



Museum Web Site Benchmarking Survey - Administrative Questions

Questions marked with an asterisk (*) are mandatory.

1 *Which museum do you represent?

2 *What is the URL for your museum's Web site?

3 *What is your museum's annual operating budget?

Background Questions

4 *What year did your museum first launch a Web site?

5 *How many *major* redesigns has your site been through since its initial launch (i.e. new home page design, new navigation, substantial overhaul or addition of content)?

6 *Who hosts your Web site?

7

If your site is hosted in more than one place, please explain how it is divided.

8 *Who designed your Web site?

9 If your your site was designed by a combination of in-house and contracted designers, please explain who did what.

10 *Who maintains and updates your Web site?

11 If your site is maintained or updated by a combination of in-house and contract work, please explain how this is divided.

Web Site Staffing

12 *Has your museum established a cross-departmental Web Team to direct development of your Web Site?

 YES NO

Additional Comment

13 *What group or individual *directs* the development of your Web site?

14 *Which department or office in your museum has PRIMARY responsibility for management of your Web site?

- Communications / Marketing
- Curatorial
- Development
- Director's Office
- Education
- Information Technology / Services
- Museum Shop
- Publications
- Registration / Collections Management
- Other, Please Specify

15 *Which departments or offices have major responsibility for determining the *content* of your Web site? (check all that apply)

- Communications / Marketing
- Curatorial
- Development
- Director's Office
- Education
- Information Technology / Services
- Museum Shop
- Publications
- Registration / Collections Management
- Other, Please Specify

16 *Which departments or offices direct the *design* of your Web Site?

- Communications / Marketing
- Curatorial
- Development

- Director's Office
- Education
- Information Technology / Services
- Museum Shop
- Publications
- Registration / Collections Management
- Other, Please Specify

The next few questions are about the resources allocated to your museum's Web site. To enable comparison, we've separated staff from other costs. Please report staff as full or fractional Full Time Equivalent positions (FTEs) [for calculation 1 FTE = 40 hours per week x 50 weeks = 2,000 hours per year].

We've also separated development costs (adding new functions and features) from maintenance (including updating changeable content and site hosting).

17 *For the fiscal year ENDING IN 2004, what staffing was allocated to Your Web site? (please answer in full or partial FTEs)

Development	<input type="text"/>
Maintenance	<input type="text"/>
Total	<input type="text"/>

18 *For the fiscal year ENDING IN 2004, what budget -- other than staffing reported above -- was allocated to Your Web site? (please indicate currency)

Development	<input type="text"/>
Maintenance	<input type="text"/>
Total	<input type="text"/>

19 *For the Fiscal Year that ENDED IN 2003, what staffing was allocated to your Web site? (please answer in full or partial FTEs)

Development	<input type="text"/>
Maintenance	<input type="text"/>
Total	<input type="text"/>

20 *For the Fiscal Year that ENDED IN 2003, what budget -- other than staffing reported above -- was allocated to your Web site? (please indicate currency)

Development

Maintenance

Total

21 *For the YEAR IT LAUNCHED what staffing was allocated to your Web site? (please answer in full or partial FTEs)

Development

Maintenance

Overall

22 *For the YEAR IT LAUNCHED, what budget -- other than staffing reported above -- was allocated to your Web site? (please indicate currency)

Development

Maintenance

Overall

23 *Please name an Administrative Contact for your Web site.

*Name:

Company:

*Address 1:

Address 2:

*City/Town:

*State/Province:

*Zip/Postal
Code:

*Country:

*E-mail
Address:

24 *What is the Job Title of your Administrative Contact?



Museum Web Site Benchmarking Survey: Design, Technical and Collections Questions

1 What museum do you represent?

2 What is the URL of your museum's Web site?

Technical Strategies

3 Which Web browsers is your site designed to support? (please check all that apply)

- Browsers below '4.0' versions
- Browsers above '4.0' version
- Browsers that support XHTML / CSS
- AOL
- Screen Readers
- Other, Please Specify

4 What monitor pixel resolution was your site designed for? (check all that apply)

- 640 x 480
- 800 x 600
- 1024 x 768
- 1280 x 1024
- 1600 x 1200
- Other, Please Specify

5 Which Plug-ins are required to view content on your Web site?

- Real Audio
- Real Video
- Windows Media Player
- QuickTime
- Shockwave Flash
- Shockwave Director
- Adobe Acrobat Reader
- Other, Please Specify

6 Does your Web site use dynamic page rendering techniques? If so, which ? (check all that apply)

- All Static Pages
- ASP - Active Server Pages
- Cold Fusion
- PHP - Hypertext Preprocessor
- JSP - Java Server Pages
- CGI - Common Gateway Interface Scripts
- Other, Please Specify

