

WELCOME!

Planning a Museum & Community Partnership Project Brown-Bag Workshop | Wednesday, September 30, 2015

1. Welcome (Kayla Berry)
2. Introduction (Rae Ostman)
3. Application Process (Christina Akers)
4. Collaboration Tools (Catherine McCarthy)
5. Collaboration Story (Keith Ostfeld and Jason Hammond)
6. Questions & Discussion (Kayla Berry)

Introduction



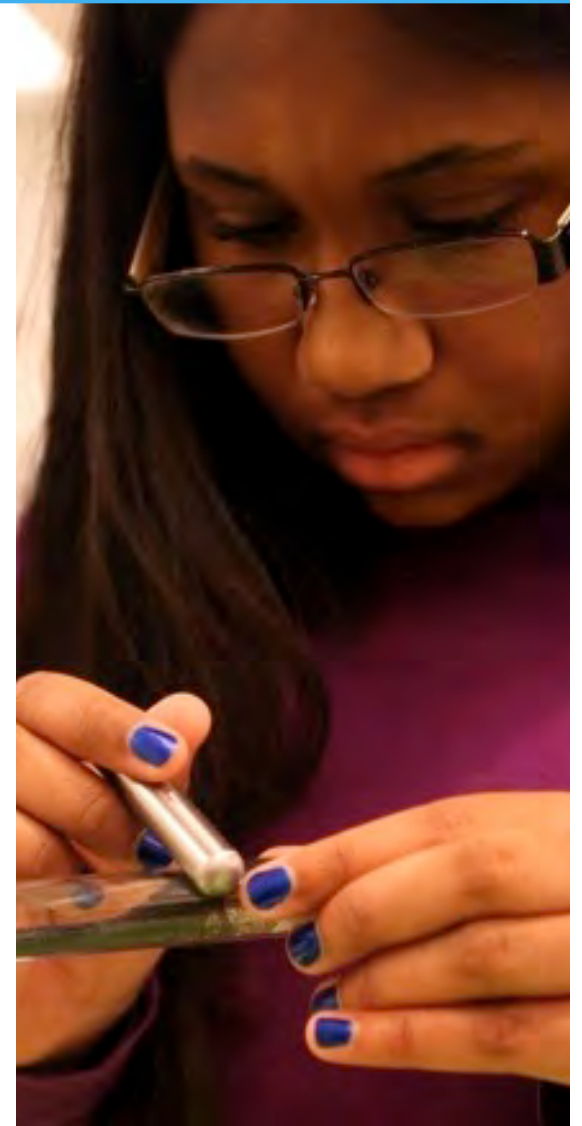
Museum & Community Partnerships



- **Reach underserved audiences** in your community that you aren't currently engaging in learning about nanoscale science, engineering, and technology (“nano”)
 - Materials are designed for youth ages 8-10 and families
- **Create new or expanded collaborations** with a local community partner
 - A local community group, afterschool program, library, or summer camp
 - A local chapter of a national youth-serving group such as 4-H, Boys & Girls Clubs, Boy Scouts, Girls Inc., Girl Scouts, National Girls Collaborative Project, Parent Teacher Association (PTA), Y (YMCA), and YWCA

Poll

Do you already have a partnership with another community organization that extends your reach?



Physical & digital kits



Educational products

- Hands-on activities
- Classroom set of materials
- Event supplies

Staff training materials

- Educator framework
- Activity guides and training videos
- Tips sheets and background materials
- Nano 101 training slides and key concepts guide
- Resources for engaging diverse audiences
- Resources for hands-on STEM

Planning and implementation guides

- Collaboration guide
- Event planning guide



Timeline

November 13, 2015:

Applications due

February 2016:

Kits delivered to successful applicants

Spring - Summer 2016:

Implement program activities

Early 2016 and Fall 2016:

Evaluation

October 15, 2016:

Reporting



Reporting and evaluation

Overall focus

- Effectiveness of this approach to reach new audiences and form new collaborations

Specific questions

- Use of materials
- Participation of professionals
- Value of partnerships
- Professional learning
- Reach and demographics for public audiences
- Perception of public learning and engagement



