

**Paving the Way for STEM in History Museums
Constructing a Narrative: Writing about STEM for a Specific Audience**

AUDIENCE

Decker, Juilee, ed., *Engagement and Access: Innovative Approaches for Museums*, Rowman & Littlefield, 2015.

"Happy Hours? Fun Runs? How to Successfully Diversify the Visitor Experience" presentation by Colleen Dilenschneider at Real Places Conference 2019:

<https://www.thc.texas.gov/public/upload/preserve/museums/Colleen%20Dilenschneider%20-%20Real%20Places%20Diversify%20Experiences%20Session.pdf>

Know Your Own Bone: <https://www.colleendilen.com/>

Spainhour, Jaclyn, *Museums and Millennials: Engaging the Coveted Patron Generation*, AASLH and Rowman & Littlefield

"Understanding Potential Visitors and How to Get Them Through the Door" Keynote presentation by Colleen Dilenschneider at Real Places Conference 2019:

<https://www.thc.texas.gov/public/upload/preserve/museums/Keynote%20Colleen%20Dilenschneider%20-%20Real%20Places.pdf>

"Understanding Visitors and Audiences" presentation by Erin McClelland:

Audience data sources:

<https://www.thc.texas.gov/public/upload/preserve/museums/files/Workshop%20Handouts.pdf>

Articles about millennials and Gen Z:

<https://www.thc.texas.gov/public/upload/preserve/museums/files/Millennial%20and%20Gen%20Z%20Articles.pdf>

