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# Conservation K-12 Outreach Programs Survey

## Executive Summary

The AIC K-12 Outreach Subcommittee, now part of the Outreach Subcommittee of the Communications Committee, conducted research about outreach programs in which conservators are engaged, specifically programming targeted for K-12 audiences (students ages 5–18 and educators). The feedback from the survey will help AIC and the subcommittee better gauge the level of interest in the conservation community and help identify services or resources that might be useful to conservators.

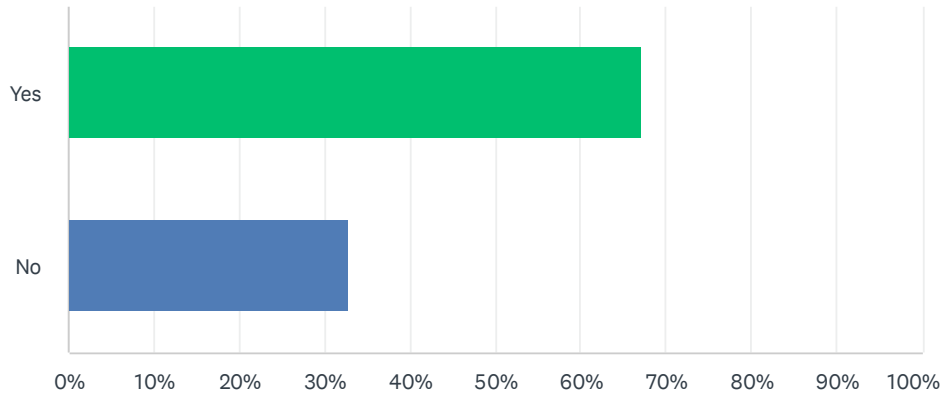
The Conservation K-12 Outreach Programs Survey ran from November 1 to November 15, 2021, and was open to all conservators, including both AIC members and nonmembers and regardless of having taken part in K-12 outreach. A total of 85 people participated in the survey, 56 of which responded that they are current AIC members. Fifty-seven respondents (67%) reported that they had participated in K-12 conservation outreach programs.

Of those respondents who have not yet participated in K-12 outreach conservation programs, the top obstacle was a lack of institutional support. Having sample curricula, resources, and a how-to guide were identified as being most useful for those respondents to get started. Respondents who are currently engaging in K-12 outreach also identified curricula, resources, and a guide as most useful for continuing outreach. School groups for high school students, followed by middle school, were the most popular targeted audience for current outreach. The top three educational goals selected were: to foster new audiences/retain current audiences, build foundational understanding of conservation principles, and deepen understanding.

The full survey results are included below. You can find [K-12 Educational Resources](#) on the AIC Wiki. Please email [k-12@culturalheritage.org](mailto:k-12@culturalheritage.org) with any questions.

# Q1 Have you ever taken part in K-12 outreach as part of your professional responsibilities?

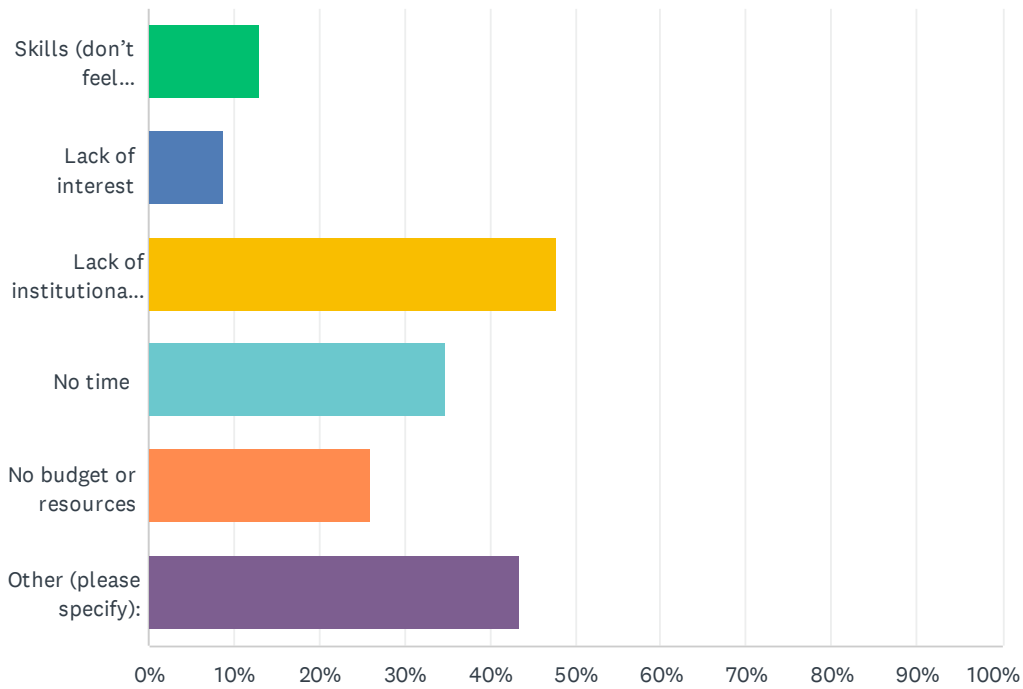
Answered: 85 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	67.06%	57
No	32.94%	28
TOTAL		85

