



VisitorStudies.com (AKA Visitor Studies Services)

Designing and conducting evaluative research and visitor studies for informal learning centers as Principal of VisitorStudies.com since 1996

Exhibit Evaluation Projects - Select List

Exploratorium, San Francisco, California

- Science of Sharing exhibits and programs: extensive summative evaluation studies (2013-2015)
- Contact: Josh Gutwill, Director of Visitor Research, 415.528.4408
- Exploratorium Outdoors: extensive summative evaluation studies (2009)
- Contact: Steve Gennrich, Project Manager, 415.674.2846
- Mind Collection of Exhibits: extensive summative evaluation studies (2008)
- Contact: Joyce Ma, Senior Researcher, 415.563.7337

Buffalo Bill Center of the West, Cody, Wyoming

- Numerous front-end studies to inform a complete reinstallation of the Cody Firearms Museum (2014)
- Present findings to Advisory Board at their annual meeting
- Contact: Paul Brock, Director of Operations, 307.578.4004

Oakland Museum of California, Oakland, California

- Pacific Worlds exhibition: front-end studies (2013-2014)
- Professional development for in-house evaluation staff
- Contact: Mary Faria, OMCA Evaluator, 510.318.8437

Chabot Space & Science Center, Oakland, California (select list)

- Touch the Sun: formative, summative evaluations (2013)
- Space Time play environment: front-end and formative evaluations (2013)
- Bill Nye's Climate Lab: front-end and formative evaluations (2008-2009)
- Contact: Ben Burres, Experience Content Developer/Staff Astronomer, 510.336.7308

Japanese American National Museum, Los Angeles, California

- Multi-pronged front-end studies with stakeholders and visitors (2011)
- XLab: large scale prototyping to develop interactive components for new core exhibitions (2011-2012)
- Contact: Clement Hanami, Art Director, 213.625.0414

Program Evaluation Projects - Select List

Palo Alto Art Center, Palo Alto, California

- Creative Ecology, a project funded by IMLS which connects resident artists with community members to explore the nexus of art and science (2015-2016)
- Contact: Karen Kienzle, Executive Director, Palo Alto Art Center, 650.617.3535

Chabot Space & Science Center, Oakland, California (select list)

- Galaxy Explorers after school program for high school students (2012-2016)
- Champions of Space after school program for middle school students (2012-2013, 2013-2014, 2016)
- Peer2Peer program in which high school students create and present astronomy shows to the public (2011-2012 and 2012-2014)
- GeoEd a professional development program for high school teachers done in collaboration with UC Berkeley (2011-2013)
- Contact: Megan Steinwedel, Volunteer Program Manager, 510.336.7304

Bishop Museum, Honolulu Hawai'i

- NASA-funded program using Science on a Sphere and the Planetarium in combination; formative testing with teachers and public (2015); summative evaluation (2016)
- Story telling program in Hawaiian Hall: audience experience evaluation (2011)
- Contact: Michael Shanahan, Director of Visitor Experience and Planetarium, 808.847.8235
- All Together Now, a project funded by the DOE Native Hawaiian Education Program; this collaboration between the Museum, the Pacific Voyaging Society and the University of Hawaii is training classroom teachers and museum educators re: developing and presenting culturally accessible science content; Program Evaluation Advisor (2011-2013)
- Contact: Doris Ash, Ph.D., Evaluation Team Leader, 650.346.6770



Membership & Audience Research Projects- Select List

University of Hawai'i Manoa, Oahu, Hawai'i

- Hawai'i Tourism Authority Kūkulu Ola Living Hawaiian Culture Program
- Oversee the development and pilot testing of an exit survey at three sites, for future use at historic and cultural sites statewide, including staff and volunteer training for data collection and analysis
- Contact: Noelle Kahanu, Assistant Specialist | Public Humanities & Native Hawaiian Programs, Department of American Studies | University of Hawai'i at Manoa, 808.375.9125

Pratt Museum, Homer, Alaska

- Relevancy Project: Surveys of visitors, members, former members, community members, and residents outside of the area to inform the Museum's capital campaign, as well as development of a new building, programs and exhibits (2012-2013)
- Contact: Diane Converse, Executive Director, Pratt Museum, 907.235.8635

New Children's Museum, San Diego, California

- Design, oversee and analyze surveys of members, former members and visitors to inform development of membership and other programs, exhibits and marketing (2012)
- In collaboration with Elsa Bailey, Ph.D., 415.759.5958
- Contact: Julianne Markow Executive Director & CEO, 619.795.1560

Visitor Dialogue, Portland, Oregon

- Collaborate with Visitor Dialogue on studies at numerous public gardens in the US (2009-2015)
- Design, oversee and analyze surveys of visitors and non-visitors to inform development of facilities and programs
- Contact: Mary Kay Cunningham, Consulting Team Leader, 503.975.4020

