

Association of Children's Museums  
InterActivity 2022  
**Play the Long Game**

05.16.22-05.18.22

**Strategies for Growth & Agility  
During Times of Uncertainty**

1030-1145

**51822**

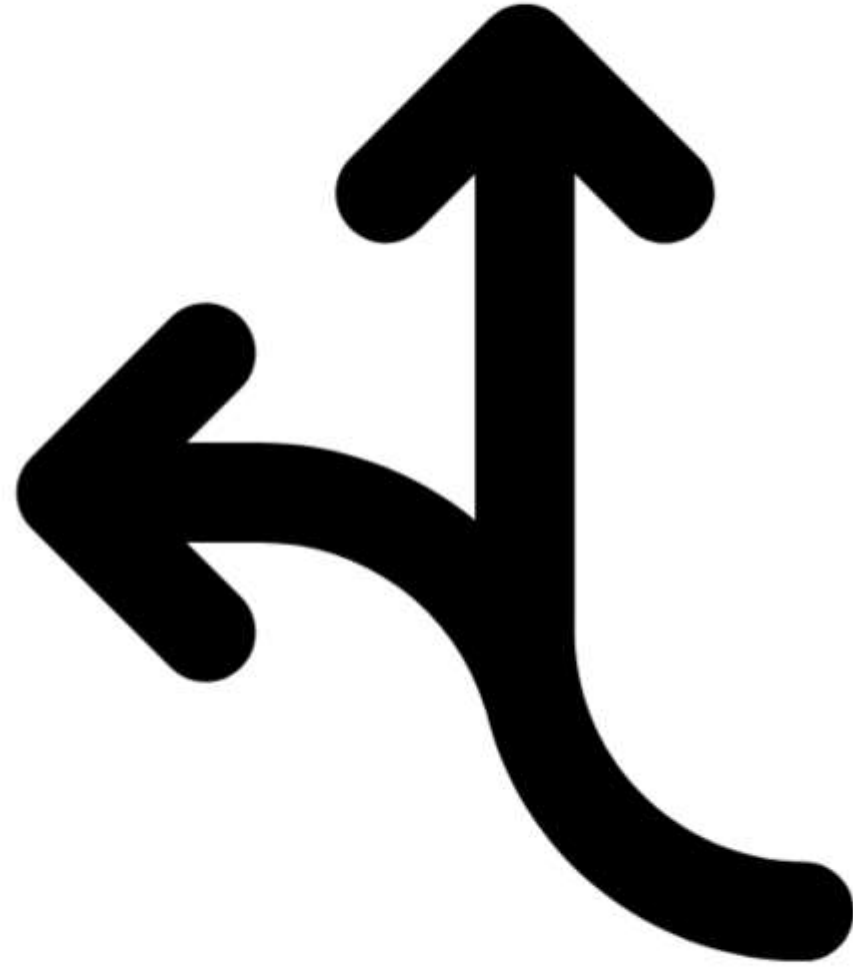
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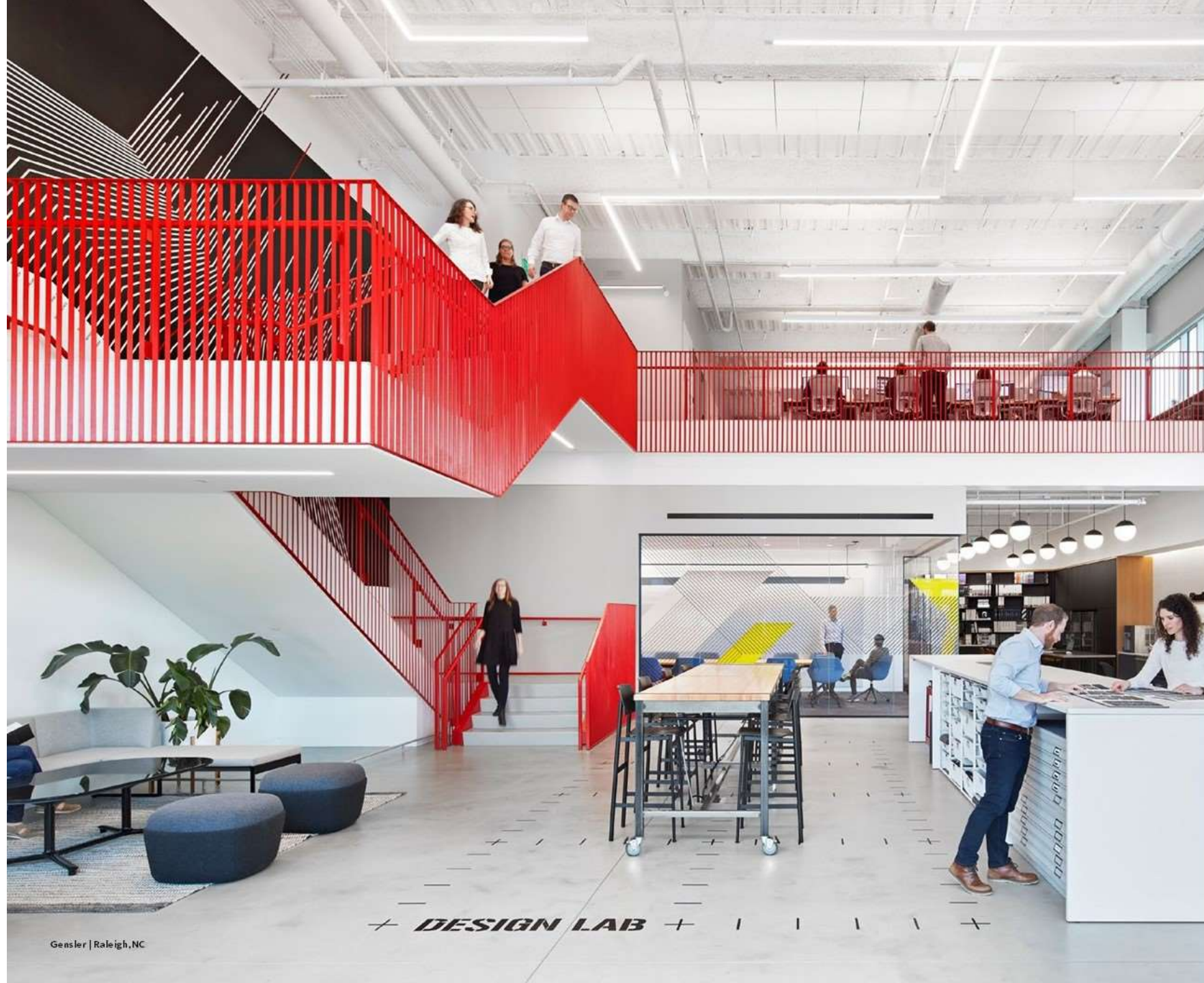


**Gensler**



Strategic growth is a **marathon**, not a sprint.





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# ABOUT GENSLER

**“Gensler is America’s foremost collaborative practice. The firm exemplifies how the *creative mix of disciplines*, all with ‘*place*’ as their focus, adds *richness* and *value* to buildings and their settings.”**

—MICHAEL J. STANTON, FAIA, PRESIDENT EMERITUS, AIA

**we are**



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## Design Excellence

Gensler creates great places that meet and amplify our clients' expectations and are sensitive neighbors in their communities. In all our work, we aim for authenticity and an organic relationship between concepts and uses. At the same time, we believe in the delight of the unexpected and the sophisticated.

At Gensler, good design is less a question of style than of realistic and appropriate response to project needs. We collaborate fully with clients and consultants throughout the design process and understand that experience is always necessary to underwrite innovation. For us, excellence can take any form as long as it's something the project's constituencies are proud of.



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## Focused on Mission Oriented Cultural Clients

### Gensler puts institutional mission at the heart of our work for cultural clients.

From world-class landmarks to locally-oriented resources, all our projects begin by collaborating with our clients to understand their goals and the constituencies they serve. Our ambition is always to envision the best environments in which our clients can educate, create, display, and interact.

At the same time, we respect the importance of shared spaces where institutional missions intersect with public life. Gensler has a strong track record in design and delivery of such buildings, including their often exacting technical requirements. Our success can be measured by the enhanced vitality of the institutions we have partnered with and their positive impact on communities and wider constituencies.



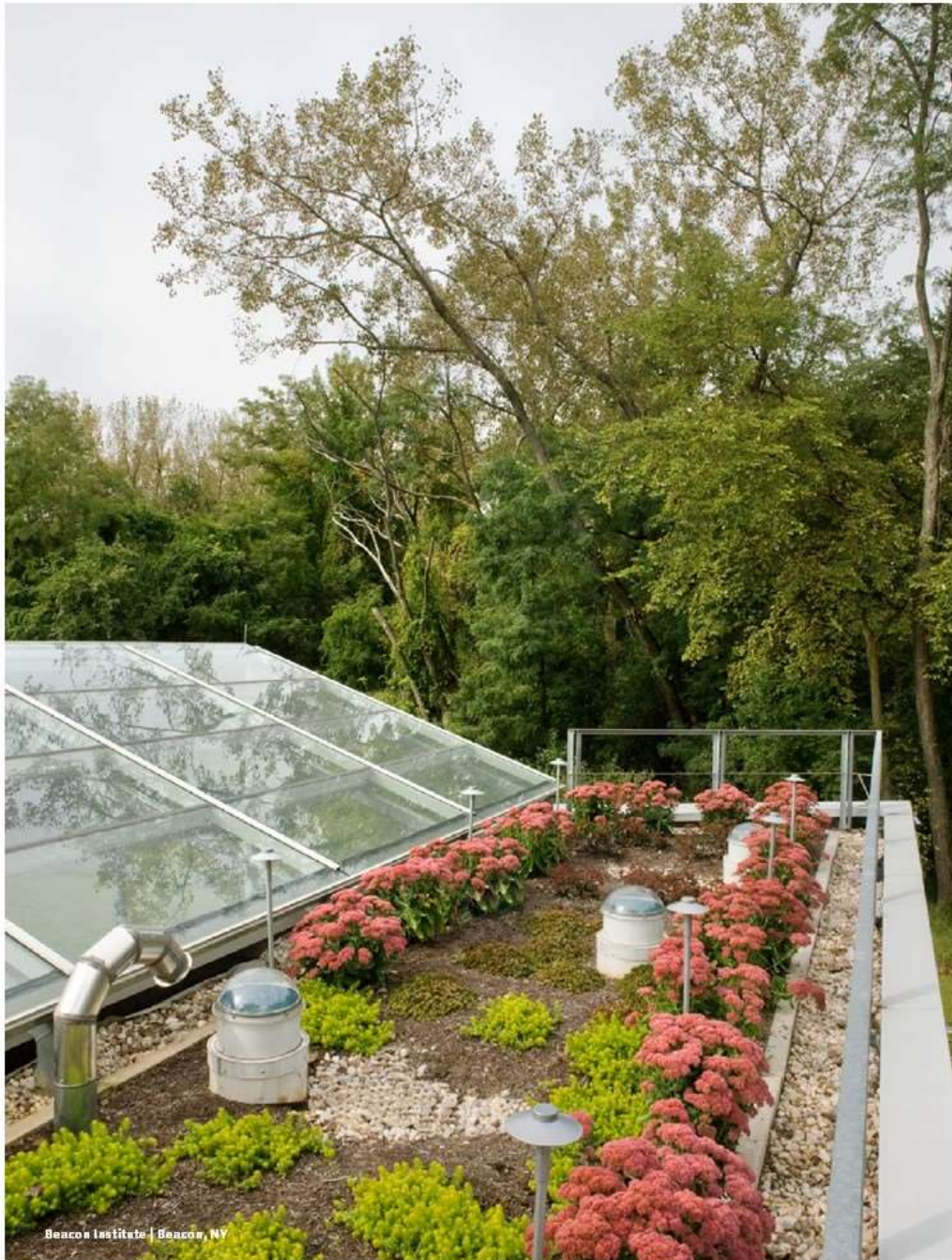
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## Stakeholder Engagement is Essential

### Civic and cultural nonprofit organizations have even more at stake.

They have to address the needs of a long and varied list of stakeholders with often different agendas and viewpoints. In addition to board members, donors, patrons, and staff, there are often governmental agencies and policy makers, artists, and the community at large. In addition, civic and cultural projects are almost always very visible, inviting, and necessitating extensive solicited and unsolicited input and a real impetus for contextual design.

