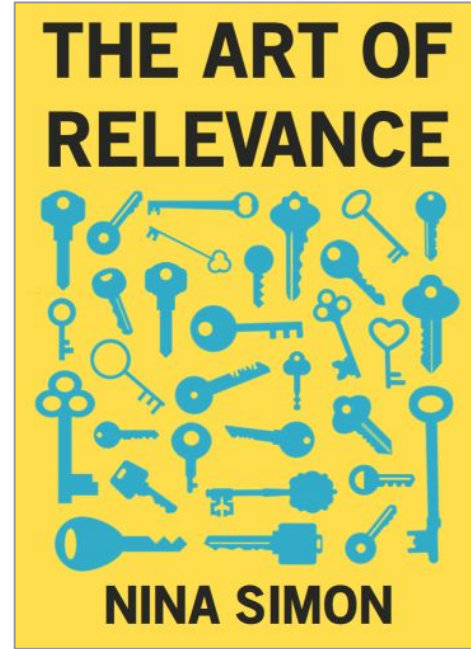
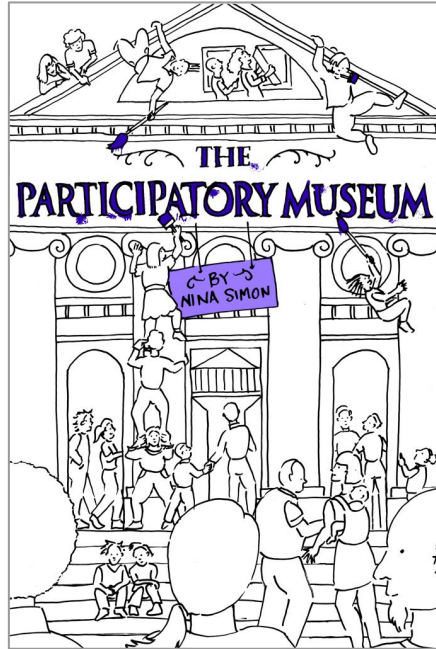


MEETING NEW AUDIENCES


A photograph of a public event, likely a festival or fair, with a dark overlay. In the foreground, a child is seen from behind wearing a large, white and orange inflatable BB-8 costume. Next to them, a young boy holds a cardboard box labeled 'TACO BOT 3000'. In the background, a man in a dark suit plays a light blue upright piano. To the right, a girl in a long, flowing purple dress is walking. The setting appears to be outdoors with trees and a fence in the background.

Nina Simon
[@ninaksimon](#)







A vibrant street scene, likely in San Francisco's Chinatown, featuring a crowd of people, musicians playing keyboards and guitar, and a large white dollar sign overlay. A speech bubble contains the text "what happens in that building?". The background shows a multi-story building with a balcony of red lanterns and a person in a blue shirt waving from a window.

what happens
in that building?



**How can we get new
people into the museum?**

**How can we get more girls
into engineering?**

How can we get new
people into the museum?

Maybe girls aren't cut out
for it.

