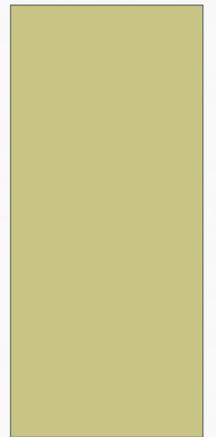


PROGRAM DESIGN

BULLOCK MUSEUM FAMILY PROGRAMS



FAMILY VISITORS



IMLS FOCUS GROUPS

Eight family focus groups conducted from March 8 - April 13, 2016

- 65 adults
- 48 children

113 total

Structure of Focus Groups

- Museum as venue for all but one group
- Snack or meal provided, depending on time of day
- Families met and answered general questions about family outings, familiarity with our museum
- Families explored the museum together
- Parents and kids divided into two groups

IMLS FOCUS GROUPS

What we are doing well

- Programs engage every member of the family and have hands-on, creativity-inspiring elements for every age
- Families can plan well in advance of arrival thanks to clearly described programs including full details on schedules, logistics and any associated costs



IMLS FOCUS GROUPS

What we are doing well

- Program participants get exactly what they are promised, nothing less
- Brief, drop-in programs we offer accommodate many more families than more focused workshop-based formats



IMLS FOCUS GROUPS

How we can improve

- Provide greater clarity about which exhibition elements are interactive
- Provide gallery guides
- Offer tactile experiences that are fun and meaningful
- Provide opportunities for children to move during museum visit



WHAT'S NEXT?

- Consider program capacity when planning events
- Offer diverse experiences with variable capacities
- Develop activities with entry points for each family member—
young children, teenagers, parents, and grandparents

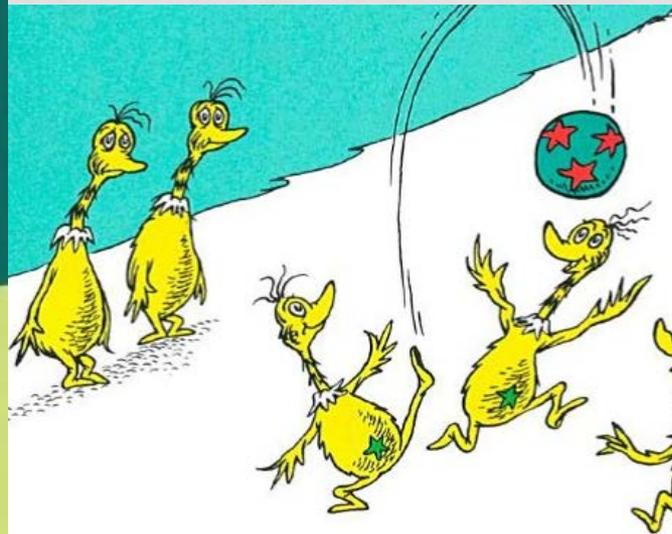
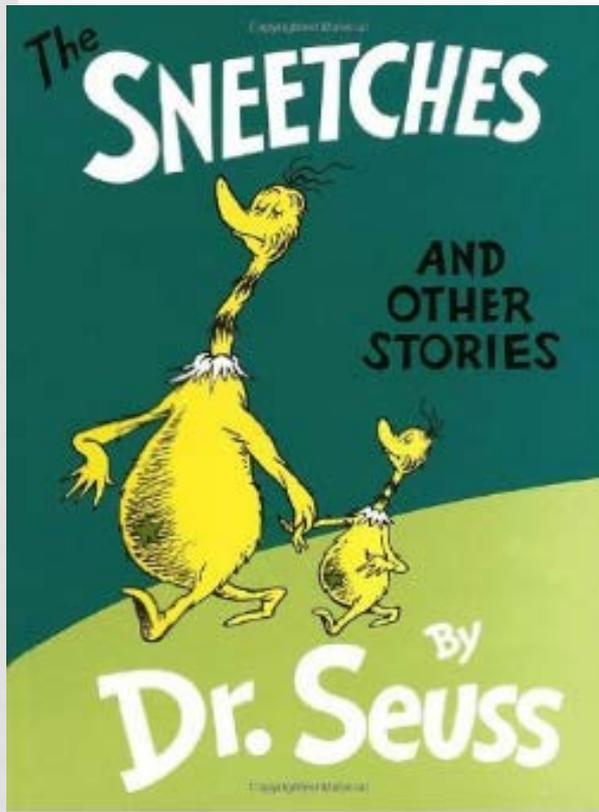


WHAT'S NEXT?

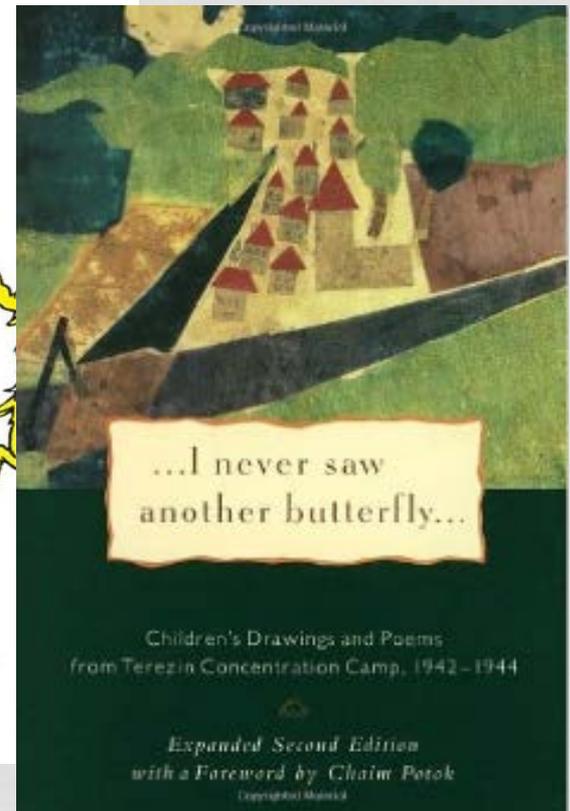
- Enhance opportunities for families to engage with historical content in exhibitions – identify methods
- Test new interactives and program formats to connect with special exhibitions that address difficult topics
- Take some risks!



STAND UP AGAINST INTOLERANCE FAMILY WORKSHOPS



When the Star-Belly children went out to play ball,
Could a Plain Belly get in the game...? Not at all.
You only could play if your bellies had stars
And the Plain Belly children had none upon thars.



WHAT FAMILIES CAN EXPECT

 Smithsonian

 AMERICAN HISTORY HOME

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Escaping the parent trap: Facing tough topics with kids at the museum

By Fellow Sarah Erdman, August 7, 2013



Fellow Sarah Erdman provides her tips for parents facing tough topics in museum exhibitions on family visits.

It sometimes feels like museums set traps for unsuspecting parents. You are in an art museum, patting yourself on the back for all the culture you are introducing your kids to when one of them asks (quite loudly) "Why is that lady NAKED?!" Oops, not exactly a question you'd planned on answering. For me at least, the parental equivalent of fight or flight kicks in... what do you do?

PRESCHOOL CHILDREN & THEIR CAREGIVERS

- Develop family programs for 2-5 year olds that provide tactile experiences, incorporate movement and chances for play
- Launching in the fall:
 - Monthly preschool storytime during week
 - Monthly preschool workshop during week
 - Family in-gallery carts with hands-on activities especially catering to families with young children



ONGOING EVALUATION

Goal: determine what motivates families to increase their ongoing connections to history through interactions with history-based institutions

- Reconnect with select focus group families
- Conduct family interviews
- Observe programs and iterate to improve

