Adults In the Wild

Engaging Adult Audiences with Off-Campus Events

Sunday, Oct 21  10:15am-11:30am
Outline

1. Introduction of speakers
2. Overview of program examples
3. Table talks- Working through challenges
4. Q&A
Tinkering & Drinkering

Museum of Life and Science, Durham, NC

Molly Brown

molly.brown@lifeandscience.org
Tinkering & Drinkering

**Capacity/# Served:** between 80-180 people

**Frequency:** Offered about every other month

**Marketing:** Facebook event, host bar website, posters

**$:** No pre-registration, $10 donation asked at the door
Tinkering & Drinkering

Benefits

1. Creating new relationships with partners
2. Mission! Brings programming to new people
   a. We do not have a downtown location!
   b. Diversify our offerings for adults
3. Attempting to grow our adult audience
4. Prototyping activities for large on-campus events
5. Is a marketing opportunity for future ticketed events, etc.
Tinkering & Drinkering

Challenges

1. Effective evaluation and tracking impact
2. Reaching a “win-win” agreement with partner location
Beaker & Brush

Science Museum of Minnesota, Saint Paul, MN

Christina Martinez

cmartinez@smm.org
Science and Art meet halfway.

Beaker ν Brush

A FREE evening at the Amsterdam Bar and Hall, 6 West 6th Street, Saint Paul

Why We Collect
April 10, 2012 @ 6:30 p.m.
What makes a child start a baseball card collection? How does an art collector decide a painting is worth $1,000,000? How do we choose what belongs in a museum? Join us for a discussion of what the answers to these questions can show us about who we are as individuals and as a society.

With Jackie Hall, Science Museum director of Collections Services, and Sue Elseman, Science Museum educator and artist.

The Changing Ocean
May 8, 2012 @ 6:30 p.m.
What information do oceans hold for us, and how is that information relevant to our lives? Discover how a wave from the middle of the sea can be instantaneously transported to the center of an art gallery and how a dab of mud can tell us about thousands of years of changes in the ocean and atmosphere.

With Iovin Rossell, professor of climate science at Macalester College, and documentary filmmaker David Blower.

Humanizing the Machine
June 12, 2012 @ 6:30 p.m.
What does it mean to have a machine that keeps your heart beating? How does an art piece made of machine parts appeal to our human sense? We will explore the innovative, emotional and aesthetic aspects of our complex relationship with technology in a world where the gap between human and machine is narrower than ever before.

With Kenneth Ieyi, Mechatronic and Allen Christian; from the House of Hope, a gallery and studio.
Beaker & Brush

**Capacity:** 18 - 70

**Frequency:** Every month, 1x

**Marketing:** Email, Facebook

**$:** Free

Evaluations/surveys
Beaker & Brush

Benefits

1. Meet an adult audience in a less “scienc-y” environment
2. Partnership with Venue: drink discount for B&B pint glass owners
3. Attractive to the creative community
4. Platform to advertise other adult-only museum events

Challenges

1. Does not generate revenue
2. Could not evaluate the “return rate” of bringing adults to the museum
3. Grant-based funding
Thinkery21 - “Block Party”

Adrienne Barnett

Thinkery, Austin, TX

Associate Director of Programs

abarnett@thinkeryaustin.org
Thinkery21
in partnership with
Alamo Drafthouse Mueller
Thinkery21 - “Block Party”

- **Overview**
  - 40,000 sq ft
  - 20-25 activities
  - 10-15 partners
  - 12 staff + 10 volunteers

- **Capacity:**
  - 650 regular Thinkery21
  - 850 in 2017
  - 1,000 in 2018

- **Frequency:**
  - 1 per year (out of 6)

- **Marketing:**
  - Facebook
  - Word-of-mouth
  - Partner organizations
Thinkery21 - “Block Party”

Challenges

1. Logistics
   a. Ticketing
   b. Revenue splits
   c. Check-in process
   d. Alcohol sales

2. Shared partner responsibilities
Thinkery21 - “Block Party”

Benefits

1. Leveraging partners
   a. Marketing
   b. Activities
   c. Bandwidth
2. Increase event capacity
3. Increase revenue
Natural History takes over Nerd Nite DC

Barbara Stauffer
National Museum of Natural History
Chief of Community Programs
staufferb@si.edu
Nerd Nite DC

Overview - 3 20-minute fun, yet informative, presentations in a bar

Capacity/# Served - 200+

Frequency - episodic

Marketing - NMNH monthly newsletter and local events email, DC9 website and ticket sales, Nerd Nite mailing list

Evaluations/surveys - distributed and collected onsite - can rate experience and opt to receive newsletter
Nerd Nite DC

Benefits

1. Provide an experience and setting we can’t offer onsite
2. Attract an audience we wouldn’t reach otherwise
3. Present our content in a more engaging way
4. Provide opportunities for staff to expand presentation skills
5. Increase awareness of who we are and the work we do
Nerd Nite DC

Challenges

1. Less control over timing, frequency, planning
2. Brand dilution/confusion
3. Difficult to build list
Science for Adults

Fleet Science Center, San Diego

Andrea Decker
adecker@rhfleet.org
Crossover: Where Comics and Science Meet

Suds & Science

Two Scientists Walk Into a Bar

Maker Hour

Comic-Con panels

Be a community player

Engage audiences not yet engaged in science

Build partnerships

Change the world for the better
Crossover: Where Comics & Science Meet

Suds & Science

Two Scientists Walk into a Bar
Crossover: Where Comics & Science Meet

Capacity: 70
~30-70 per event

Frequency: quarterly

Marketing:
- Social Media
- e-newsletter
- Fleet website
- promoted by partner

Price: $15, includes 2 beers (donated by local breweries) and 1 comic (donated by our community partner).
Suds & Science

**Capacity:** 60-100 (depending on venue)

~50 served each month

**Frequency:** Once month

**Marketing:**
- Social Media
- e-newsletter
- Fleet website
- if possible through special interest groups

**Price:** $5

Participants fill out surveys at each event (paper)
Two Scientists Walk Into a Bar

**Capacity:** unlimited

~250 per event served

**Frequency:** quarterly

**Marketing:**
- Social Media
- e-newsletter
- Fleet website
- promoted by venues and scientists

**Price:** FREE
Challenges

1. The opportunities and partnerships these programs have brought to the Fleet are often hard to prioritize.

2. Finding the right topics without being too repetitive (mainly Suds & Science)

3. Logistics / staff resources running the events the day off (set up, check in, moderating and monitoring the event)

4. Consistent attendance

5. Funding
Discussion

1. Getting Started
2. Identifying the best program for you
3. Selecting a partner location(s)
4. Sustainable Planning
   a. Partnerships/Community Relations
   b. Sponsorships
   c. Marketing
5. Measuring Outcomes & Evaluation
Contact Info

- Molly Brown, Museum of Life and Science, molly.brown@lifeandscience.org
- Christina Martinez, Science Museum of Minnesota, cmartinez@smm.org
- Adrienne Barnett, Thinkery, abarnett@thinkeryaustin.org
- Barbara Stauffer, National Museum of Natural History, staufferb@si.edu
- Andrea Decker, Fleet Science Center, adecker@rhfleet.org

Thank you!