

IRIS & B. GERALD CANTOR CENTER FOR VISUAL ARTS AT STANFORD UNIVERSITY

Audience Research

MMC has twice been retained by the Iris & B. Gerald Cantor Center for Visual Arts at Stanford University (Center) to conduct year-long audience research studies. The purpose of the studies—which included visitor surveys and focus groups—were to understand visitor demographics, visitor satisfaction levels, and interest in proposed exhibitions and programs.

In addition, MMC worked with the Center to conduct a Membership Study. The study included research on six leading museums' best practices for recruiting, maintaining, and upgrading members. It also included focus groups with current and lapsed Center members to elicit their feedback about programs, exhibits, and member services. The Membership Study concluded with MMC's facilitation of a three-year Membership Action Plan.



Contact MMC for your organization's individual solution:

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