Exhibit Small Talk – Engaging Various Audiences with the Nano Mini-Exhibition

Christina Akers, Science Museum of Minnesota

Juli Goss, Museum of Science, Boston

Idalia Ramos, University of Puerto Rico, Humacao

Andrew McGarrahan, Saint Louis Science Center

Douglas Borzynski, Buffalo Museum of Science

nisenet **nano** brown-bag

NISE network™
NANOSCALE INFORMAL SCIENCE EDUCATION

NSF

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Agenda

- Welcome & Introduction
- NISE Net Audience Resources
- NISE Net Research and Evaluation
  - Q & A on NISE Net resources and evaluation
- Partner Presentation: University of Puerto Rico
- Partner Presentation: Saint Louis Science Center
- Partner Presentation: Buffalo Museum of Science
  - Q & A on Partner Presentations

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Q: Remember your target audience?

What obstacles or concerns do you face when using the Nano mini-exhibition to engage *your* audience?

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Q: Remember your target audience?

You told us…

Children & adults

Spanish speakers

School groups & families

Young children, pre-K to 2nd grade

Families with children 2+, engaging all family members in the learning experience

Preparing for a workshop for museums hosting the exhibit about doing nano with young audiences

High school students

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Avoid reinventing the Wheel!
NISE Net Resources

- Audiences Guide

  - Universal Design Approach

  - Audio Description

  - Bilingual Signage

- Additional Resources on **nisenet.org**:

  - All exhibition info & downloadable materials

  - All NISE Net Bilingual Resources, including Design and Translation Guides

  - Framework for School fieldtrips, summer camps, & afterschool programs

  - Training videos, orientation materials and templates for adapting programs and working with your staff to engage various audiences

  - Evaluation guidelines & templates

Where in the USA is nano

Owning = 70
Sharing = 45
Total = 115

Batch 1: 49
Batch 2: 21
Total: 70

Audio Description

Link to:

WhatIsNano.org/ad

- Guests can download to their own mobile device

- Museums can download for use on their own equipment

- Script available for download

- English and Spanish

Audio description downloaded & played from mobile device
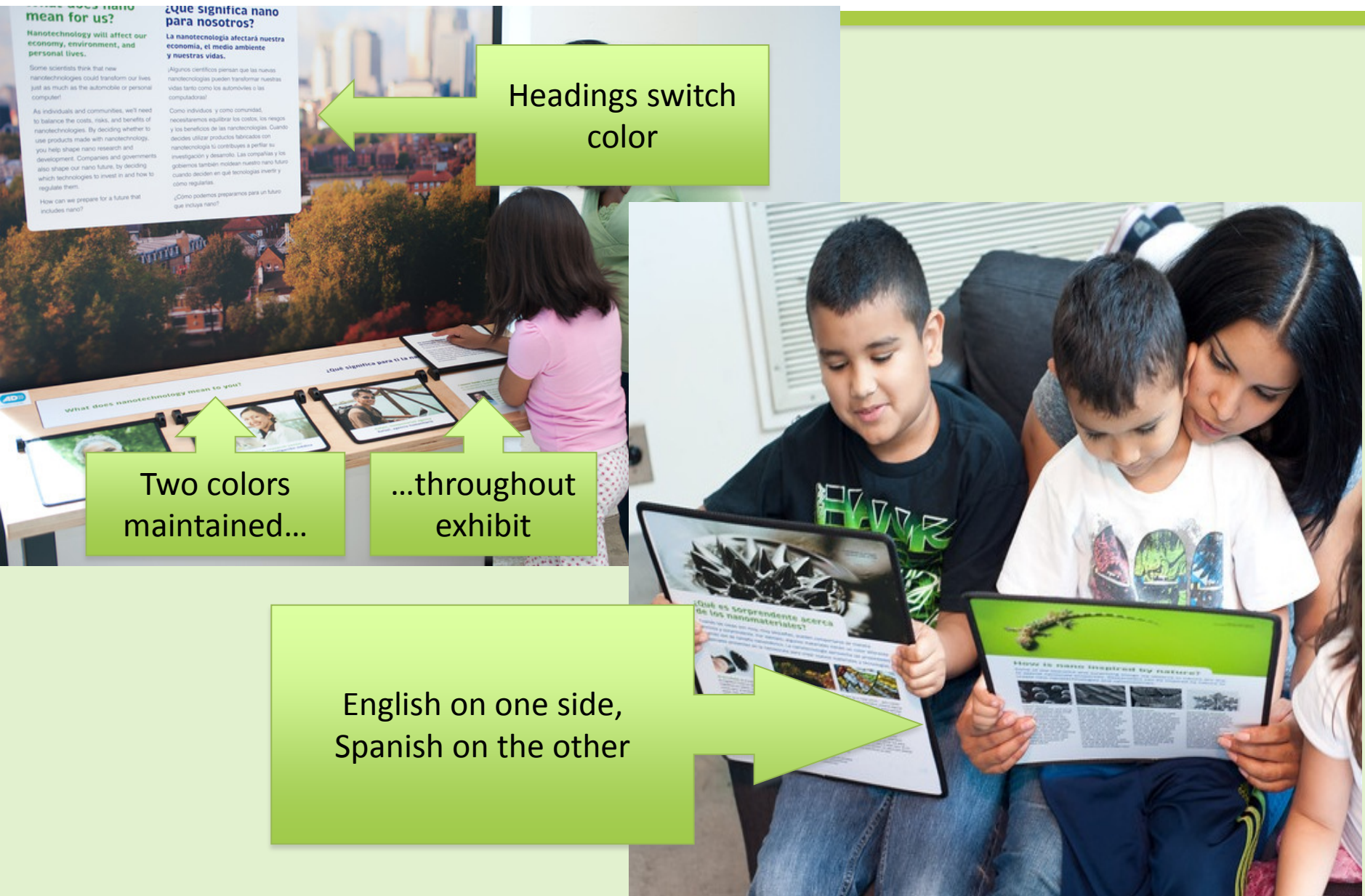
Audio Description

- For visitors with low to no vision

- Tactile link appears on all exhibit entry banners and components

- Components are numbered to match the tracks of the audio program

- QR code and Braille on coffee table

Tactile Labeling

Tactile text on each foam puck & wood base, English & Spanish

Tactile "AD" label, numbered for components' audio tracks

Bilingual: English and Spanish

Headings switch color

Two colors maintained…

…throughout exhibit

English on one side, Spanish on the other

Access

NISE Net Resources

Nano Mini-Exhibition Audiences

- Explains the design and development decisions made to optimize use for all audiences.

Public Impacts Mini-Exhibition Study

- Summative evaluation to measure the impact of the mini-exhibition
- Report includes audience-focused analyses
  - Hispanic Audiences
  - People with Disabilities

Audiences

Nation-wide Audience

Science and children's museums with a core audience of families with children ages 6-12

Universal Design

Physical, Cognitive, and Social Inclusion

Repeat and reinforce main ideas; Provide multiple entry points; Provide physical and sensory access

Audio Description

Assistive technology to make the experience accessible

Bilingual Signage

English and Spanish are used side-by-side throughout the exhibition

Evaluation Excerpt: Visitors with Disabilities

Exhibition Use

Promoting Inclusion

- Multi-sensory elements
- Physical designs that provided easy reach, cognitive engagement, and a social experience
- These also facilitated learning!

Barriers to Inclusion

- Low height of some physical designs
- Challenging content

Audio Description

- Used rarely (1 of 418 groups)
- People who noticed it felt neutral
- Invited 2 people who are blind or low vision to use
    - Opposite opinions

Pop Quiz!

Were you previously aware of…

- ALL the resources just described?

- SOME of the resources just described?

- NONE of the resources just described?

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Short Q & A

Are there any questions about NISE Net resources and adapting these for use engaging *your* audiences with the *Nano* mini-exhibition?

Are there any resources that would facilitate engaging your audiences with the *Nano* mini-exhibition that we did **NOT** cover?

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