

# FACETS OF THE MUSEUM GOALS

Using MTU's A3 Goals to Help the Museum Better Serve Our Guests



## PURSUE SERVICE EXCELLENCE

- ❖ Had a custom stand built for hand sanitizer placed at the entrance to the museum and gift shop.
- ❖ Developed a reservation and walk-in visitor plan, for reopening, to safeguard the health of our employees and our customers.

## ADVANCE SUSTAINABLE PRACTICES

- ❖ Temporarily removed the hand sanitizing units from the bathrooms to be used on custom built stands at both the exterior and interior entrance to the gift shop until COVID-19 restrictions are lifted.
- ❖ Stopped making a physical copy of the daily deposit sheet, previously kept for our records, and now saved only a digital copy.
- ❖ Continually ask every customer if they need one or both of their itemized and/or credit card receipt, most say they do not need them.

## ACHIEVE FINANCIAL STABILITY

- ❖ Developed a special coupon with the Quincy Mine site only available with purchase of admission at either the museum or Quincy, to encourage customers to visit both locations.
- ❖ Finalized modest increase in admission fee beginning May 2020.
- ❖ Due to COVID-19, developed a plan to hold museum's annual Keweenaw Mineral Days event, including Surplus Mineral Sale, while protecting the safety of our employees and our customers.