## Q2 Why not? Choose all that apply:

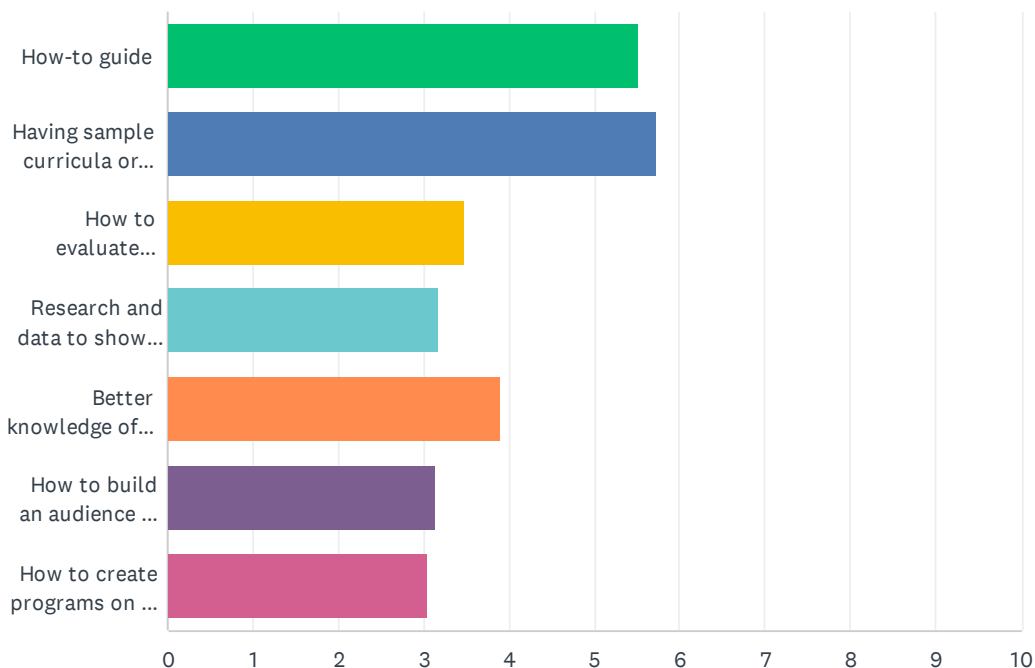
Answered: 23 Skipped: 62



ANSWER CHOICES	RESPONSES	
Skills (don't feel comfortable working with K-12 audiences)	13.04%	3
Lack of interest	8.70%	2
Lack of institutional/organizational support	47.83%	11
No time	34.78%	8
No budget or resources	26.09%	6
Other (please specify):	43.48%	10
Total Respondents: 23		

Q3 What would be most useful to help you start doing outreach to K-12 audiences? Order the options 1-7 with "1" being the most useful and "7" being the least useful, either by selecting the number from the dropdown menus or by dragging the selections into order.

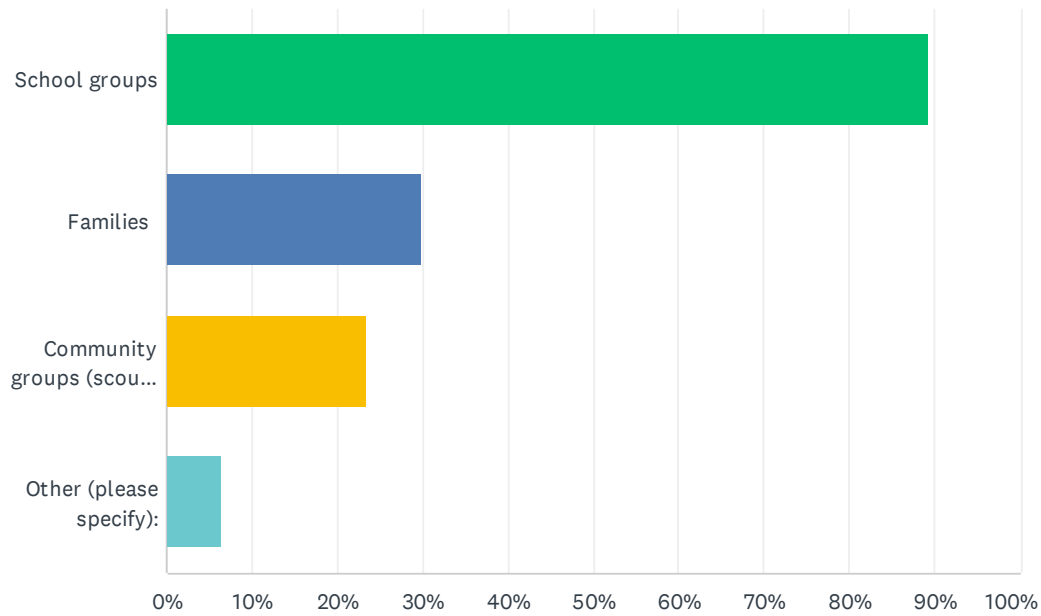
Answered: 23 Skipped: 62



	1	2	3	4	5	6	7	TOTAL	SCORE
How-to guide	34.78% 8	39.13% 9	0.00% 0	8.70% 2	8.70% 2	4.35% 1	4.35% 1	23	5.52
Having sample curricula or resources (case studies)	34.78% 8	26.09% 6	21.74% 5	13.04% 3	4.35% 1	0.00% 0	0.00% 0	23	5.74
How to evaluate efficacy of programs	0.00% 0	8.70% 2	21.74% 5	30.43% 7	4.35% 1	17.39% 4	17.39% 4	23	3.48
Research and data to show my institution/organization	8.70% 2	8.70% 2	4.35% 1	21.74% 5	13.04% 3	13.04% 3	30.43% 7	23	3.17
Better knowledge of the desired audience	8.70% 2	13.04% 3	21.74% 5	4.35% 1	30.43% 7	13.04% 3	8.70% 2	23	3.91
How to build an audience and market programs	8.70% 2	0.00% 0	17.39% 4	4.35% 1	21.74% 5	34.78% 8	13.04% 3	23	3.13
How to create programs on a slim budget	4.35% 1	4.35% 1	13.04% 3	17.39% 4	17.39% 4	17.39% 4	26.09% 6	23	3.04