**What are we willing to change
to welcome new people?**

**What are we willing to change
to help new people belong?**



your **museum.** *tu* **museo.**

MAH

Museum of Art & History









2011

\$700,000 budget

7 staff members

17,000 visitors

2018

\$3,000,000 budget

40 staff members

148,000 visitors

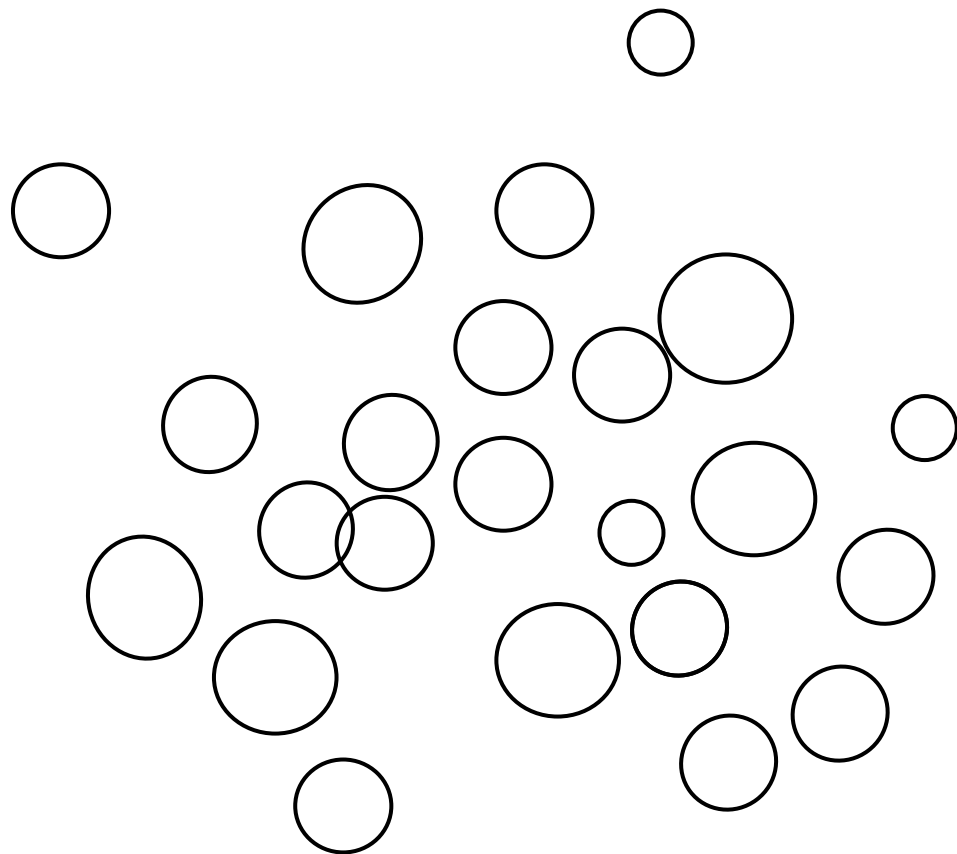


