MUSEUMS AND COMMUNITY PARTNERSHIPS: Leveraging Resources and Increasing Impact
Presenters

Melissa Ballard
Afterschool Alliance

Catherine McCarthy
Science Museum of Minnesota

Keith Ostfeld
Children’s Museum of Houston

Rae Ostman
Science Museum of Minnesota

Karen Peterson
National Girls Collaborative Project
Overview

Collaboration networking exercise (Karen)

Museums and community partnerships
  NISE Network (Rae, Catherine)
  Children’s Museum of Houston (Keith)

Collaboration opportunities, best practices, and lessons learned
  Afterschool Alliance (Melissa)
  National Girls Collaborative Project (Karen)

Discussion and Q&A
COLLABORATION NETWORKING

Karen Peterson
National Girls Collaborative Project
Speed (Collaboration) Networking
Collaboration Networking

• Your Name
• Your Organization/Program & Role
• Resources (what do you have to share?)
• Needs (what do you need to meet your goals?)
• 2 Minutes Each
• Bring your business card to exchange
• You might need a pen to write down great ideas!
MUSEUMS & COMMUNITY PARTNERSHIPS

Rae Ostman + Catherine McCarthy
National Informal STEM Education Network
NISE Network

National Network
• Originally dedicated to nanoscale science, engineering, and technology
• Now have projects on a range of STEM topics

Activities
• Public engagement
• Professional development
• Knowledge and practices related to informal learning

Partnerships
• National
• Local

620 ORGANIZATIONS
regularly participate in Network activities

368 museums
208 universities
44 industry, other

Regional hub
Currently, NISE Net programs, events, and exhibitions reach 10 MILLION PEOPLE each year!

NanoDays kits reach 1 MILLION PEOPLE annually

Nano exhibitions reach 9 MILLION PEOPLE annually
Project goals:
1. Engage local communities more broadly in STEM learning, focusing on nanoscale science, engineering, and technology.

2. Develop local partnerships between museums and community organizations, helping museums reach new audiences and helping community organizations provide high-quality STEM learning experiences for their audiences.

3. Identify, develop, and share successful practices and models for reaching new audiences and developing successful collaborations among local organizations.
National Partners

Core partners
• Afterschool Alliance
• Boys & Girls Clubs of America
• Girls Inc.
• National Girls Collaborative Project
• 4-H

Additional participation
• American Library Association
• Arizona State Library
• Boy Scouts of America
• Girl Scouts
• Parent Teacher Association (PTA)
• Y (YMCA)
• YWCA
Project overview

Target audience
• Elementary
• Traditionally underserved and underrepresented

Process
• Existing and new partnerships
• NISE Net partners apply, receive kits, and report
• Partnership is defined and managed locally

Resources
• 100 kits

Timeline
• Kits delivered winter 2016
• Program delivery spring-summer
• Report on activities summer 2016
• Evaluation results winter 2017
Materials

Public engagement
• Hands-on activities
• Videos and supporting materials

Professional resources
• Planning and promotional materials
• Training videos, slides, and guides
• Collaboration guide, video, and tools
MUSEUMS & COMMUNITY PARTNERSHIPS

Keith Ostfeld
Children’s Museum of Houston
816,000 annual visitors +315,000 through outreach programming

58% of visitors receive free or reduced admissions

Serve children age 0-12 years and their parents and caregivers

To transform communities through innovative, child-centered learning

Visitor Demographics:

- Latino/Hispanic 47%
- African-American 23%
- Anglo 21%
- Asian-American 8%
- Other 1%
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.
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)
# The Afterschool Alliance

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America After 3PM

DEMAND IS HIGH

More youth than ever before—
10.2 million
—are in afterschool programs.

For every child in a program,
2 are waiting to get in.

- Household survey of how kids spend the hours after school
- Attendance & demand much higher in low-income, African-American, & Latino households
Where are kids going?

Parents say their kids attend afterschool here*:

- **Schools**: 43%
  - Public: 43%
  - Private: 11%
- **National Providers**: 81%
  - Boys & Girls Clubs: 18%
  - YMCA: 15%
  - 4-H: 5%
  - YWCA: 5%
- **Libraries**: 7%
- **Science Centers & Museums**: 3%

*Not all categories of afterschool sites reported on are represented in this chart.*
What are kids doing?

