

# Who are we missing?

## *Ways to Connect with Underserved Communities*



# Who Are We Missing?

## Connecting With Incarcerated Fathers



Brindha Muniappan  
Senior Director of the  
Museum Experience





# Discovery Museum Acton, MA

- Traditional lands of the Nipmuc, Massachusetts, Pawtucket, and Agawam tribes
- Science | Nature | Play
- 240,000 visitors annually
- ~75 staff; 13,000 sq ft; 4.5 acres
- History of access, equity
  - Universally designed campus





# Access, Inclusion for All



- 25% free or nearly free engagement
  - Free First Friday Nights
  - \$1 entry with WIC, EBT, ConnectorCare card
  - Traveling Science Workshops, field trips
  - Military, educators, library patrons
  - Especially for Me events
- Sustain partnerships, broaden community



# BRAVE Unit



- 4 miles from Museum
- Medium security prison for male residents
- Federal grant for Building Responsible Adults through Validation and Education
  - Young fathers from across MA
  - Provide fatherhood support, re-entry training
- Goal: reduce recidivism, sustain relationships



# Ready to play

- Connection via community partner (2020)  
>> IMLS proposal (2020) >> 2021 award
- How to support fathers & their child(ren):
  - Activity kits for family visits, parenting videos, books, Museum passes, memberships
- Visits to Unit:
  - Furniture, journals, online resources



El juego puede ser...





# Considerations

- Your capacity
- Partner's needs
- Project pace
- Flexibility with goals



Massachusetts Department of Correction



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Thank you **Discovery Museum!** Last month the Discovery Museum dropped off more interactive age geared activity kits to the visiting room of our B.R.A.V.E. Unit at MCI – Concord. Other donations over the last two years have included book shelves, book cases, and museum passes for the inmates in the unit's family members and caregivers.

The goal is to enhance family bonding experiences for the fathers and their children that will have long lasting positive impacts in the reduction of recidivism.



# San Diego Children's Discovery Museum

Explore. Imagine. Experiment.

## **Who are we missing?**

Connecting exhibits to schools without access



# What is our Mobile Museum?

- Our traveling Mobile Museum offers offsite versions of our museum throughout San Diego and Riverside County
- We offer STEM based mobile workshops and exhibits for infants, toddlers, and school age children in Preschool through to 5th grade
- We currently deploy two vans to reach all four corners of the county, bringing much needed hands-on immersive learning experiences to the community
- The Goal: To bring ALL young children access to hands-on early childhood learning opportunities that encourage the development of lifelong learners, especially those that have barriers to transportation.



