

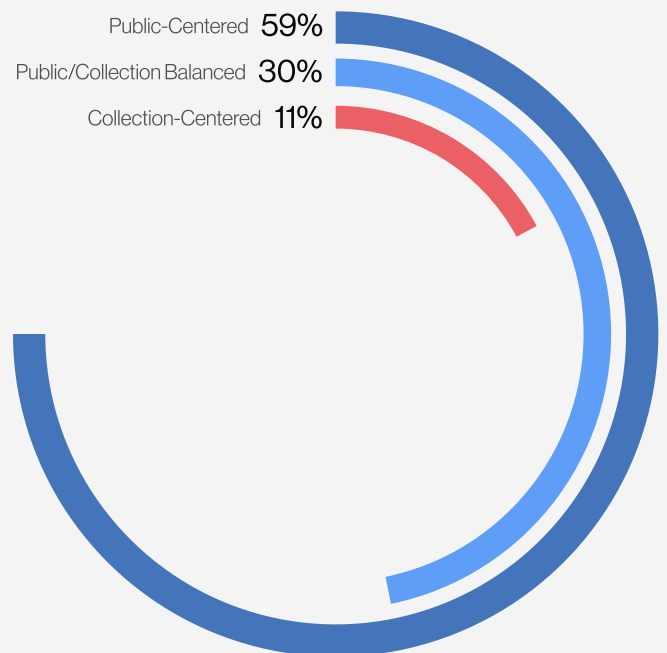


# AMERICAN ART MUSEUMS NOW CENTER THE PUBLIC IN THEIR MISSION STATEMENTS, BUT NOT IN THE INFORMATION THEY SHARE.

Three or four decades ago, most museums defined their purpose in terms of preserving objects for the benefit of the public. Today, nine out of ten museums define their purpose in terms of serving and engaging the public.

## → MUSEUM MISSION STATEMENTS TODAY ←

Nearly 60% of American art museums now define their mission in terms of serving the public without even mentioning their collections; another 30% define their missions as a balance between the public and their collection. Only 11% still center objects at the heart of their mission.



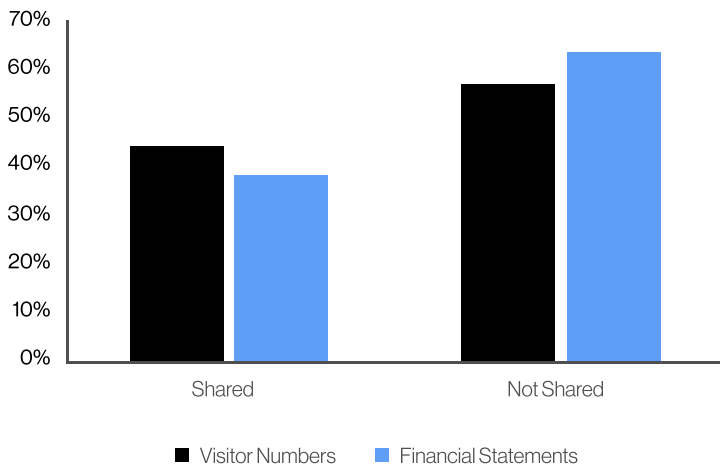
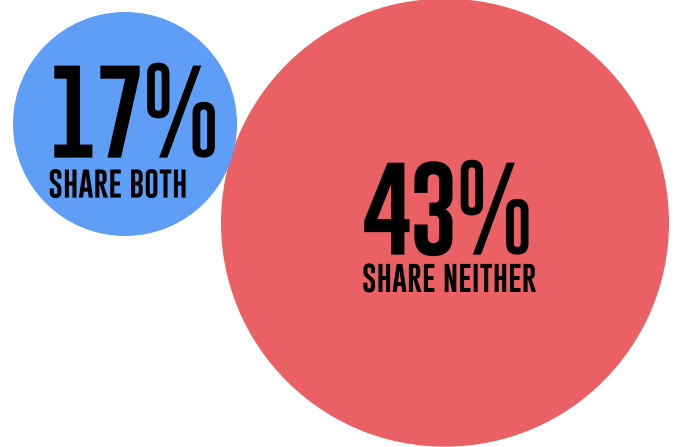
# (LACK OF) PUBLICLY AVAILABLE DATA

Despite this shift, information relevant to more public-centered missions is often hard to find.

Two key data points for public accountability are visitation numbers and audited financial statements. Remuseum has searched for and asked museums for both of them.

→ **17%** of museums share both

→ **43%** share neither



Of the museums that do share:

→ **43%** share the number of visitors they serve

→ **37%** share their financial statements

**REMUSEUM INVITES ALL AMERICAN ART MUSEUMS TO SHARE THESE TWO BASIC DATA POINTS WITH THE PUBLIC AND WILL BE TRACKING AND SHARING PUBLICLY AN UPDATED REPORT ON THOSE RESULTS.**

We will also be working with Remuseum's Task Force to identify a handful of data points that we hope all public-serving institutions will share to promote innovation, allow evaluation, and support public trust.

