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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
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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