



## Visitor Experience Volunteer

Planet Word, the only museum in the country dedicated to renewing and inspiring a love of words and language is seeking volunteers for a special month-long project. The volunteers will survey visitors to the museum, gathering valuable information that will allow Planet Word to create an enjoyable and meaningful guest experience. Specifically, the survey will study key factors that impact audience experience, expectations, awareness, and motivation for visiting the museum.

This opportunity is open to individuals who are enthusiastic, flexible, and have a love for learning.

### What's Involved

The museum has developed a structured questionnaire for visitors to complete. Visitors are selected through a randomized sampling procedure that eliminates selection bias and asked to complete a survey on a tablet. Surveys will be collected every day of the week that the museum is open.

Working in pairs, the volunteers will be responsible for the following tasks:

- Distributing and collecting the survey tablets.
- Maintaining an accurate count of visitor traffic for the duration of their shift.
- Approaching selected visitors and asking them to complete the survey.
- Completing minor administrative tasks associated with the surveys.

### Required Skills, Abilities, and Qualifications

- Willingness to approach visitors and request their survey participation.
- Able to communicate with adults of varying ages and backgrounds.
- Able to answer visitor questions and assist them in completing the survey.
- Competence in using a digital tablet, such as an iPad.
- Able to complete for a three-hour shift.
- Reliability in meeting commitments: the success of this project depends on volunteers fulfilling their shifts.
- Must clear a background check.
- Must be 18 years or older.
- Must be available between the hours of 9:30 am and 6:00 pm.
- Must show proof of COVID-19 vaccination, including the Bivalent booster, or demonstrate a medical exemption.

### Time Commitment

- Volunteers are expected to commit to a minimum of two 3-1/2 hour shifts over the course of the project.
- Volunteers may sign up for additional shifts if they desire.

### Time Frame

- Surveys will be conducted in May and June 2023.
- Shifts are available Sunday – Saturday between the hours of 10:00 am and 6:00 pm.

## **Training**

- Volunteers are required to attend and complete a 75-minute training session and complete any assigned reading/follow-up orientation tasks. Trainings will be held on Zoom and will cover the specifics of the survey process and customer service fundamentals.
- Check-in meetings will be scheduled as needed to help field volunteer questions and share progress updates on the surveys.

## **Benefits**

- Volunteers will receive several non-monetary benefits for their service, including:
  - o One free pass to Planet Word's wordplay village, Lexicon Lane, for you and your family/friends.
  - o A 10% discount at the museum's gift shop, Present Perfect.
  - o Complimentary dual membership to the museum.
  - o End-of-year donation letter for the IRS which quantifies the dollar value of hours spent volunteering.

## **To Apply**

- If you are interested in volunteering, complete this [online application form](#).
- If you have questions or require a paper copy of the application, please contact Elisa Kosarin, CVA, at [elisa@twentyhats.com](mailto:elisa@twentyhats.com) or telephone (703) 967-3516.

## **About the Project Lead**

As a new museum, Planet Word needs to know more about its visitors, and about those who have not yet visited. To that end, the museum has hired visitor experience expert Samir Bitar of The Art of Consulting to audit and improve the visitor experience. Prior to working with Planet Word, Samir directed the Smithsonian Institution's Office of Visitor Services where he and his teams conducted research that was used to improve the experiences of visitors to Smithsonian museums and the National Zoo.