7 Please indicate which areas of your site use databases to deliver content on your Web site.

- No database-driven areas
- Calendar of Events
- Charitable Gifts
- Collections Search
- Educational Programs (games etc. for students)
- Educational Support Materials (for teachers)
- Exhibition Profiles
- Library Catalogue

- Membership Sales
- Museum Shop Sales
- Ticket Sales
- Other, Please Specify

8 Please indicate which areas of your site use databases to deliver content on your Web site.

- No database-driven areas
- Calendar of Events
- Charitable Gifts
- Collections Search
- Educational Programs (games etc. for students)
- Educational Support Materials (for teachers)
- Exhibition Profiles
- Library Catalogue
- Membership Sales
- Museum Shop Sales
- Ticket Sales
- Other, Please Specify

Collections Documentation and Digitization

9 Does your museum have an on-going collection digitization program in place?

YES NO

If no, is one planned in the next 18 months?

10 How many objects from your museum's permanent collection are documented on your Web site?

11 How many collection objects have images available on your Web site?

12 Which collections documentation system does your museum use? Please specify when it was installed.

None

AdLib

Argus

KeMu

Gallery
Systems /
Embark

Gallery
Systems /
The

Museum
System
(TMS)

PastPerfect

Willoughby
MultiMimsy

Willoughby
io

Willoughby
Snap

Other

Commercial
Vendor,
Please
Specify

Developed
In House

13 What percentage of your collection is represented in your Collections Management System?

14 What percentage of your collection is fully catalogued in your Collections Management System?

15 Is your Collections Management System linked to your Web site?

How?

Web Site Statistics

16 Do you use a statistical program to analyse the usage of your museum Web site?

Which?

17 In an average day, how many unique visitors come to your museum's Web site?

18 What was your busiest day last year?

Date

Event or
Rationale

Date

Event or
Rationale

19 Which parts of your Web site get the most traffic?

20 Please identify a technical contact for your museum Web site.

Name:	<input type="text"/>
Company:	<input type="text"/>
Address 1:	<input type="text"/>
Address 2:	<input type="text"/>
City/Town:	<input type="text"/>
State/Province:	<input type="text"/>
Zip/Postal Code:	<input type="text"/>
Country:	<input type="text"/>
Email Address:	<input type="text"/>

21 What is the Job Title of your Technical Contact?



Survey Page 1



Museum Web Site Benchmarking Survey: Marketing, Membership and Education Questions

1 What museum do you represent?

2 What is the URL of your Web site?

E-commerce and Marketing

3 Does your Museum Web site have an e-commerce element?

 YES NO

Comment

4 What year did your first e-commerce sections go on-line?

5 What e-commerce functions do you support?

- None
- Charitable Gifts
- Exhibition Ticket Sales
- Event Ticket Sales
- Membership Sales
- Museum Shop Sales
- Rights and Reproductions Sales

Other, Please Specify

6 For your fiscal year ending in 2004, what were the e-commerce volumes for each of the following areas of your Web site.

Charitable Gifts	<input type="text"/>
Exhibition Ticket Sales	<input type="text"/>
Event Ticket Sales	<input type="text"/>
Membership Sales	<input type="text"/>
Museum Shop Sales	<input type="text"/>
Rights and Reproductions Sales	<input type="text"/>
Other, please specify	<input type="text"/>
Other 2, please specify	<input type="text"/>

7 Do you use e-mail (a listserv) to communicate with your Members or the General Public? Please check all areas that apply.

- Exhibition Announcements
- Gift Solicitations
- Museum Newsletter
- Program Announcements
- Special Events Announcements
- Education Program Announcements
- Other, Please specify
- Other 2, Please specify

8 Do you provide on-site access to your Web site for visitors to your museum?

Where?

Education Questions

- 9 Does your museum produce multimedia educational programs specifically for the Web?

YES NO

Comment

- 10 How many such programs were developed in your fiscal year ending in 2004?

- 11 How many such programs are planned for your fiscal year ending in 2004?

- 12 How long have these programs been made available to your audiences?

- Permanently
 For the duration of an exhibition
 For another limited time
 Other, Please Specify

- 13 Which audiences are your multimedia Web programs created for?

- Children
 High-school Students
 University Students
 Scholars
 General Public
 Museum Visitors
 Other
 Other s

14 Does your museum produce multimedia educational materials that are not available on the Web?

Which?

15 Are there plans to put these materials on the Web?

16 Please provide any additional comments about your museum's use of the Web for audience development and program delivery.

17 Please provide a contact for Marketing, Membership and Education questions at your museum.

Name:	<input type="text"/>
Company:	<input type="text"/>
Address 1:	<input type="text"/>
Address 2:	<input type="text"/>
City/Town:	<input type="text"/>
State/Province:	<input type="text"/>
Zip/Postal Code:	<input type="text"/>
Country:	<input type="text"/>
Email Address:	<input type="text"/>

18 What is the Job Title of your Marketing, Membership and Education contact?