**Opportunities for Physical Activity**: 80%

**Homework Assistance**: 77%

**Beverages, Snacks and/or Meals**: 72%

**Opportunities for Reading or Writing**: 72%

**STEM Learning Opportunities**: 69%

**Academic Programs/Clubs**: 65%

**Music or Art**: 63%

**Workforce Skills Development, such as Teamwork, Leadership and Critical Thinking**: 46%

**Parent/Family Activities**: 45%
How is afterschool unique?

Youth Development Goals

• Empowering young people
• Socio-emotional learning
• Positive relationships with adults
• Non-academic skills like leadership, confidence, teamwork, service (21st Century)

Approach to Learning*

• Hands-on, experiential
• Project-based
• Experimentation & failure
• New entry points to topics
• Connected to communities, home cultures, and student knowledge & experiences

Environment

• Low-stakes
• Flexible in time and space
• Community partnerships

Resource: What does youth development look like in practice?
Addressing Equity

By the time they reach 6th grade, middle class kids have likely spent 6,000 more hours learning than kids born into poverty.

Jack’s family has the means to help him explore all kinds of learning opportunities.

Mike was born into poverty, with fewer chances at every turn to discover and grow.

1,395 HRS PRE-SCHOOL + 220 HRS FAMILY READING TIME + 245 HRS WEEKEND DAY TRIPS + 1,080 HRS SUMMER CAMP + 3,060 HRS AFTER-SCHOOL ACTIVITIES = 6,000-HOUR LEARNING GAP

Afterschool Alliance

ExpandEDSchools by TASC
Afterschool Providers

National Providers

Community-Based Organizations
Religious-based organizations, local community centers, public housing centers, immigrant or refugee service providers, etc.

Others
City-run afterschool programs through your Parks & Recreation Department or Police Athletic League.

School-Based Sites
Unique to every community!

The Connectory
- Database of STEM program providers looking for partners & resources
- Post your programs to the parent portal

Afterschool Alliance
System-Builders for Afterschool

State & Local

Statewide Afterschool Networks
Funded by C.S. Mott

City / Regional Intermediaries
e.g. Every Hour Counts

National Organizations

National Afterschool Association

Afterschool Alliance

National Summer Learning Association
Partnership Tips

Key Steps:
1. Get a sense for your local landscape (youth-serving org in general)
2. Connect with system-builders
3. Make sure you have a respect for afterschool providers’ expertise & experiences
4. Learn to speak each other’s language
5. Start with a small, concrete activity to do together

Keep in mind:
• Afterschool practitioners can have limited conception of creative or more substantive museum partnerships
• Won’t necessarily understand the museum field
• **Savvy leaders are key!**
What could you do?

- Professional development
- Outreach programming
- Committees / Networks / Boards
- Themed event
- Advocacy
- Community of Practice
- Co-teaching models
BEST PRACTICES + LESSONS LEARNED

Karen Peterson
National Girls Collaborative Project
Best Practices in Successful Collaborations

1) Prepare
2) Look
3) Plan
4) Build

http://ngcproject.org/ngcp-extended-webinar-session-increasing-program-impact-best-practices-collaboration
Prepare to Collaborate

• **Reflect** on past collaborations and the characteristics of successful or ineffective collaborations.

• Create a **quick summary** of your program services you can easily share when you first meet potential collaborators.
Prepare to Collaborate

• Identify your strengths and challenges.
• Identify the resources you have to offer.
• Identify your needs.
Look for Collaborators

• Find the “home” of your audience who can benefit from your program and services.
• Identify guides.
• Network with purpose.
Plan for a Successful Collaboration

• Be flexible and patient.
• Be explicit about project benefits.
• Create a collaboration agreement.
Build a Successful Collaborative Project

- Communicate frequently.
- Adapt as personnel, plans, and needs change.
- Celebrate successes.
- Debrief the collaboration.
Mash-Up Guidelines

- Group Activity
- Create a project or activity that uses and builds upon all of your resources and strengths
- You have $1000
- Only 8 minutes to plan
Thank you

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