Gensler is very used to navigating these waters. We have extensive experience in planning and facilitating visioning sessions, strategic board retreats, town halls, and community meetings to secure broad feedback and input and build consensus for moving forward. With the talent of more than 5,200 professionals across the globe, Gensler has the resources and experience in-house to understand and design the many different types of specialty spaces often housed within these very special projects.



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## It is a long race, not a sprint

**Our DNA at Gensler has always been focused on building long term client relationships, rather than projects.**

This is one of Art Gensler's founding principles for our firm—it means we are here for the long haul. We understand that with nonprofit organizations, every dollar you spend has to be raised and capital expenditures require consensus and often long-term planning. We are fully aware of the ebbs and flows in raising capital and commit to being by your side to plan and build consensus for your dream projects and handle whatever you may need in between.

This partnership means you have our pledge to use our vast resources and relationships to connect our clients to other resources and partnerships to potentially amplify their impact. We do this because we know, that our greatest projects at Gensler come from our greatest client partnerships.

## Research: The Future of Museums



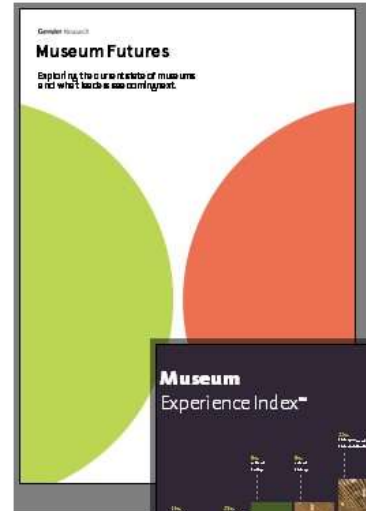
Museums have the power to excite, educate, and enlighten but as the 21st Century progresses, unique challenges and opportunities for their success are emerging and reforming the way they operate and thrive. Shifts in visitor demographics, evolving visitor preferences for how time and money are spent recreationally, reductions in institutional resources along with pressures to integrate new technologies, and greater interactivity have compelled museums to create more dynamic, memorable experiences for visitors that secure audience loyalty and repeat visits.

Museum programs, once entirely formally-structured/object-centered/passively-observed, are expanding to include informally-structured/story-centered/actively-engaged modes. Appreciation of art and artifacts, as a fixed subject taught by experts, is expanding to include interpretation of art and artifacts as a fluid subject responsive to perspective.

Building on a research program launched in 2014, Bevin has been

studying how museums are innovatively engaging audiences to create greater excitement, relevance, and operational sustainability. Through roundtable discussions with museum leaders and innovators in Chicago, Houston, Los Angeles, New York, London, and Costa Rica, the research team explored how evolutions in audience engagement are rescripting the roles of museums in their communities. Analyzing the comprehensive museum-going experience, from preparation and planning to post-visit engagement, reinforces the importance of museums as social and cultural institutions.

Bevin's most recent research focused on the visitor experience through the eyes of the museum audience. It sought to understand how these institutions can grow into community hubs fulfilling the expectations of their guests to be places of that can house and lead complex conversations, welcome all types of people and be sources of trustworthy information.



### Key Findings

#### Visitor Expectations

Museum visitors bring high expectations, but unstructured intentions—they expect to be able to do everything. Visitors rarely visit a museum with a specific itinerary in mind. Institutions need to create spaces that support a variety of intentions, encourage dialogue, and foster a sense of community.

#### Technology

Museums face a contradiction of expectations—visitors expect technology integration, but also see value in a reflective, off-line experience. Innovative technologies should be woven through museum exhibits without compromising the authenticity and intimacy of the visitor experience.

#### Inclusivity

Museums must maintain their role as safe places for all—focusing on this responsibility will keep them relevant. Visitors expect museums to foster an environment of inclusivity and accessibility. Institutions that are inaccessible or don't cater to a diverse audience are consistently ranked lower in key metrics.



Read more:

[gensler.com/expertise/culture-museums/research-insight](https://www.gensler.com/expertise/culture-museums/research-insight)



# Gensler Project Examples:

- **Marbles:** Master Plan, ImagiFab, Admin Office Relocation
- **Kidzu:** Southern Village, University Place, The Nest
- **Kaleideum:** New 70K SF museum
- **NCMNS:** Dino Lab and Entry Experience renovations



# Gensler Services Examples:

Visioning, Master Planning, Programming, Space Planning (Test-Fits), Architecture & Interior Design, Exhibit Design, Digital Experience Design



# Gensler Tools, Examples:

Firmwide research, visioning toolkit, programming questionnaires and worksheets, focus groups & surveys, schedule frameworks, budget worksheets, user mapping



**Melanie Hatz Levinson**  
CCO, Kidzu Children's Museum

**Sally Edwards**  
CEO, Marbles Kids Museum



# Vision & Goal Setting



# Marbles Kids Museum

Vision, Purpose and Goals for Growth





## Our Mission

Marbles sparks imagination, discovery and learning through PLAY.

## Why?

Play is how children learn best.  
Play strengthens families.  
Play connects communities.  
Play makes us happy.

Marbles is among NC's top family destinations  
704,000+ people annually pre-pandemic.

#6 most visited attraction in NC

**#1 in visitors/square foot**







**Visitation Exceeds Capacity.**  
**Need to relieve congestion.**



# Operating Over Capacity Compromises our WHY.

Learning. Play. Connection. Happiness.



**WE NEED  
MORE SPACE FOR  
PLAY**

# Kiddoz

CHAPEL HILL • CARRBORO

**CHILDREN'S MUSEUM**



## FRANKLIN STREET



Kidzu's first two locations served more than 220,000 visitors from 2006 to 2013



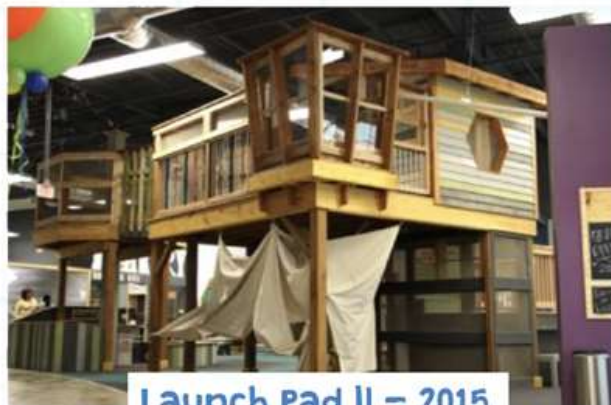
## UNIVERSITY PLACE

-Annual Attendance (pre-pandemic): 65,000 onsite + 5,000+ offsite outreach

-Average # of Active Memberships: 870+



Launch Pad I - 2014



Launch Pad II - 2015

BUILDING  
ON  
SUCCESS



# A MUSEUM FOR THE 21st CENTURY



- A MUSEUM FOR ALL

## Our Mission:

With focus on STEM, the arts, health + wellness and emerging literacy, Kidzu inspires children and the adults in their lives to learn through creative and purposeful play.

## Our Vision:

To be an innovator in informal learning and a model of excellence as a “community-centered” children’s museum - that is to serve, celebrate and reflect the uniqueness of our region through developmentally appropriate exhibits and programs for children and the adults who care for them.

## Core Values:

creativity, collaboration, community, sustainability, play as lifelong learning, research + best practices

## We Built a Museum!

Opening date April 11, 2015



## We Won Awards!

Silver, Best Museum  
Gold, Best Place to Host a Birthday Party

BEST  
OF CHAPEL HILL  
2015  
CHAPEL HILL

BEST  
OF CHAPEL HILL  
2015  
CHAPEL HILL



"We love Kidzu! Our daughter, now a preschooler, asks to come here almost every week. It was nice even when it was in a tiny space in the mall, but now that it's in a bigger area, it's so much better. There are multiple stations for kids to explore, including craft areas, science areas, and many different imagination areas."

*TripAdvisor Reviewer*

## We Got Awesome Reviews!

KIDZU

"I went with my cousins because it was a rainy day and once we entered they did not want to leave. There are tons of activities for children to do and lots of imaginative play. It was clean and had a lovely staff."

# Kidzu's Community Impact



## BEYOND OUR WALLS

- Kidzu serves more than 4,000 kids through community events
- Kidzu brings STEM learning to schools and community centers
- Kidzu collaborates with 100+ academic & community partners





# KIDZU CHILDREN'S MUSEUM

a catalyst for growth, innovation & learning at Chapel Hill's Southern Gateway

## The Daily Tar Heel

125 Years of Editorial Freedom

IN THE NEWS - MEN'S LACROSSE - MEN'S BASKETBALL - BOARD OF GOVERNORS - THE OC REPORT - KENAN-FLIP

justfly.com Is your trip protected? Raleigh/Durham Protect your trip for only 24

11/29/2018, 9:56PM

### Kidzu hopes to move and expand with the help of the Town of Chapel Hill



Children and parents get creative in the "Maker's Room" at Kidzu Children's Museum on Sunday, Nov. 18. The museum will soon move to a new location near Southern Village in Chapel Hill, N.C.

Ed Bay Photos

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11 AM - 8 PM  
LEARN MORE

#### Chapel Hill, Kidzu Continue Work Toward New Children's Museum

Posted by Sam Bernas-Gawes | Nov 12, 2018 | Local Government | 0

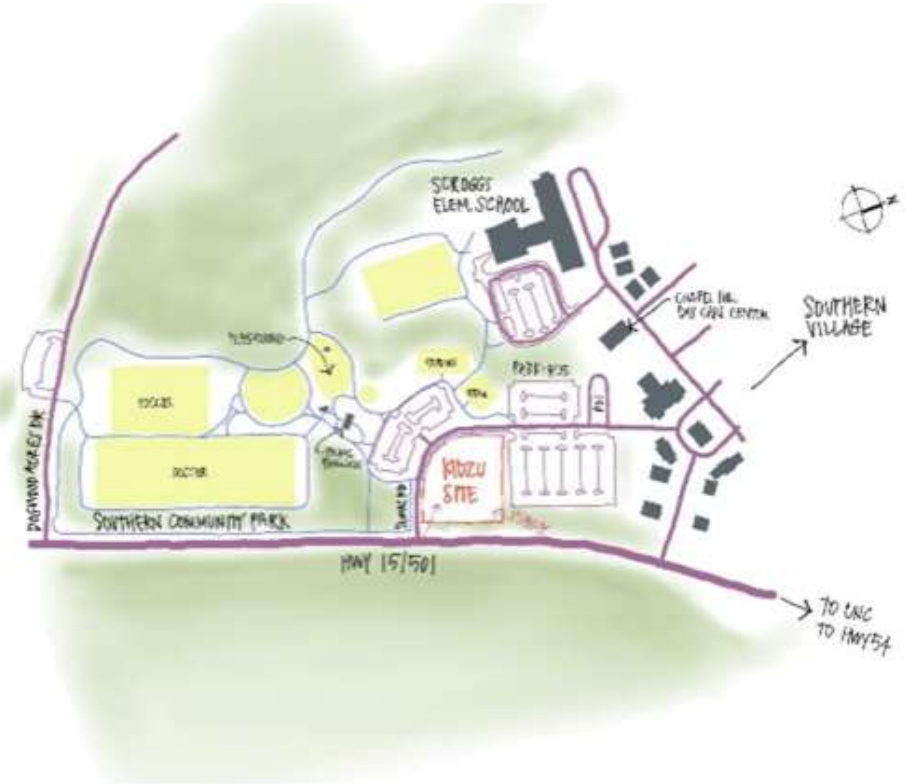


With a letter of intent in hand from the Chapel Hill Town Council, Kidzu Children's Museum has been busy moving forward with plans for relocating to a new location near Southern Village. Since June, they have sought community feedback and consulted with design and architecture groups.

