yes" button below to indicate your informed consent and to proceed with the survey.

Thank you for your participation.

Dr. Faron Ellis, Research Chair
Citizen Society Research Lab
Lethbridge College

Appendix B – Questionnaire

Galt Museum and Archive Services – Onsite and Online
Initially, please tell us how important you think each of the following Galt services is to you.

Archives and collections (documents, artifacts, objects)						
Onsite archives and collections (Galt and other sites)	very important	somewhat important	somewhat unimportant	Not at all important	don't know	N/A (refused)
Online archives and collections (Internet accessible)	very important	somewhat important	somewhat unimportant	Not at all important	don't know	N/A (refused)
Curatorial (exhibits and research)						
Onsite curatorial (Galt and other sites)	very important	somewhat important	somewhat unimportant	Not at all important	don't know	N/A (refused)
Online curatorial (Internet accessible)	very important	somewhat important	somewhat unimportant	Not at all important	don't know	N/A (refused)
Education (school programs)						
Onsite education (Galt and other sites)	very important	somewhat important	somewhat unimportant	Not at all important	don't know	N/A (refused)
Online education (Internet accessible)	very important	somewhat important	somewhat unimportant	Not at all important	don't know	N/A (refused)

Galt Programs, Opportunities and Events
Initially, please tell us how important you think each of the following Galt services is to you.

Public Programs (lectures, hands on crafts, family activities, …)	very important	somewhat important	somewhat unimportant	Not at all important	don't know	N/A (refused)
Volunteer opportunities	very important	somewhat important	somewhat unimportant	Not at all important	don't know	N/A (refused)
Special Events (community day events)	very important	somewhat important	somewhat unimportant	Not at all important	don't know	N/A (refused)
Galt Museum Store (gift shop)	very important	somewhat important	somewhat unimportant	Not at all important	don't know	N/A (refused)
Hosting events for outside groups as a rented venue	very important	somewhat important	somewhat unimportant	Not at all important	don't know	N/A (refused)

Museums and their associated activities are often directed at preserving the heritage of a particular area or peoples.
Please tell us how much you agree or disagree with each of the following statements about the Galt Museum and Archives.

My history is represented in the research and exhibits at the Galt.	strongly agree	somewhat agree	somewhat disagree	strongly disagree	don't know	N/A (refused)
My community is represented in the research and exhibits at the Galt.	strongly agree	somewhat agree	somewhat disagree	strongly disagree	don't know	N/A (refused)
The Galt is somewhere I can go to explore ideas and issues.	strongly agree	somewhat agree	somewhat disagree	strongly disagree	don't know	N/A (refused)
The Galt helps preserve the heritage and memory of our region.	strongly agree	somewhat agree	somewhat disagree	strongly disagree	don't know	N/A (refused)

Museums and their associated activities are often directed at strengthening social capital and education.
Please tell us how much you agree or disagree with each of the following statements about the Galt Museum and Archives.

I can trust the information that comes from the Galt.	strongly agree	somewhat agree	somewhat disagree	strongly disagree	don't know	N/A (refused)
The Galt presents reliable information about our community and region.	strongly agree	somewhat agree	somewhat disagree	strongly disagree	don't know	N/A (refused)
I learn new things about my community and region when I go to the Galt.	strongly agree	somewhat agree	somewhat disagree	strongly disagree	don't know	N/A (refused)
The Galt helps visiting children and youth attending the Galt understand their community.	strongly agree	somewhat agree	somewhat disagree	strongly disagree	don't know	N/A (refused)
The public educators at the Galt prepare and deliver worthwhile programs.	strongly agree	somewhat agree	somewhat disagree	strongly disagree	don't know	N/A (refused)
The Galt is a valuable place for people to bring children.	strongly agree	somewhat agree	somewhat disagree	strongly disagree	don't know	N/A (refused)

Appendix B – Questionnaire (continued)

Museums and their associated activities are often directed at advancing future change.
Please tell us how much you agree or disagree with each of the following statements about the Galt Museum and Archives.

The Galt helps reflect the changing priorities and attitudes of the community over time.	strongly agree	somewhat agree	somewhat disagree	strongly disagree	don't know	N/A (refused)
Having institutions and organizations that promote thorough, impartial, and serious research and scholarship are important to me and my community.	strongly agree	somewhat agree	somewhat disagree	strongly disagree	don't know	N/A (refused)
The Galt helps me understand who we are as a community.	strongly agree	somewhat agree	somewhat disagree	strongly disagree	don't know	N/A (refused)

Museums and their associated activities are often directed at enabling personal growth opportunities for patrons as well as offering them personal respite.
Please tell us how much you agree or disagree with each of the following statements about the Galt Museum and Archives.

The Galt is somewhere I can practice my critical thinking skills.	strongly agree	somewhat agree	somewhat disagree	strongly disagree	don't know	N/A (refused)
The programs and lectures at the Galt are worth attending.	strongly agree	somewhat agree	somewhat disagree	strongly disagree	don't know	N/A (refused)
The Galt is a good place to visit to relieve stress or anxiety.	strongly agree	somewhat agree	somewhat disagree	strongly disagree	don't know	N/A (refused)
The Galt is a welcoming venue to spend time in.	strongly agree	somewhat agree	somewhat disagree	strongly disagree	don't know	N/A (refused)

Like most organizations today, museums are endeavouring to develop and maintain a digital presence and provide digital services to their patrons.
Please tell us how much you agree or disagree with each of the following statements about the Galt Museum and Archives.

