

2021

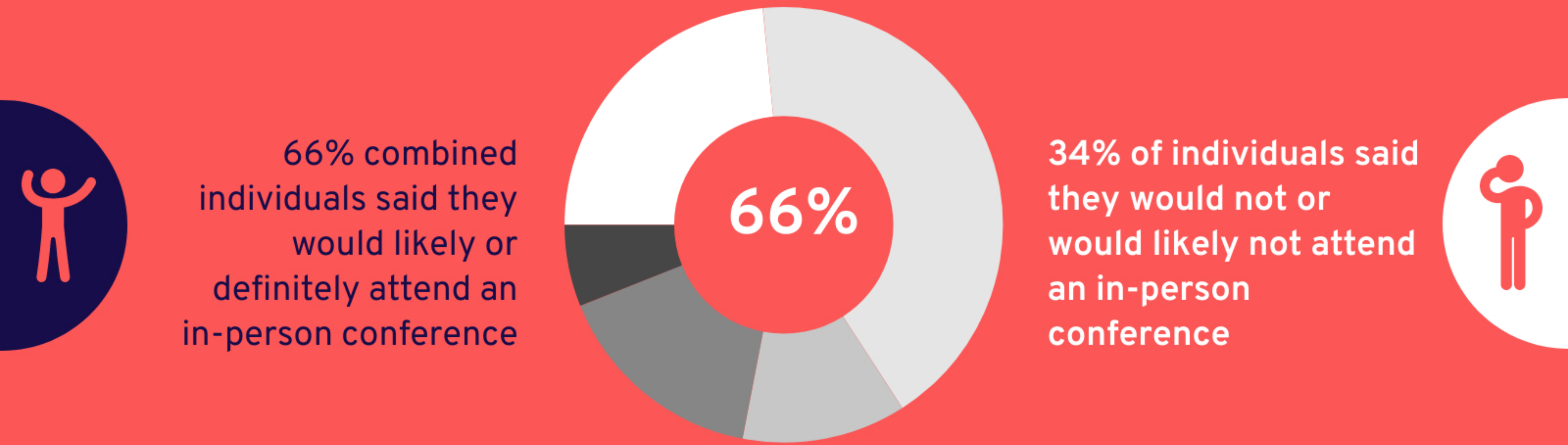


Pre-Annual Meeting Sentiment Survey

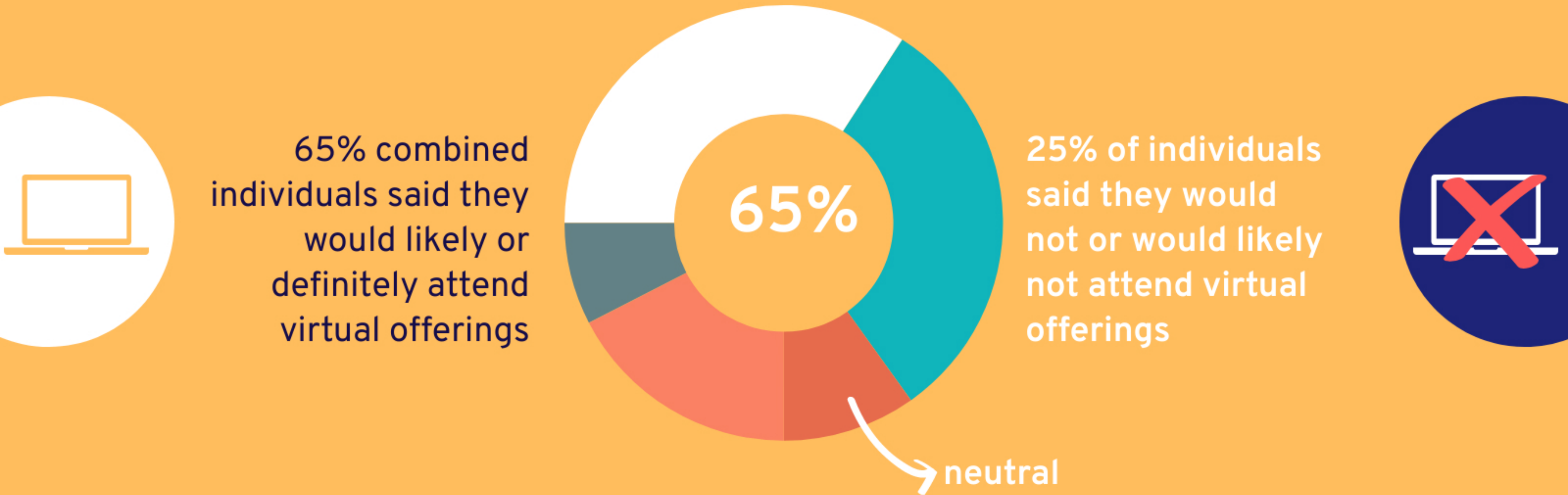


In March 2020, TAM canceled our in-person Annual Meeting and successfully pivoted into the virtual world for the first time. As TAM continues to track COVID's impact on museums and museum professionals, a survey was released at the beginning of September to gauge our community's interest and comfort level to inform our direction for TAM 2021.

How likely are you to attend an in-person conference in San Antonio, in April 2021?



How likely are you to attend video streamed sessions or keynotes in April 2021?



Survey participants noted many important items that we're considering in TAM 2021 planning.



HEALTH Necessary Precautions

- A decentralized format allows for greater control over capacity and movement
- Local venues increased experience in hosting safe events builds confidence in planning
- Safety protocols such as masks and sanitation will be enforced
- Only 43% of respondents expressed concern about health and safety



TRAVEL Uncertain Restrictions

- 50% of respondents noted that they are unsure of whether their museum will support travel
- Featured programming will be streamed live and recorded for those unable to travel to San Antonio



COST Financial Considerations

- 51% of respondents anticipate financial support from their museum to attend an in-person and/or virtual conference
- We will increase efforts to provide scholarships and other financial support to ensure an equitable experiences



CONNECTION Resilient Networking

- Attendees note that they are more likely to attend in-person events due to fatigue or non-satisfaction with virtual events
- Museum professionals have not been able to meet since March 2020 and this will be their first opportunity to connect in a safe, in-person forum



ACCESS Flexibility and Choice

- Survey respondents revealed they need more time to make a decision and therefore TAM will provide flexible deadlines
- 74% of respondents expressed interest in paying their own way depending on the quality programming



INFORMATION Session presentation

- Sessions are experienced differently in person vs virtually
- Museum serving businesses rely on TAM Annual Conference for professional development and reaching museum professionals

Based on this information we are encouraged that we can present a safe and accessible conference for as many as possible.

*The above data is pulled directly from survey taken by 132 individuals representing each of the ten Texas Heritage Trail regions.