#### Kidzu, Chapel Hill Exploring Possibility of New Facility in Southern Village

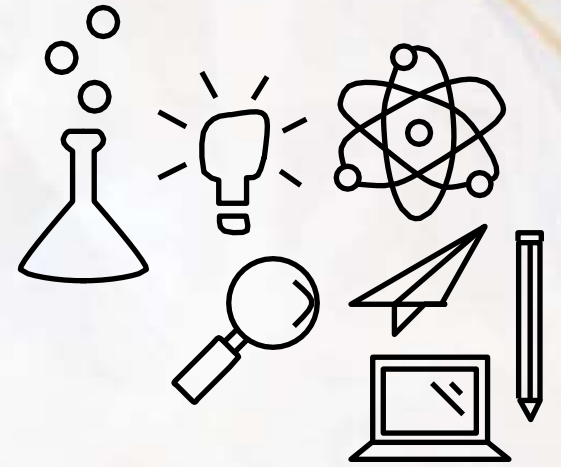
Posted by Mike Hodge | Mar 27, 2018 | Local Government | 0

Kidzu Children's Museum has seen continuing growth through several locations over the 12 years it has operated in Chapel Hill. Now, the operation is looking to expand on town-owned property in Southern Village.



# MUSEUMS ARE **CATALYSTS** FOR THRIVING COMMUNITIES

Children's museums are the fastest growing segment of the museum industry.



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**341**

Children's Museum members of the ACM

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**\$440M**

Spent by children's museums each year

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**35M**

Visitors welcomed by children's museums each year

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**5M**

People served through children's museums' outreach each year

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**35%**

of children's museums are flagships in downtown areas

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**22**

Countries represented in ACM

# WORK SESSION DIALOGUE



# Imagine...



The  
**new**  
**Kidzu**  
Children's  
Museum

## LISTENING SESSIONS

Saturday, July 21 9–11:00 a.m.

Wednesday, July 25 6–8:00 p.m.

Sunday, August 5 12–2:00 p.m.

Share your ideas with the Executive Director.

Imagine Kidzu's future in Southern Village.

Refreshments will be provided, along with supervised play by Kidzu staff.

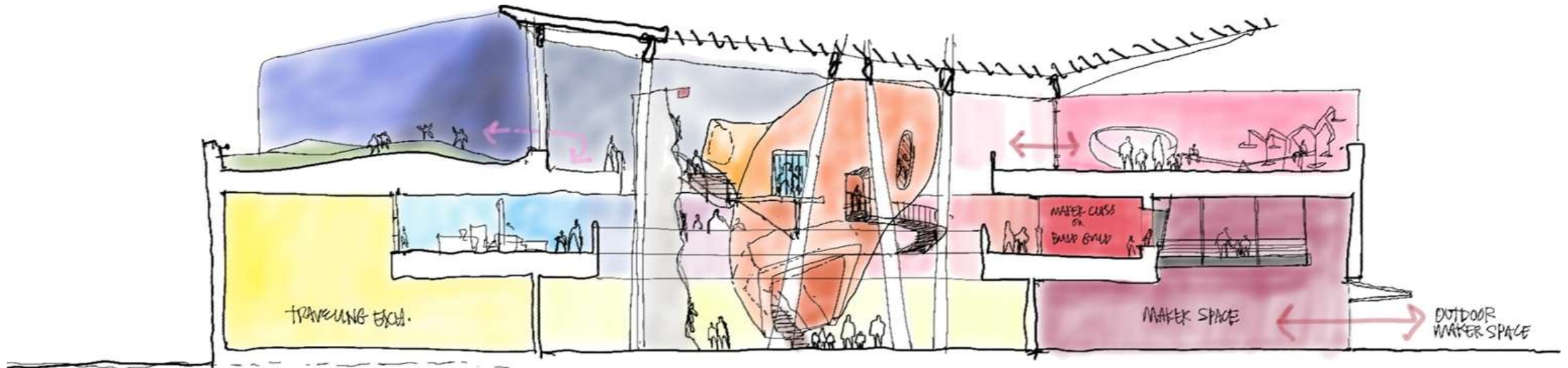
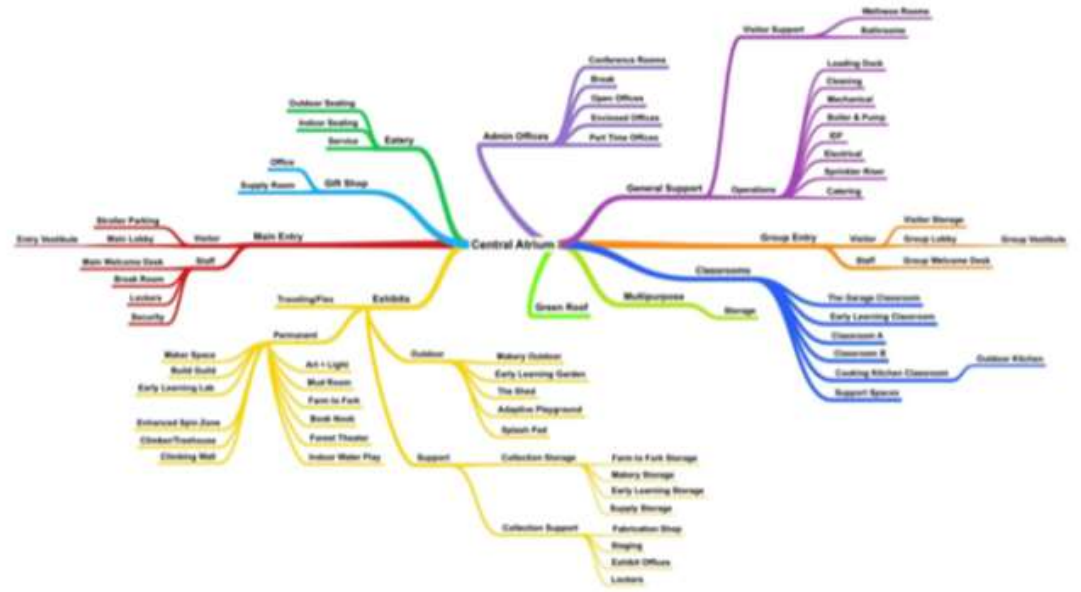
**RSVP online**

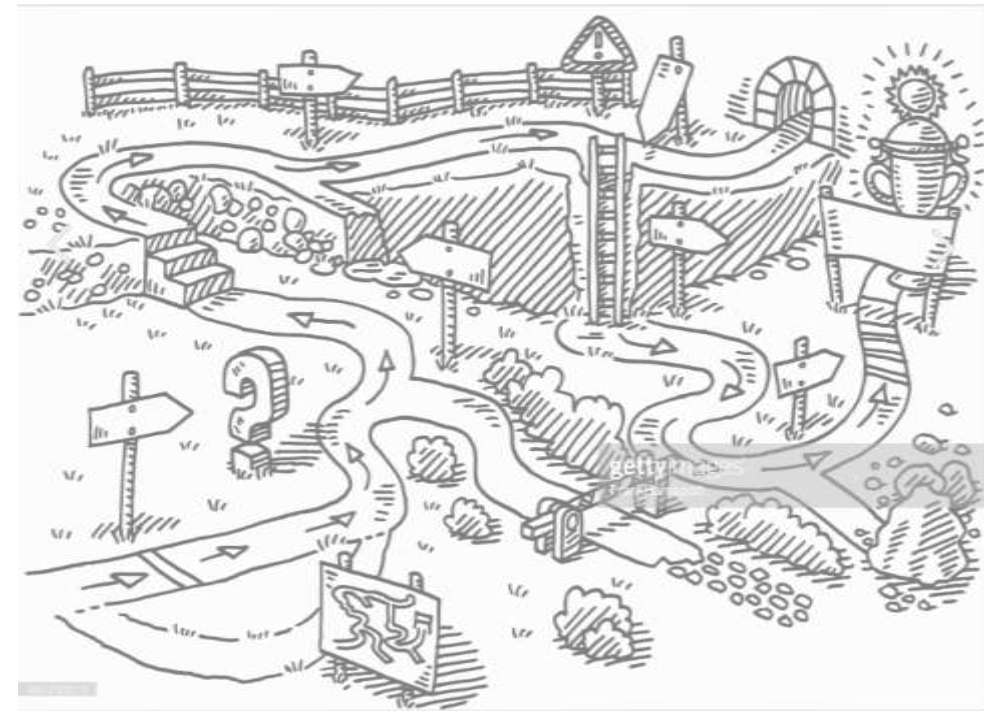
[www.kidzuchildrensmuseum.org](http://www.kidzuchildrensmuseum.org)



