

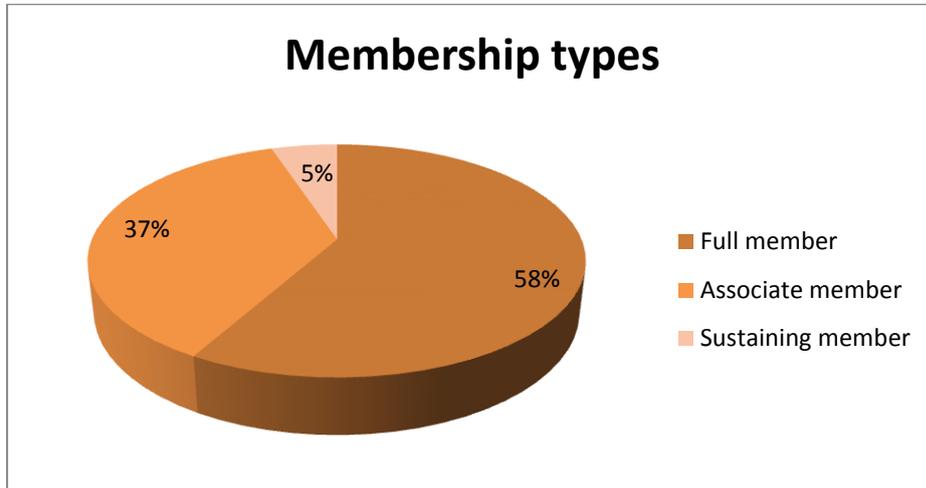
Results Ecsite membership survey

1. Information about the participants
2. Ranking of the Ecsite services
3. Suggested adjustments to Ecsites services
4. Adapting Ecsite services
5. General remarks at the end of the survey

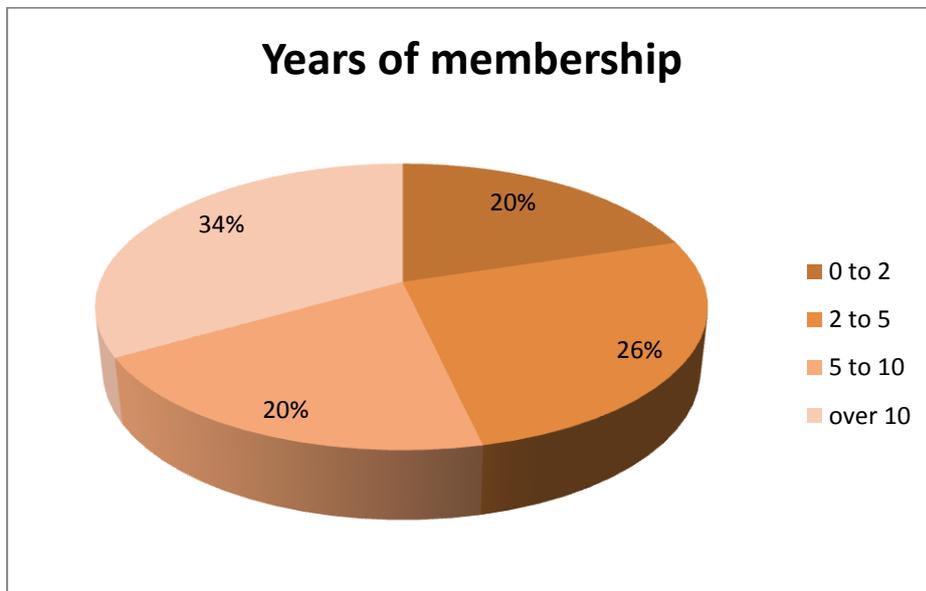
ANNEX: Ecsite Membership survey

1. Information about the participants (69 in total)

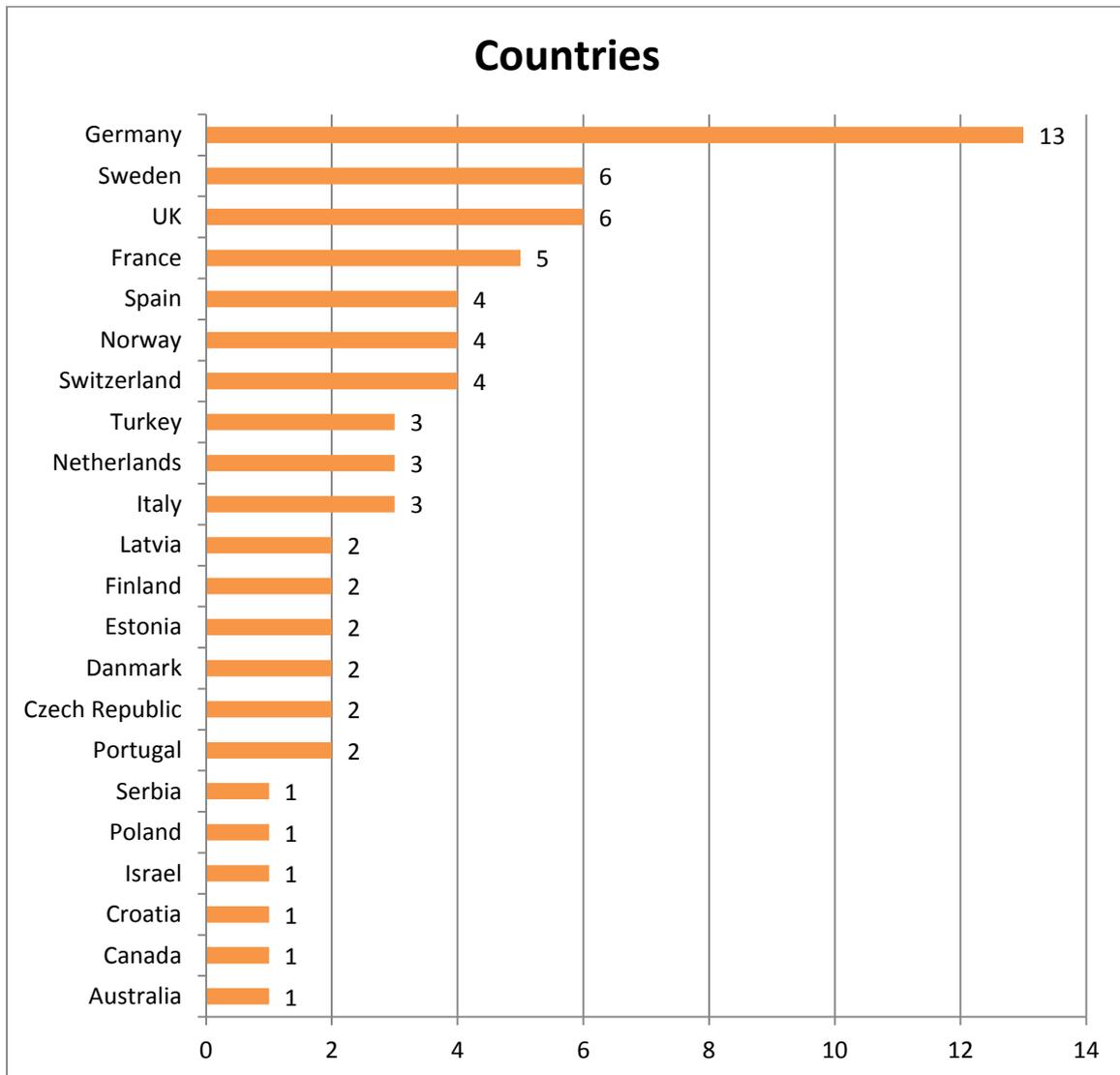
1.1. Membership types of participants (all numbers indicated in %)