Outcomes



- 1. Broader reach to multiple and diverse audiences** with the Network's high-quality STEM learning opportunities
- 2. Mutually-beneficial relationships** among existing NISE Network partners (including museums and universities) with community organizations
- 3. New knowledge and models for the field** related to best practices for reaching new audiences and successful collaborations between museums and community organizations

Application Process



Application and awards



Online Application

Word Doc and PDF versions of application are available for reference:
<http://www.nisenet.org/museum-community-partnerships>

100 kits will be awarded

NISE Net partners must identify their community partner in their application

NISE Net partners apply online by November 13, 2015

<http://www.surveygizmo.com/s3/2192229/MCP-Explore-Science-Kit-Application>

Eligible organizations



This project is designed for existing NISE Network informal science education institutions within the United States:

- Children’s museums, science museums, science centers, museums
- University research center outreach programs

The following kinds of organizations are not eligible:

- Organizations who are not active existing NISE Network partners
- K-12 schools
- Organizations outside the United States

Eligible projects



Reach underserved audiences that you aren't currently reaching with nano

Examples of underserved audiences include:

- Racial and ethnic minorities, communities of color
- Girls
- Low income and low socioeconomic status
- At-risk youth
- Non-native English speakers
- Disabled and differently abled
- Geographically underserved (e.g. rural or inner city)
- Other underserved audiences



Collaboration Tools




Collaboration tips



Museum & Community Partnerships

Collaboration Tips



Why collaborate? To achieve something you can't do on your own!

- To share resources, expertise, and connections
- To build upon existing strengths
- To reach new audiences

Be patient! Collaboration takes time

- Start small; developing a relationship and building trust takes time
- Communicating takes time: your organizations have different cultures and terminology
- Always keep the long-term relationship in mind while working on shorter-term projects

Be clear about your goals and expectations. Discuss who, what, when, where and why.

- **What:** Decide on your common goals; be sure your partnership is mutually beneficial
- **How:** Agree upon activities to meet your shared goals and missions
- **Who:** Clarify your roles and responsibilities for all project activities
- **Where:** Decide upon the locations of activities
- **When:** Agree upon a timeline and key dates, and check in regularly

Get to know each other. Each partner has a lot to learn and a lot to offer.

- Familiarize yourself with your partner organization through websites, newsletters, events, and other opportunities
- The more you understand about each others' purpose, activities, audiences, and culture, the easier your partnership will be
- Individuals come to a partnership with different strengths and experiences; every group needs dreamers, developers, and doers

Communication is critical!

- Strive to achieve a flexible trusting atmosphere; be open and honest while still being tactful and supportive
- Things may not always go smoothly, so don't hesitate to pick up the phone and have an frank conversation to work things out
- Involve more than one contact person at each organization at different levels to ensure a deeper relationship that can survive changing circumstances and turnover

Stay focused on your goals. And don't forget to celebrate your successes!

- Reflect on your partnership and project based on your original goals, and consider how you want to improve, change course, or evolve the relationship
- As you work together keep your long-term relationship in mind; by leveraging your combined resources and strengths, you can each do much more for your community

Watch for a more comprehensive guide to collaborations between museums and community organizations in the Explore Science kit!

<https://vimeo.com/139256428>


<http://www.nisenet.org/museum-community-partnerships>

Profiles of national youth serving organizations



Museum & Community Partnerships

Profiles of national youth-serving organizations



Collaborating with youth-serving organizations on STEM activities locally

The Museum & Community Partnerships project is designed to help NISE Network partners reach underserved audiences in your community that you aren't currently reaching with nanoscale science, engineering, and technology ("nano") through new or expanded museum and community-based partnerships. To be eligible, existing NISE Network partners must collaborate with a community partner, such as a local community group, afterschool program, library, or a local chapter of a national youth-serving group.

Collaborating with an existing youth-serving organization on STEM activities is an effective way for museums and university outreach programs to reach audiences you may not regularly reach, particularly underserved audiences.

The following profiles of national youth-serving organizations have been compiled to assist museums and university outreach programs in developing partnerships with a community organization or a local chapter of a national youth-serving organization. These profiles are intended to provide a brief introduction to each organization.