# KIDZU SECTION

## SKETCH



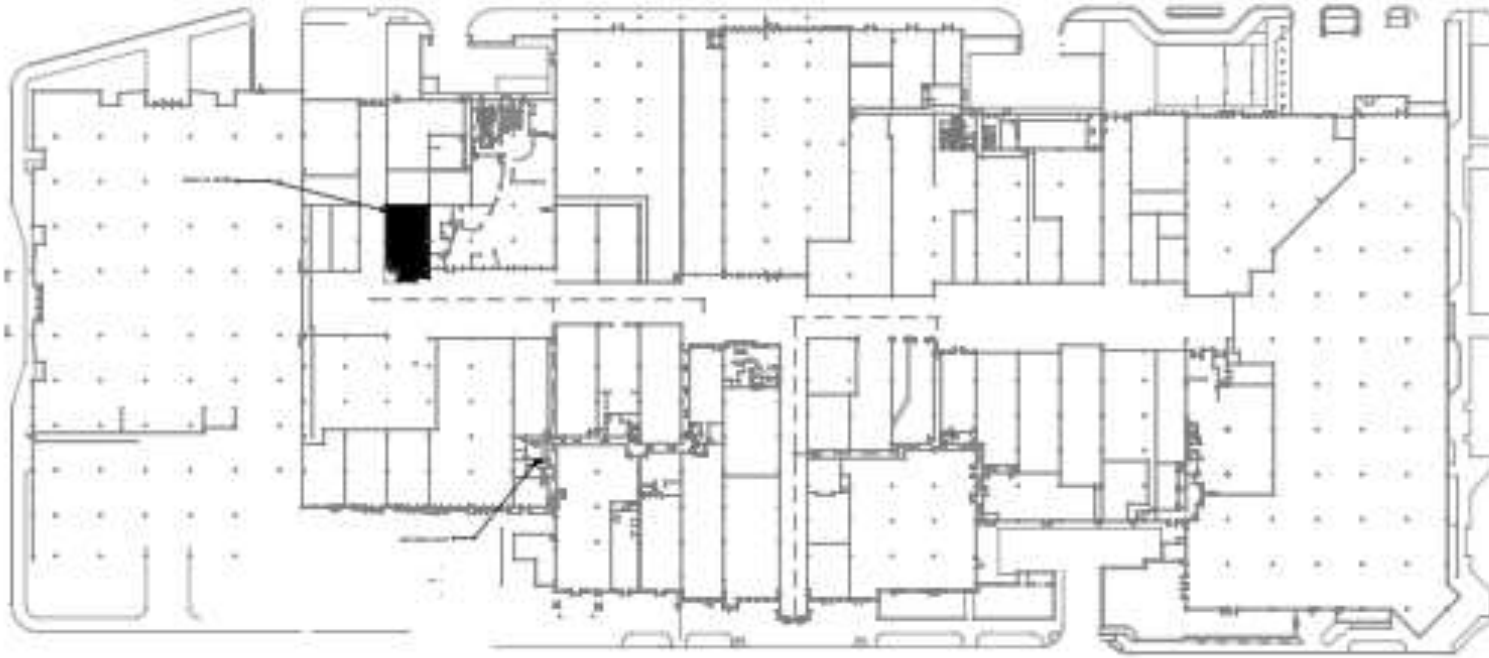


# Vision & Goal Setting

## Individual Reflection



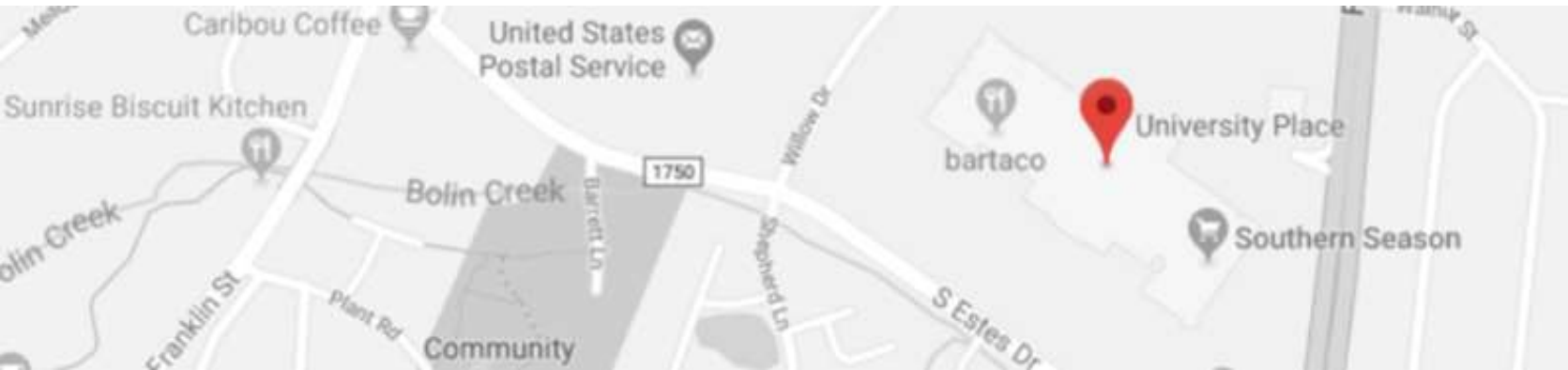
**Training**



1 OVERALL ELECTRICAL PLAN

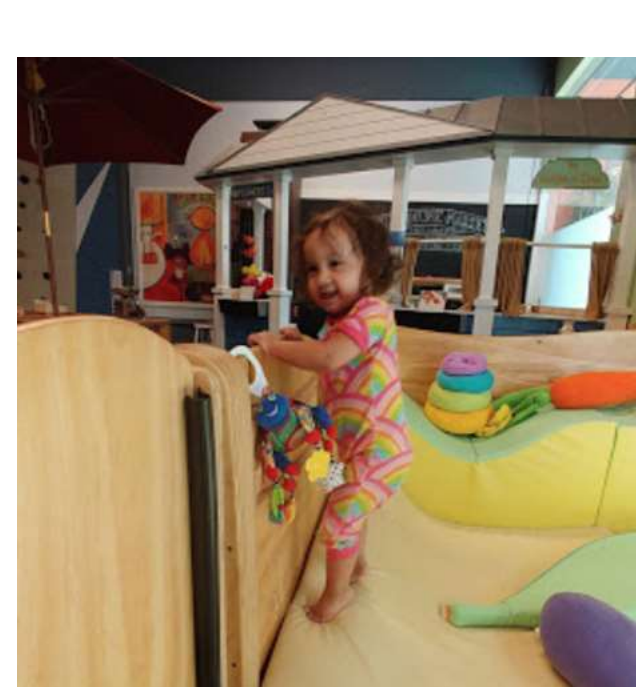


Association of Children's Museums (ACM) Interactivity 2019













CHILDREN'S MUSEUM



# POP-UP 1.0

Orange County Spring Break 2019  
@ Hillsborough Elementary School

Lead Sponsors



SPONSOR

FIRST CHOICE FOR FAMILIES

William R. Kenan, Jr. Charitable Trust

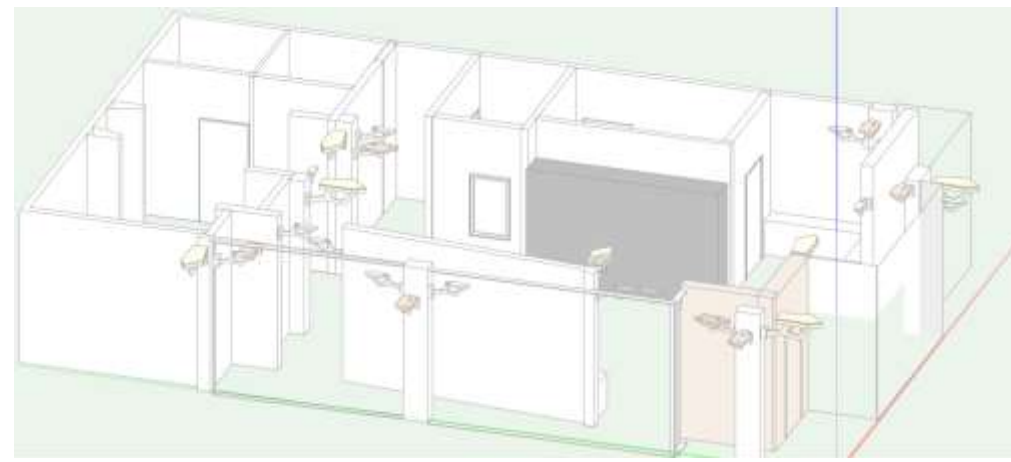
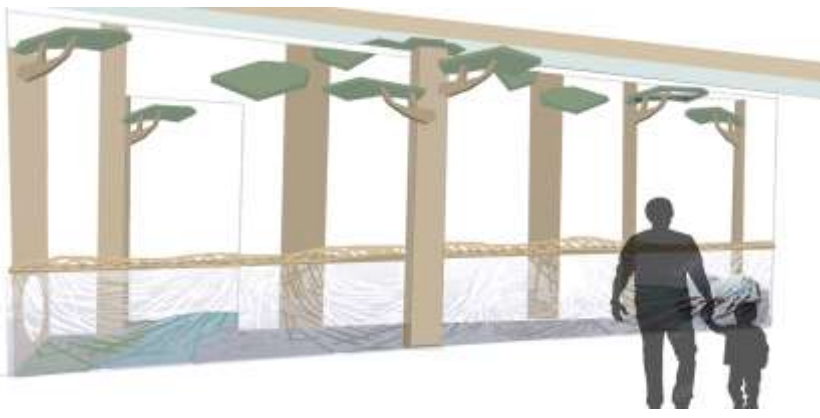
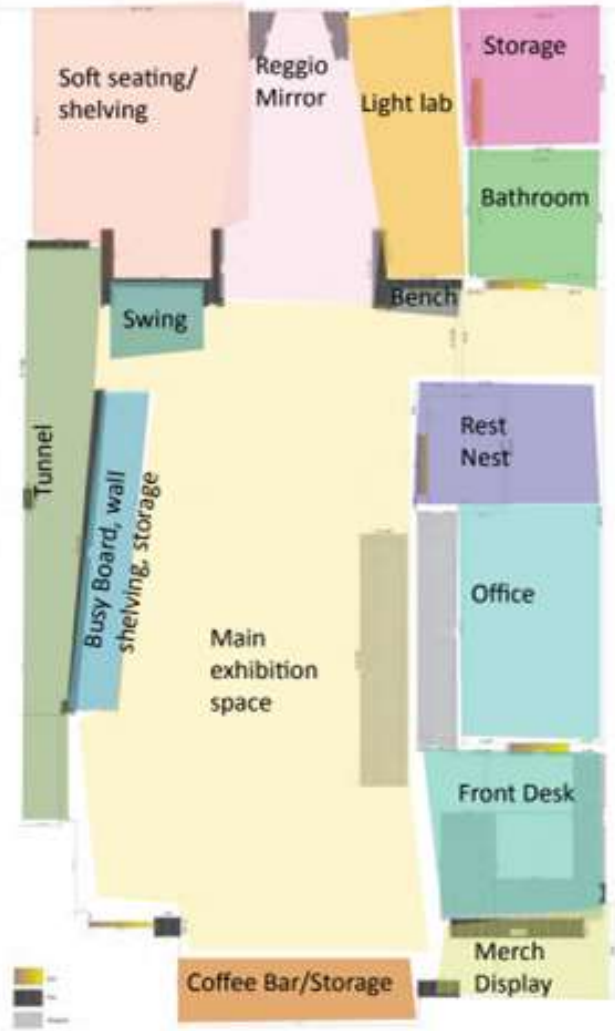