1.2. Years of membership of participants



1.3 Participating countries

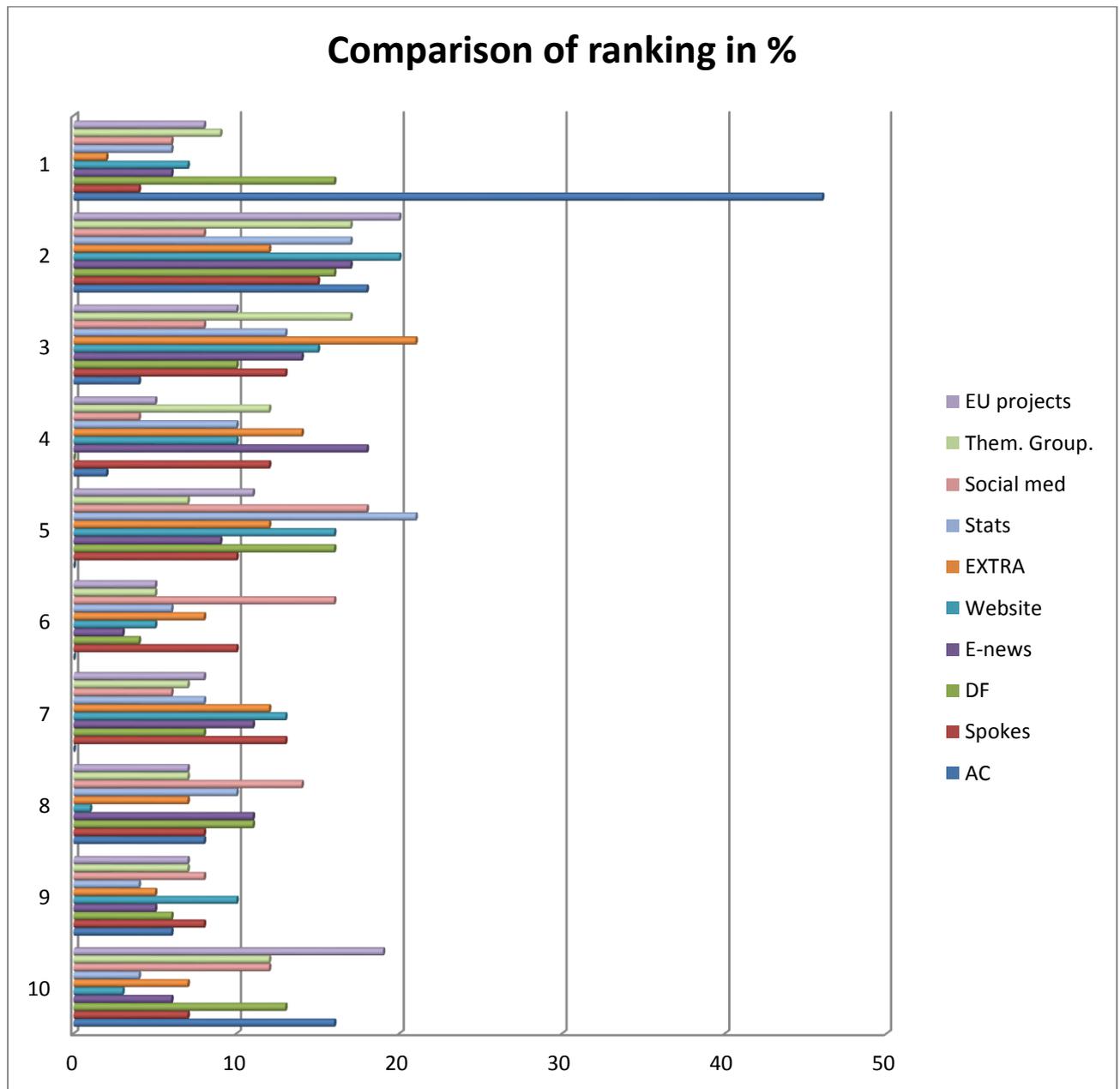


2. Ranking of the Ecsite services

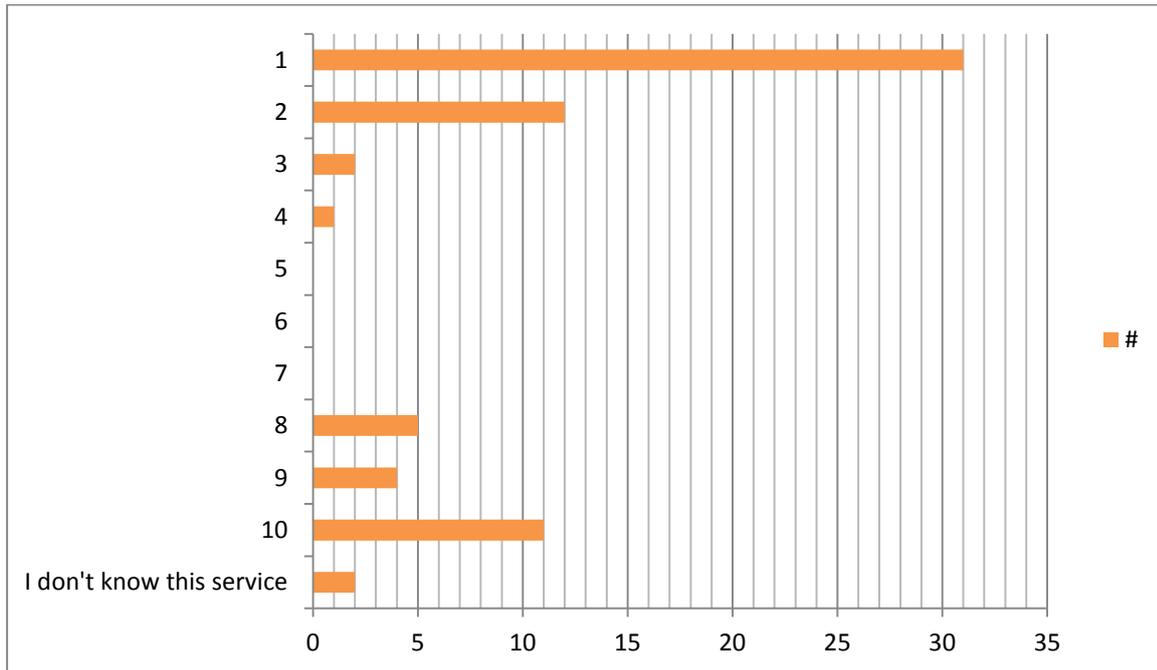
Due to the small numbers of responses regarding a representative opinion, we do not indicate an average rating of the Ecsite services. See for each service its own chart of the ranking responses in order to get the best idea how they are ranked by the participating members.

Overall comparison

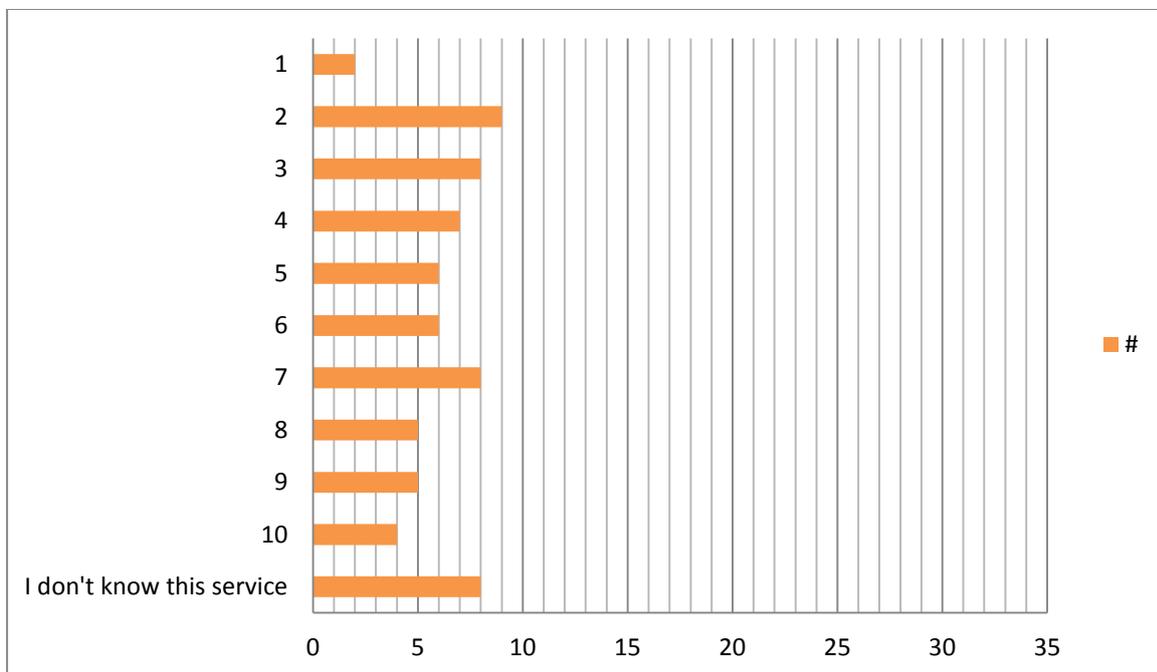
Rank 1 is the most important service, 10 the least important to the respondent