### Q4 Who is the target audience for your program(s)? Choose all that apply:

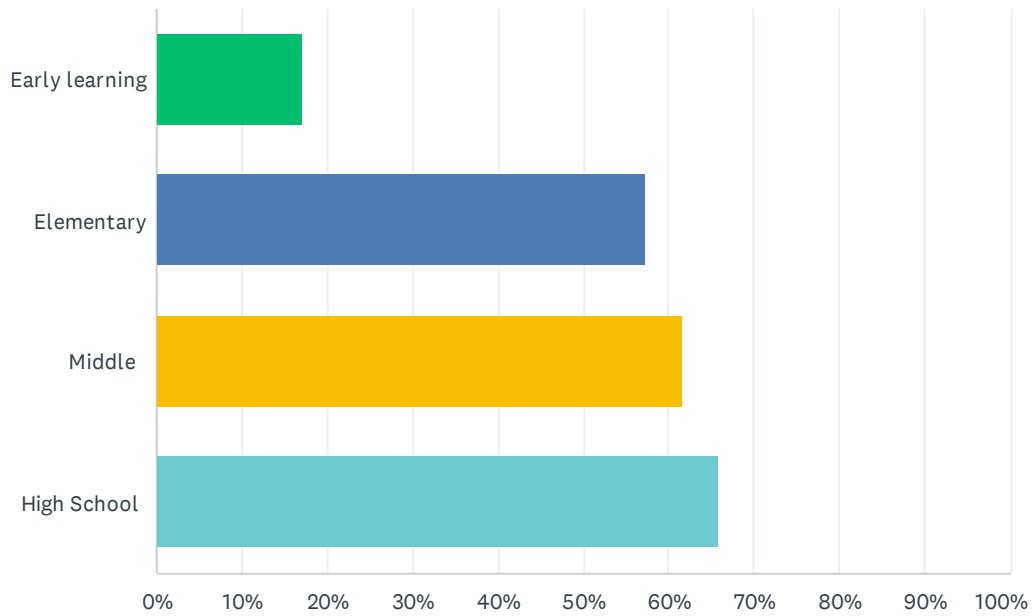
Answered: 47 Skipped: 38



ANSWER CHOICES	RESPONSES	
School groups	89.36%	42
Families	29.79%	14
Community groups (scouts, summer programs)	23.40%	11
Other (please specify):	6.38%	3
Total Respondents: 47		

### Q5 What ages do your programs serve? Choose all that apply:

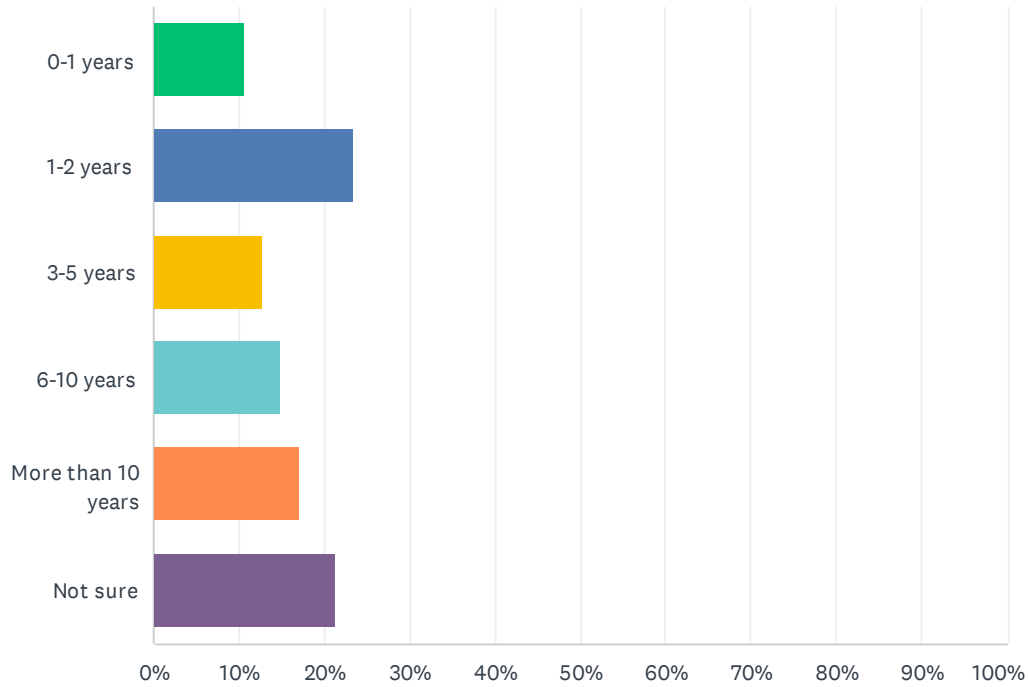
Answered: 47 Skipped: 38



ANSWER CHOICES	RESPONSES
Early learning	17.02% 8
Elementary	57.45% 27
Middle	61.70% 29
High School	65.96% 31
Total Respondents: 47	