Peabody Electric Membership Corporation

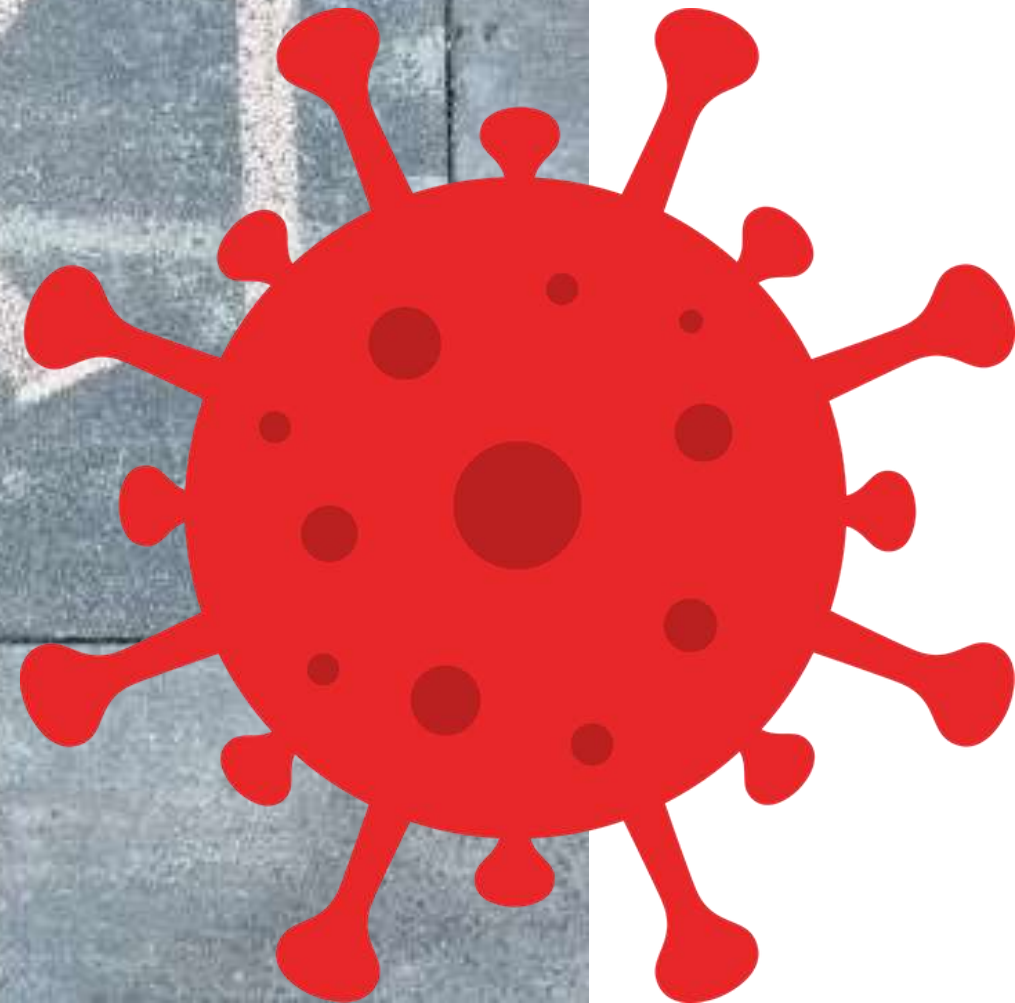
TRIANGLE LEARNING NETWORK



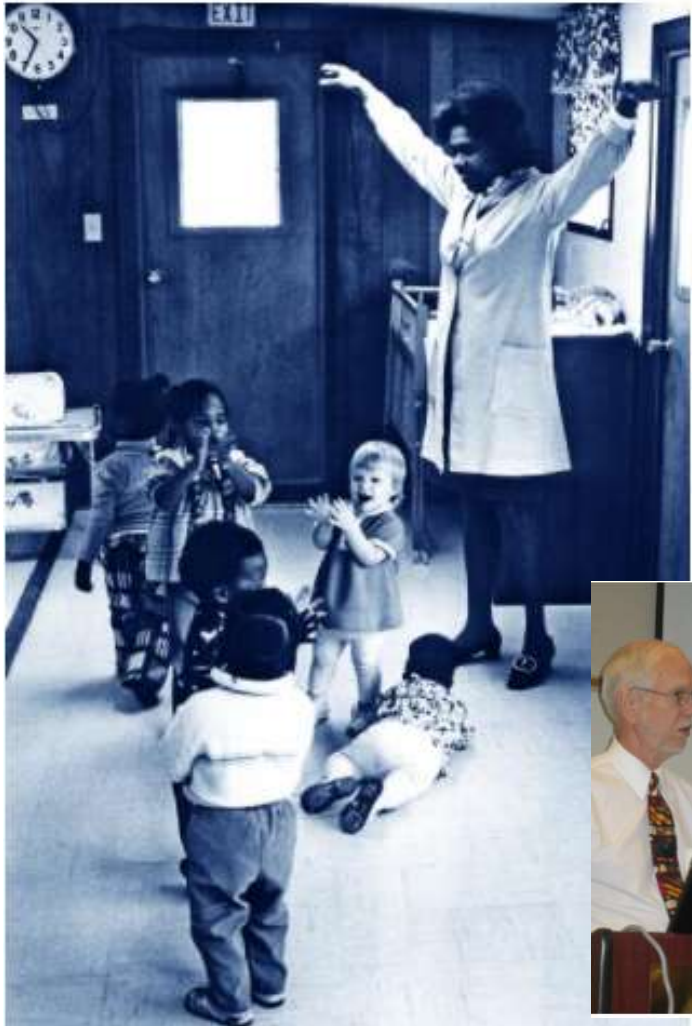
# Area Sections



START



# The Carolina Abecedarian Project

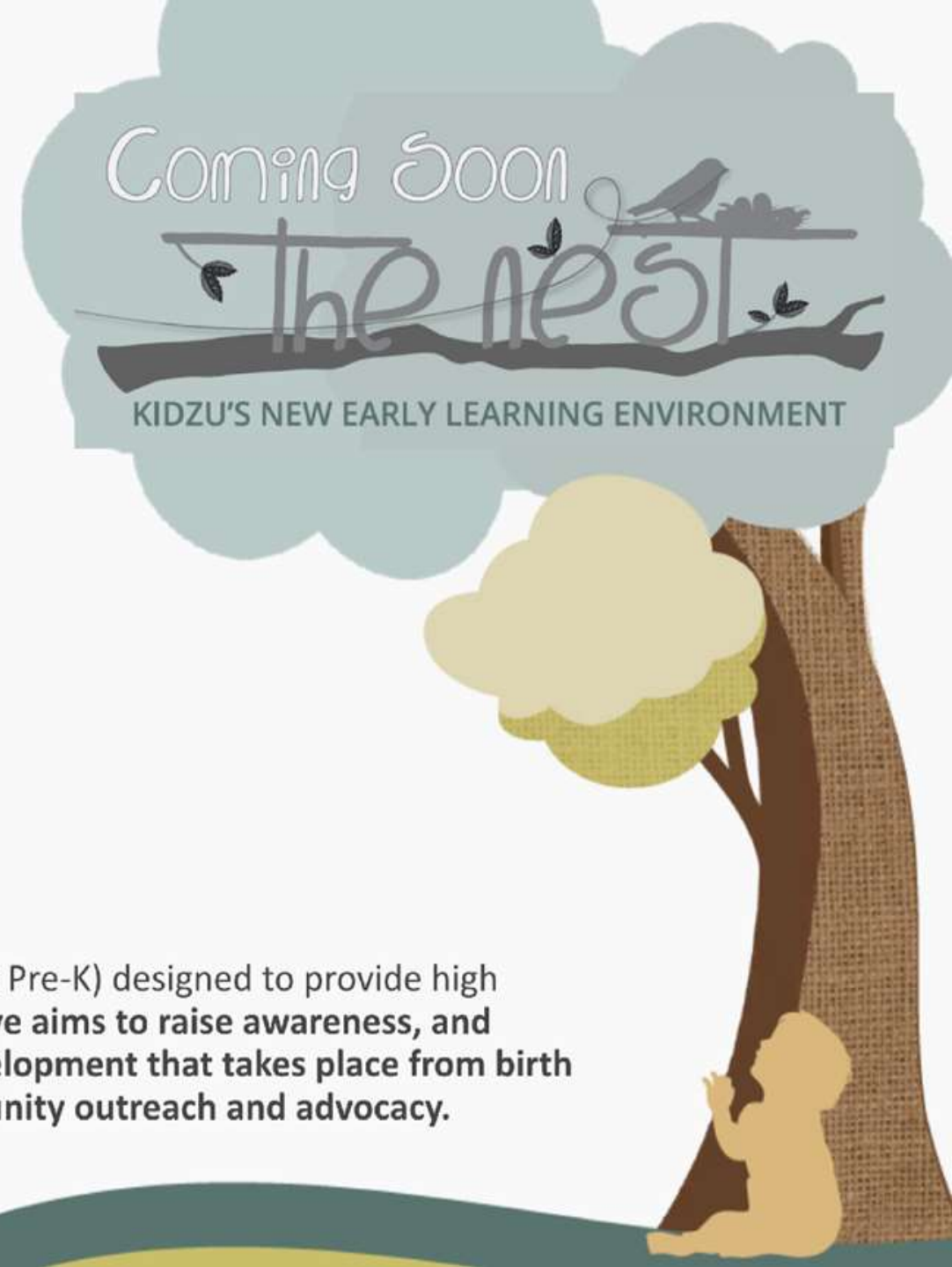


“It is of particular significance that an early educational intervention produced long-term health effects,” said FPG senior scientist emeritus **Joseph Sparling**, when FPG released **last year's groundbreaking findings**. Sparling, co-creator of the Abecedarian Approach, and colleagues have applied updated versions of it in several countries.

# m0re 3 before

## Kidzu's Early Learning Initiative

Like the former NC statewide *More at Four* pre-Kindergarten initiative (now NC Pre-K) designed to provide high quality education programs for at-risk 4 year olds, **Kidzu's *More Before* initiative aims to raise awareness, and address opportunity gaps by prioritizing focus on the foundational brain development that takes place from birth to 3 years through accessible programming at The Nest and extensive community outreach and advocacy.**





# GREATEST NEEDS

Our participants identified what they believed to be the greatest needs of infants and their caregivers in Orange County. Here are those needs ranked:

## #1

- Age-specific educational resources and school preparation

## #3

- Opportunities for social connection and community among caregivers
- Opportunities to build parent-child connection
- Opportunities to build social connection among infants

## #5

- Structured and unstructured play

## #2

- Affordable learning opportunities

## #4

- Access to non-English/bilingual educational opportunities/services
- Safe and creative physical environment
- Online resources

# ACTION ITEMS

Action Items describes, as suggested by our participants, how The Nest can better meet the needs of infants and their caregivers as we transition into our physical museum space.



## WHO?

Among our 16 participants, here is how they identified:

Early childhood educator (Pre-K/Kindergarten), current or past

6

Higher education educator (university professors+), current or past

4

Government Agency

3

Non-profit agency, independent organization

3

Early childhood researcher, current or past

2

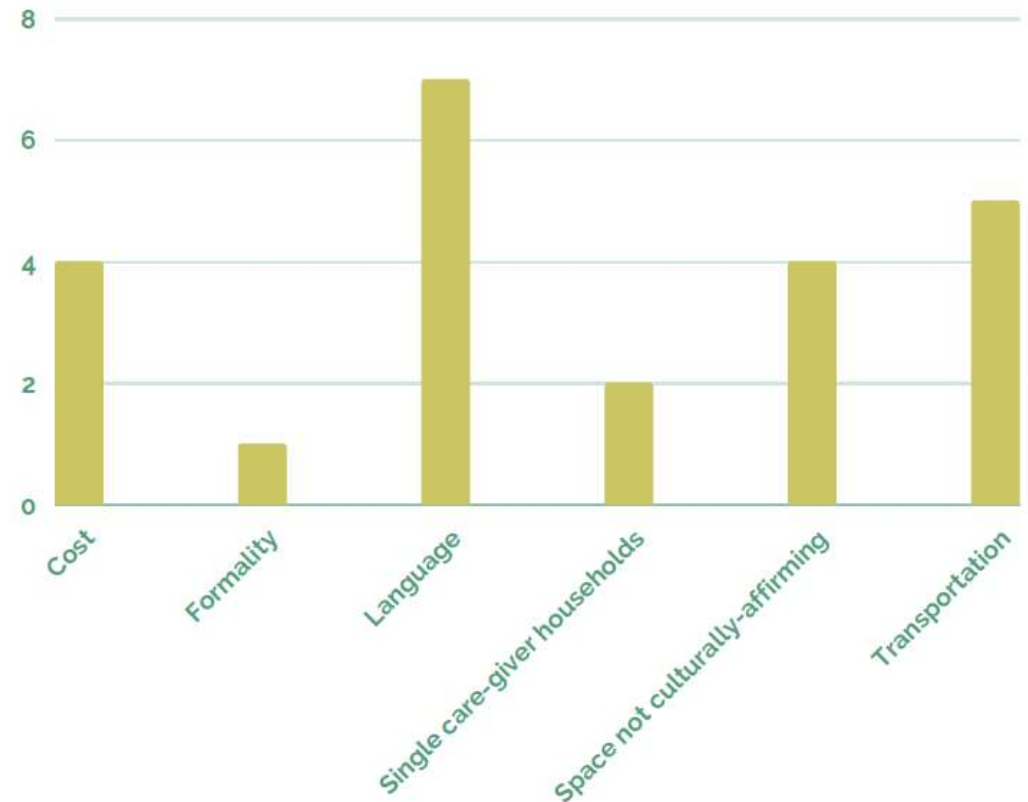
Later childhood educator (1st grade+), current or past

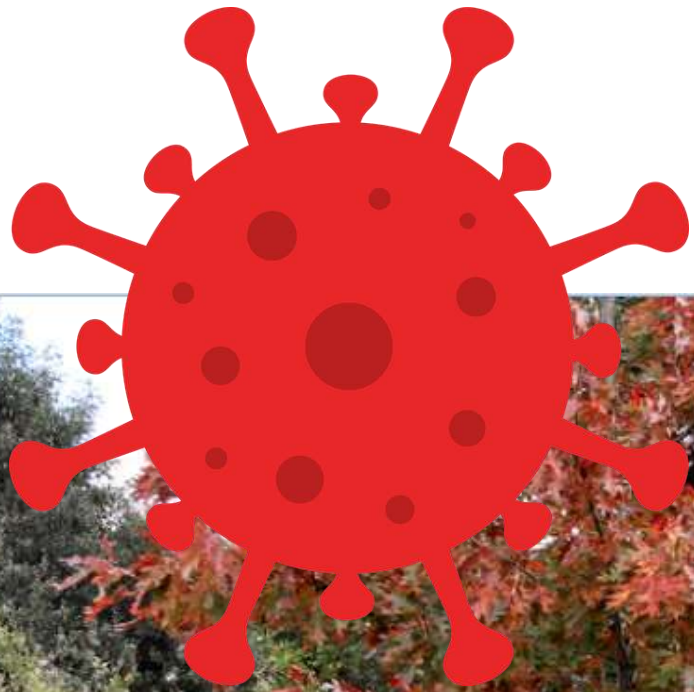
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Childhood mental health professional

