

## Museums for America: Community Anchors

Below are examples of recently funded projects that support activities in the Museums for America Community Anchors category.

### California

#### **Crocker Art Museum - Sacramento, CA**

**Year:** 2011

**Amount:** \$148,441

**Grant:** Museums for America\_- Building Institutional Capacity

The “All About Families” initiative will help the Crocker Art Museum build its capacity to engage family audiences. This project will build staff knowledge and skills to meet the needs of families and ensure that its exhibit and program development processes respect multiple voices and diverse perspectives. The most important project outcome will be a collaborative work environment, supported by increased understanding of and commitment to team practices, and will result in exhibits and programs that better serve family audiences. The project is structured to ensure that learning and skill development are firmly embedded within all levels of the organization.

### Connecticut

#### **Connecticut Science Center - Hartford, CT**

**Year:** 2012

**Amount:** \$99,750

**Grant:** Museums for America\_- Building Institutional Capacity

The Science Center of Connecticut will conduct business and market research including market positioning, advertising, pricing, promotions, and visitor services. This project will answer key questions about the center’s service to the general public based on quantitative and qualitative research and a close analysis of best business practices. Project results will strengthen capacity to attract and better serve a diverse and growing audience. The center will solidify its role as a magnet for in-state and out-of-state tourists, as a driver of economic development in Hartford and the greater Hartford/ Springfield metropolitan area, and as a catalyst for informal science learning and exploration by families, school groups, community groups, and convention-goers.

### Florida

#### **Orlando Science Center - Orlando, FL**

**Year:** 2011

**Amount:** \$91,360

**Grant:** Museums for America\_- Building Institutional Capacity

The Orlando Science Center (OSC) will use its grant to transform its educational programs to better meet the needs of its users. Expanding on research funded by an earlier IMLS grant on the needs of individual users, this new grant will fund a survey of teachers, school administrators, and school board members on the needs of schools in its service area. Ultimately, the results of the project will broaden access to the Center and better meet the needs of the surrounding central Florida community.

### Maryland

## **National Aquarium in Baltimore - Baltimore, MD**

**Year:** 2011

**Amount:** \$150,000

**Grant:** Museums for America - Building Institutional Capacity

The National Aquarium will create a more robust volunteer program by developing and testing new techniques to attract, train, engage, and retain a new generation of more diverse volunteers. The National Aquarium will consider why people volunteer, including motivators such as career goals, socialization needs, and spare-time availability. They will also look at differences in perceived barriers to volunteering and motivational differences between different groups of people: what do potential volunteers look to gain from a volunteer experience, and how can the aquarium match those needs with its own needs, mission, and strategic priorities? The result will be a stronger and more welcoming volunteer program that allows the aquarium to maintain a robust, diverse, and active volunteer corps.

## **Massachusetts**

### **Historic Highfield - Falmouth, MA**

**Year:** 2011

**Amount:** \$75,927

**Grant:** Museums for America - Building Institutional Capacity

Historic Highfield will increase program resources by providing staffing, staff training, and an improved infrastructure for tracking and utilizing program information. The goal of this project is to create programming excellence through research, benchmarking, prototyping, evaluation, and the strengthening of staff resources and infrastructure. The museum will institute best practices to ensure that its programs are reflective of community need, based on clear strategic outcomes, and effectively measured against those outcomes. These efforts will, in turn, help build the museum's audience and allow the museum to better serve its community through the creation of curriculum-based educational programs and the development of interactive Web site content.

## **New York**

### **Children's Museum of the Arts - New York, NY**

**Year:** 2012

**Amount:** \$80,600

**Grant:** Museums for America - Engaging Communities

The Children's Museum of the Arts will develop and implement an education initiative called "Pop-Up Museums." The program will make the museum's 2,000-piece international collection of children's artwork available to new audiences in underserved New York City communities. Over a two-year period, the museum will curate and present three themed traveling exhibits, which will be based on selected works from its permanent collection. The museum will also develop print enrichment guides for the exhibits. Each of the pop-up museums will be installed at one community partnership site. To accompany each exhibit, the museum will present an eight-week-long series of museum education workshops exclusively for pre-teens and teens aged 10 to 15. Each of the exhibits and related workshop series will be based on a theme exploring questions of personal identity.