## Q6 How long have you (or your institution/organization) done these programs?

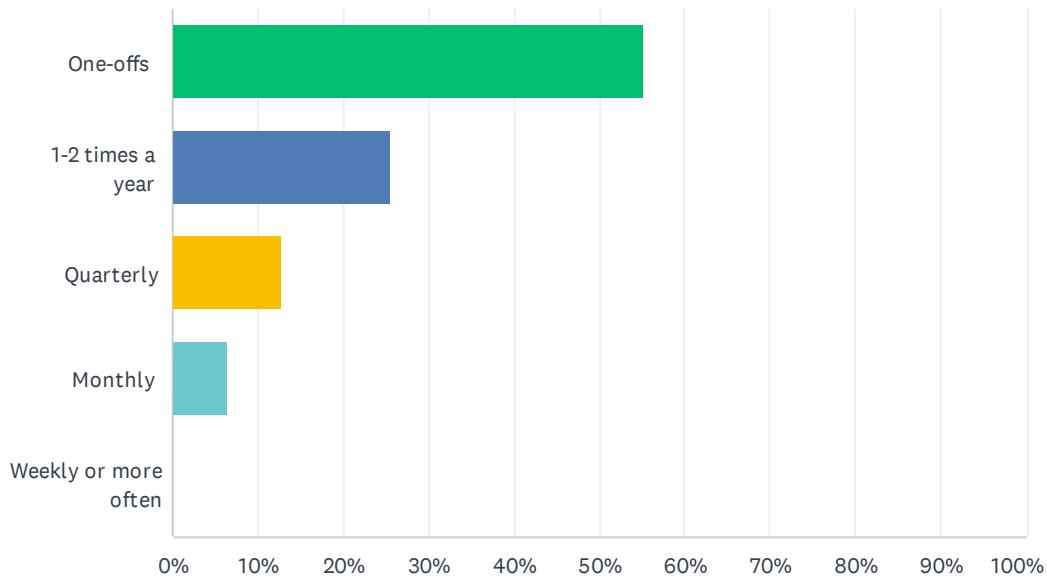
Answered: 47 Skipped: 38



ANSWER CHOICES	RESPONSES	
0-1 years	10.64%	5
1-2 years	23.40%	11
3-5 years	12.77%	6
6-10 years	14.89%	7
More than 10 years	17.02%	8
Not sure	21.28%	10
<b>TOTAL</b>		<b>47</b>

## Q7 Approximately how often do you run these programs?

Answered: 47 Skipped: 38

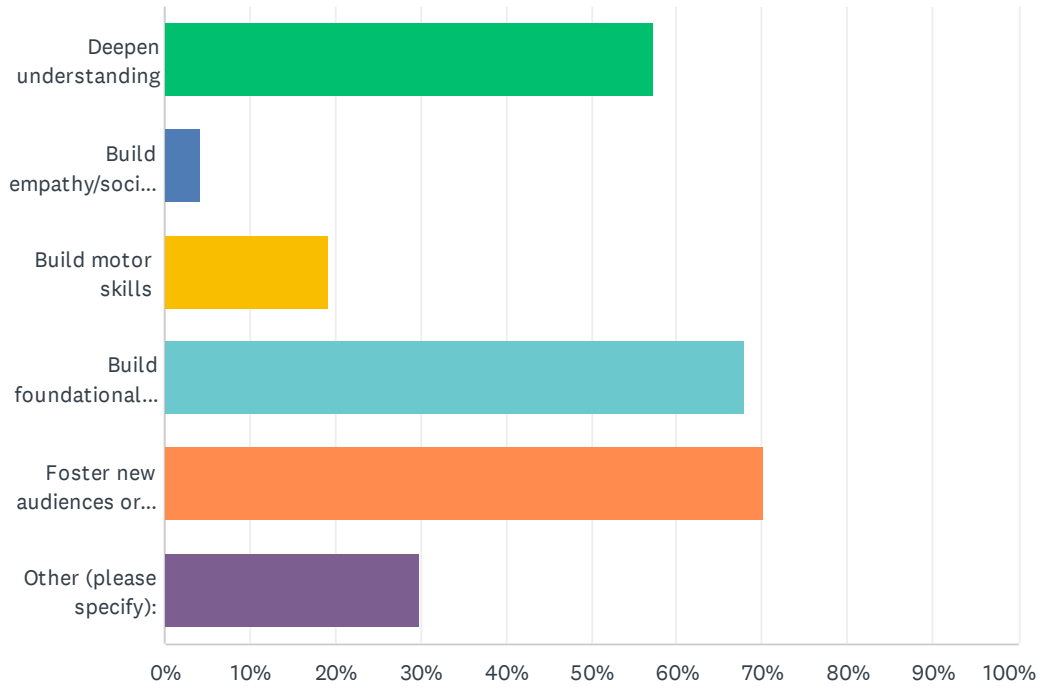


ANSWER CHOICES	RESPONSES	
One-offs	55.32%	26
1-2 times a year	25.53%	12
Quarterly	12.77%	6
Monthly	6.38%	3
Weekly or more often	0.00%	0
<b>TOTAL</b>		<b>47</b>