1

## BARRIERS TO ENTRY







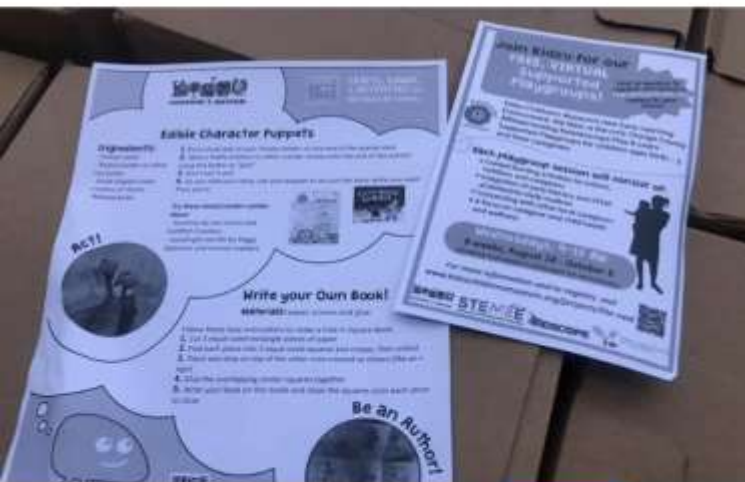
PORCH Chapel Hill Carrboro

5m · 🌐

Our thanks to [Kidzu Children's Museum](#) for offering these activity sheets to include in our food distributions this month. Kids are encouraged to "play with their food" by making edible character puppets – and they are instructed to write their own book! 📖

Did you know that Kidzu provides free, virtual play groups? "The Nest" consists of guided learning activities, integration of early literacy and STEM activities, and a focus on caregiver and child health/wellness. For more information, go to [kidzuchildrensmuseum.org/project/the-nest](http://kidzuchildrensmuseum.org/project/the-nest)

#porchhc #chapelhillnc #neighborshelpingneighbors #nonprofit #chapelhill #carrboro #orangecountync #hungerheroes #nutrition #volunteers #givingback #foodforfamilies #foodforpantries #fightinghunger #hungerrelief #covidrelief #chccs #backtoschool #kidzuchildrensmuseum



**Join Kidzu for our FREE, VIRTUAL Supported Playgroups!**

First 10 families to register will receive a FREE EDUCATIONAL TOY mailed to your home!

Kidzu Children's Museum's new Early Learning Environment, the Nest, is the only Orange County Affiliate hosting Kaleidoscope Play & Learn Supported Playgroups for children ages birth – 3 and their caregivers.

**Each playgroup session will consist of:**

- Guided learning activities for infants, toddlers, and caregivers.
- Integration of early literacy and STEM activities into daily routines.
- Connecting with other local caregivers.
- A focus on caregiver and child health and wellness.

**Wednesdays, 9–10 AM**  
10 weeks, April 7 - June 9

For more information and to register, visit [www.kidzuchildrensmuseum.org/projects/the-nest](http://www.kidzuchildrensmuseum.org/projects/the-nest)

**¡Únete a Kidzu para nuestros grupos de juegos VIRTUALES Y GRATIS!**

Las primeras 10 familias en registrarse recibirán un JUGUETE EDUCATIVO GRATIS enviado a su casa!

El nuevo entorno de aprendizaje temprano de Kidzu Children's Museum, El nido es el único afiliado del condado de Orange que organiza los grupos de juego con apoyo de Kaleidoscope Play & Learn para niños desde el nacimiento hasta los 3 años y sus cuidadores.

**Cada sesión de grupo de juegos contará de:**

- Actividades de aprendizaje guiadas para bebés, niños pequeños y cuidadores.
- Integración de actividades de alfabetización temprana y STEM en las rutinas diarias.
- Conectarse con otros cuidadores locales.
- Un enfoque en la salud y el bienestar de los cuidadores y los niños.

**Miércoles, 9 – 10 AM**  
10 semanas, Abril 7 - Junio 9

Para tener más información y registrarse, visite [www.kidzuchildrensmuseum.org/projects/the-nest](http://www.kidzuchildrensmuseum.org/projects/the-nest)

STEMIE KIDSCOPE



KIDZU'S NEW EARLY LEARNING ENVIRONMENT

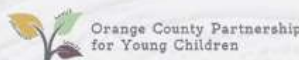


for children ages birth - 3 years old & their caregivers

## SUPPORTED VIRTUAL PLAYGROUPS

### Kaleidoscope Play and Learn Virtual Play Groups!

Kidzu's The Nest is the only Orange County affiliate of the Kaleidoscope Play and Learn supported Playgroups program for children ages 0 – 3 and their caregivers. These FREE, VIRTUAL playgroups provide infants, toddlers, and their caregivers the chance to network with each other and learn from our community's early childhood experts.



Visit our website to register and take advantage of these and other free resources!  
[www.kidzuchildrensmuseum.org/project/the-nest/](http://www.kidzuchildrensmuseum.org/project/the-nest/)



## Caregiver Chirps

Quick pecks for incorporating growth and development into everyday activities. Learn, read and play using resources written and designed by Early Childhood Professionals. Click a chirp and start lining your nest today!



Sign up to receive fresh chirps direct to your inbox:

### Caregiver Chirp: What's in a Name?



As children develop, they start to develop their sense of self, that they are individual people separate from their parents, caregivers, and others. Having a positive sense of self gives children (and adults!) the self-confidence to try new things and to understand the impact that their actions have on others and the world. One of the ways children learn to have a positive sense of self and about who they are is by hearing their name and having it used in positive ways:

*Jose, I love to see your smile!*

*Shanda, thank you so much for helping granny put away the toys.*

*Ali, I noticed how you took a deep breath and tried building that tower.*

#### Learn Together!

For information on how to develop relationship building routines, click this link:  
[Habits to Strengthen Parent/Child Relationship from BabyTalk](#)

#### Read Together!

Try these book selections about What's In A Name:

*No David*, by David Shannon

*Alma and How She Got Her Name*, by Juana Martinez-Neal

*Chrysanthemum*, by Kevin Henkes

*My Name is Alice*, by Jane E. Bayer

*The Name Jar*, by Yangsook Choi

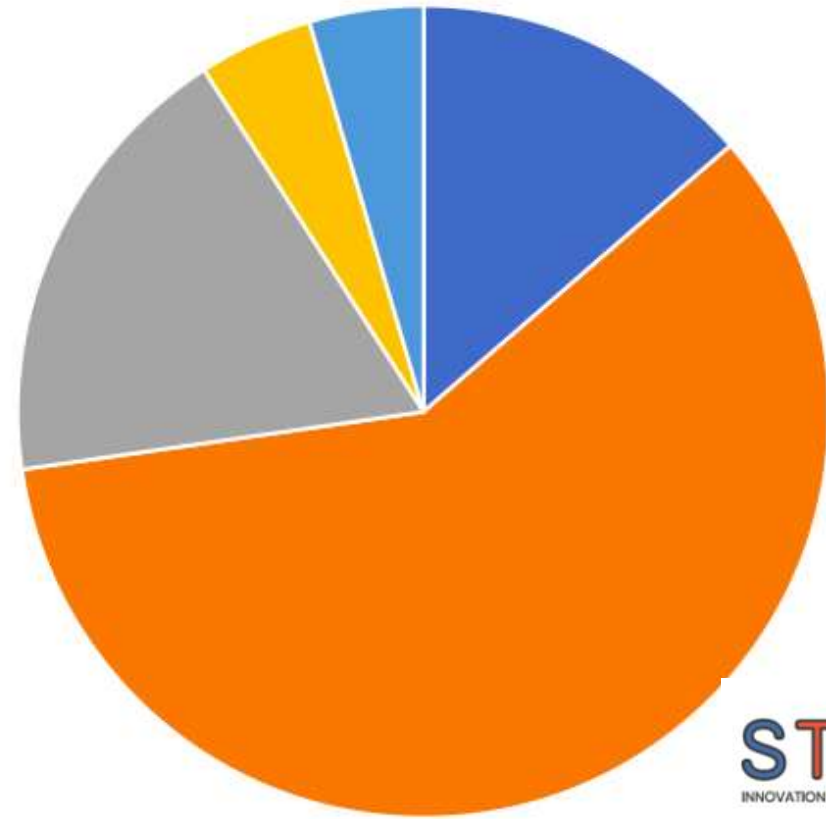
#### Play Together!

Try singing this fun name song together and remember! Toddlers love repetition!  
Click this link: [The Name Game](#)



Information adapted from Kaleidoscope Play and Learn curriculum.

Race/Ethnicity of 2020-2021 Playgroup Participants (n=22)



■ Asian American/Pacific Islander ■ White ■ Hispanic/Latinx ■ Black or African American ■ Multiracial/biracial

- *After attending the playgroups, I am more likely to do STEM activities with my children at home.*
- *After attending the playgroups, I understand the importance of facilitating purposeful learning opportunities.*

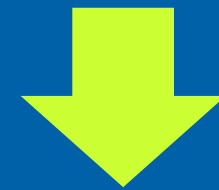




**Training**



**WE NEED MORE  
SPACE FOR PLAY**



**WE NEED  
A PLAN**



# MARBLES COMMUNITY DRIVEN MASTER PLAN

Expert Consultants. Committee.  
Interviews. Polls. Surveys.  
Research. Sketches.  
Benchmark Studies.  
Stakeholder Meetings.  
Focus Groups. Play Prompts.  
Taking a Seat at Every Table.





# WHAT MATTERS TO YOU?





# Marbles 2025

Planning for the Next 10 Years

WHAT'S YOUR  
BIG IDEA FOR THE  
FUTURE OF MARBLES?

Click to answer



Imagine • Discover • Learn at Marbles, a 501(c)(3) nonprofit organization.  
201 East Hargett Street • Downtown Raleigh • [www.MarblesKidsMuseum.org](http://www.MarblesKidsMuseum.org)

# COMMUNITY GROWTH PRIORITIES

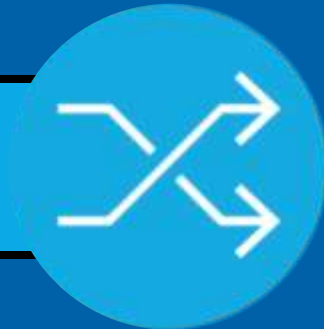
Improve Entry & Flow



Add More Exhibits



Add Space for Programs & Events



Reimagine & Activate Outside



# WHAT PEOPLE LOVE

welcoming, inclusive, fun,  
creative, unique programs,  
family memories,  
something for everyone,  
kid's world, imaginative,  
open-ended, educational



# TOURISM PLAN

# *Destination* 2028



## Marbles Identified as a **Key Attractor**

“Boost Awareness and Interest in Wake County”

### Tourism Study Priorities for Marbles as a Key Attractor

- Grow visitation to support tourism goals
- Elevate stature and iconic appeal
- Host “blockbuster” exhibits
- Become new architectural landmark

To realize tourism growth goals of 45% in the next 6 years,  
**MARBLES MUST EXPAND...**

that's **310,000 more visitors** each year!