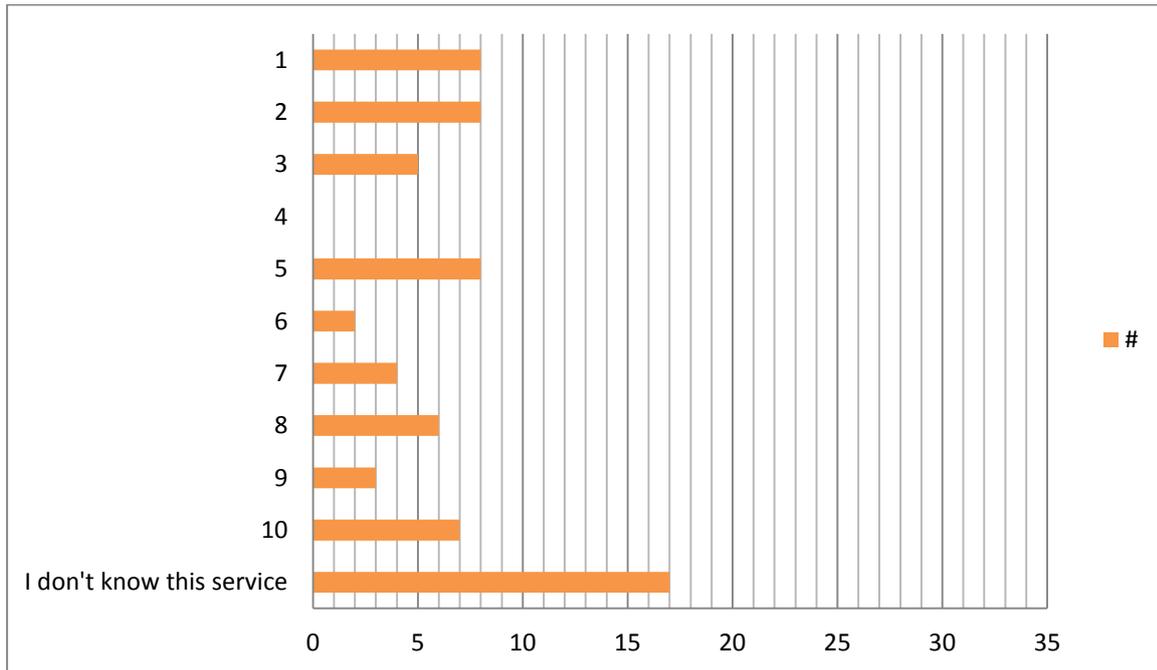
2.1 Ecsite Annual Conference (all in numbers of responses)