# Where do we go?

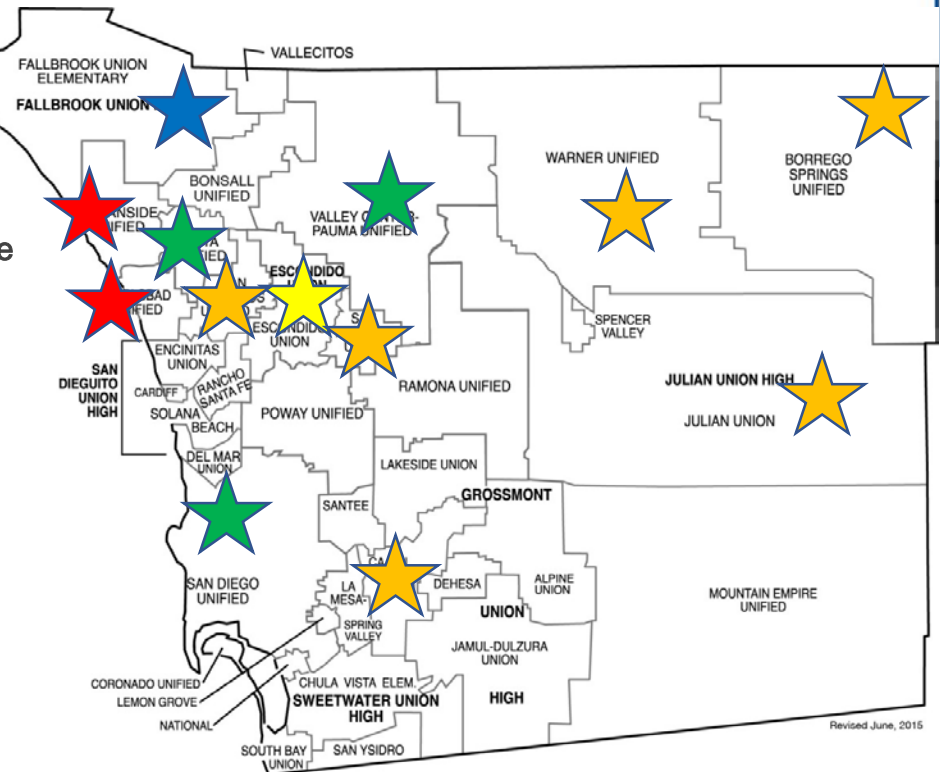
San Diego County is the 5<sup>th</sup> largest county in U.S. The area encompasses 4,300 square miles with 70 miles of beach along the Pacific Ocean. Roughly the size of the state of Connecticut, the county area is 65 miles from north to south and 86 miles from east to west.

Our large partnerships (where we serve more than 1,500 students OR an entire district) include:

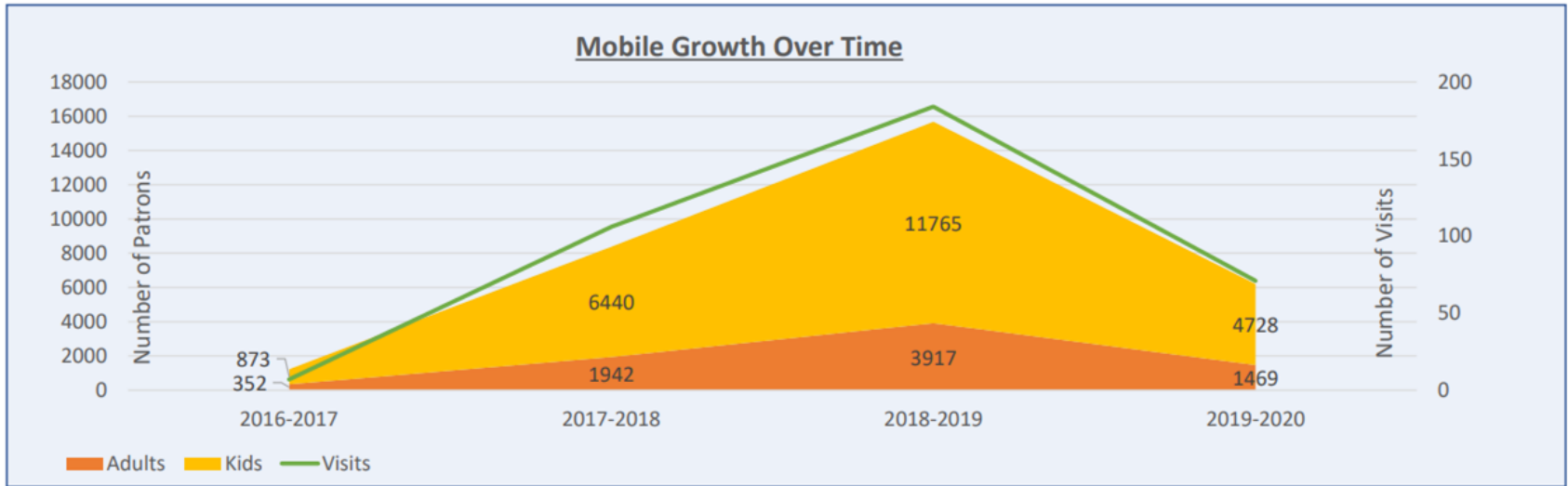
Early Education Services (EES)