**Training**

Table Discussion





**Off & Running**

Off and Running...  
it's high time to  
**ELEVATE** the **PLAY**  
at Marbles



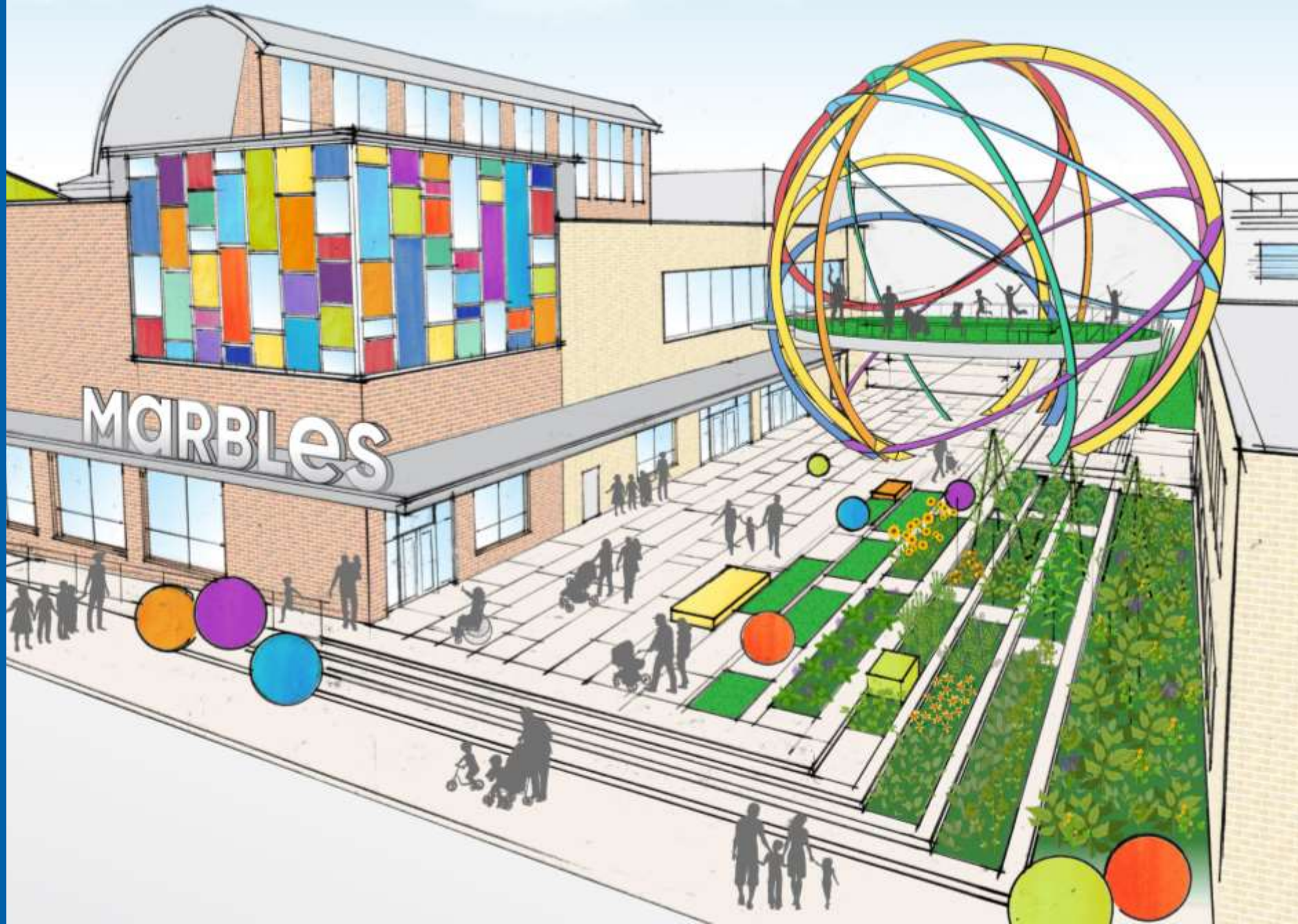
Before...



# After...

Marbles  
Renovation +  
Expansion

**ELEVATED  
PLAY**





SAP-BROS

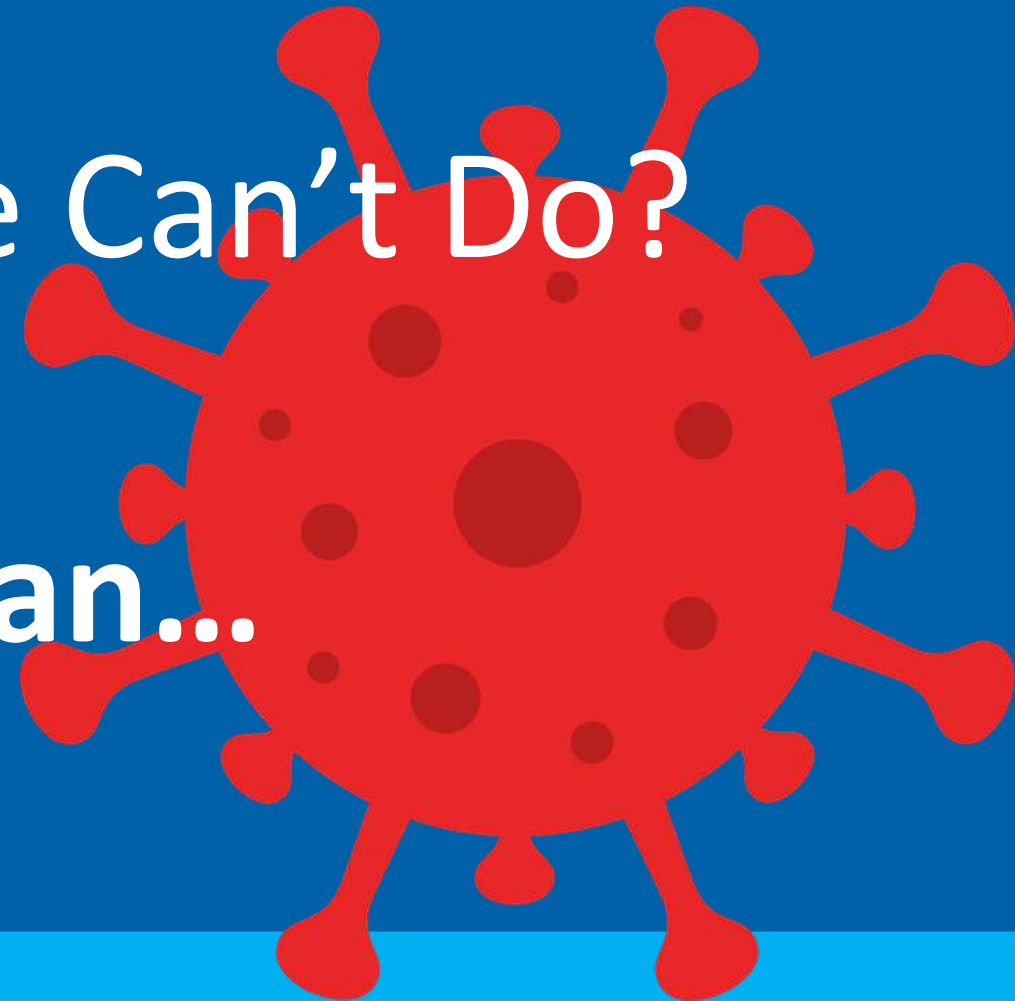
MORBLES

**Uh oh, HEADWINDS!**

**Dwell on What We Can't Do?**

**OR**

**What We Can...**



# Family Partner thru the Pandemic

## FREE Virtual Learning, Digital Content and At-Home Play Resources

- Daily Doses of Play
- Playful Parenting Tips
- Play-to-Go Products
- Play Poster Distribution
- PreK Kits for WCPSS
- Remote School Support
- Reopened w/Lower Capacity, Advanced Ticketing, Timed Entry, Enhanced Cleaning



Many small parts make a large build





# Marbles Learn & Play

## REMOTE SCHOOL SUPPORT PROGRAM





# Bring Home the Magic of **CAMP** Marbles

At-Home  
Activity Kits  
for Ages  
3-10

## **CAMP** Marbles **TO-GO**

The Whole Kit & Kaboodle for Your Kid's Noodle



# WELCOME BACK!



Play Safe. Stay Safe.





Already Back at Capacity

**WE NEED MORE  
SPACE FOR PLAY**



**WE NEED  
A NEW PLAN**

# WHAT PEOPLE LOVE

## And Value Now More Than Ever

welcoming, inclusive, fun,  
creative, unique programs,  
family memories,  
something for everyone,  
kid's world, imaginative,  
open-ended, educational

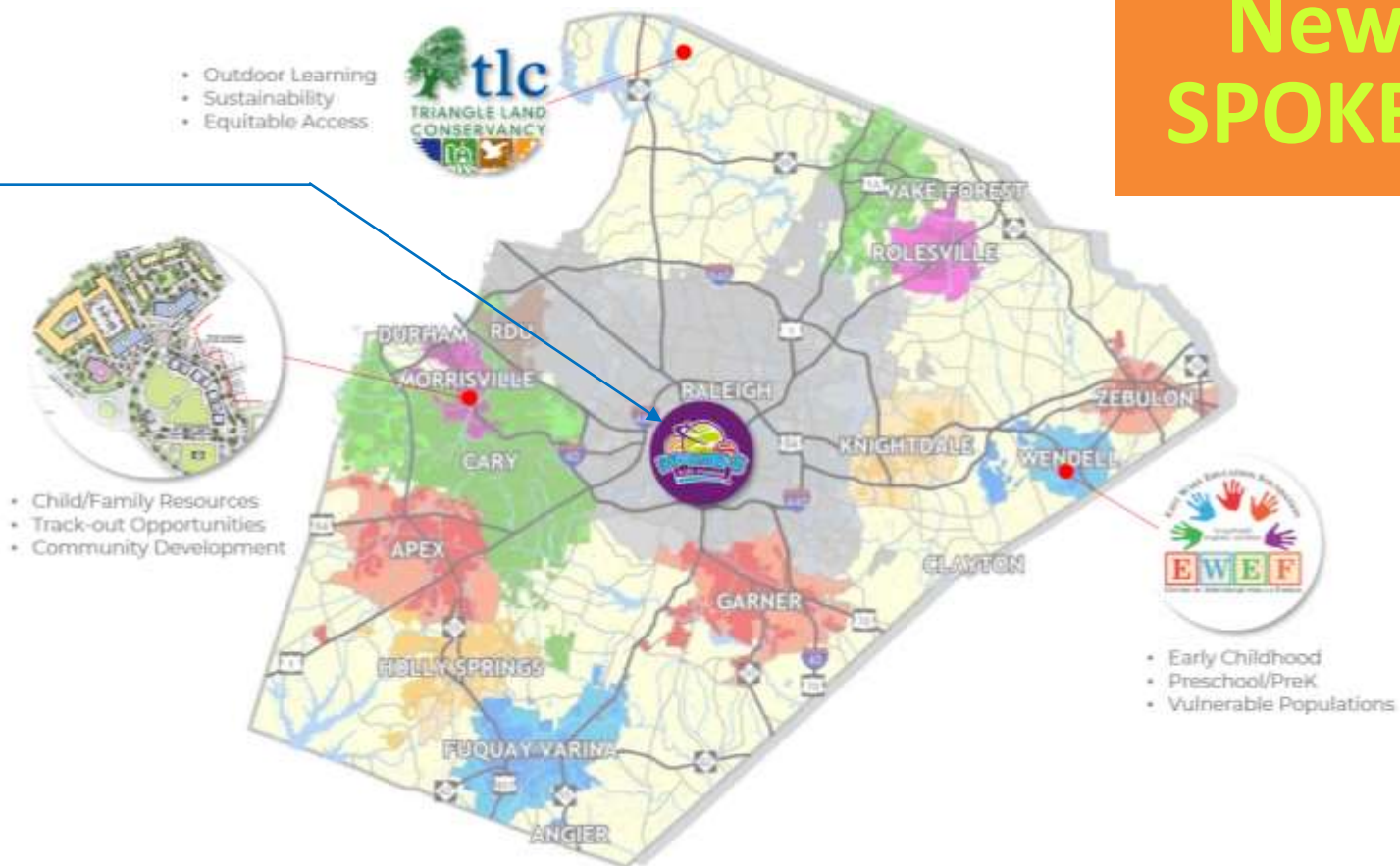


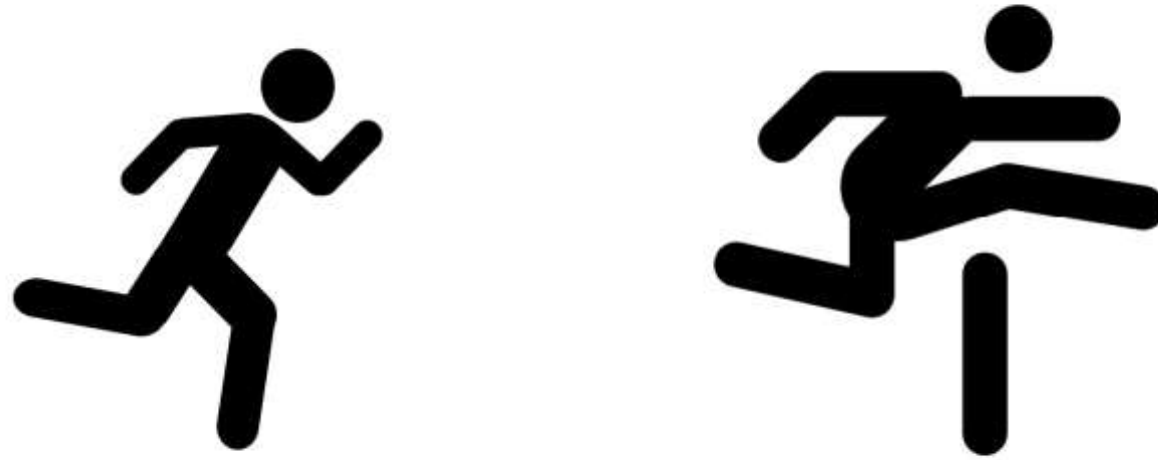
# SAME PURPOSE. NEW POSSIBILITIES.