When seeking information about local history, which of the following is typically the first place you check for the information? And which are the second and third?	Internet	Local library	Museum	Other	don't know	N/A (refused)
Maintaining a digital presence is essential to the mission of the Galt.	strongly agree	somewhat agree	somewhat disagree	strongly disagree	don't know	N/A (refused)
Providing the public access to the research, exhibits, archives and collections of the Galt online is important.	strongly agree	somewhat agree	somewhat disagree	strongly disagree	don't know	N/A (refused)

People visit museums for a variety of reasons.
Please tell us how much you agree or disagree with the following statements about the Galt Museum and Archives.

The Galt's programs and exhibits let me explore new ideas.	strongly agree	somewhat agree	somewhat disagree	strongly disagree	don't know	N/A (refused)
There always seems to be something new to do or learn at the Galt.	strongly agree	somewhat agree	somewhat disagree	strongly disagree	don't know	N/A (refused)
I feel like a good parent or relative when I take children to the Galt.	strongly agree	somewhat agree	somewhat disagree	strongly disagree	don't know	N/A (refused)
I like to share on social media what my family or friends and I do when we visit the Galt.	strongly agree	somewhat agree	somewhat disagree	strongly disagree	don't know	N/A (refused)
The Galt is a must-visit location for visitors or people new to the community.	strongly agree	somewhat agree	somewhat disagree	strongly disagree	don't know	N/A (refused)
The Galt helps me understand people different from myself who live in my area.	strongly agree	somewhat agree	somewhat disagree	strongly disagree	don't know	N/A (refused)
I really enjoy coming to events hosted at the Galt, (like fundraisers, dinners, weddings, or beer and wine tastings).	strongly agree	somewhat agree	somewhat disagree	strongly disagree	don't know	N/A (refused)
The Galt has documents and objects that I can use to answer questions.	strongly agree	somewhat agree	somewhat disagree	strongly disagree	don't know	N/A (refused)

Appendix B – Questionnaire (continued)

The Galt is a good place to visit with a goal in mind.	strongly agree	somewhat agree	somewhat disagree	strongly disagree	don't know	N/A (refused)
The Galt is a good place to reflect and gather my thoughts.	strongly agree	somewhat agree	somewhat disagree	strongly disagree	don't know	N/A (refused)
I like to wander inside or outside of the Galt to relax or take in the view.	strongly agree	somewhat agree	somewhat disagree	strongly disagree	don't know	N/A (refused)

Museums often present information about controversial topics in an effort at contributing to the discussion of contemporary issues.
Please tell us how much you agree or disagree with the following statements about museums.

Museums are sources of information that should approach controversial topics by presenting a range of viewpoints.	strongly agree	somewhat agree	somewhat disagree	strongly disagree	don't know	N/A (refused)
Museums should take a more active role as transformative spaces in an effort at challenging and changing visitors' views.	strongly agree	somewhat agree	somewhat disagree	strongly disagree	don't know	N/A (refused)
Museums should take a leading role as social and political activists to bring about change.	strongly agree	somewhat agree	somewhat disagree	strongly disagree	don't know	N/A (refused)
Museums have a role in conducting research and developing exhibits on taboo and controversial topics.	strongly agree	somewhat agree	somewhat disagree	strongly disagree	don't know	N/A (refused)
Museums should conduct historically accurate research and develop historically accurate exhibits even if some of the material is offensive to some members of the public.	strongly agree	somewhat agree	somewhat disagree	strongly disagree	don't know	N/A (refused)
Museums should omit from their research and exhibits historical material that is deemed offensive to some members of the public.	strongly agree	somewhat agree	somewhat disagree	strongly disagree	don't know	N/A (refused)

Please tell us how much you agree or disagree with the following statements about the place of The Galt within the community of Lethbridge and southern Alberta more generally.

Having a museum in Lethbridge is important for the community.	strongly agree	somewhat agree	somewhat disagree	strongly disagree	don't know	N/A (refused)
The Galt Museum enhances quality of life in Lethbridge and southern Alberta.	strongly agree	somewhat agree	somewhat disagree	strongly disagree	don't know	N/A (refused)
The Galt should continue to create knowledge for and about Lethbridge and southern Alberta.	strongly agree	somewhat agree	somewhat disagree	strongly disagree	don't know	N/A (refused)
The Galt plays an important role in promoting tourism in southern Alberta.	strongly agree	somewhat agree	somewhat disagree	strongly disagree	don't know	N/A (refused)

Demographics

Stakeholder sector of community – current or previous employment Check all that apply.	Primary Education	Secondary Education	Post-secondary Education	Private business	Not-for-profit service sector	Healthcare	Other government service	Other	N/A (refused)
Gender	Male	Female	Other	refused					
Are you a member of or identify with any of the following indigenous communities?	Inuit	Metis	Status Indian	Non-status Indian	Other Indigenous	No (none)	don't know	N/A (refused)	

Appendix B – Questionnaire (continued)

Were you born in Canada?	Yes born in Canada	No, born in other country	don't know	refused			
Do you identify as a member of the LGBTQ+ community?	Yes	No	don't know	refused			
Are you a visible minority?	Yes	No	don't know	refused			
How often do you visit the Galt Museum and Archives	Never	Less than once per year	Usually once per year	Two to three times per year	More than three times per year	don't know	N/A (refused)
Postal Code	First three	Last three					
Stakeholder (check all that apply)	Donor	Member	Visitor	Educator	Other	don't know	refused