Head Starts across the county (7 program sites)

- Escondido Union School District
- Carlsbad Unified School District
- Oceanside Unified School District
- Borrego Springs Unified School District
- Warner Springs Unified School District
- Julian Union School District
- Fallbrook Union School District
- Cajon Valley Union School District



# Mobile Reach Over Time



- To date, our Mobile Museum has visited over 350 schools, parks and other sites, and has been experienced by over 31,000 children, teachers and parents!
- 2016-17 exhibits events grew at an average rate of 181%; subtracting the COVID effect, event growth rate rise would be 298%!
- Mobile exhibits have greater reach than mobile workshops; 2019-20 mobile exhibits saw 4,090 children vs. mobile workshops which saw 638 children

*Pre-COVID, we were seeing up over 15,000 patrons a year!*

## 2021- 2022



**7,308**

children served through  
the **Mobile Children's  
Museum**, including 6,415  
low-income students

**6** grade levels served:  
TK, Pre-K, Kindergarten,  
1st grade, 2nd grade,  
and 3rd grade through  
**6 school districts**



**2023 – 2024:**  
We are set to  
**double** this  
number and see  
an estimated  
**15,000+ students**  
and families!



# Testimonials from our Teachers

“It was great for the museum to come to an underserved community like Lemon Grove - many of our customers are unable to travel to Escondido to visit the museum. Perfect hands-on mobile exhibit for the little ones. Our mission is to inform, inspire, educate and entertain - this hit all the marks! The whole process was also so simple. Thank you for all you do. Can't wait to work with you again!”

~Laura Mendez, Lemon Grove Library

“The museum visit took our hands on learning to the next level. Every child was completely engaged at the stations and saw immediate real time outcomes. They were fascinated by what they could achieve on their own. The exhibit modeled and extended what the children are learning in the STEM lab. Our families are enlisted military with few resources. Thank you so much for this!”

~Anna Kelly, Stuart Mesa Elementary, Oceanside



# What do we offer?

## Mobile Workshops

- Hands-on, trained educator guided workshops designed to complement class curriculum, focus on STREAM
- All workshops are aligned to California State Standards including Common Core State Standards, Next Generation Science Standards, Visual and Performing Arts Content Standards, and/or Preschool Learning Foundations
- Offered to PreK-3<sup>rd</sup> Grade, guided workshops are typically 30-45 minutes depending on grade level

## Mobile Exhibits

- Portable versions of our innovative educational exhibits that we set-up at on location to engage students through STEM challenges!
- Offered to infants, toddlers, and PreK-5<sup>th</sup> Grade, the educational STEM challenges differ between grade levels to better align with certain learning standards; can be run in rotation/station style or free flow
- 12 different exhibits; we can see up to 125 kids per visit



# Multi-layered Impact...



## Educational

- Build over 50 fluencies across our mobile exhibits and workshops
  - Example fluencies: spatial awareness, problem solving and collaboration the top fluencies
- Continued focus on engineering, science, math, and technology
- Supporting aligned organizations such as Head Start



## Geographical

- Focus on areas in most need, lowest income, highest % of title 1 schools, children of color
  - Potential communities include: Chula Vista, El Cajon, La Mesa, Lemon Grove, South Bay San Ysidro



## Social

- Early education helps to build social skills that are essential for success and combined with cognitive skills, help to improve long-term quality of life, build mentally and physically healthy, capable and productive citizens



## Economic

- In 2019 SDCDM made an estimated \$3.8M impact on the San Diego County region - Based on employment, B2B transactions, the economic inputs that resulted from employees and the people within the local supply chain, and the value added from all those sources. For every \$1 spent by SDCDM, a \$1.94 positive impact is made on the San Diego region