## Emerging Hub and Spoke Strategy

### HUB improvements

- Move Admin Offices to Create 6k sf new Exhibit Space
- Add Outdoor Play
- Replace Tired Exhibits
- Open Courtyard to Nearby Park





**Off & Running**

While our museum was closed for 8 months, Kidzu staff launched a virtual museum on our website called Kidzu@Home. We took our in-person programming and created virtual, open-access options. Kidzu@Home included free activity guides, STEM-based videos, live programming, multilingual storytimes, and other ways to support caregivers and educators.



- **Kidzu@Home:** 234 STEAM activities, 161 literacy/reading opportunities and links. 4 STEAM activities a week, and 3 books a week on average.
- **Discovery Outdoors:** 28 activities, including a Bird workshop, 11 seed starters, 4 videos on garden site, 4 PDFs on garden site, 11 Discovery Packs, and 5 Facilitator Guides.
- **7 virtual learning kits** available to teachers that are all aligned with curriculum and meet statewide standards.
- **New diversity, equity, and inclusion resource page** with 21 free resources on the website for kids, caregivers, educators; reading lists, videos, personal and professional development from [national] experts in multiple fields.



Susan Johns (she/her) Kaleidoscope Co-facilitator



jamie mastin



Evie



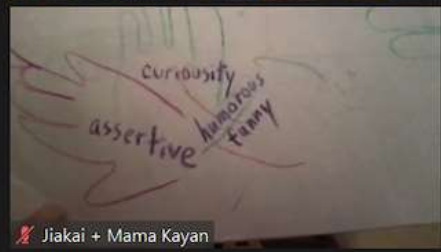
Olivia & Sophia



Patricia Flanders



Zaria Brown-Williams



Jiakai + Mama Kayan



Leeana and Danny



Yao Cai



Stacy

Participants (10)

Find a participant

- JM jamie mastin (Me)
- SJ Susan Johns (she/her) Kal... (Host)
- E Evie
- J+ Jiakai + Mama Kayan
- LA Leeana and Danny
- O& Olivia & Sophia
- PF Patricia Flanders

Invite Mute Me

Chat

JM Evie is correct, Patricia is Thomas, Kayan is Jiakai,

Susan Johns (she/her) Kaleid... to Everyone

SJ Remember that you can use the "Pin" or "Speaker View" to see Ms. Jamie on the big screen

Who can see your messages?

To: Susan Joh... (Direct Message)

Type message here...





# Virtual Museum

Our Virtual Museum is now open! Check back regularly as we publish new virtual exhibits and activities.



## The Virtual Garden

Explore Kidzu's outdoor learning garden from your own home! Scroll over our garden map to learn more about our plants and see them in bloom any time of year. Click on our garden trail videos to learn about plants, animals, and nature! Check out "what's blooming" for the most up to date nature projects, videos, links, citizen science projects, and more. Finally, explore our other garden resources for activities such as our Discovery Packs and Virtual Garden Toolkits.

[Explore The Virtual Garden](#)

## The Virtual Caregiver Courtyard

Kidzu's Caregiver Court is a place for families to take a break and have a snack. In our virtual museum, it's a place for caregivers to learn more with our Community & Family Resources. Explore many parenting and educational resources and information about equity & inclusion. Check out Kidzu's Mind Snacks (short activities that can be done at home) and our activity booklets on the UN's Sustainable Development goals. Finally, learn more about our Adaptive Play nights, free sensory-friendly nights for children with ASD and/or sensory differences.

[Explore The Virtual Caregiver Courtyard](#)



## The Virtual Book Nook

Kidzu's Book Nook is a cozy space where children and families can share a good read. Visit our virtual Book Nook to watch several read-alouds by Kidzu staff and volunteers. Explore literary resources and Kidzu's own Book Buzzes - booklets filled with literacy activities related to a particular book.

[Explore The Virtual Book Nook](#)



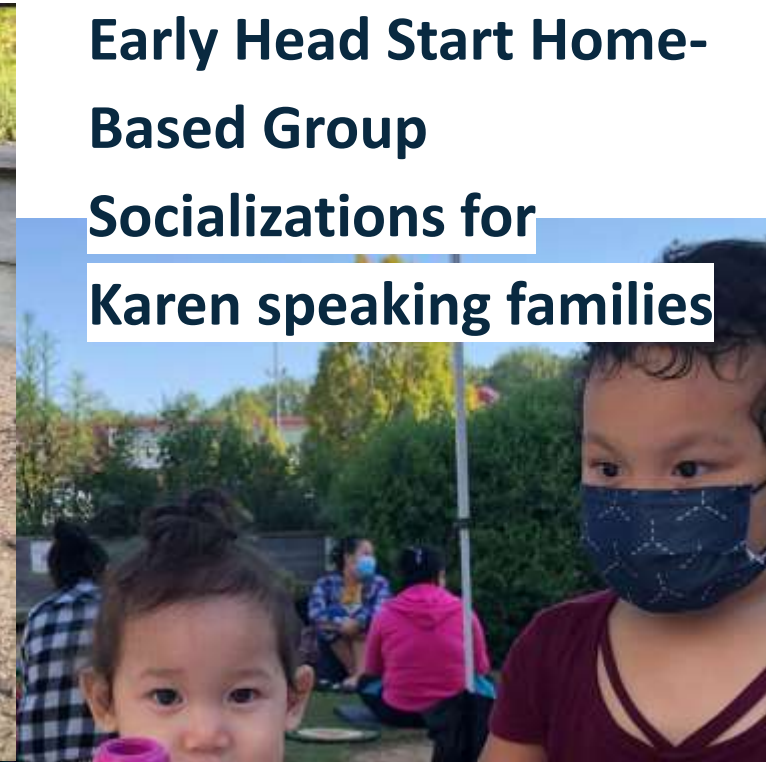
## Welcoming You Back Safely

The museum launched a phased reopening beginning on November 4, 2020, cautiously increasing capacity throughout 2021 with a thorough health and safety plan. Kidzu hosted free, Outdoor Garden Parties in collaboration with many local community partners during the Spring of 2021.

Area schools returned to in-person teaching in March 2021, while still allowing many students to continue virtual or hybrid school. Re-entry came with many different challenges and emotions for students, educators, and caregivers. As schools fully welcomed students back into the classroom, Kidzu began offering both in-school and at-Kidzu STEM field trips to better serve all schools in our area. Our open-access, virtual offerings are still available, supporting both caregivers and educators as we all return back to in-person modes.







**Early Head Start Home-Based Group Socializations for Karen speaking families**



# AAP-AACAP-CHA Declaration of a National Emergency in Child and Adolescent Mental Health

*“This worsening crisis in child and adolescent mental health is inextricably tied to the stress brought on by COVID-19 and the ongoing struggle for racial justice and represents an acceleration of trends observed prior to 2020. Rates of childhood mental health concerns and suicide rose steadily between 2010 and 2020 and by 2018 suicide was the second leading cause of death for youth ages 10-24. **The pandemic has intensified this crisis: across the country we have witnessed dramatic increases in Emergency Department visits for all mental health emergencies including suspected suicide attempts.**”*



*“In May 2020, during the COVID-19 pandemic, ED visits for suspected suicide attempts began to increase among adolescents aged 12–17 years, especially girls. **During February 21–March 20, 2021, suspected suicide attempt ED visits were 50.6% higher among girls aged 12–17 years than during the same period in 2019; among boys aged 12–17 years, suspected suicide attempt ED visits increased 3.7%.**”*



North Carolina  
**humanities**



 **Communities for Immunity**  
Nourish and Liberate in  
Trusted Community Partners



## Health & Wellness Resources



### Health & Wellness Resources

We go to it together. There are some helpful resources for caregivers and children. For all community leaders. For all we please. Thank you, neighbor!

- 1. [Health & Wellness](#)
- 2. [Immigrant Resources](#)
- 3. [Hispanic Resources](#)
- 4. [Special Health Resources](#)

\*These links are being provided for all



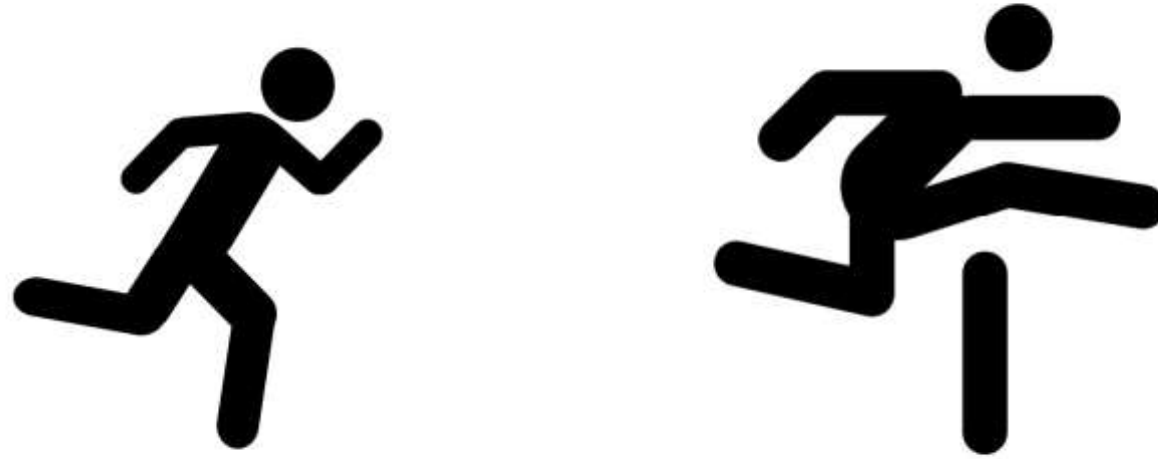
#### COVID-19 Vaccine Frequently Asked Questions

Do you have questions about COVID-19 vaccine? Click and read more about your questions with an overview of the vaccine and how to get it.



- 1. [What is COVID-19 vaccine? How does it work? \(Age 6+\)](#)
- 2. [Should I get the COVID-19 vaccine? \(Age 6+\)](#)
- 3. [How do I get the COVID-19 vaccine? \(Age 6+\)](#)
- 4. [What are the side effects of the COVID-19 vaccine? \(Age 6+\)](#)
- 5. [What are the benefits of the COVID-19 vaccine? \(Age 6+\)](#)
- 6. [What are the risks of the COVID-19 vaccine? \(Age 6+\)](#)
- 7. [What are the questions to ask your doctor? \(Age 6+\)](#)
- 8. [What are the questions to ask your pediatrician? \(Age 6+\)](#)
- 9. [What are the questions to ask your pediatrician? \(Age 6+\)](#)





## **Off & Running**

Table & Large Group Discussion



# Thank you!

Sally Edwards, Chief Executive Officer, Marbles Kids Museum ([sedwards@marbleskidsmuseum.org](mailto:sedwards@marbleskidsmuseum.org))

Melanie Hatz Levinson, Chief Creative Officer ([levinson@kidzuchildrensmuseum.org](mailto:levinson@kidzuchildrensmuseum.org))

Brad Burns, Senior Associate | Design Director, Gensler ([brad\\_burns@gensler.com](mailto:brad_burns@gensler.com))