## Q8 What are your educational goals/learning objectives? Choose all that apply:

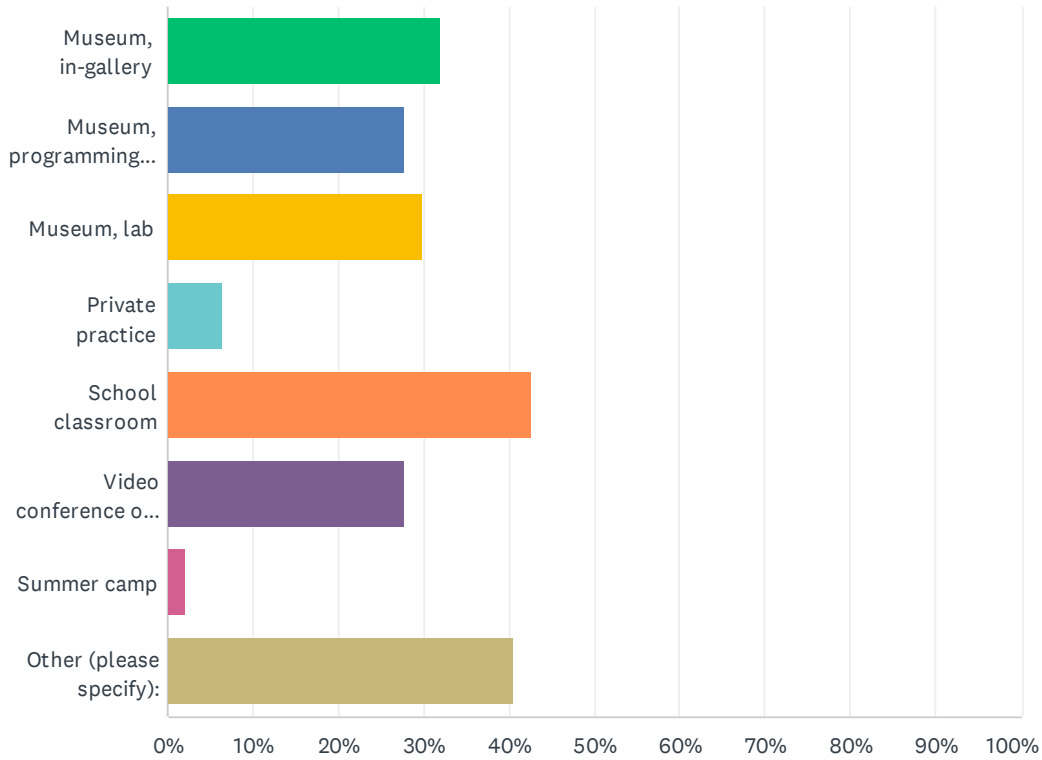
Answered: 47 Skipped: 38



ANSWER CHOICES	RESPONSES	
Deepen understanding	57.45%	27
Build empathy/socio-emotional skills	4.26%	2
Build motor skills	19.15%	9
Build foundational understanding of conservation principles	68.09%	32
Foster new audiences or retain current audiences	70.21%	33
Other (please specify):	29.79%	14
Total Respondents: 47		

### Q9 Where do you offer your programs? Choose all that apply:

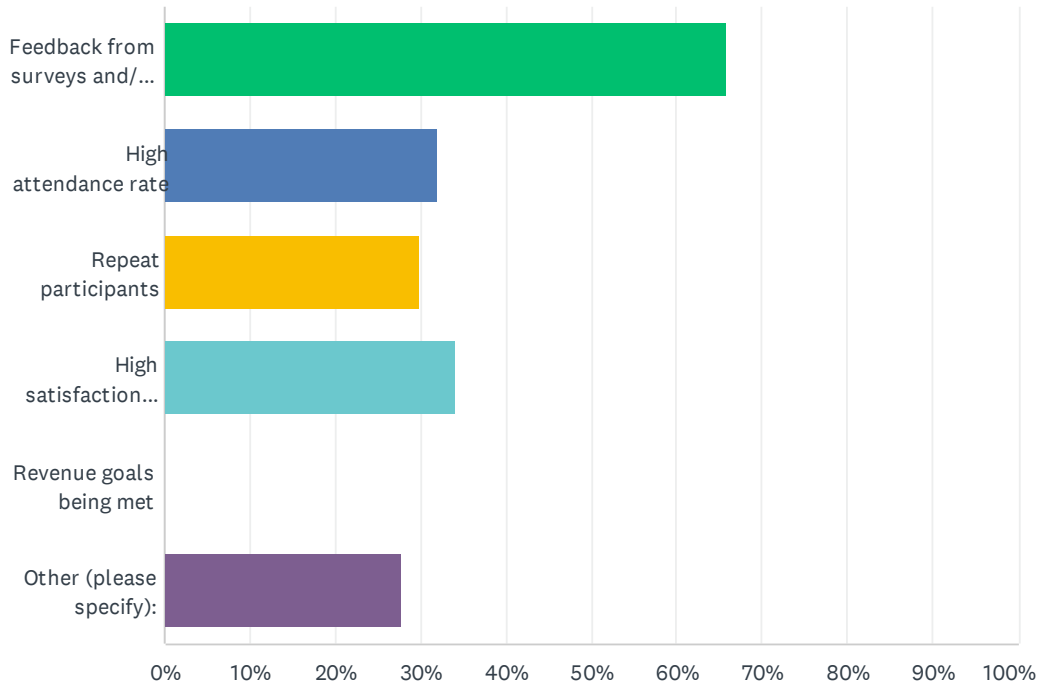
Answered: 47 Skipped: 38



ANSWER CHOICES	RESPONSES	
Museum, in-gallery	31.91%	15
Museum, programming space	27.66%	13
Museum, lab	29.79%	14
Private practice	6.38%	3
School classroom	42.55%	20
Video conference or online event	27.66%	13
Summer camp	2.13%	1
Other (please specify):	40.43%	19
Total Respondents: 47		