# Who Are We Missing?

## Ways to Connect with Underserved Communities



Cindy DeFrances, Executive  
Director



Gulfport, Mississippi



# Lynn Meadows Discovery Center

## Getting to Know LMDC

- We are a 501(c)3 Non-Profit Children’s Museum in the State of Mississippi, located in Harrison County, one block off the beach and the Gulf of Mexico, in the city of Gulfport.
- In 1998 we were the very first Children’s Museum in the State of Mississippi, with over 15,000 square feet of indoor exhibit space and over 7 acres of additional outdoor space.
- Our mission is to inspire children, families and communities through the arts, interactive educational experiences, and exploration.
- At the museum we offer a variety of educational classes including: STEM, Literacy, Art, Cooking, Girl Scouts, and Summer Camps. We also have a thriving children’s theater program, a dedicated artist studio, and additional classroom teaching space both inside and outside.
- In 2016, Lynn Meadows Discovery Center was awarded the National Medal for Museum and Library Service by IMLS (the Institute of Museum and Library Services), the highest honor a museum can receive.
- In 2022 we were nominated by the Gulfport School District and received the “MAPE Governor’s Partnership Award” for our outstanding partnership with the school district and our outreach efforts within our shared community.



# LMDC Community Outreach

Gulf Mist Apartments, Feed My Sheep, & Handsboro Methodist Church Food Pantry



Building a National Network of Museums & Libraries for School Readiness  
In Partnership with IMLS & Boston Children's Museum



**Coast Transit Authority**  
We Keep the Gulf Coast Rolling for You!

## Family Guest Pass

Present this pass to receive free general admission for:  
 -- Up to 2 adults  
 -- Up to 4 children (under 18 years old)  
 Additional guests will be charged general admission.  
 Pass is not valid for special events.



For museum hours please call 228-897-6039 or visit [www.lmdc.org](http://www.lmdc.org)



Lynn Meadows Discovery Center is a proud participant of Museums for All. Show your EBT card then receive \$3 admission for up to 4 people per card.





# How LMDC Connects With Underserved Families



**Lynn Meadows Discovery Center For Children**

## MUSEUMS FOR ALL

Museums for All is a program that encourages people of all backgrounds to visit museums regularly and build lifelong museum-going habits.

By partnering with Museums for All, Lynn Meadows Discovery Center is able to offer a reduced admission fee of \$3 per person, up to four people.

To take advantage of this offer, visitors will simply show their EBT card & ID at the admissions desk.



Join Us For  
**FREE FRIDAY!**  
The Last Friday of Every Month  
5:00pm until 8:00pm

