

# ROWMAN & LITTLEFIELD

## MUSEUMS AND MILLENNIALS

ENGAGING THE COVETED  
PATRON GENERATION



JACLYN SPAINHOUR

## *Museums and Millennials Engaging the Coveted Patron Generation*

By Jaclyn Spainhour

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### About the Book

In *Museums and Millennials* author Jackie Spainhour offers a new and innovative approach to attracting and retaining the interest of millennial patrons through an easy-to-implement and practical self-assessment based on the success (and failures!) of other museum programs.

Millennials want to be your partners in preservation. They want their voices heard and prefer a hands-on approach to their programming. The highlighted program examples in this work will help you reimagine how your facility is viewed by millennials, what practical changes can be made to persuade them to patronize your facility, and discuss how to create bonds which will last past the individual programs they attend and into the foreseeable future.

*Museums and Millennials* features strategies used by museums of various backgrounds and budgets, advice from respected and data-driven consultants in the field, and offers action-oriented solutions to audience engagement issues. Let this book inspire you to try, or try again, to engage this coveted generation.

### About the Author

**Jaclyn Spainhour** is a proud millennial and the Director of the Hunter House Victorian Museum in Norfolk, Virginia. She serves on the Board of Directors of the Victorian Society in America as the Chair of its Book Awards Committee and the copy editor of the society's journal *19<sup>th</sup> Century*. Jaclyn was chosen by the Virginia Association of Museums as a Leadership and Advocacy Fellow for 2019, wherein she will develop a webinar focused on the relationship between autism spectrum disorder and inclusivity in the museum world. Her first publication *Gilded Age Norfolk, Virginia: Tidewater Wealth, Industry, and Propriety* was published in 2015 and serves as a local history text highlighting the importance of the Hunter House Victorian Museum in the local historical landscape.

### Praise for the book

“A valuable resource for museum leaders aiming to engage the largest generation of potential visitors.”— **Colleen Dilenschneider, chief market engagement office for IMPACTS and author/publisher of the blog Know Your Own Bone.**

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