Grow Your Museum’s Impact By (really) Listening To Your Audience

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Connected Audiences - September 15, 2017
1. About the Sciencenter
2. The planning retreat
3. Listening to the community
4. Forming the vision
5. Impact
6. What we learned
TIME FOR A RETREAT!
“How Will the World be Different Because the Sciencenter Exists?”
4 QUESTIONS

1. What kind of community do you want to live in?

2. How would that be different from the way things are now?

3. What would be needed to bring about those kinds of changes

4. How could the Sciencenter do to help?
WHAT WE HEARD...

“Growing economic gap”

“All youth should reach their potential”

“Healthy, resilient, sustainable”

“Safe, diverse, family-friendly”

(Note: no one asked for “more science”)
What are we **passionate** about

What could we be **best** at

What drives our **financial** engine

“**Sweet Spot**”
A community in which every young person is empowered to use science in shaping a better future...

Sciencenter’s New Vision
Empowering Youth through Science

Early Explorers (0-5)
Curiosity Creativity

Young Scientists (5-11)
Confidence Collaboration

Future Science Leaders (11-14)
Critical Thinking Communication Leadership
5-YEAR IMPACTS

- Common vision by staff & board
- Support of community, media, university
- Attendance up 10%
- Diversity up - 15% of attendance
- Endowment up 60% (provides 10% budget)
- Campaign finished at 110% of goal
LESSON # 1

Keep the conversation at a high level
LESSON # 2

Help everyone to own the results
LESSON # 3

Listen without judging or selling
LESSON # 4

Be open-minded in connecting audience needs with your mission
LESSON # 5

Take as much time as you need
LESSON # 6

Communicate, communicate, communicate...
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