Sponsored by  
Our Friends at Hancock Whitney



# SENSORY SUNDAYS



Anthony Dartez Endowment Fund



Pat Santucci Education Fund

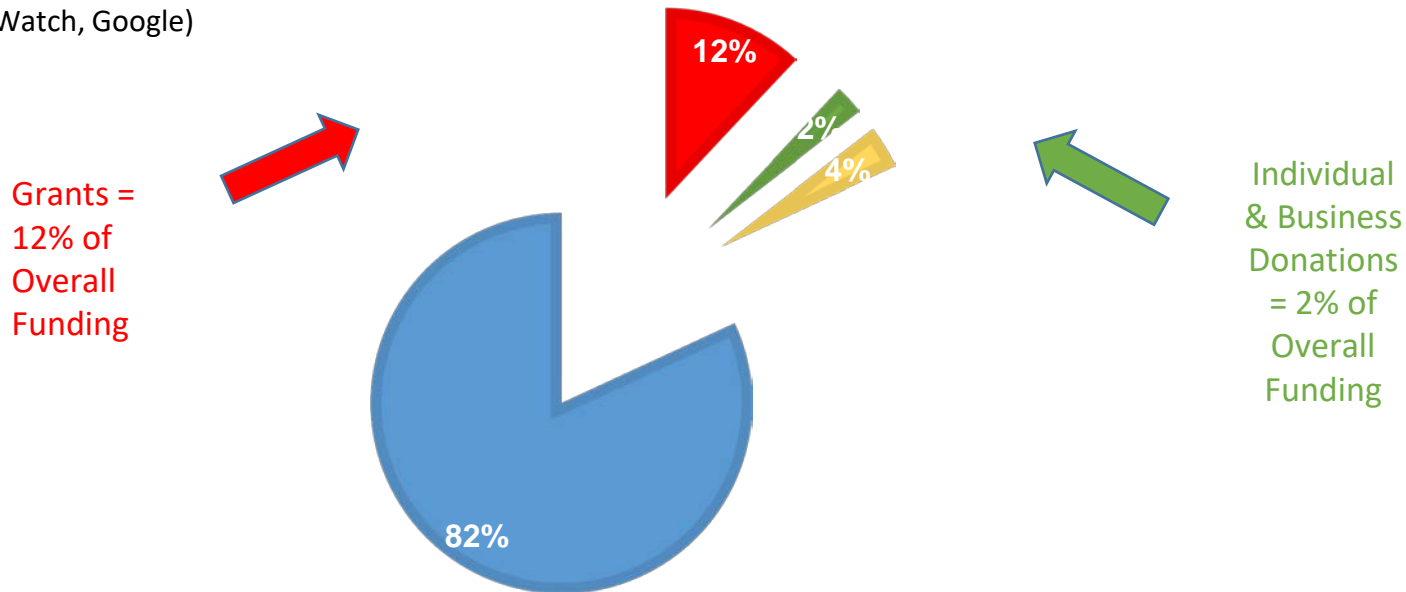


# Funding Our Programs With Grants

- Local Community Foundations
- Institute of Museum & Library Services (IMLS)
- Association of Children’s Museums (ACM)
- Federal Funding
- Mississippi Arts Commission (MAC)
- Local Government
- National Endowment for the Arts (NEA)
- Grant Searches (Grants.Gov, GrantStation, GrantWatch, Google)

# Funding Our Programs With Donations

- Museum Donation Stations
- Online Donations
- Brick Campaign
- Local Businesses
- Business Exhibit & Event Sponsorships
- Individuals in our Community
- Monthly Newsletters
- In Kind Donations

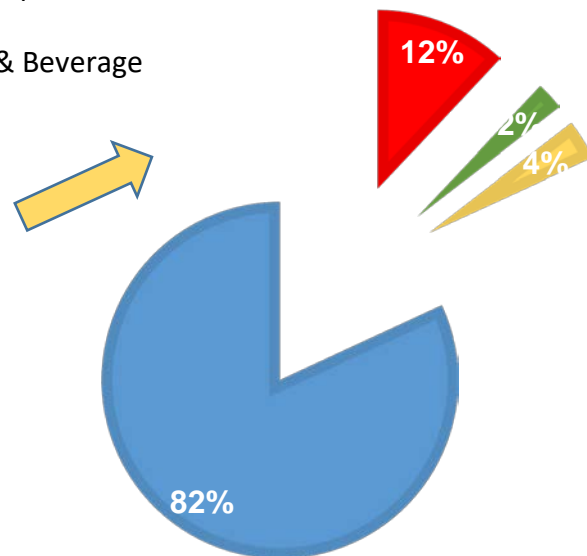




# Funding Our Programs With an Annual Fundraiser

- Donations
- Ticket Sales
- Reserved Tables
- Silent Auction (Online & In Person at the Event)
- Local Business Sponsorships
- Drink Sales at the Event
- In Kind Donations Food & Beverage

Annual Fundraiser =  
4% of Overall Funding



# Funding Our Programs With Earned Income

- Museum Admission
- Field Trips (Schools, Camps, Homeschool Groups)
- Museum Memberships
- Educational Classes
- Theater (Show Fees, Ticket Sales)

