

ASHEVILLE ART MUSEUM

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Visitor Research and Evaluation Intern

Updated 5/2021

Organization

Established in 1948 by artists, the Asheville Art Museum engages, enlightens, and inspires individuals and enriches community through dynamic experiences developed for all ages that interpret its Collection and exhibitions of American art of the 20th and 21st centuries. Anchoring the center of lively downtown Asheville in the Blue Ridge Mountains, the Museum serves residents of the Southeast and Western North Carolina regions, as well as visitors from around the country and the world.

Internship Description

Art Bridges' COVES (Collaboration for Ongoing Visitor-Experience Studies) initiative is an ongoing project that collects valuable data from visitors to help partner museums better understand audiences, track changes over time, and make responsive, visitor-centered decisions. Evaluation is an important aspect of measuring impact, not only at individual partner museums and across all partner museums, but also to understand museumgoers nationwide more fully. As part of COVES's partner-museums cohort, the Asheville Art Museum seeks **Visitor Research and Evaluation Interns** to facilitate surveys of our onsite visitors. This intern represents the Museum to our visitors and requires effective, positive, and sensitive communication skills. This intern reports to the Director of Learning & Engagement.

Primary Responsibilities & Essential Functions (including but not limited to):

- Via Zoom, participate in training to learn the basics of evaluation and how to collect visitor data using the Asheville Art Museum survey instrument, led by research & evaluation staff from the Crystal Bridges Museum of American Art.
- In consultation with the Director of Learning & Engagement, develop weekly schedule of desk-time and surveying. Surveying takes place during the Museum's public hours and largely coincides with high-traffic days/times and scheduled programs/events.
- Before each shift, set up the survey area including podium, tablet, power strip/cords, handouts, pencils, etc. Maintain order and cleanliness of survey area. Clean up survey area after each shift.
- Actively approach Museum visitors to ask for their participation in the survey. Direct them to tablets with preloaded survey and/or QR code for later participation. Answer questions and provide additional information about the survey as needed.
- Clean/sanitize tablets after each participant.
- Troubleshoot basic issues with tablets.
- Answer general questions from Museum visitors as needed.
- Other duties as needed.

Compensation & Requirements

This internship is offered three times per year: in the spring and fall semesters, and in the summer session. In the spring (January–April) and fall (September–December) semesters, this internship lasts 100 hours; in the summer (June–July) session, this internship lasts 160 hours and includes participation in the Museum’s robust intern professional-development program. Spring and fall interns receive a stipend of \$1000, and summer interns \$1600, upon the successful completion of the internship. This internship requires a flexible schedule including evening and regular weekend hours. The intern must have reliable transportation to and from the Museum and be able to lift and transport items up to 25 pounds, handle tools or controls, use close vision, troubleshoot basic technology, and be available for multiple weekly shifts lasting 2–3 hours each.

Education/Experience

This internship is designed for current undergraduates or recent graduates (within one year of graduation) in anthropology, arts management, communications, humanities, museum studies, nonprofit management, psychology, sociology, or related field. Current graduate students or recent post-graduates may be considered. This intern represents the Museum to our visitors, so candidates must have excellent self-presentation, public-speaking skills, and feel comfortable interacting with a broad range of Museum visitors of diverse backgrounds, ages, and abilities; locals and cultural tourists; Museum Members and non-members; and with varying attitudes and experience visiting (art) museums. Candidates must have superior organization, communication, and time-management skills; sensitivity and ability to maintain confidentiality; ability to work independently, collaboratively, and efficiently; and the ability to multitask, prioritize, and find creative solutions in a fast-paced public environment. Candidates should feel comfortable using handheld technology and computers, as well as conducting online research. Database skills are a plus.

To apply, visit our Internships page at ashevilleart.org/about/careers/intern to check that applications are being accepted for the semester/session that interests you. By the appropriate priority application deadline, follow all instructions on that page for submitting your internship application. Applications received after the priority application deadlines may be considered on a first-come, first-served basis.

Equal Employment Opportunity

The Asheville Art Museum provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

Diversity, Equity, Access, and Inclusion

The Asheville Art Museum’s vision is to transform lives through art, and we welcome all visitors without discrimination. The Museum acknowledges that it is situated upon the ancient, southern Appalachian ancestral homeland of the Cherokee Tribe and that this region is still the home of the Eastern Band of Cherokee Indians today. The Asheville Art Museum is committed to being an active leader against racism. We uphold anti-oppressive and equitable practices, while striving to create opportunities for education and action to build a stronger community. The Asheville Art Museum is dedicated to advancing diversity, equity, access, and inclusion—now and in the future. The Museum is moving with awareness and commitment, through assessment, training and engagement, to implementation and accountability.