1. 4-H
2. Afterschool Alliance
3. Boys & Girls Clubs of America
4. Boy Scouts of America
5. Girls Inc.
6. Girl Scouts
7. Libraries
8. National Girls Collaborative Project
9. Parent Teacher Association (PTA)
10. Y (YMCA)
11. YWCA

4-H

ABOUT

4-H is a global network of youth organizations whose mission is engaging youth to reach their fullest potential while advancing the field of youth development. 4-H is the youth development program of our nation's Cooperative Extension System & USDA. The 4-H name represents four personal development areas (head, heart, hands, and health) that members work on through fun and engaging programs.

AUDIENCE AND GEOGRAPHIC REACH

4-H is the nation's largest youth development organization, empowering six million young people throughout all 3,007 counties of the United States. Through America's 110 land-grant universities and its Cooperative Extension System, 4-H reaches every corner of our nation—from urban neighborhoods to suburban schoolyards to rural farming communities. 4-H has a network of more than 611,800 volunteers, 3,500 professionals, and more than 25 million alumni. In most states, kids can join 4-H if they're between the ages of 8 and 18; some states offer programs for younger children.

WEBSITE

- <http://www.4-h.org>

FINDING A LOCAL PARTNER

There are 4-H programs in every county in the United States:

- <http://www.4-h.org/get-involved/find-4-h-clubs-camps-programs/>

STEM FOCUS AND RESOURCES

4-H has a long history of "learn by doing" and focuses on many topics including: robotics, alternative energy, engineering, environmental science, ag-science, and veterinary science.

- Science programs: <http://www.4-h.org/youth-development-programs/4-h-science-programs/>
- Curriculum: <http://www.4-hmail.org/Category/education/resources.aspx>
- Science training resources: <http://www.4-h.org/resource-library/professional-development-learning/science-training-guides-resources/>
- Science checklist: <http://www.4-h.org/Professional-Development/Content/Science/Building-Understanding/4-H-Science-Checklist.dwn>
- Online STEM professional development: <http://www.click2sciencepd.org/>

TIPS FOR COLLABORATION

- *Ongoing:* Collaborate with a local 4-H club leader to plan activities within the regular club structure, location, and activities; this can provide opportunities for repeat visits with the same children
- *Special event:* Collaborate with a local 4-H club for a special event at the museum or another location

Museum & Community Partnerships
Profiles of national youth-serving organizations

<http://www.nisenet.org/museum-community-partnerships>

Text for contacting potential partners



Sample text for an invitation to collaborate email

Subject: Invitation to collaborate on a STEM project with <organization's name>

Dear <Contact at local youth-serving organization>:

I recently learned about an opportunity to engage under-served children in our community with STEM, and I wonder if it might be a mutually beneficial chance for our organizations to collaborate on this project.

The <My organization> has the opportunity to apply for a free "Explore Science" kit of materials designed to help museums collaborate with a local youth-serving organization to reach underserved children in our community and engage them in nanotechnology.

<My organization> has been collaborating with a national network of museums and scientists for the past several years called the Nanoscale Informal Science Education (NISE) Network, which is dedicated to fostering public awareness, engagement, and understanding of nanoscale science, engineering, and technology. We have received other kits from the Network in previous years, and they are filled with many fun, hands-on activities that work well with a wide range of audiences including younger children, which will be incorporated into the Explore Science kit. The activities in the Explore Science kit are designed for children in grades 1-6 in afterschool programs, family science nights, and other out-of-school settings.

Partnering on this project would be a great way to engage children in our community on this exciting new field of science and technology. I am planning to submit an application, and I would like to invite you and your colleagues to collaborate with us on programming that uses the Explore Science kit focused on nanoscience. One requirement for the application is that we are required to specify our community partner and briefly describe our proposed plans for collaboration.

<Insert brief, personalized sentence about what value the museum can provide to the community organization—how do the two organizations' missions may align>

To help you decide if you would like to discuss this opportunity further, I'm including some background information about the project below.

Would you please let me know by <date> if you are interested in learning more about this potential collaborative project? If you are, I'd like to set up a time for us to have a short conversation either in person or on the phone to discuss possible ways we can collaborate. I look forward to hearing from you.