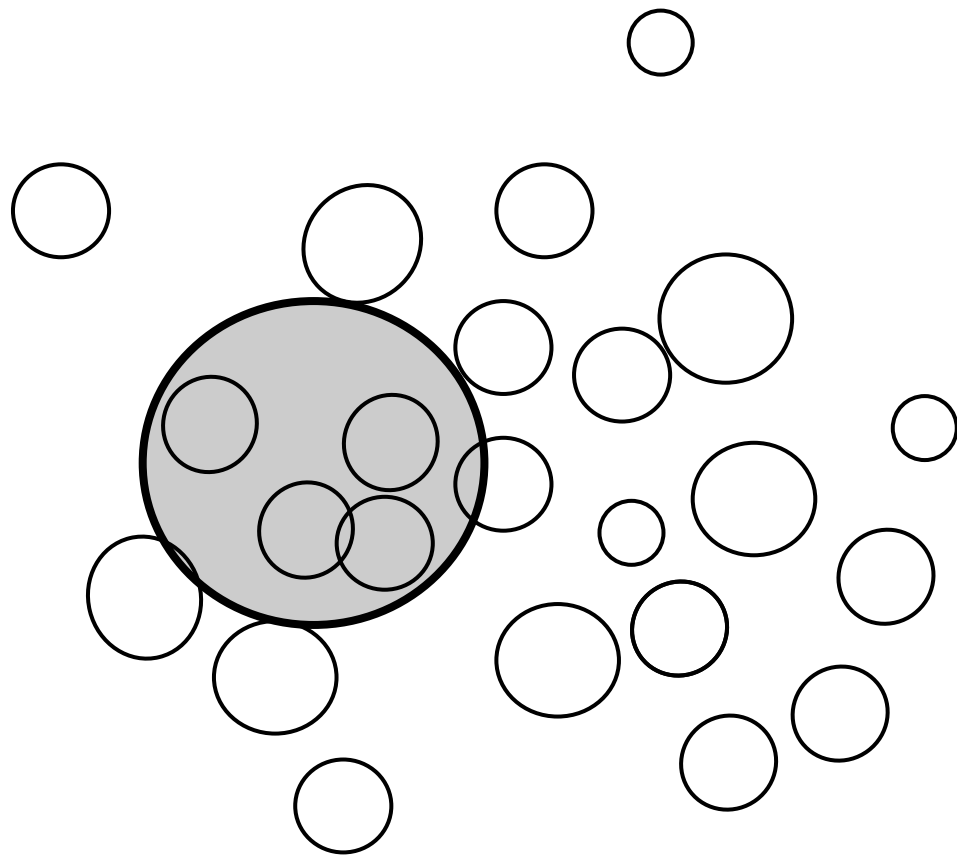


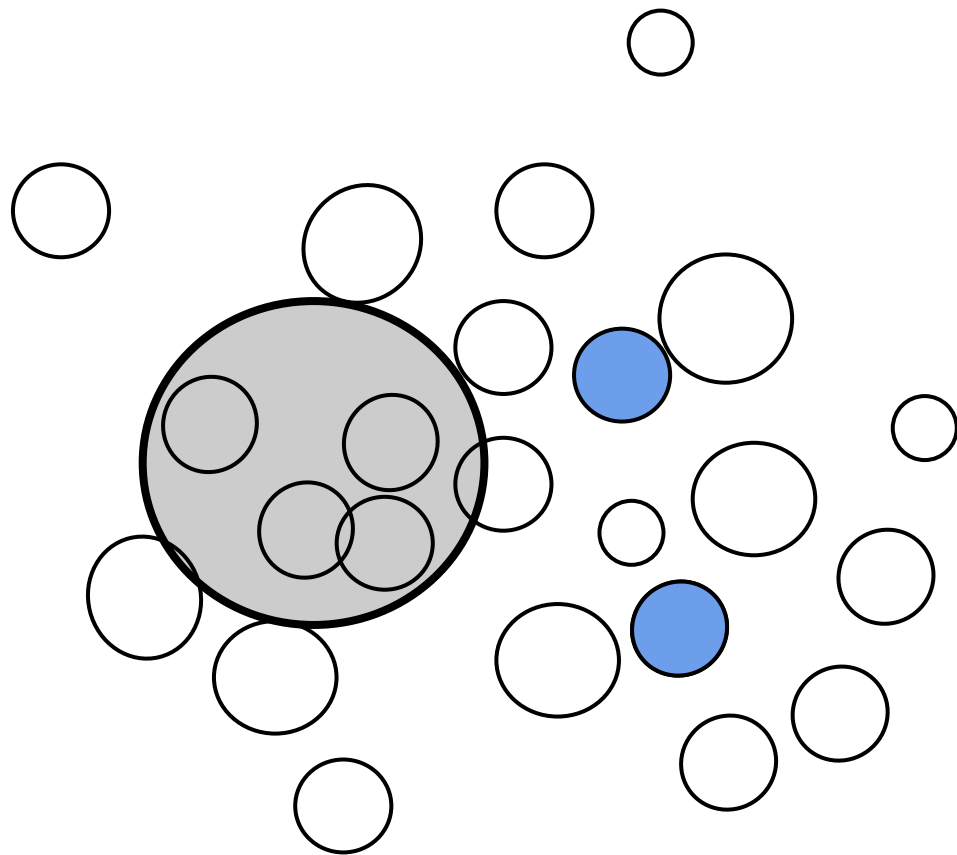


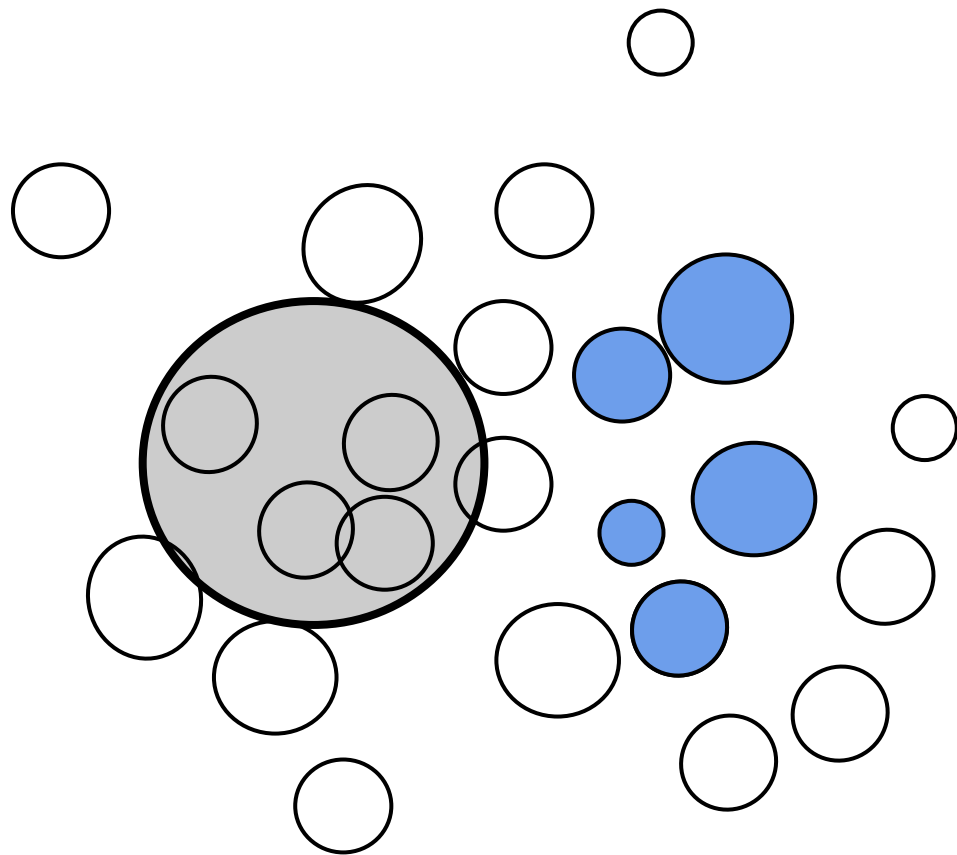
**Who is critical to
the future of your
museum?**