Earned Income (Sales) =

82% of Overall Funding



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**Who are we missing?**  
Connecting with community-based  
organizations

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# Accessible Discovery

- › 8 years
- › Board mandate to provide 25% of all programming at a free or reduced cost
- › Goal: to increase the participation and access of low-income children and caregivers to informal learning opportunities
- › School-based and Community Partner-based funding



# Accessible Discovery

- › **Community Partner programming is customized from a menu of offerings to be compatible with the community partner's mission and operating—no one creates new programs, we find alignment with existing**
- › **Community Partner Scaffolded approach:**
  - › **Outreach classes, meeting people where they are**
  - › **After-hours facility rental, play with peers**
  - › **Memberships, once they feel comfortable using them**



# Accessible Discovery

- › **Community Partners:**
  - › **Tulsa Housing Authority**
  - › **Family and Children's Services:  
Parenting in Jail & Women in  
Recovery Programs**
  - › **Oklahoma Department of Human  
Services**
  - › **Domestic Violence Intervention  
Services**
  - › **Parent Child Center of Tulsa**
  - › **Choice Neighborhoods Initiative  
through the office of Housing and  
Urban Development.**
- › **Funded by:**
  - › **George Kaiser Family Foundation**
  - › **Flint Family Foundation**
- › **Evaluation**
  - › **Annual focus groups**
  - › **Surveys**
  - › **Participation impact numbers**



