

Reimagining the Small Museum for the 21st Century: Engaging Younger and More Diverse Audiences

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“Are Museums a Dying Industry?”

- ▶ Annual visitation numbers are increasing
- ▶ Visitation is not keeping pace with population growth
- ▶ Negative substitution of the traditional museum visitor



Less in + More out = Shrinking visitor base
(NEGATIVE SUBSTITUTION)

Source: Colleen Dilenschneider, “Negative Substitution: Why Cultural Organizations Must Better Engage New Audiences FAST (DATA),” *Know Your Own Bones* (blog), January 25, 2017.

<https://www.colleendilen.com/2017/01/25/negative-substitution-why-cultural-organizations-must-better-engage-new-audiences-fast-data/>

New Audiences

- ▶ Millennials
- ▶ Minority majorities
- ▶ Affordable access audiences

Reaching New Audiences: MAPS

- ▶ Underscore Mission
- ▶ Understand Access Opportunities & Barriers
- ▶ Create Personalized Programs
- ▶ Facilitate Shared Experiences

Creative Ideas / Resources

- ▶ Museum Pet Memberships: <https://bit.ly/2Nw8G1U>
- ▶ Migration minded exhibits: <https://nyti.ms/2KXR7ao>
- ▶ Museum Tours (article): <https://nyti.ms/2x3YjsC>
- ▶ Museum Hack Tours: www.youtube.com/watch?v=qMoO4bpRiZM
www.youtube.com/watch?v=qCFcxR2oltQ
- ▶ Young Boardmembers (article): <https://bit.ly/2O8dN5m>
- ▶ Reach New Audiences (article): <https://bit.ly/2xwpNK7>
- ▶ Teen advisors (article): <https://wapo.st/2MjU1SY>
- ▶ Visitor attraction trends (article): <https://bit.ly/2oYUnVy>
- ▶ User Generated Content (article): <https://bit.ly/2KhVFaq>
- ▶ Engage Millennials (podcast): <https://bit.ly/2Mi0RZ2>
- ▶ Museopunks Podcast: labs.aam-us.org/museopunks/
- ▶ Museum 2040 (AAM magazine): <https://bit.ly/2x9nkD5>
- ▶ Know Your Bones (blog): www.colleendilen.com