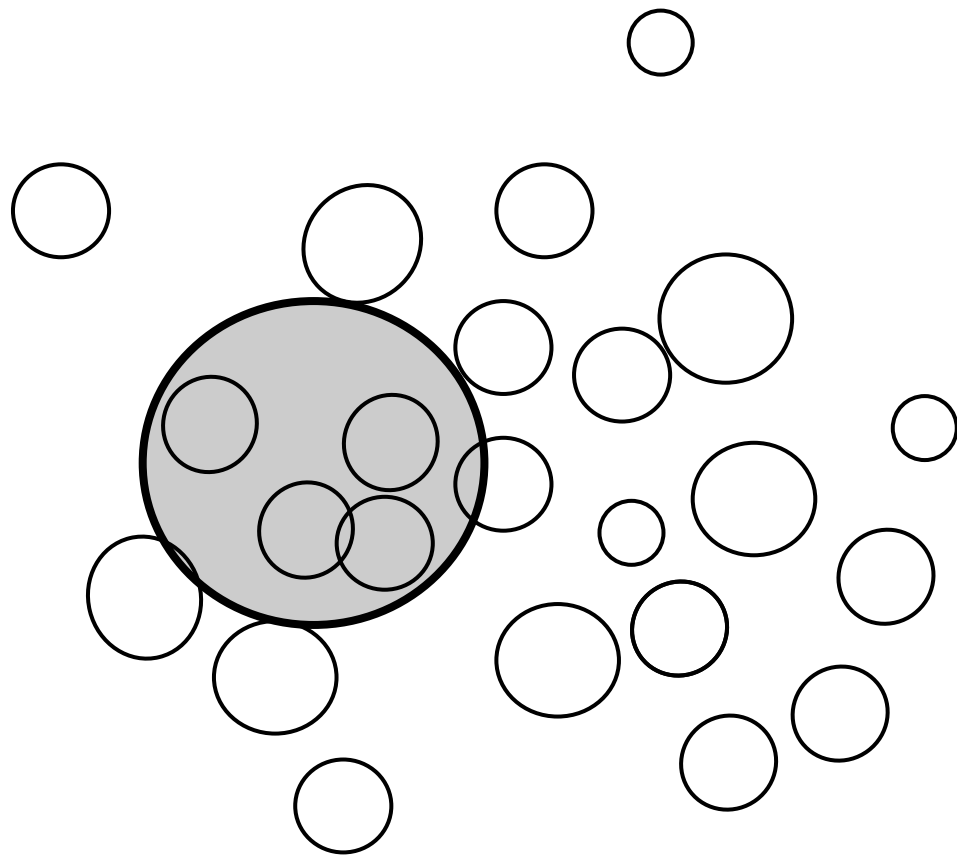


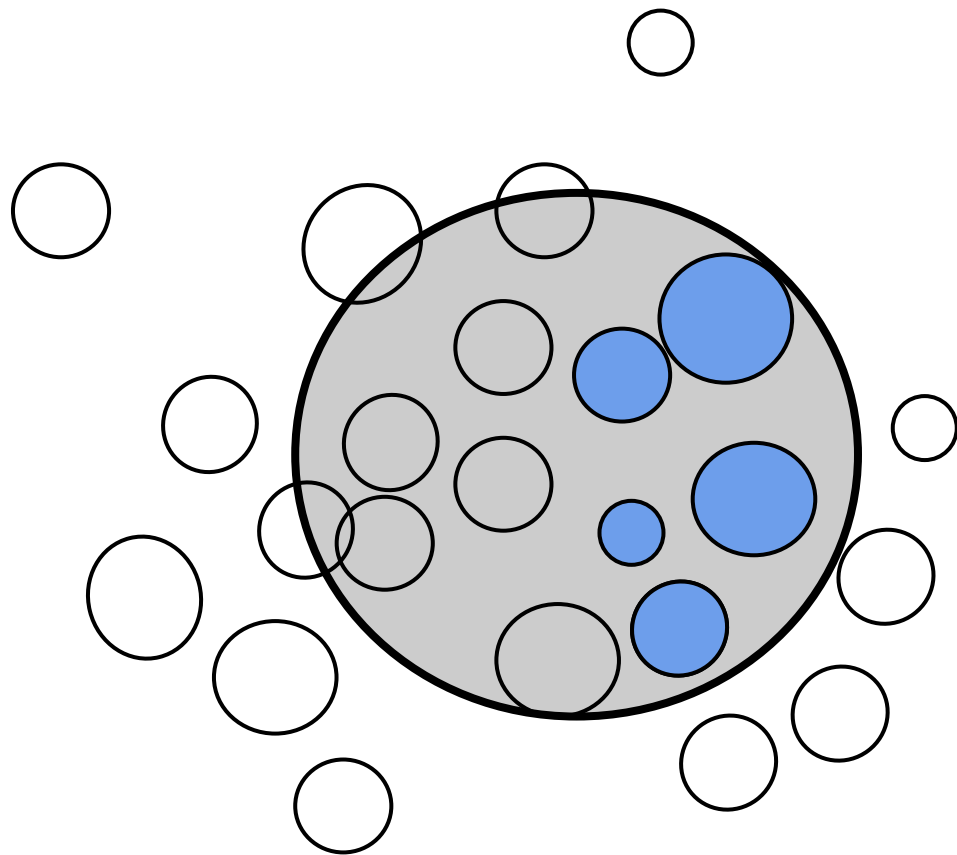




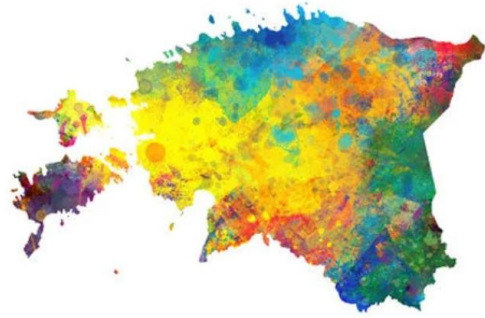








geography



identity



affinity



Example Communities of Interest:

- Somali moms of young children in the Burnsville neighborhood
- Black junior college students who have personal experience with the justice system
- Peruvian traditional artists and storytellers living in the American Southwest

Somali Community

→ Somali Women

→ Moms in Burnsville...

Fortun YMCA-Neil Farry
Name: Que, Rama, ISD 191
Mosque Geography cultural
connected: Identity liasons

Spotty Ties: Very Strong
relationship:

✓ we want to build a deeper relationship w/ them.

✓ growing demographic

✓ Barely in library circle of customers
users of library, but not OF/FOR/BY

✓ Best connection is to

library as an opportunity
for learning, supporting kids
opportunity - Homework Help

- library - space -
learning + work

✓ contacts
= credible starting pt.