- Friendly invitation to discuss possibilities
- Sets the stage to discuss roles and responsibilities

<http://www.nisenet.org/museum-community-partnerships>

Additional resources



More collaboration materials will come in the kit

- Timeline and checklist
- Sample MOUs



Application materials

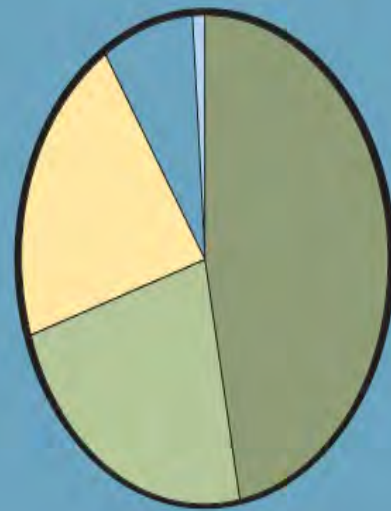


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Collaboration Story

Children's Museum of Houston
and YMCA

Visitor Demographics:

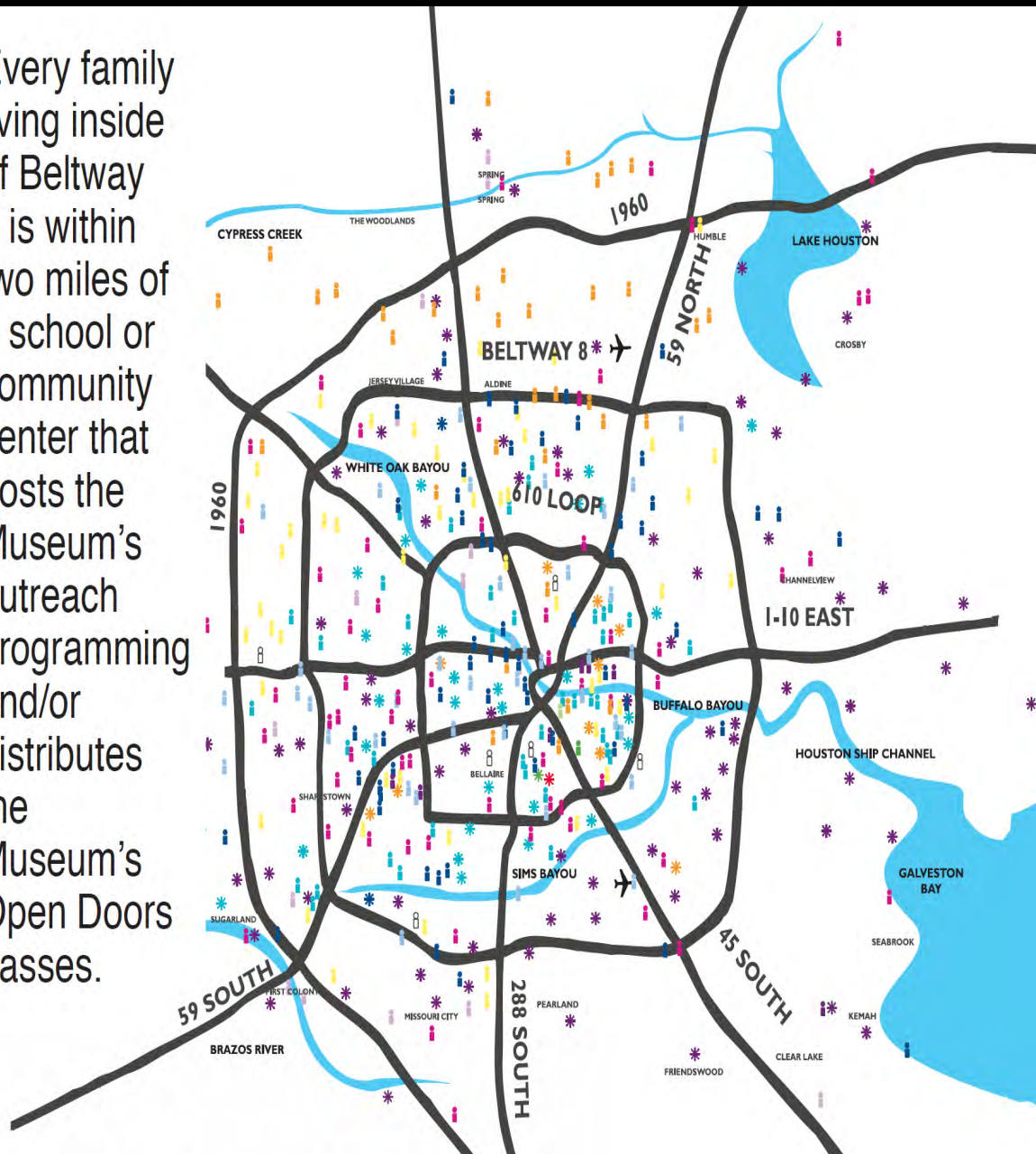


VISITORS

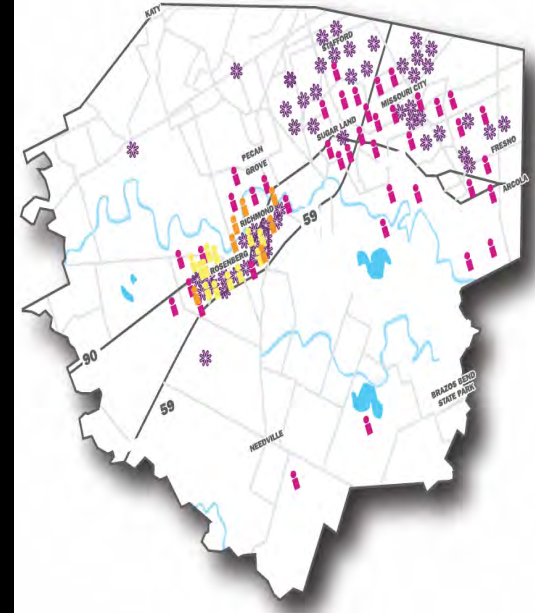
- Latino/Hispanic (47%)
- African-American (23%)
- Anglo (21%)
- Asian-American (8%)
- Other (1%)

Binz ST 1530