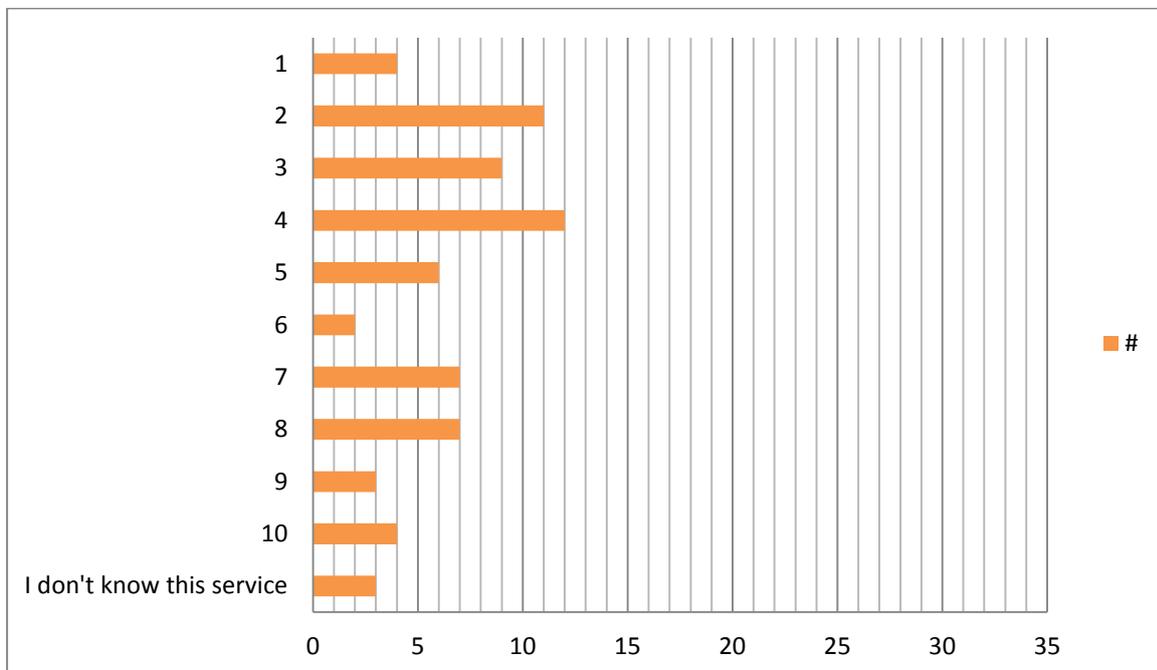
2.2 Spokes magazine



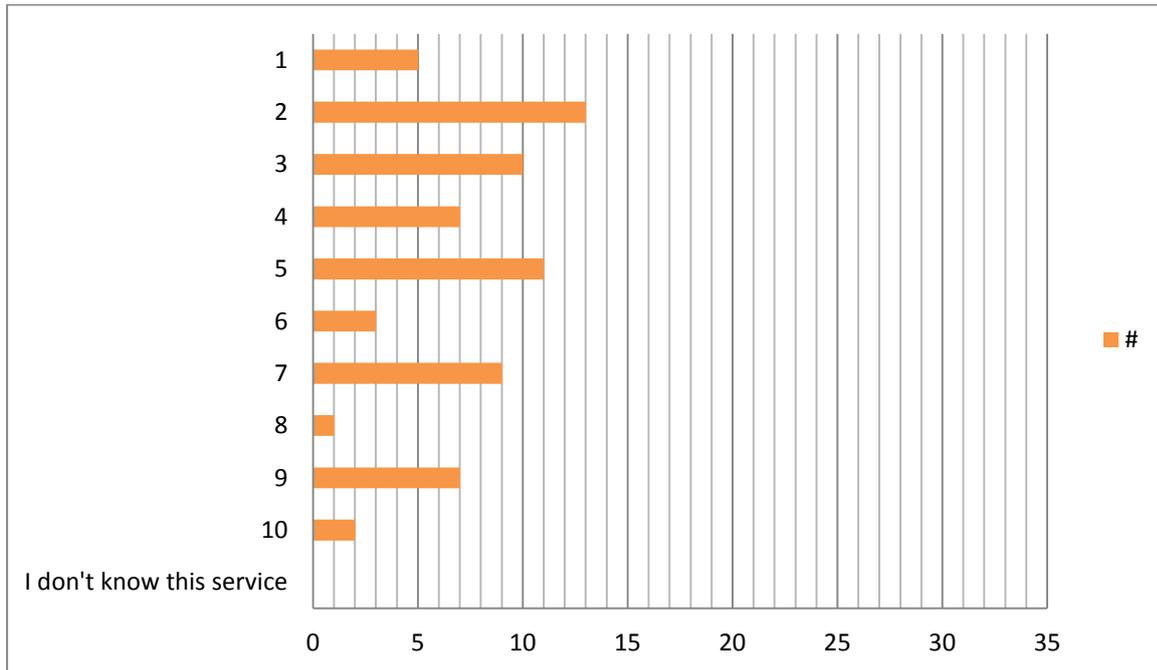
2.3 Director's Forum



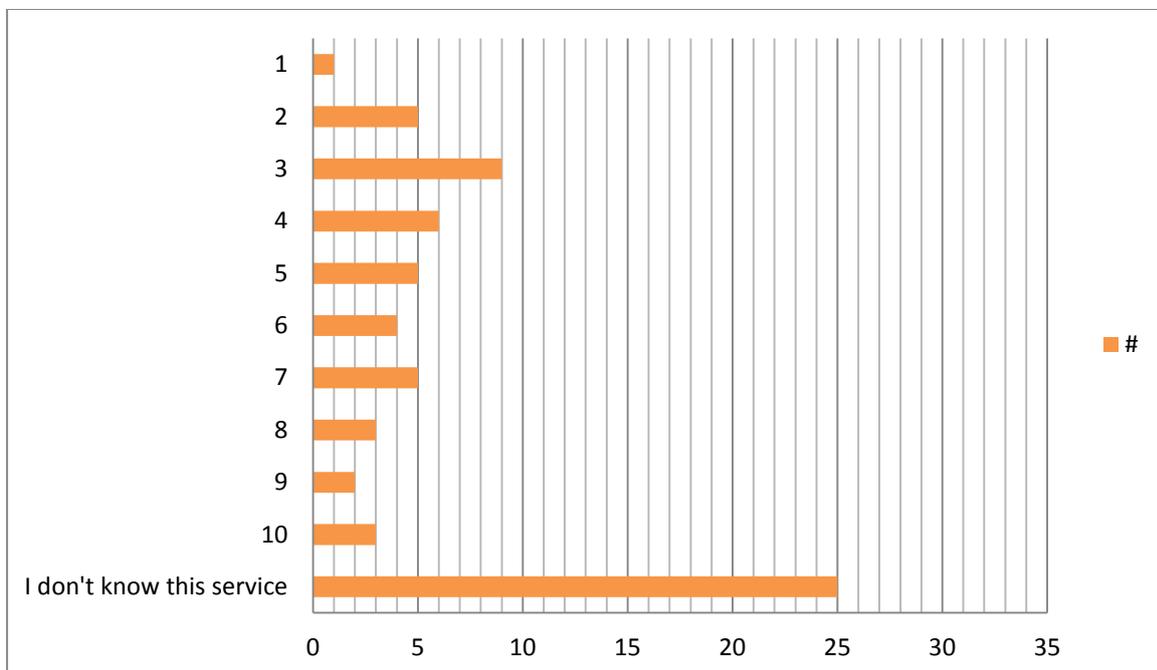
2.4 Ecsite e-news



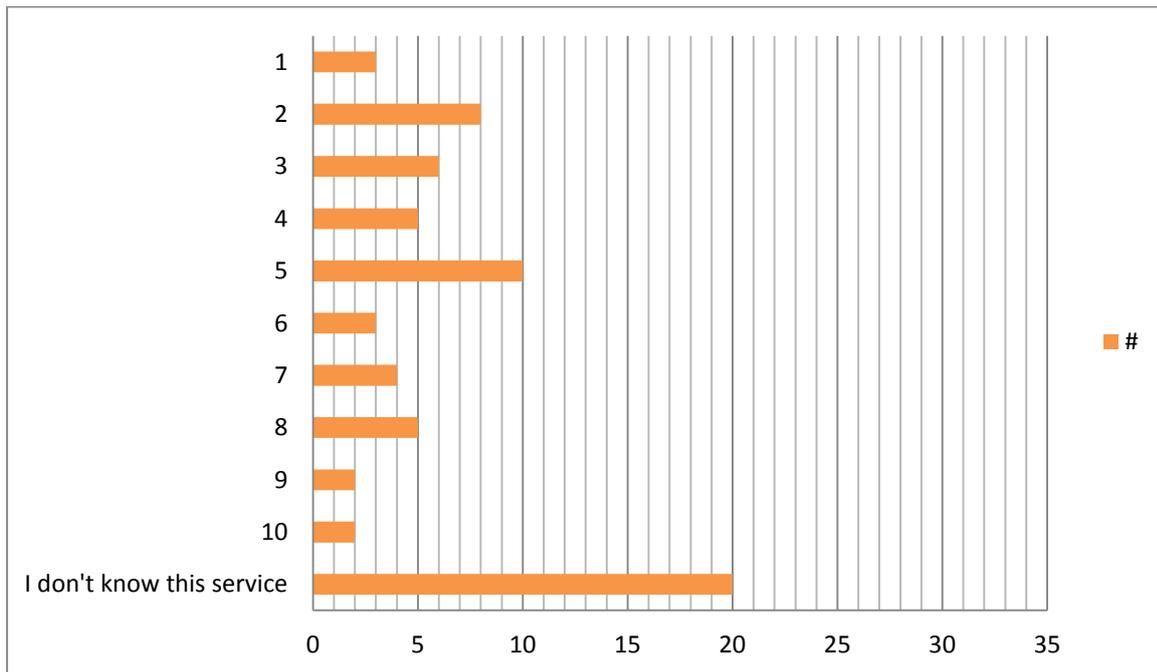
2.5 Ecsite website



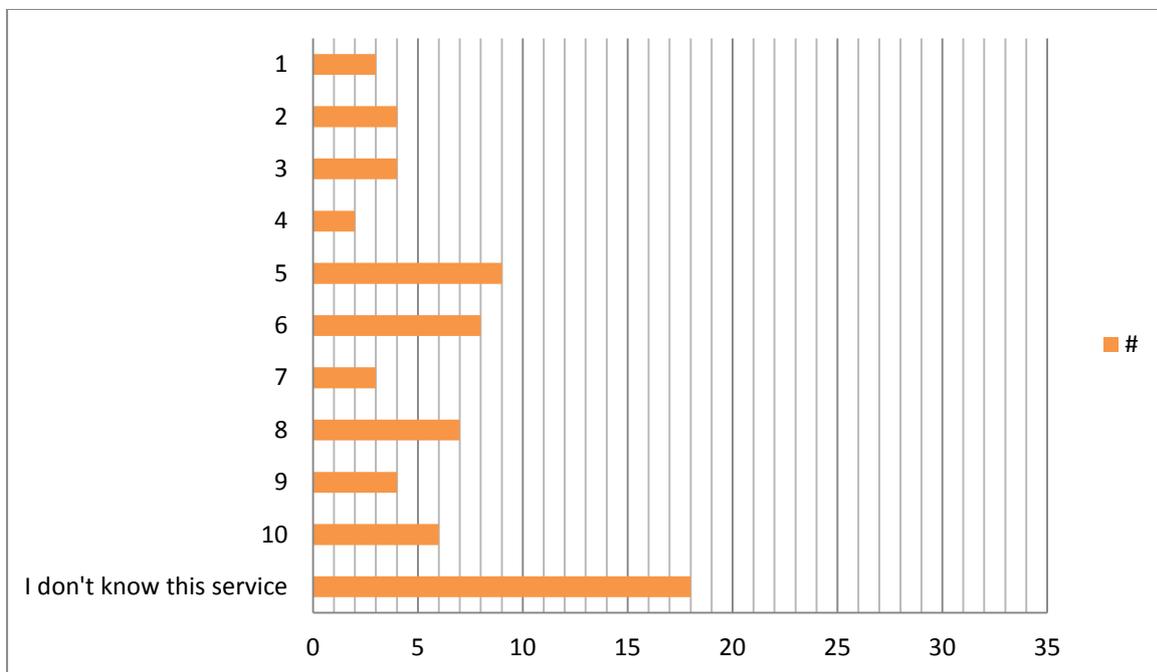
