

COVES Membership Pricing & Benefits

COVES membership			
TIER	COST PER YEAR	Science+ Museums*	Art Museums
		ANNUAL BUDGET**	ANNUAL BUDGET**
1	\$1,000	\$500K OR LESS	\$3M OR LESS
2	\$1,200	\$500K-\$1M	\$3M-\$5M
3	\$2,000	\$1-\$2M	\$5M-\$7M
4	\$2,200	\$2-\$3M	\$7-\$10M
5	\$5,500	\$3-\$5M	\$10-\$15M
6	\$6,000	\$5-\$10M	\$15-\$20M
7	\$9,000	\$10-\$20M	\$20-\$50M
8	\$9,900	\$20M OR MORE	\$50M OR MORE

The COVES membership includes

- Data collection training
- Survey development and maintenance
- Real-time data dashboard
- Cleaned data files
- Aggregate analyses and reports
- Monthly Community of Practice webinars
- Access to member forums and resources
- Ongoing support from the COVES team

*Science+ museums are defined as science centers/museums, natural history museums, children's museums, and a few others. Not sure where your museum fits? Ask us!

**When determining membership costs, we use your annual budget to determine your pricing tier.

COVES Membership FAQs

Why does institutional size matter?

- **Distributes costs across museums based on size**, creating equitable opportunities.
- **Your museum size category determines your annual sample size target**, which is correlated to your average onsite attendance number—that is, bigger museums collect more data, while smaller museums collect less data.
- **Your museum size category determines your peer comparison group** so that you can see your data in relation to museums of comparable size (beyond the full aggregate data set).

Why are there different prices for different museums?

In an effort to make sure institutions of all sizes and budgets can participate, costs are distributed so that larger museums with larger budgets pay more and smaller museums with smaller budgets pay less. This is important to help create an equitable opportunity without excluding museums with fewer financial resources. Science+ and Art museums vary due to differences in how their organizations generally budget resources for collections.

What other costs should we consider?

- **Time and costs associated with data collection.** Data collection is staffed and managed by your museum, not by the COVES project team. In considering the assumed costs to each institution, we cannot provide definitive dollar amounts to guide planning except to say that institutions spend roughly 300 hours per year, on average (~6 hrs/week), and this can range considerably depending on the institution. COVES researchers will help each institution think through data collection and provide feedback on site-specific information to help guide this process at each location.
- **Time associated with Trainings and Professional Development**, including Human Subjects Research Trainings or related presentations and Community of Practice webinars.
- **Time to analyze, integrate, and act on your data.** This is the whole point of being part of COVES, after all! It will take time to turn your data into insights and action.