**Explore and More: A Children's Museum - East Aurora, NY**

**Year:** 2012

**Amount:** \$20,613

**Grant:** Museums for America - Building Institutional Capacity

Explore & More: A Children's Museum will develop a long-range education plan to correspond with its move to a new site in the City of Buffalo. The education plan will focus on the first year of educational programming in the new site and the necessary expansion prior to the move. It will focus on the museum's changing audience with regard to numbers and demographics and develop strategies to ensure the museum is meeting the needs of this audience. The plan will build capacity by enabling the museum to better serve a multigenerational audience that includes children aged one to ten and the adults who care for them. The overarching outcome of this work will be a detailed plan of work for the museum's staff, board, and committees that includes specific strategies, responsibilities, timelines and costs.

### **Isamu Noguchi Foundation and Garden Museum - Long Island City, NY**

**Year:** 2012

**Amount:** \$50,000

**Grant:** Museums for America - Building Institutional Capacity

The Noguchi Museum will upgrade its technology infrastructure to further strengthen its institutional capacity and commitment to public responsibility. New systems, servers, workstations, and software will increase the museum's capacity to further advance its public mission now constrained by inadequate technology to support the management of digital material, effective communications, and day-to-day operations. This project will enable the museum to reach technological competency while providing the flexibility to meet future information technology needs. The museum houses a comprehensive collection of the artwork of renowned Japanese-American sculptor Isamu Noguchi (1904–1988) and is the prime resource by which his extensive production in sculpture, architecture, and designs are kept alive.

### **Pennsylvania**

#### **Wyck Association - Philadelphia, PA**

**Year:** 2012

**Amount:** \$148,643

**Grant:** Museums for America - Engaging Communities

Wyck Historic House, Garden and Farm, a National Historic Landmark in the Germantown neighborhood of Philadelphia, will expand its "Home Farm and Farmers Market" and youth education programs by piloting a series of "Second Saturday Festivals." The museum will develop targeted programs to meet the needs of specific constituents: underserved school children in Germantown needing a safe place to experience and learn from nature; neighborhood residents seeking nutritious, affordable local produce; and community members and students interested in broadening their knowledge in horticulture, preservation, and history. It serves as an outdoor classroom for children and adults. The farmers market increases access to fresh, low-cost/subsidized produce for residents of the Germantown neighborhood and extended community.

### **Texas**

#### **Museum of Nature and Science - Dallas, TX**

**Year:** 2012

**Amount:** \$131,289

**Grant:** Museums for America\_- Building Institutional Capacity

The Museum of Nature and Science will create an expanded and highly productive volunteer program to complement its move to a newly built state-of-the-art facility in downtown Dallas. The new Perot Museum of Nature and Science will require well-trained volunteer floor staff in the new exhibit halls to maximize the visitors' experiences as they move through the exhibits. The museum will develop a comprehensive updated volunteer program focused on recruitment, job placement, training, and evaluation in order to provide superior customer experiences and efficient operations, while building strong attendance and membership.

## **Virginia**

**Amazement Square - Lynchburg, VA**

**Year:** 2012

**Amount:** \$132,944

**Grant:** Museums for America\_- Engaging Communities

Amazement Square, in partnership with Centra Health and the Office of the Mayor of Lynchburg, will implement a health-focused curriculum, featuring a new long term 2,700-square-foot exhibition. The 18-month project geared toward K-7th-grade children and their families will promote a public dialogue to address the need for the community to make better lifestyle choices. Balance: Healthy Mind & Body is the culmination of a six-year health initiative program that Amazement Square has explored through school and outreach programs. The exhibition and programs support the museum's vision of "helping youth and their families/caretakers make informed decisions in addressing changes needed in a balanced nutrition, exercise/active play, and positive thinking for a healthy lifestyle."

## **Washington**

**Children's Museum of Tacoma - Tacoma, WA**

**Year:** 2012

**Amount:** \$41,527

**Grant:** Museums for America\_- Building Institutional Capacity

The Children's Museum of Tacoma will expand its Play to Learn program to four new sites and expand its annual potential audience from 12,000 to nearly 19,000 participants per year. Play to Learn is a free community outreach program designed to support and educate parents and informal caregivers who nurture children from birth through age six, especially those with limited means and access to resources and enrichment activities. Play to Learn aims to strengthen children's school readiness by providing adults with information, resources, and support to help them foster child development and learning through play.