La Branch

Every family living inside of Beltway 8 is within two miles of a school or community center that hosts the Museum's outreach programming and/or distributes the Museum's Open Doors passes.



FORT BEND COUNTY PARTNERS 2013-2014



After School Programs

- Professional Development
- ExxonMobil Magnificent Math Moments
- A'STEAM and Kit-Based After-School Programming
- Science Workshop
- Summer of Learning

Museum Field Experiences

- Family Adventures
- Overnight Adventures
- Student Parent Tours

Open Doors Partners

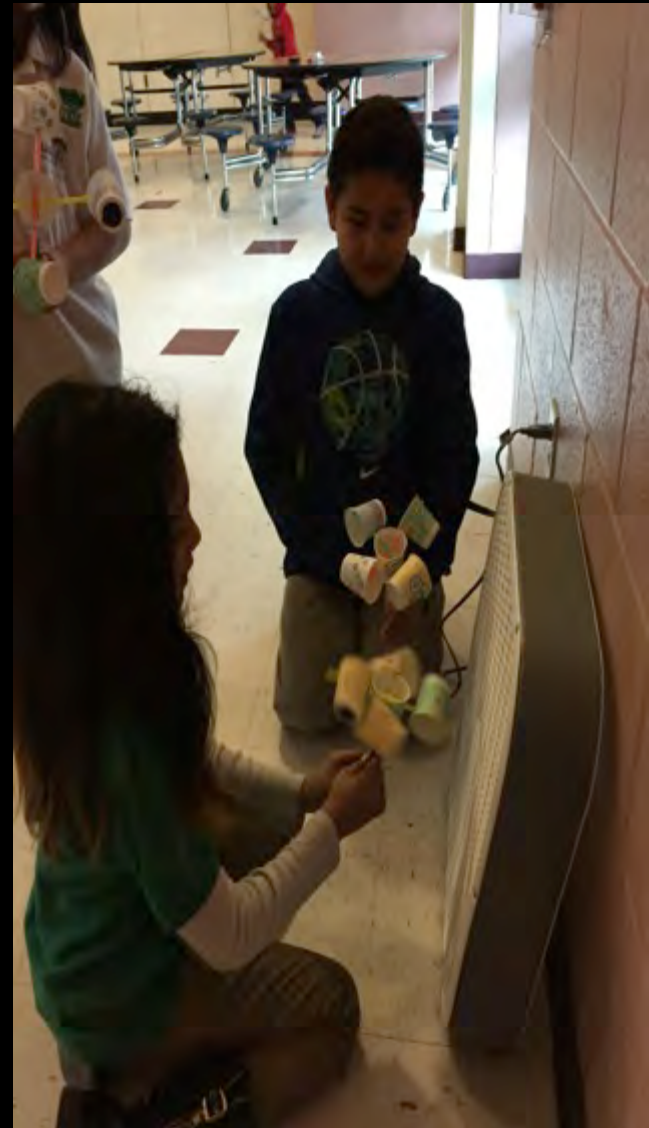
- 1-4 Partners
- 5-9 Partners
- 10-19 Partners
- 20-29 Partners
- 30+ Partners
- Fort Bend Outreach Partner