2.6 EXTRA website



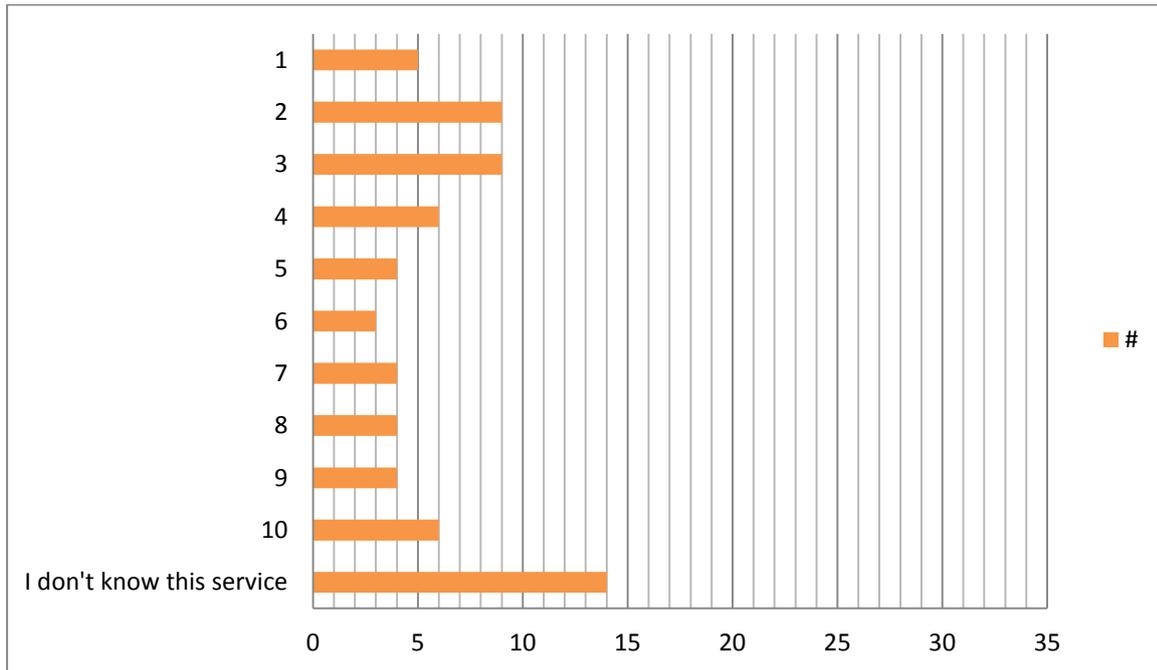
2.7 Ecsite Stats



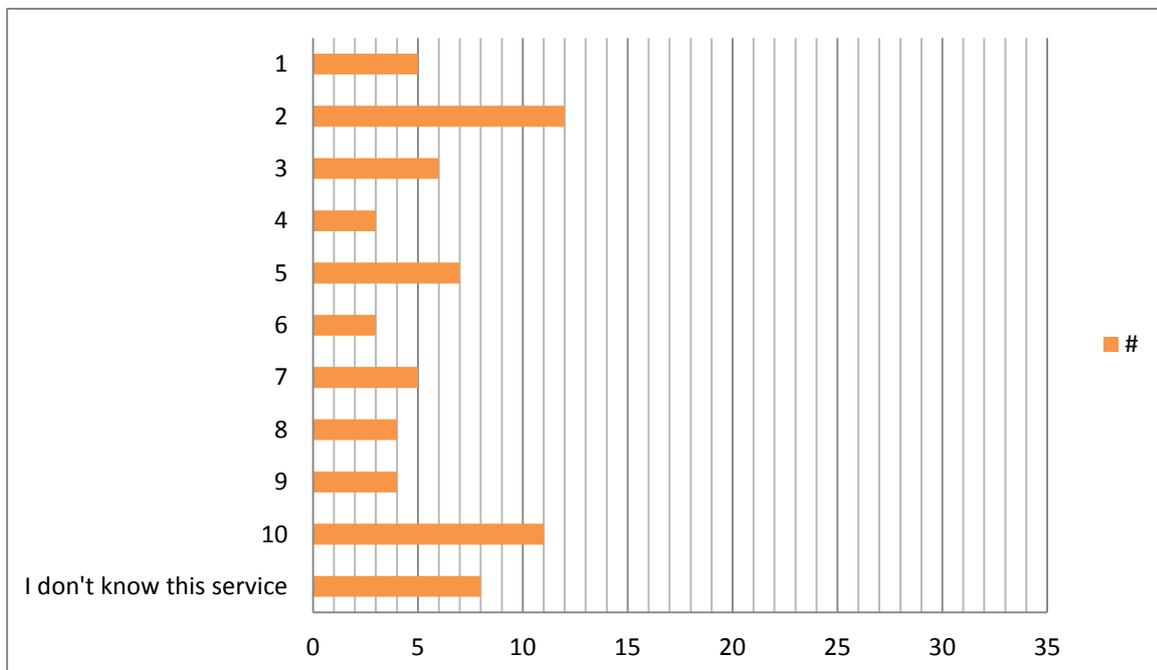
2.8 Social Media Communication



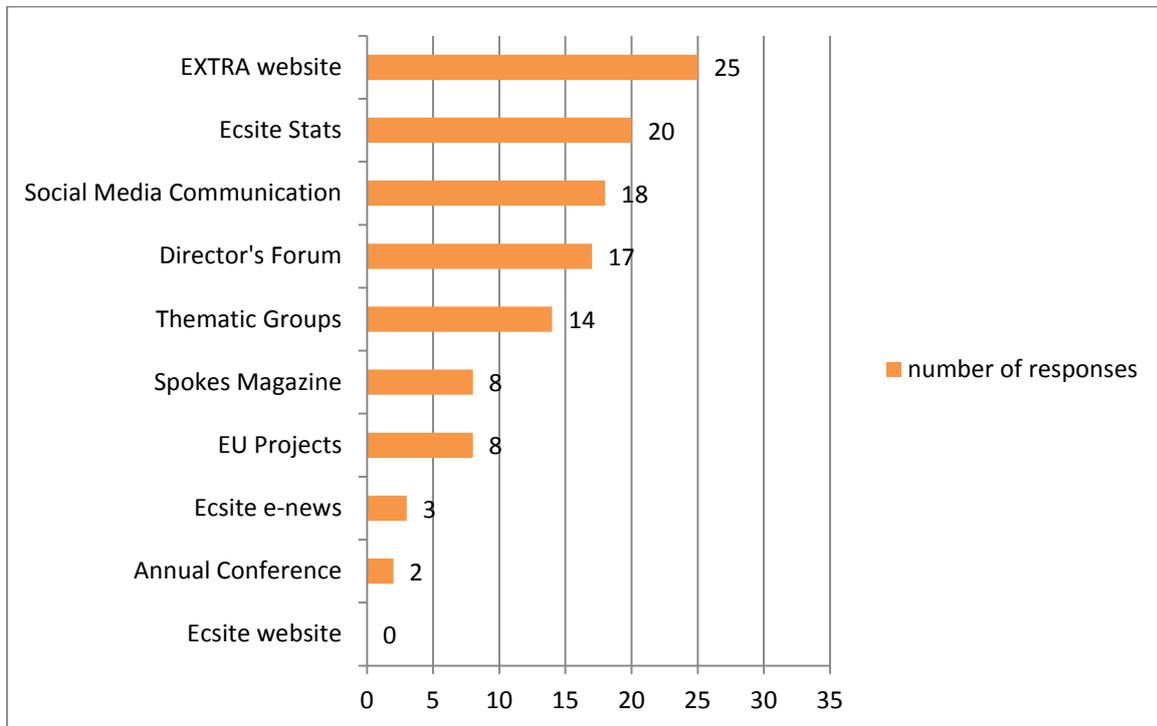
2.9 Thematic groups



2.10 EU projects



Overview of the services rated “I don’t know this service”