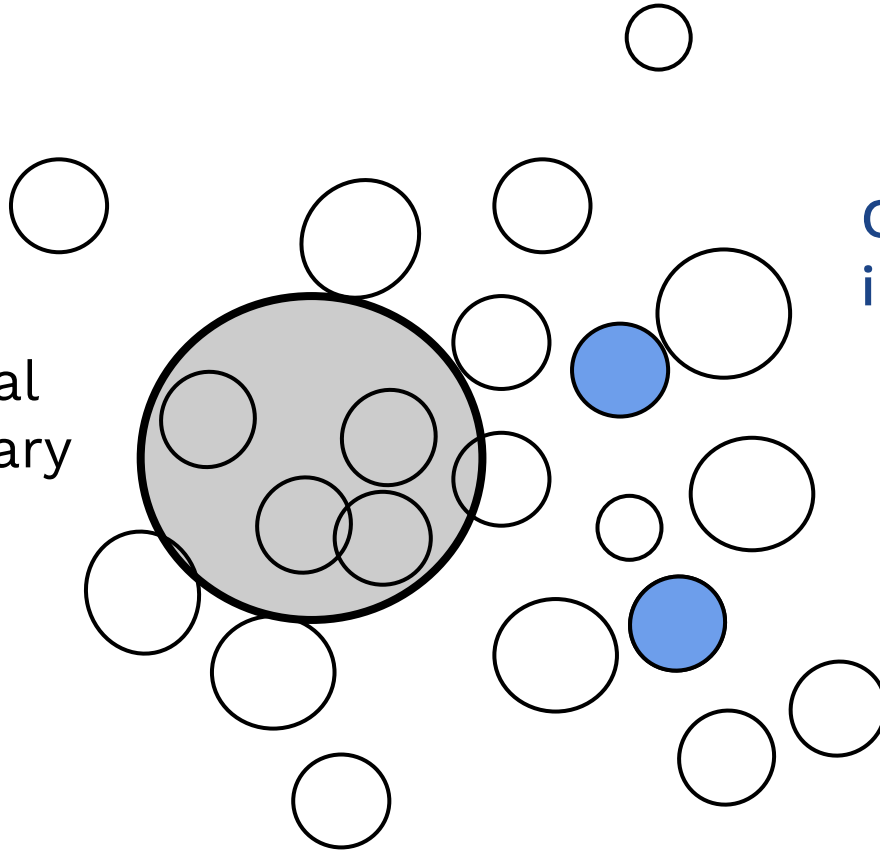






Traditional communities:

- International contemporary artists
- Local art lovers

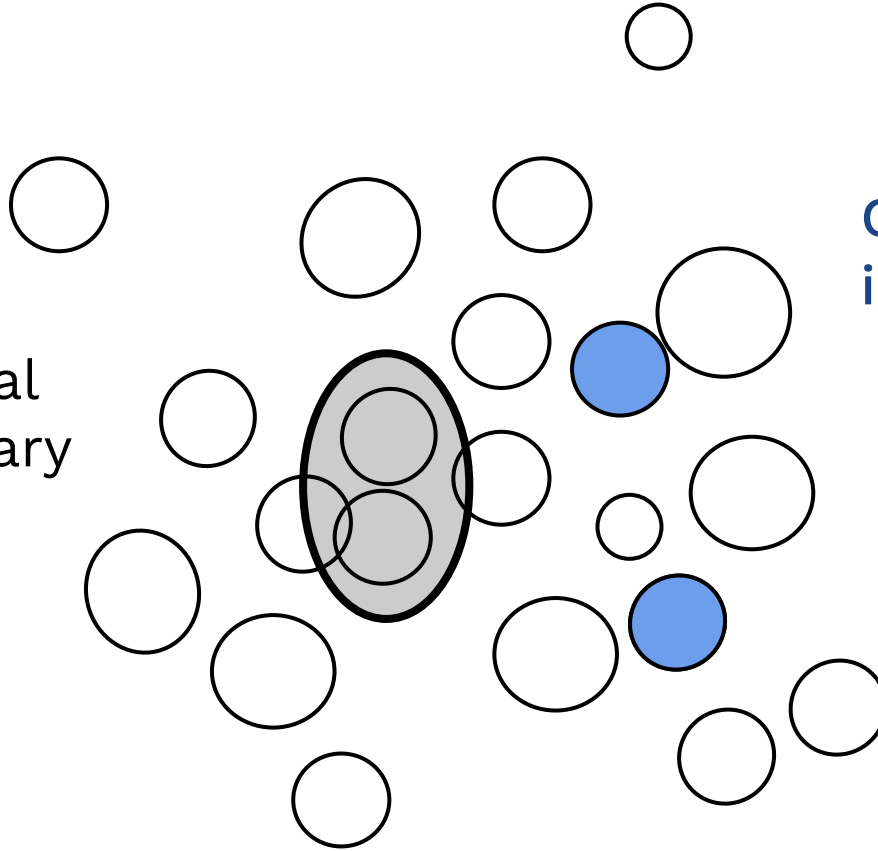


Communities of interest:

- Local artists
- Families in the neighborhood

Traditional communities:

- International contemporary artists
- Local art lovers

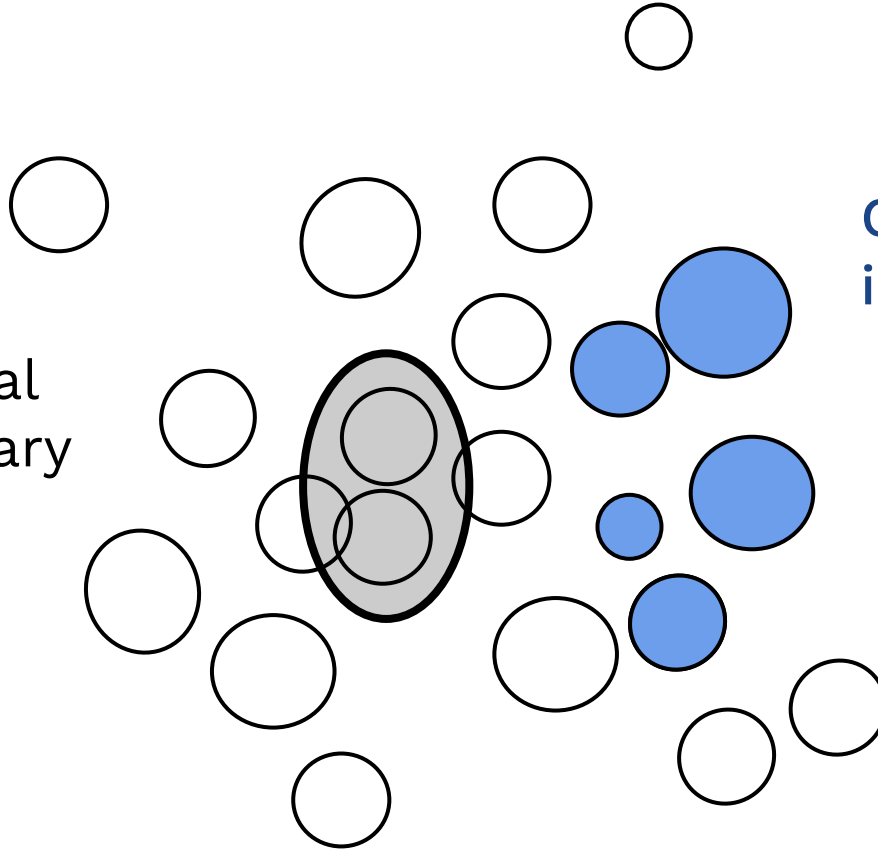


Communities of interest:

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Traditional communities:

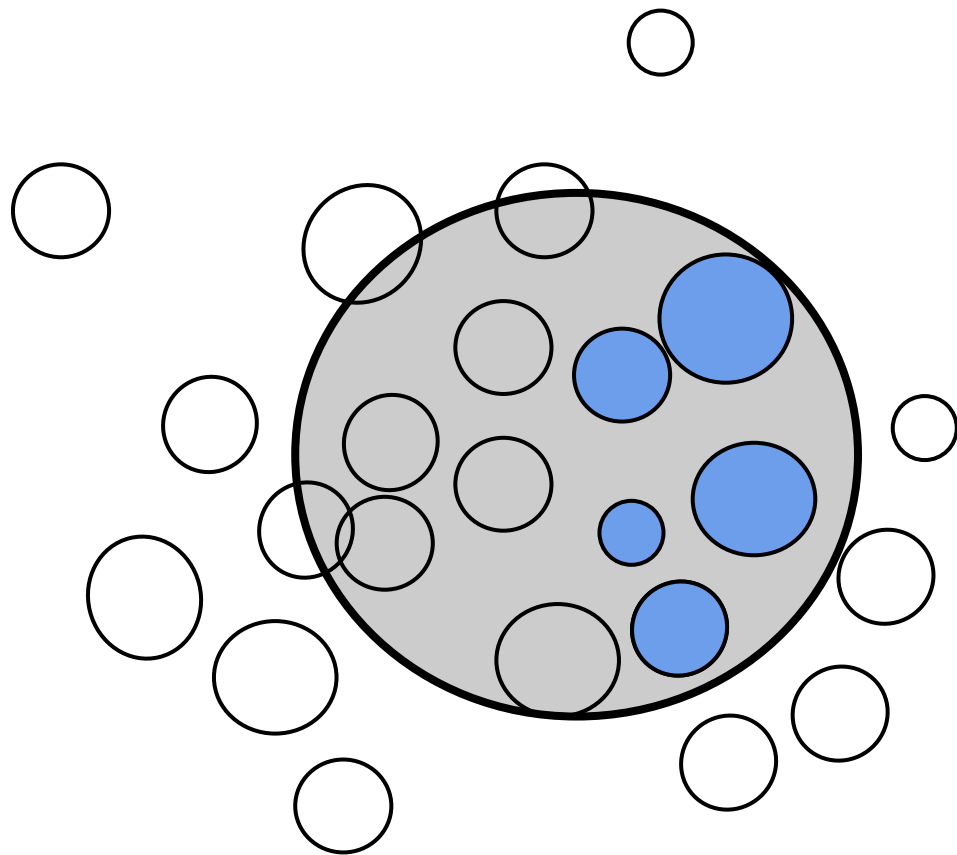
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- Local art lovers



Communities of interest:

- Local artists
- Families in the neighborhood





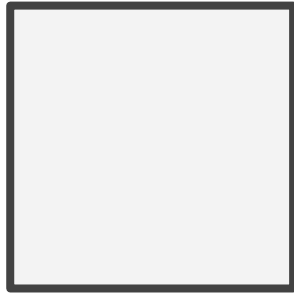
**Who is critical to
the future of your
museum?**



**How will you build
a new future
together?**



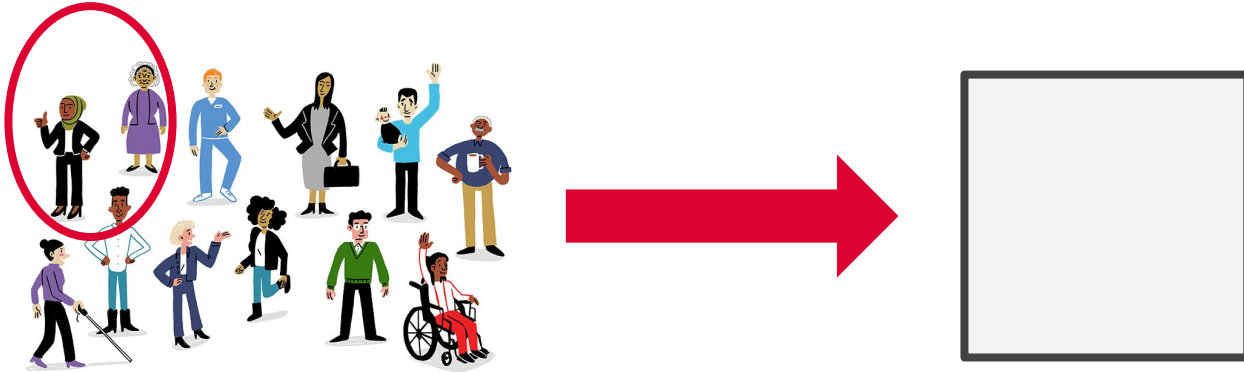
Community-First Design



Community-First Design



Community-First Design



Ask about them, not about you.

- What goals do you have?
- What do you value?
- What barriers/challenges do you face?
- What commitments can you make?



Dan and Jo Jo
Justin Steen
Jeanne Strick
Susan Strick
Jim and
Stacey
Lois
Tracy
Dana
Cathy







Ask about them, not about you.

- What goals do you have?
- What do you value?
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- What commitments can you make?

MEETING NEW AUDIENCES

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