

Each month, we pay close attention to these numbers:

- Exhibit attendance (compare to last year, compare to pre-covid numbers)
  - We also check to see if increased attendance has also resulted in more library card sign-ups
- Exhibit-related programming attendance
- Class visits/exhibit tour attendance
- Subject-related book/material checkout (we run these numbers compared to the previous year, same time)
  - We also check to see if overall circulation is up
- Interactive iPad game usage (our game designer coded a tracker in the game to count number of game plays, and also total time played)
- Interactive Green Screen usage
- Interactive elements – QR codes scanned, videos watched, papers filled out, etc.
- Exhibit webpage traffic
- Overall webpage traffic
- How many giveaways, coloring sheets, exhibit handouts/maps, etc. we've gone through.
- Social media exhibit posts & ads
  - Look to see if there is a correlation between press coverage and visitors, etc.
- News coverage
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- Guest Book - we track comments and visitors in our guest book. We ask for zip codes so that we have an idea of where they're coming from (many times, it's from out of state!)
- Volunteer participation (number of people, number of tasks, tours led by volunteer docents, etc.)
- Sponsors/donations coming in due to exhibit

There may be some more, but that is generally what we look at fairly consistently with any exhibit.