### Q10 How do you determine if your program is successful? Choose all that apply:

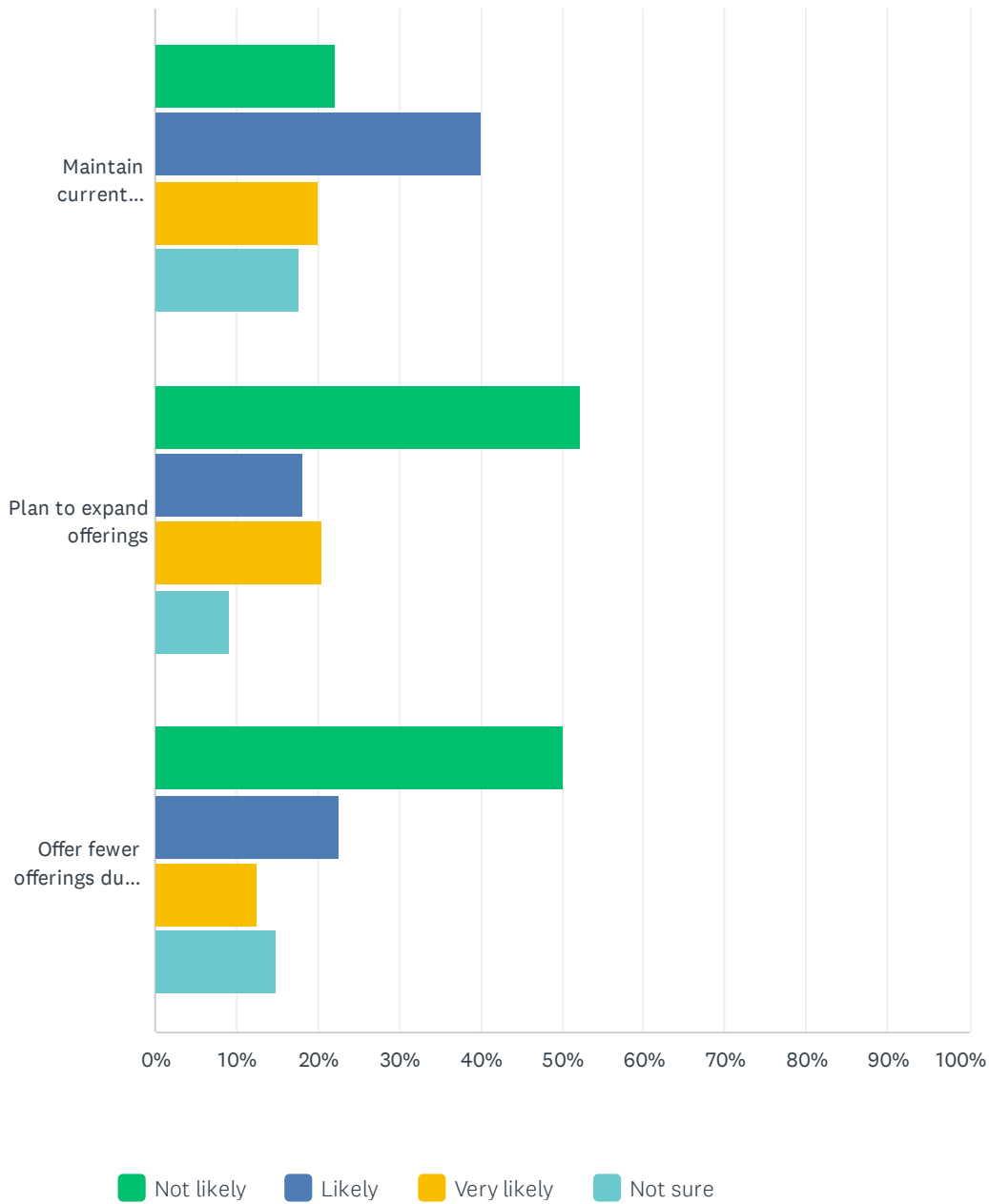
Answered: 47 Skipped: 38



ANSWER CHOICES	RESPONSES	
Feedback from surveys and/or other evaluation methods	65.96%	31
High attendance rate	31.91%	15
Repeat participants	29.79%	14
High satisfaction rating	34.04%	16
Revenue goals being met	0.00%	0
Other (please specify):	27.66%	13
Total Respondents: 47		

### Q11 In the next year, how likely are you to:

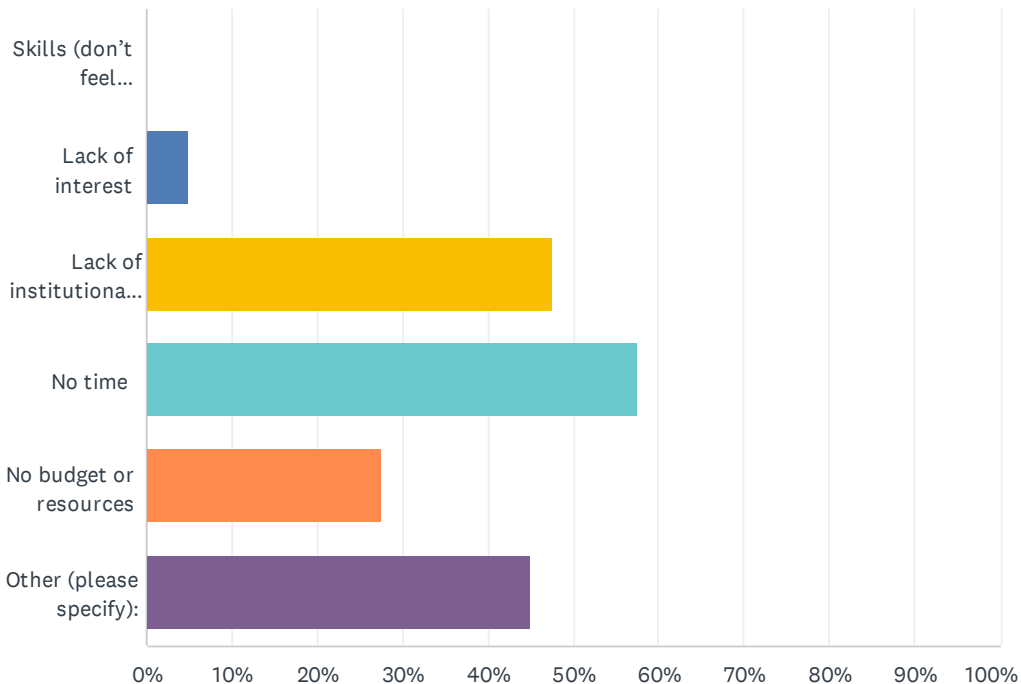
Answered: 47 Skipped: 38



	NOT LIKELY	LIKELY	VERY LIKELY	NOT SURE	TOTAL
Maintain current offerings	22.22% 10	40.00% 18	20.00% 9	17.78% 8	45
Plan to expand offerings	52.27% 23	18.18% 8	20.45% 9	9.09% 4	44
Offer fewer offerings due to constraints	50.00% 20	22.50% 9	12.50% 5	15.00% 6	40