# Accessible Discovery Impact

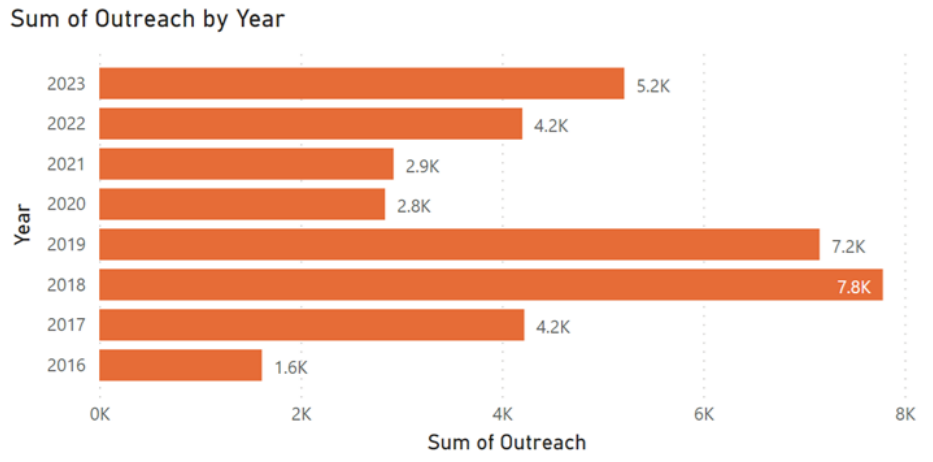
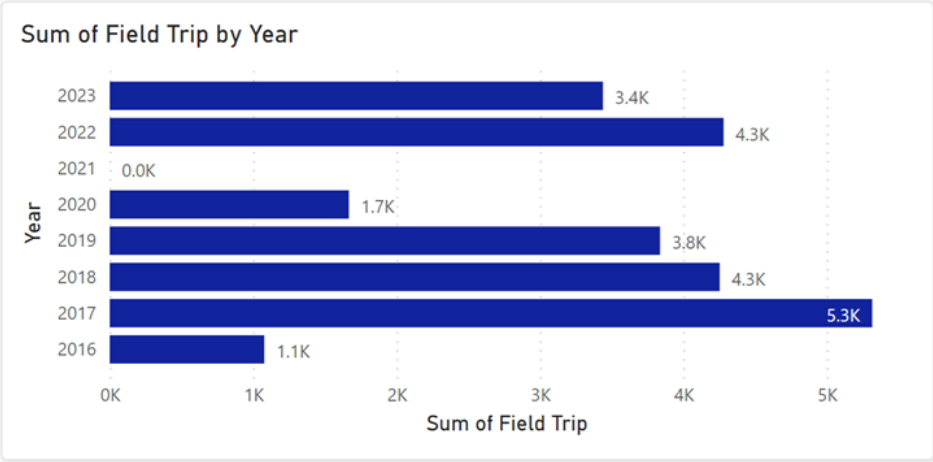
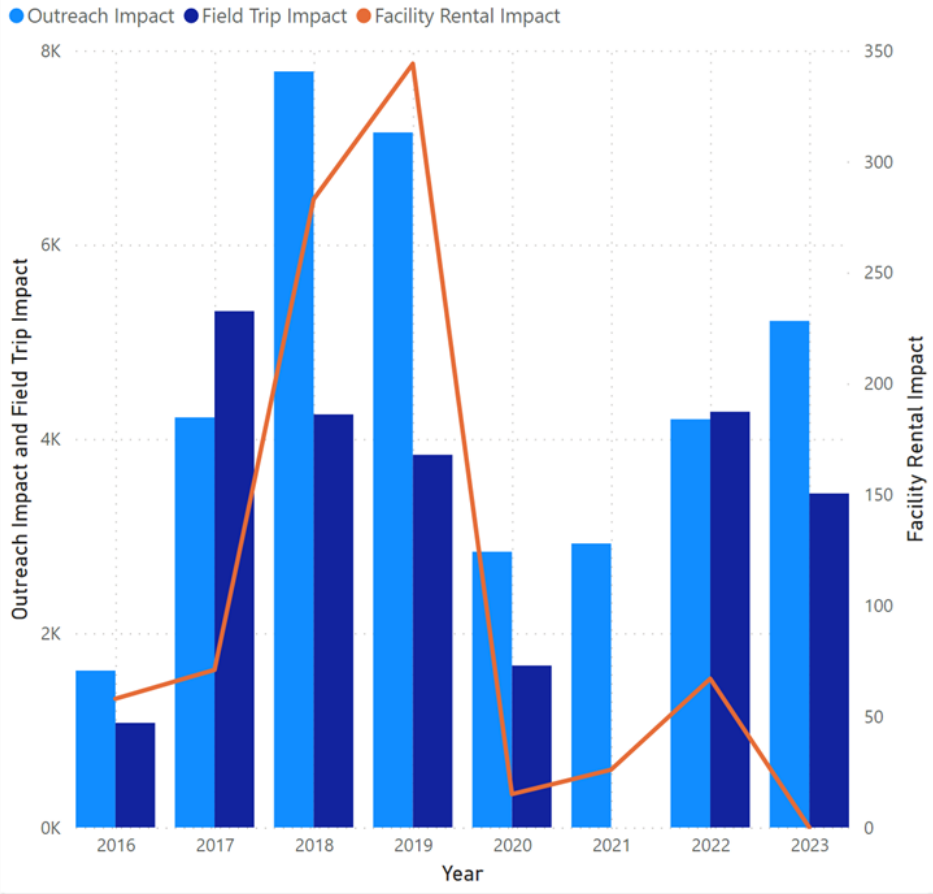
Table

23869  
Total Field Trip Impact

35958  
Total Outreach Impact

864  
Total Facility Rental Impact

## Outreach Impact, Field Trip Impact and Facility Rental Impact by Year



# Who are you missing?

Round table discussions & speed workshopping

- 3 discussions, 10 minutes each
- 4 tables to choose from
  1. Funding/Fundraising with Cindy
  2. Evaluation/Measuring Impact with Lynnsey
  3. Leveraging Collective Impact with Brindha
  4. Mission Alignment & Programming with Whitney

# There's More

- Google folder with:
  - Presentation
  - Contact Information
  - Handouts & additional resources