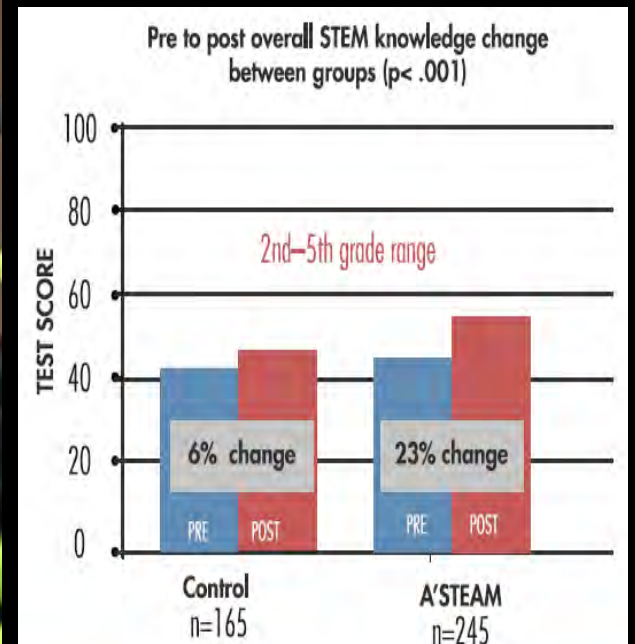
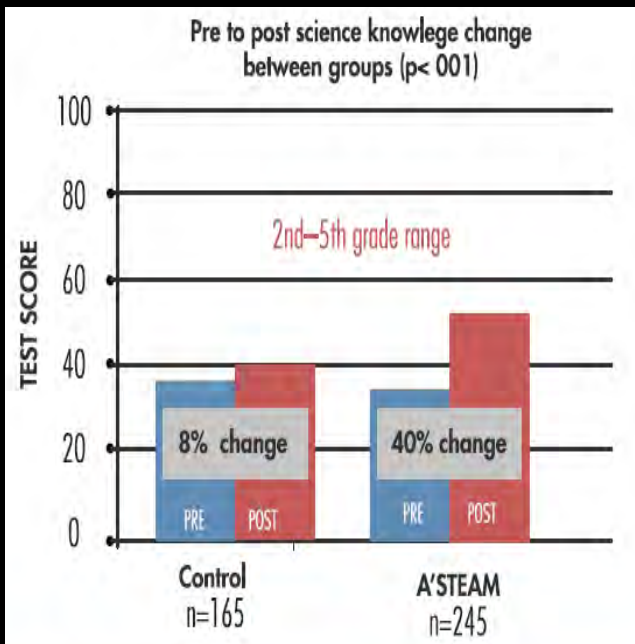
Family Learning Programs

- Para los Niños
- Parent Stars
- Family Literacy Involvement Program (FLIP)

A'STEAM Program

After-school Science, Technology, Engineering, Arts (Design), and Mathematics





During one of our focus groups with students, a little girl said “I love the science we do here; we actually get to DO science. At school the only science we ever do is on paper...”

Bethune Elementary (Aldine ISD)



Questions & Discussion



Thank You



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