### Q12 If you are likely to offer fewer or no K-12 programs in the next year, what are the barriers? Choose all that apply:

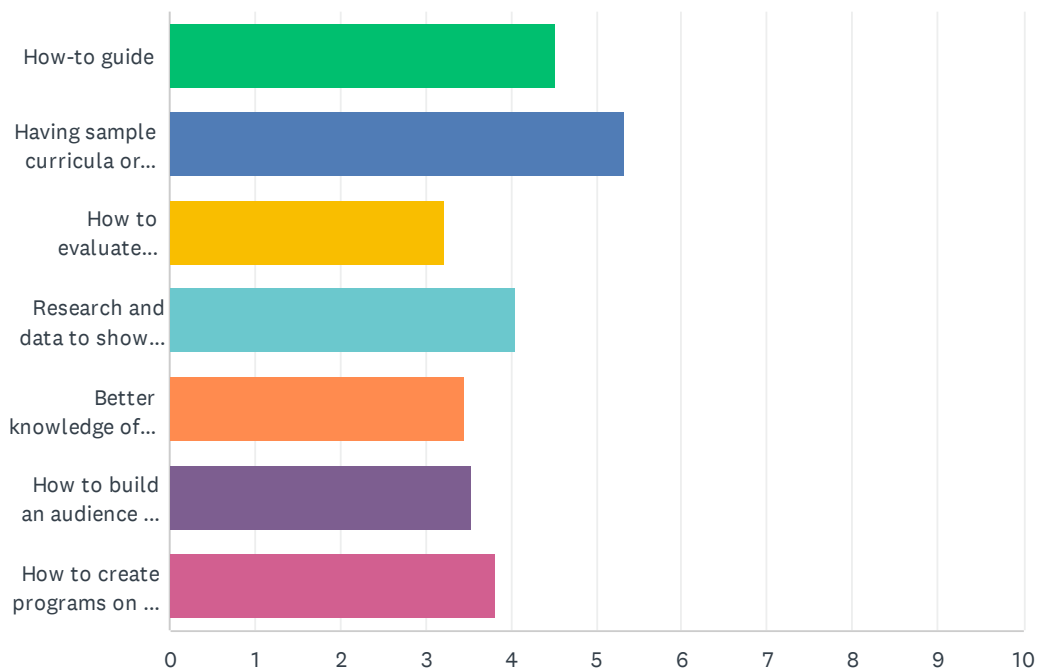
Answered: 40 Skipped: 45



ANSWER CHOICES	RESPONSES	
Skills (don't feel comfortable working with K-12 audiences)	0.00%	0
Lack of interest	5.00%	2
Lack of institutional/organizational support	47.50%	19
No time	57.50%	23
No budget or resources	27.50%	11
Other (please specify):	45.00%	18
Total Respondents: 40		

**Q13 What resources would be of most interest for you to continue or increase your K-12 outreach programs? Order the options 1-7 with "1" being the most useful and "7" being the least useful, either by selecting the number from the dropdown menus or by dragging the selections into order.**

Answered: 44 Skipped: 41



	1	2	3	4	5	6	7	TOTAL	SCORE
How-to guide	17.95% 7	25.64% 10	10.26% 4	15.38% 6	10.26% 4	7.69% 3	12.82% 5	39	4.51
Having sample curricula or resources (case studies)	39.02% 16	21.95% 9	14.63% 6	4.88% 2	2.44% 1	9.76% 4	7.32% 3	41	5.32
How to evaluate efficacy of programs	2.50% 1	7.50% 3	10.00% 4	12.50% 5	35.00% 14	22.50% 9	10.00% 4	40	3.23
Research and data to show my institution/organization	16.28% 7	9.30% 4	16.28% 7	18.60% 8	13.95% 6	11.63% 5	13.95% 6	43	4.05
Better knowledge of the desired audience	2.50% 1	10.00% 4	17.50% 7	22.50% 9	17.50% 7	7.50% 3	22.50% 9	40	3.45
How to build an audience and market programs	5.00% 2	15.00% 6	17.50% 7	17.50% 7	2.50% 1	22.50% 9	20.00% 8	40	3.55
How to create programs on a slim budget	14.29% 6	11.90% 5	14.29% 6	9.52% 4	16.67% 7	16.67% 7	16.67% 7	42	3.81