3. Suggested adjustments to Ecsite's services

3.1 Ecsite Annual Conference

Average rating: **6.0 points** out of 7 (7 = completely satisfied, 1 = not satisfied at all)

Remarks regarding the service:

- Very good for networking and getting a science centre overview
- Program should include more on operations, marketing, management and be more selective regarding the content and science Communications sessions
- Too many "regulars" on the speakers' list
- very professional may be to consider less sessions and more events for networking - No proceedings provided to get a highlights of all the thematics developed during the conference
- Add powerpoints of the presentations and interviews
- Exhibitors fee reaching the point where we might have a smaller presence at the Bistro
- Good places, good programme always great!!!!!!!
- It is an opportunity for us to meet our colleagues from europe to to exchange information and ideas difficult to go every year
- a bit expensive
- I would appreciate more out of the field speakers in order to fuel our competence/give new perspectives
- We are happy with the result from Toulouse and Gothenburg. I would like a small presentation of the companies in the business bistro. Perhaps we could write a few words about our company and send out before the show to the people that are attending. It is hard for us as a museum shop supplier to find the right contact.
- There could be some more attention for management / leadership issues.
- Please ensure there is always a good supply of vegetarian food. Sweden was very good but it's usually a problem
- Small Institutions like ours find it more and more difficult to participate in EU projects as member of ECSITE. We were in the frontline with EU projects in the nineties Within the European week for Scientific Culture. Since ECSITE has formally taken over we are excluded!
- It's good service It is up to me to use these services more
- I would like more short interactive exhibitions and a place for networking
- An idea for improvement could be to open the topics of the sessions to some more-general-science-communication-topics as after having visited four ACs I have the impression that quite some topics are coming again and again
- The conference would benefit from more invited speakers and fewer sessions, i.e. reduce the number of presentations and go for more relevant and informative presentations by scientist and professionals. Also increase the number of participating scientist on the conference, pay them if you have to.
- With the growth of the conference we are facing a dilemma. Too many people attend interesting sessions in rooms that are not big enough for all.
- Less sessions, more quality but how to host all participants?

3.2 Spokes magazine

Average rating: **4.3 points** out of 7 (7 = completely satisfied, 1 = not satisfied at all)

Remarks regarding the service:

- More direct contacts
- A bit dull Latest issue was improved
- Could be more Commercial, i.e. more ads and room for Suppliers and fabricators
- I haven't experienced yet
- Good initiative
- New magazine to be assessed later
- Nice thing but not so useful
- Useful information, sometimes not all articles are interesting for our team, but that is understandable.
- Useless repetition with @media time to reconsider its existence?

3.3 Director's Forum

Average rating: **4.9** points out of 7 (7 = completely satisfied, 1 = not satisfied at all)

Remarks regarding the service:

- for us it is as important as the conference
- A lot of improvement has been done these last years
- Good opportunity to compare notes, establish and renew contacts and assess trends
- Dir Forum opens up the possibility for deeper connections and discussions, important and appreciated. I also value the learning aspect with external speakers.
- Tends to duplicate in a smaller scale the conferences
- Heavy to organize but good opportunity to reflect on strategic issues
- No follow-up Editing a report on line give an added value
- Difficult to attend due to distance
- Not for associated members but I would like to have the opportunity
- Place for networking.
- Good networking arena.
- Can also be used to be both more "introspective" as well as "extrospective", both looking at ourselves more Critical and inviting externals to do the same.
- DF must not become an arena where we only Express how pleased we are by ourselves.
- Appreciate the possibility of small group discussions and the openness of participants to share experiences.
- It can fill the gaps that get wider with an ever expanding Ecsite

3.4 Ecsite e-news

Average rating: **5.2 points** out of 7 (7 = completely satisfied, 1 = not satisfied at all)

Remarks regarding the service:

- More facts, less "everything is so wonderful" talk
- Good to have important information in e-mail box
- It's a chunk of text information.
- Necessary, important and interesting but I wonder whether there are layout/design options that makes it easier to scan for content that is relevant to each individual reader.
- Not enough "professional information" and too institutional oriented
- Not enough information on projects of members.

3.5 Ecsite website

Average rating: **5.3 points** out of 7 (7 = completely satisfied, 1 = not satisfied at all)

Remarks regarding the service:

- I do not use it unless to register or for uploading and downloading information needed on specific requests
- I think the website is easy to read and well structured
- too much ..., but great site of course
- is not immediate to understand the services
- good design, easy to use.
- Would love to see more studies from other members
- I think the website is very good and useful for us
- useful but has still to be improved technically and in the design
- I like it, news, events, good for information Not always evident to do find your way around

3.6 EXTRA website

Average rating: **4.4 points** out of 7 (7 = completely satisfied, 1 = not satisfied at all)

Remarks regarding the service:

- Too complicated as a database and no feedback
- Is it used in the network and among the members?
- It is very important does not generate many requests, is it visited?
- My problem or general problem, ... I am satisfied with the information in it- but not the way the web works- because it does not. Unfortunately after tens of e-mails to the administrator
- It should get easier to work with. And I had the impression the tagging did not work that well. Searching with special topics quite some exhibitions did not fit that well and others did not pop up
- Wish, it would work better! It does not recognize me. It is too difficult to use

3.7 Ecsite Stats

Average rating: **4.4 points** out of 7 (7 = completely satisfied, 1 = not satisfied at all)

Remarks regarding the service:

- I think it is a very importance service, but at the moment it is not providing the required information.
- No feedback on the information provided in Ecsite stats
- Have not used it the way it should work. Did not find the right link I guess...
- I have not used this site much but the idea is very good
- The basics and benchmarks are good, too few users, which reduces the overall quality
- Too complicated to read.

3.8 Social Media Communication

Average rating: **4.1 points** out of 7 (7 = completely satisfied, 1 = not satisfied at all)

Remarks regarding the service:

- I am neither satisfied nor dissatisfied. I am not in the Ecsite social media.
- Tend not to use social media much (old guy)
- I ask for more (inter)activity on Facebook and other social media
- No use of this service
- I don't really know this service I haven't experienced it yet
- Should be more active - place for networking OK, but hard to follow all different pages.
- rely mostly on the web site
- It is starting to be a bit annoying to find something every day in my FB page. It should not over-post it. No need to post everything interesting on it. Enough is, when something that is really important comes in.

3.9 Thematic groups

Average rating: **4.2 points** out of 7 (7 = completely satisfied, 1 = not satisfied at all)

Remarks regarding the service:

- I joined the Nature group for some time and did not get an output that the ECSITE could not give you.
- Good cooperation inside the group.
- Must admit that the thematic groups has not been evident to me, nor have we talk about them and as far as I know
- They have not had an impact on our staff of business
- I have participated in one THE-group pre conference to Ecsite and it was really good.
- Small visibility
- Need to be structured to be in line or in linkage with EU programs.
- Important service but we are not any more involved do not belong to any
- I should join one
- I would like to do it
- We are not connected with any group
- We must develop more T groups. We are asking for a T group of mathematics, but it seemed uninteresting.