California Center for the Arts, Escondido

- Design, oversee and analyze a 3-pronged study of visitors and non-visitors to the Center, including surveys and interviews to inform audience development efforts (2010)
- Contact: Stephanie Weaver, Consulting Team Leader, 619.279.6779

Workshops & Presentations - Select List

Featured Speaker

- TEDx UC Davis Speaker, "You are a Museum's Most Valuable Asset," April and October, 2015
- California State Park District Interpreter Training, February 2015
- WestMusings Speaker, Western Museums Association annual meeting, October 2014
- Keynote speaker, Hawai'i Museums Association conference, April 2014
- Guest speaker, San Francisco State University, April 2014
- Guest speaker, JFK University, Berkeley Campus, Winter 2013, 2014
- Guest speaker, University of California Berkeley Extension, San Francisco, Fall 2010-2014
- Public lecture by invitation of the Hawai'i Museums Association, University of Hawai'i, and the Bishop Museum, Honolulu, Hawai'i, March 2010
- General Session Speaker, by invitation of the Canadian Museums Association Museum Retail & Visitor Services Conference, Toronto, January 2009,

Evaluation and Visitor Studies Professional Development Workshops In-House by Invitation

- San Louis Obispo Museum of Art, California, February 2012, November 2012
- Japanese American National Museum, Los Angeles, California, 2011-2012 (as a part of XLab)
- Arizona State Museum, Tucson, Arizona, January 2012
- Bishop Museum, Honolulu, Hawai'i, March 2010, January 2011

Visitor Studies and Evaluation Workshops & Presentations

- California Association of Museums, 2016
- Western Museums Association, October 2008-2015
- Visitor Studies Association, July 2013
- Midwest Museums Association, July 2011

Networking Workshops & Presentations

- San Francisco State University, April, 2015
- Western Museum Association, October 2013-2015
- California Association of Museums, Spring 2014, 2015



Client Institutions - Select List

- Anchorage Museum, Anchorage, Alaska
- Arizona State Museum, Tucson, Arizona
- Bishop Museum, Honolulu, Hawai'i
- Boise Museum of Art, Boise, Idaho
- Buffalo Bill Center of the West, Cody, Wyoming
- California Association of Museums
- Chabot Space & Science Center, Oakland, California
- Computer History Museum, Mt. View, California
- explOratorium, San Francisco, California
- Gail Anderson & Associates
- NASA AMES at Moffett Field, Mt. View, California
- New Children's Museum, San Diego, California
- Oakland Museum of California
- Oakland Zoo, Oakland, California
- Palo Alto Art Center
- Palo Alto Junior Museum and Zoo
- Pratt Museum, Homer, Alaska
- San Francisco Zoo, San Francisco, California
- San Luis Obispo Museum of Art, California
- The Tech Museum of Innovation, San Jose, California

Education

- MA Museum Studies, San Francisco State University
- Non-profit Fundraising, Indiana University Center on Philanthropy, San Francisco
- BA Anthropology, Michigan State University
- BA Business Administration, Emphasis: Tourism Management, Michigan State University
- Certificate, Latin American Studies, Michigan State University, (Spanish Fluency)

Published Work– Select List

Visitor Studies Manual

Created for San Luis Obispo Museum of Art with funding from Irvine Foundation

Available to the public: <https://visitorstudiesmanual.wordpress.com/>

Prior knowledge: Is it a yes or no question?

Paper by Bailey, Elsa & Meluch, Wendy (2011). In Guo Junying & Marilly Fang Wang (Eds.), Museums for Social Harmony, Public Education and Museums, ICOM/CECA 2010 Conference, Shanghai, China (pp. 201-212). China: Jinan University Press.

Accessibility: Bigger (and Easier) Than You Think - Evaluation Primer

Posts on the National Association for Interpretation's blog, by invitation of blog hosts, 2009

<http://naisections.org/IM/>

Building Bridges Between Civil Engineers and Science Museums

A study funded by the National Science Foundations, Authors: Robert Reitherman, Thalia Anagnos; Wendy Meluch contributing author, Published by Consortium of Universities for Research in Earthquake Engineering, Richmond, CA, 2008

Professional Associations

- American Alliance of Museums: Committee on Audience Research and Evaluation, Latino Network Professional Interest Committee, National Association for Museum Exhibitions, Travel and Tourism Professional Interest Committee
- Western Museums Association: Program committee 2008, 2010, 2011
- State Museum Associations: California, Hawaii, Arizona, Alaska
- Cultural Connections
- Partners in Tourism: Culture and Commerce
- Visitor Studies Association