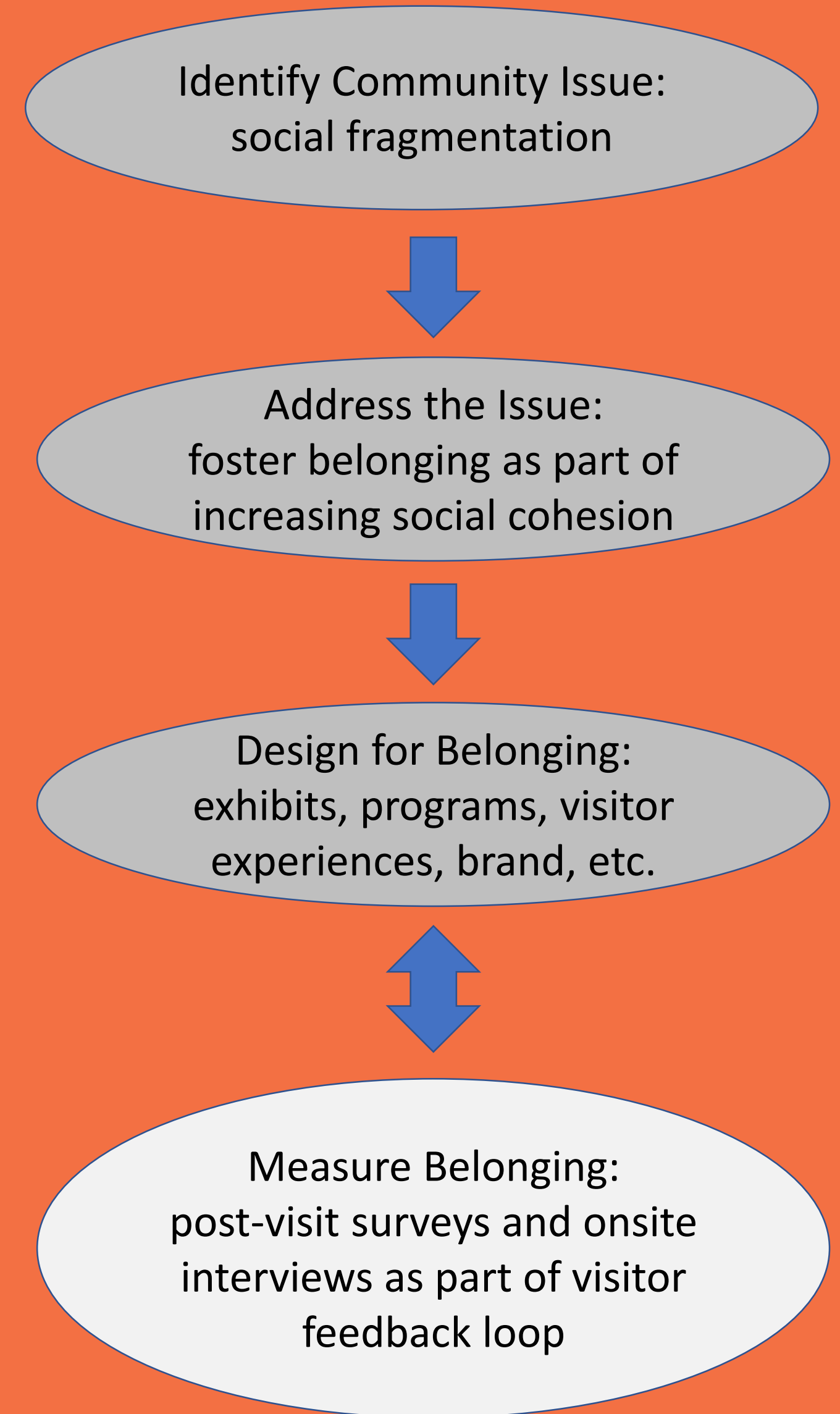


# Measuring Belonging at the Oakland Museum of California

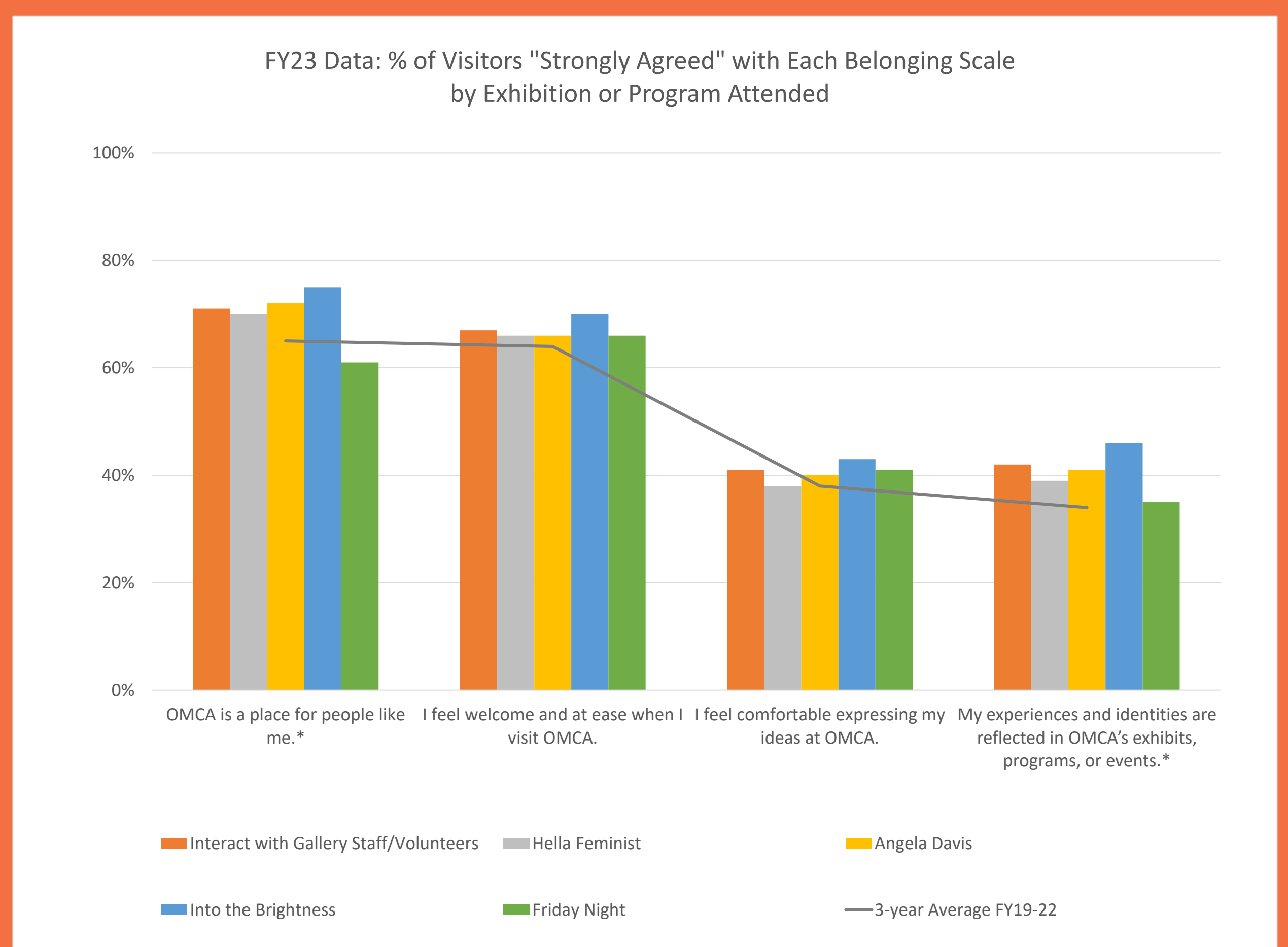
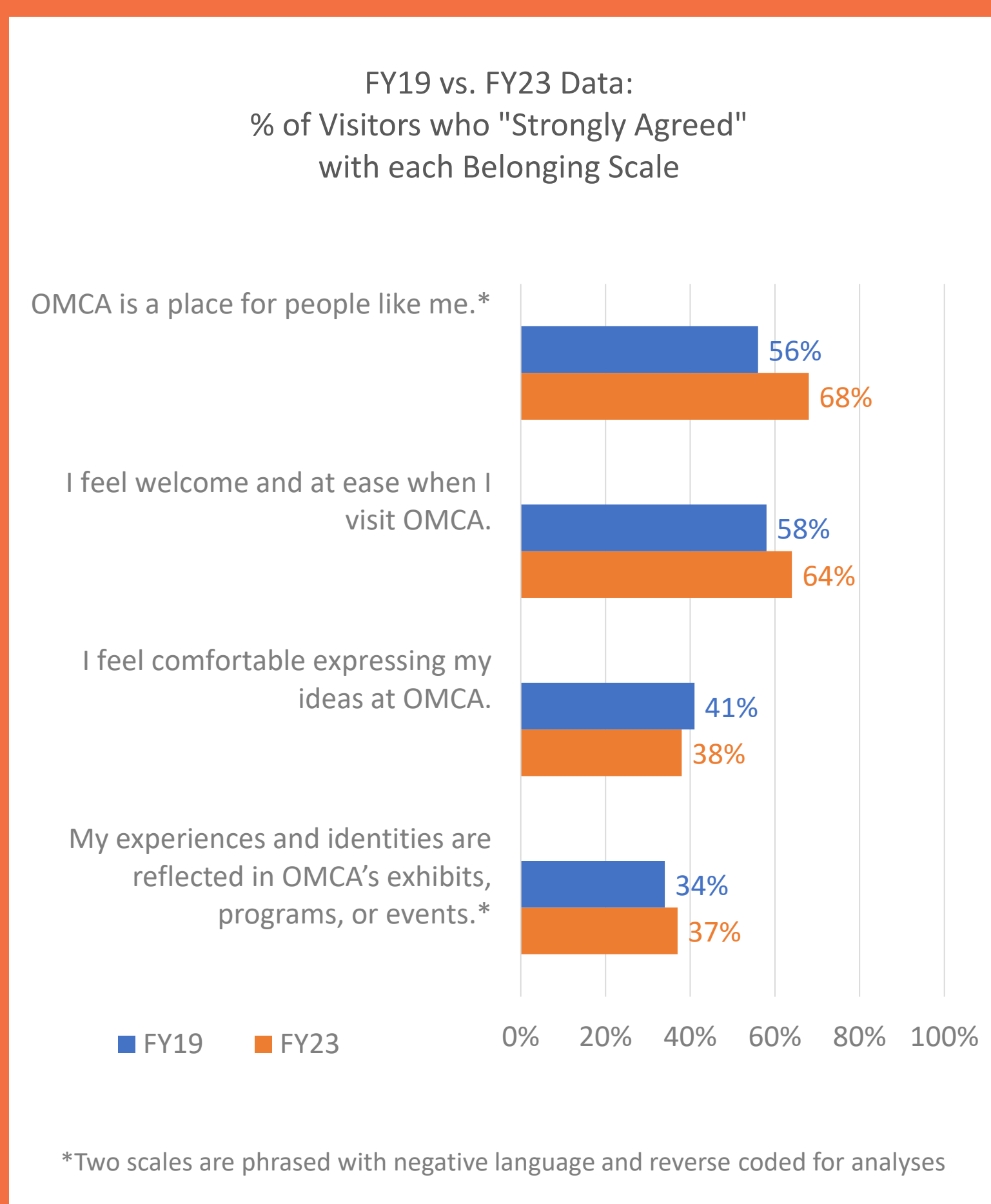
Museums are critical public places for building belonging. Five years ago, the Oakland Museum of California (OMCA) began measuring visitors' sense of belonging as part of our social impact work.



One way we measure belonging among visitors: 4 scales on our post-visit survey.

From fiscal year 2019 to fiscal year 2023, the percentage of visitors who felt a strong sense of belonging increased for 3 of the 4 scales.

We examine the degree to which each exhibition or program fosters belonging. The grey line represents the average % of visitors from fiscal year 2019 to 2022 who "strongly agreed" with each scale. Each bar shows data for an exhibition or program from fiscal 2023. Offerings with percentages above the grey line fostered a stronger sense of belonging than OMCA does on average.



Johanna Jones, Director of Evaluation and Visitor Insights  
jjones@museumca.org