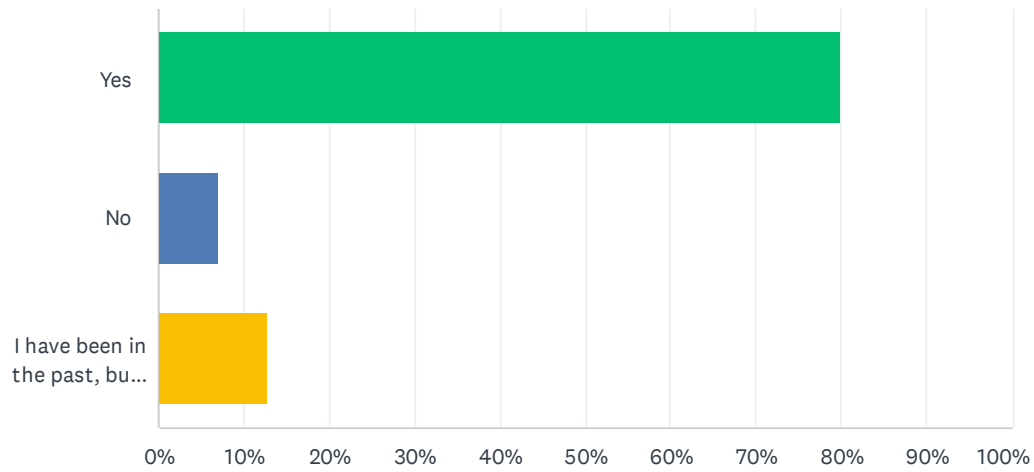
**Q14 Do you have resources or recording of your programs that you would be willing to share with the AIC community? Please provide your contact information if you would like to be contacted by the K-12 Subcommittee.**

Answered: 19 Skipped: 66

ANSWER CHOICES	RESPONSES	
Name	100.00%	19
Institution/Organization	100.00%	19
Address	0.00%	0
Address 2	0.00%	0
City/Town	0.00%	0
State/Province	0.00%	0
ZIP/Postal Code	0.00%	0
Country	0.00%	0
Email Address	100.00%	19
Phone Number	0.00%	0

## Q15 Are you an AIC member?

Answered: 70 Skipped: 15



ANSWER CHOICES	RESPONSES	
Yes	80.00%	56
No	7.14%	5
I have been in the past, but am not currently a member	12.86%	9
<b>TOTAL</b>		<b>70</b>

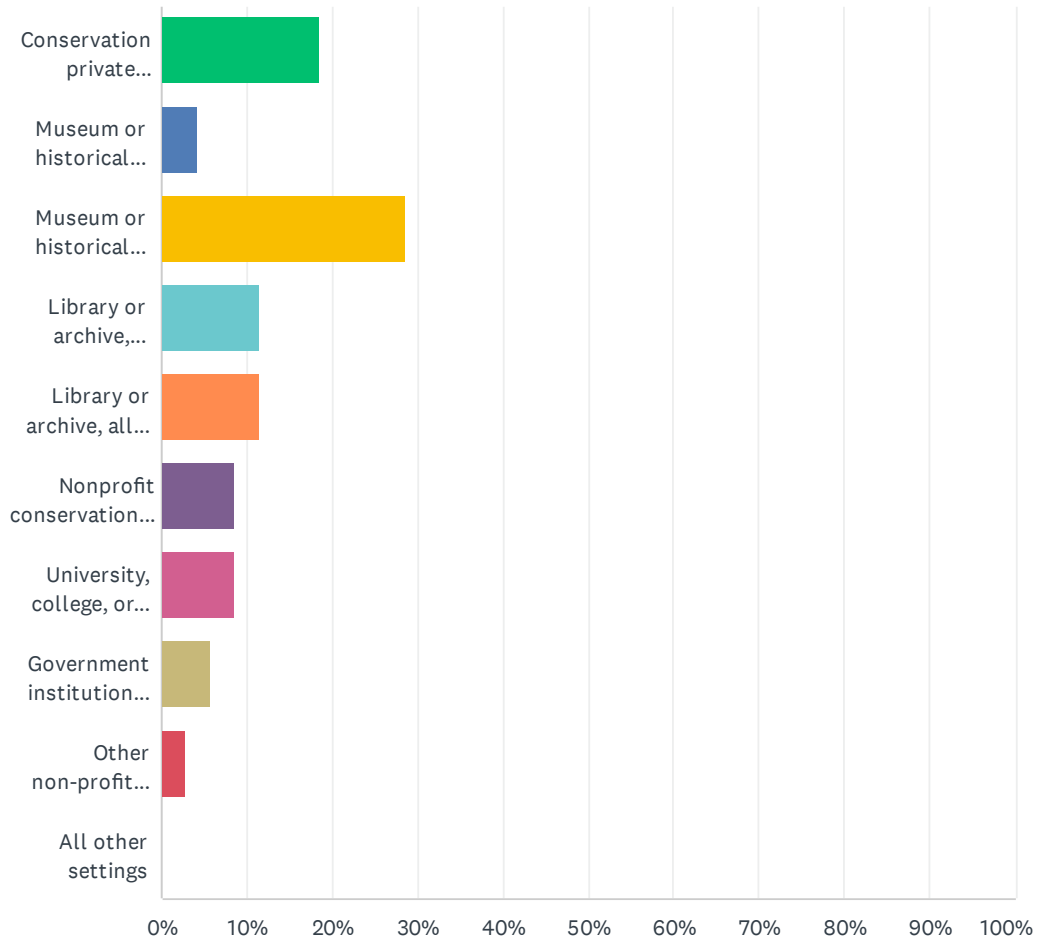


## Q16 What country do you currently live in?

Answered: 69 Skipped: 16

# Q17 Which of the following best describes your primary employment situation?

Answered: 70 Skipped: 15



## Conservation K-12 Programs Survey

ANSWER CHOICES	RESPONSES	
Conservation private practice/company	18.57%	13
Museum or historical society, university- or college-based	4.29%	3
Museum or historical society, all others	28.57%	20
Library or archive, university- or college-based	11.43%	8
Library or archive, all others	11.43%	8
Nonprofit conservation center/lab	8.57%	6
University, college, or other educational institution	8.57%	6
Government institution (federal, state, or local, but not including any of the choices above)	5.71%	4
Other non-profit organization not listed above	2.86%	2
All other settings	0.00%	0
<b>TOTAL</b>		<b>70</b>