3.10 EU projects

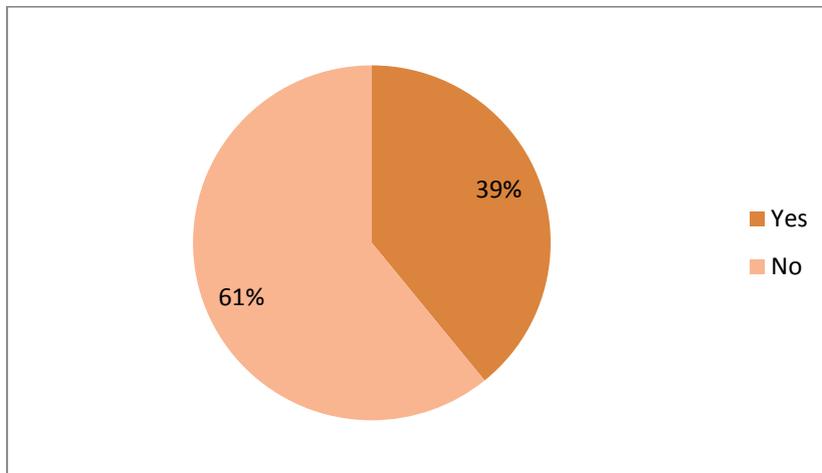
Average rating: **5.0 points** out of 7 (7 = completely satisfied, 1 = not satisfied at all)

Remarks regarding the service:

- To small to do EU-projects, so not intersting for me, but good for networking for sure
- The satisfaction was there without ECSITE in 1993 and 1994 ! I am/have participated in several Eu-projects were Ecsite has been involved. It is important to have engaged people working with this and most of the people I have been working with at Ecsite is really good but not all! Good dynamic but not enough
- We have not participated in EU Project Come on, it's money you are asking about
- Ecsite is a useful platform to work on EU projects We have little to no resource for scanning the possibilities for our business development within the EU programs. I think we could fund much more of our development through EU and would much value more information on what, when and how to proceed, Perhaps a good pre-workshop theme at the Ecsite conf?
- I have not participated within Ecsite
- Are a too small institution to be able to participate. Costs too much.
- Marvellous for the time being we don't use it Experimentarium is grateful for the support from ECSITE to its members getting part of the EU Projects.
- Not obvious how these get handed out. Because the themes of the EU projects that Ecsite is involved in determine the agenda of Ecsite itself, it is very important to pick projects carefully. There could be a stronger focus on projects that are at the heart of the science centre business.

4. Adapting Ecsite services

4.1 Would you suggest developing new services?



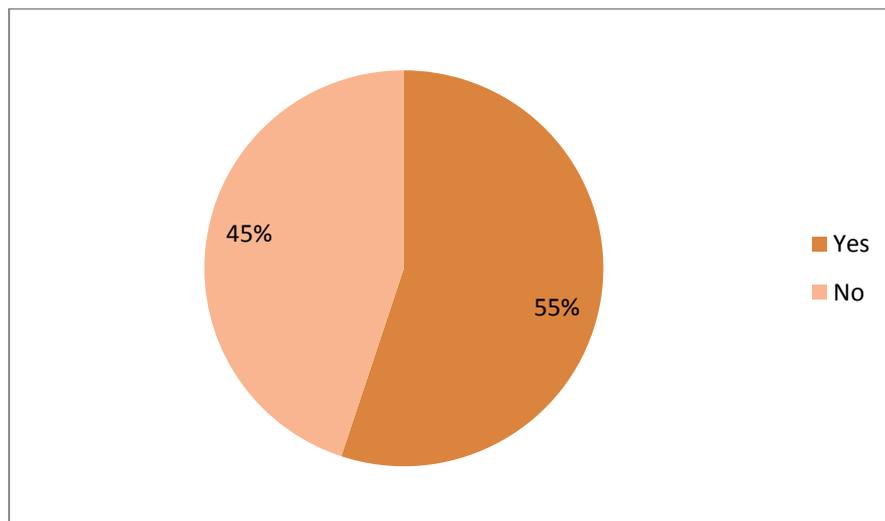
If yes, what new services should that be?

- Yes and no. First focus on improvement on current services, then assure funding, then look at new services, preferably sustainable.
- Scientific staff training
- Travel bursaries for individuals from small centres
- ECSITE's Institute for New Science Centers Co-starting
- platform/forum/facebook topic. If I have an idea, I can ask, if someone is interested in doing that together.
- Interchange of professionals
- Paying services for broking of touring exhibition
- Institute for New Science Centers Institute for how to run a science center
- Lobbying - packaging of common message for the SC field to move from nice to necessary for the society.
- EU funding - what, when and how to do it more interacting between the members
- supporting information for students and newcomers in the field
- Bringing partners together in new projects, regional meetings???
- I would like to have group working on science history in a multicultural context
- Facilitate contact between members through the web to a sharing of useful materials in the activities.
- A stronger involvement in the political lobby for science centres in Europe; helping starting science centres with their development; development of leadership in science centres
- Exchange of personnel maybe?
- ECSITE should develop and run courses for three situations: How to develop a new science centre. How to operate a new science center. Explainers seminar where new ideas concerning shows, demo's and workshops can be exchanged.
- Among the employees in SC field, focus groups can be formed in the field, training programs etc. For example, Emme Summer School for Leaders in SC

was an efficient programme (except we still couldn't receive the copies of the representations although it was promised). First of all a small group with good speakers enables you to interact with each other more, secondly it was organized in a Science Center which gave us the opportunity of the physical and administrative know-how tips.

- A stronger database for travelling or temporary exhibits
- more possibilities for regional meetings
- It depends, If more services were available, new posts would have to be created to avoid a burn out.
- We should have more workshops for people actively working in science communication - for the practioners!
- Net services to promote debate and collaboration like web based forums. • "Welcome Service" or something to guide and help members to know and use ECSITE services.

4.2 Would you suggest to improve existing services?



If yes, name the services and type of improvement

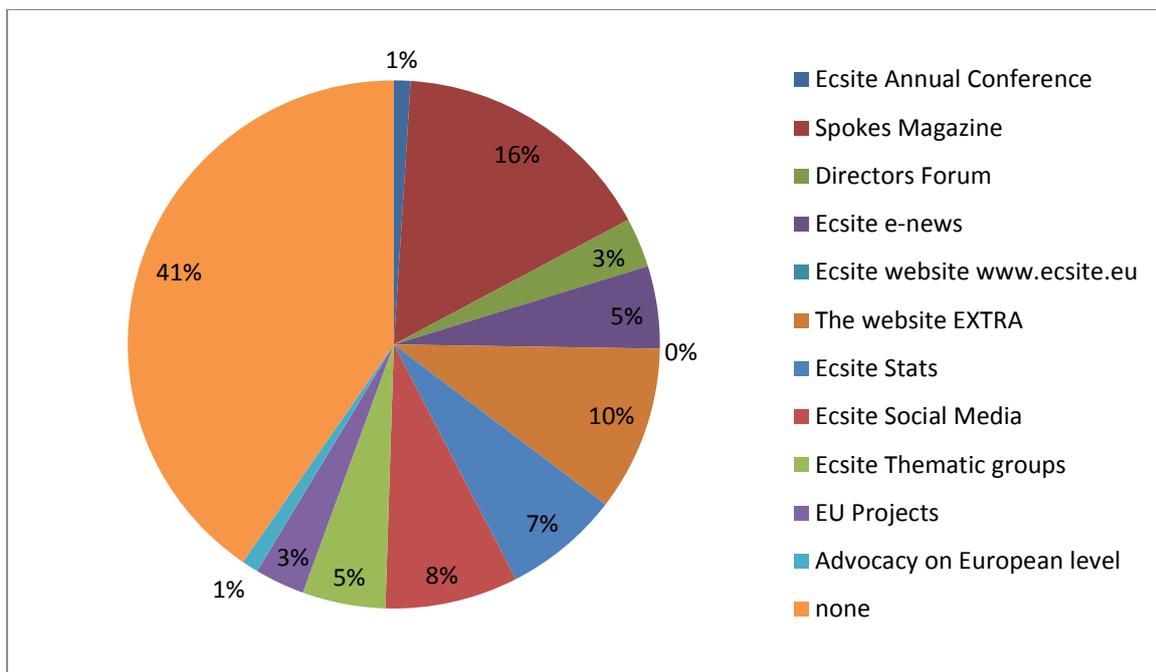
- E-news should be with much more pages or be every month
- It depends of the results of the survey Activities and Resources, more content, more case studies and surveys to share
- More staff
- Spokes, more "gossip", gossip works well on print.
- EXTRA web should work better
- Regroup information media (@ news , website , Spokes ..)
- Develop more a direct contact with your full members (phone calls, regular meetings) involved more your full members in thematic groups

