

PLAINS ART MUSEUM

Plains Art Museum to Give 100 Memberships to Participate in Social Impact Study

Press Release

For Immediate Release (August 2021)

Fargo, North Dakota - Working with the Utah Division of Arts & Museums, Plains Art Museum will study the social impact we have on our community and assist in refining a social impact tool for the museum field. As an added incentive to ensure the success of this important initiative, the Museum is giving 100 complimentary memberships to study participants. To register for the study, please visit [Social Impact Study – Plains Art Museum](#).

Thanks to a National Leadership Grant from the Institute of Museums and Library Services (IMLS), the Utah Division of Arts & Museums, in partnership with Thanksgiving Point, had the opportunity to select museums across the country for the [Measurement of Museum Social Impact \(MOMSI\) project](#). After a competitive application and review process, Plains Art Museum was one of 38 museums selected for the study.

Social impact is the effect of an activity on the social fabric of a community and the well-being of those who live there. This study will measure social impact through strengthened relationships, health and well-being, continued education and engagement, and intercultural competency.

Working with the MOMSI team in Utah, our museum will recruit and survey visitors from our local community. The data collected will inform Plains Art Museum on our social impact and will provide validated data about the museum field generally.

“Art museums are critical spaces for dialogue, creative problem solving, critical thinking, and multicultural reflection. Plains Art Museum is excited to learn what that means in terms of social impact in the Fargo-Moorhead-West Fargo region and beyond,” said Plains Art Museum Director Andy Maus.

For questions, please contact Sarah Anstett, Development and Marketing Manager, at sanstett@plainsart.org.

Plains Art Museum is the largest art museum in the Dakotas and Western Minnesota. It is general admission free and educationally-focused thanks to strong and growing support from over 800 households and businesses. The Museum manages a permanent collection of over 4,000 objects, organizes and presents dozens of annual exhibitions, facilitates public art projects, and leads over 200 educational programs and experiences for all ages each year. The Museum, and its Katherine Kilbourne Burgum Center for Creativity, is located at 704 First Avenue North in downtown Fargo. For more information about visiting or supporting your art museum, visit plainsart.org.



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