

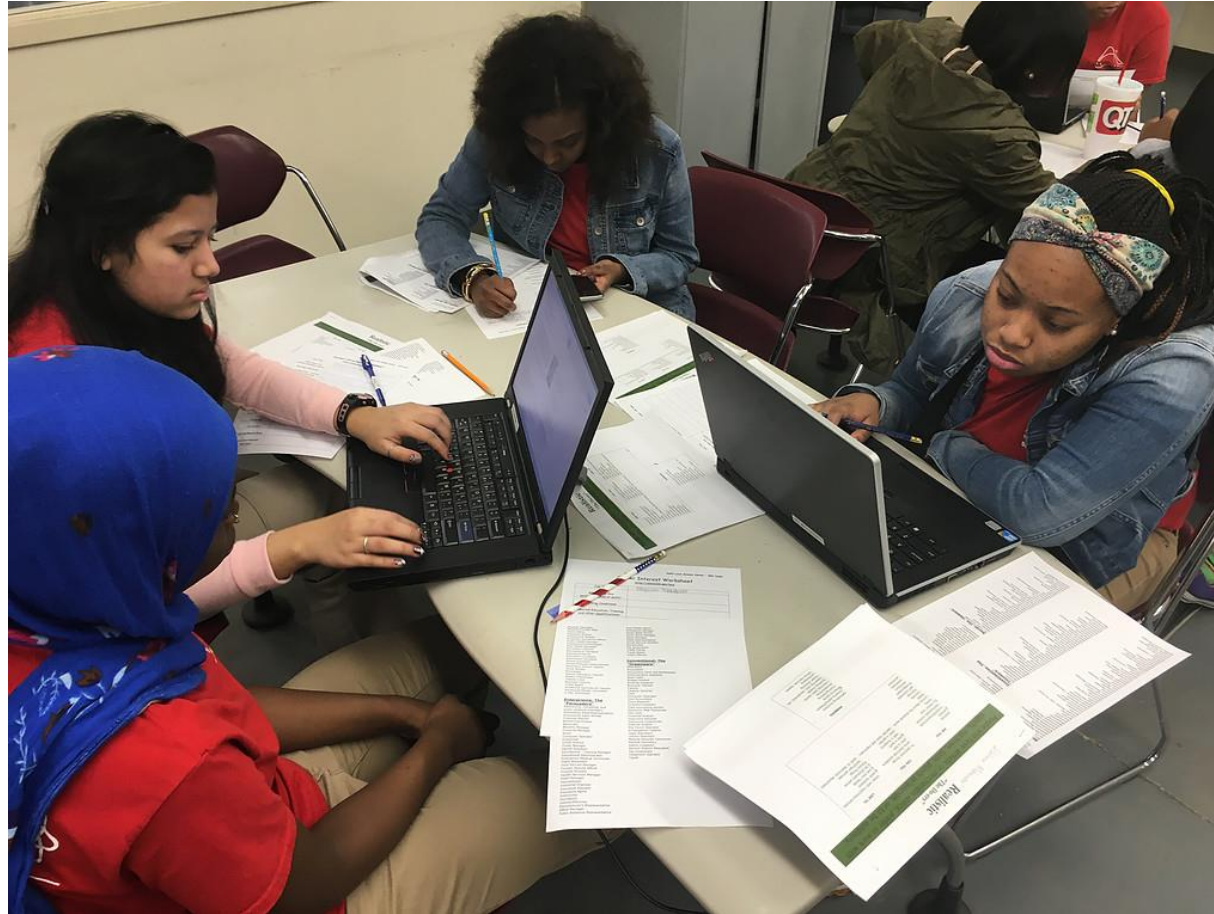
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# Reaching a Teen Audience from an Underserved Community - USA



Reaching the audience we were committed to engage involved answers to two key questions.

- How do you find the intended participants and recruit them?
- How do you develop audience appropriate programme resources?

**AND BY LISTENING WE LEARNED -**

# How do you find participants and recruit them in the first place?

- That community based organizations (CBOs) were important partners.
  - Our assumptions were challenged
  - CBO is also an audience
  - The resource capacity of the CBO
  - Our teachers for program success
  - The meaning of true partnership

# How do you develop audience appropriate programme resources?

- Transportation
- Content
- Program length
- Incentives
- Basic Needs

## Thinking About College



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**“Not Designed for Us: How Science  
Museums and Science Centers  
Socially Exclude Low Income,  
Minority, Ethnic Groups”**

***Google: Emily Dawson, Not  
Designed for Us***