- Improve simplicity of communications.
- look and feel of publications and improve quality of questionnaires
- Annual conference, more meeting places and workshops
- Communicatioan about EU-projects
- Relaunch the EXTRA database
- Not in their themes/contents but probably in their structure and communication that it will be easier to find out what services else than we're already using will be useful for us
- Another vague idea is to improve the possibilities to get more precise in contact with institutions that fit the intents and aims of my institution
- A last very very vague idea - even if Ecsite is a european network - is to give the possibility to have a platform or else to get better in contact with the institutions of my country what might be easier and more useful for cooperations.
- Communication. I had no idea there were so many places for communication. I run a course in exhibition development that I would like to communicate with the ecsite community, but it is very difficult to know how and where this is appropriate.
- A central news contact that works with members to best communicate their activities would be nice.
- The ECSITE Stats in the direction of making benchmarking.
- A stronger representation and dissemination of information from affiliated groups e.g. Nordic Science Centres,
- Concentrate on those services that most members are using.
- More attention for people with management / leadership roles during the conference. I would suggest a more open, inspirational Directors Forum with speakers/presenters/comedians or whatever from outside our field which would take us out of our comfort zone and makes us look at things in a different way.
- A stronger database for travelling or temporary exhibits.
- Make the website more user friendly
- Extra web
- The Ecsite web page should be more visible to museums in order for it to be used more frequently.
- With regards to the conference, have more organized networking sessions - difficult for our more junior staff to feel at home at the conference especially in their first year of attending.
- Offer a meeting place for directors only during the annual conference.
- ECSITE is swinging too little for the benefit of the small institutions and associate members. We should strengthen their rights.
- We should support the 'thematic groups' - small is beautiful!
- Have small pre conference activities! Ecsite Annual Conference is getting too big!
- Advocacy on European level
- The website and the Facebook Profile needs to be more interactive and conquer the position as being the "The European Market Place" for exchanging exhibitions, exhibits, good ideas, bad experiences, staff, annual reports, best practice etc.
- The EXTRA website must be rearranged so it is much more user friendly
- Ecsite Annual Conference. It seems to me like you -as new member- must be on this for years to get a chance to act not only as an audience. It feels like there is a "Inner Group" and very difficult to get in as a new member. Maybe it is possible

to create arenas for newcomers? Or other activities to improve a mix between new ones and older ones? Its is important not only for newcomers to get in but also for renewing the Conference which is important for everyone. There is still many sessions with "older,with male expert talking". Otherwise is the Conference very useful for us.

- More strategic data in the Stats (finances)
- The website and Extra should be improved.

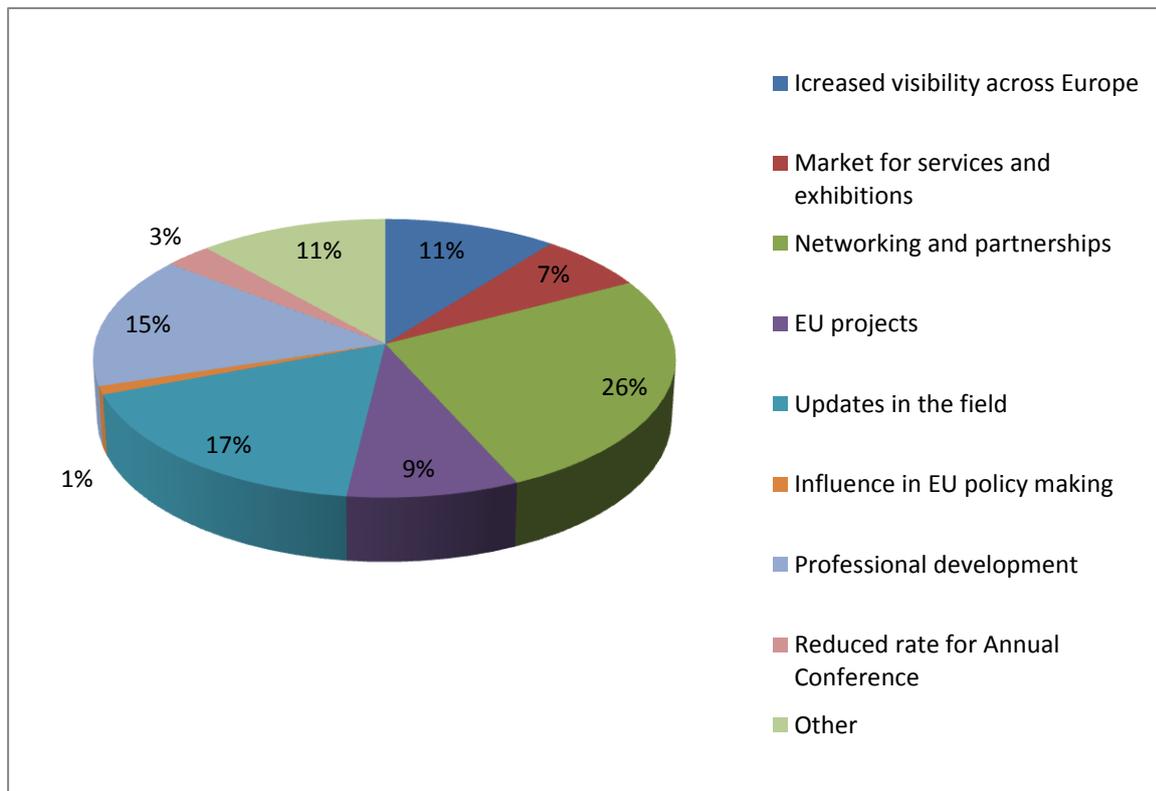
4.3 Which services would you eliminate, if any?



Please indicate the reasons for your choice

- EXTRA could be merged with other communication, do not need separate Identity
- E-News can be part of web site, thus making more members visit it. Should also be considered as part of social media com
- this is not a real suggestion to eliminate, more a list of those services that are so minimally communicated that I did not know they exist. So I wonder how important they might be. As long as Ecsite can afford to offer these services they should be maintained. Spokes Magazine - content OK but I strongly think we should avoid printed material, not a core activity.
- Please consider this as a list of services one may eliminate if the financial ressources are missing. So instead of reducing the support for all projects one could rather omit these services completely: - Spokes Magazines (add content to e-news or website) - Social Media communication (omit if less than 4000 users use it frequently)

4.4 What is the main reason for your institution to be a member of Ecsite?



5. General remarks at the end of the survey

- Ecsite should not lose contact with the culture of the sector and select information that could be of use for its members in providing information related to trends, tools, studies on fields that have a direct concern with its subscribers that form the network.
- Ecsite should call on the expertise of its members. Today, ECSITE fulfills its purpose but can do even better
- ECSITE should turn its priority more towards its members and play the role being the European Hub where the science centers and science museums meet and exchange ideas and make the ECSITE members better to fulfill their purposes.
- At the end of the day, ECSITE's purpose is to make its members successful! • Membership gives value for money as we see it, why not charge more?
- We have very limited resources as we do not receive any subsidies from the state. With the membership fee and the cost for the annual conference Ecsite is compared to other national networks very expensive.
- There is also in Germany an increasing interest of foundations to support science centers and museums. This can be seen in new conferences and new projects funded by these foundations (Telekom, Thschira, Bosch....).
- It would be very useful if Ecsite could create a platform for "exchanging" posts.
- That is, one member of staff can spend time (limited) in another museum for professional exchange and development. You are known in German science centers, but not in Natural History museums. Think about some promotion here.

- Don't let the Ecsite Annual Conference grow in participant numbers! let grow in quality - by having more good workshops. As the organization is getting bigger , avoid to appear as a bureucratic organization
- perhaps a little bit less focused on current mainfield topics of academic science, more on topics routed deeper in technology and industry
- Thank you - you are doing a good job and we esteem we get value out of the membership! Members should pay their fees!!