

CONTEMPORARY JEWISH MUSEUM

Wallace Excellence Award:
Expanding and Deepening Family Participation



Goals:

- Remove barriers to family participation
- Diversify our family audiences
- Encourage repeat family visits (deepen participation)
- Translate school visits into family visits

Wallace Award in context at the Contemporary Jewish Museum:

25 year history

Strong school programs

Award received at a moment of
institutional change and dramatic growth

Sala Webb Education Center: Dedicated Space for Education



Sunday Drop-In Art-Making: Regular, Drop-in Program



Family ArtPacks: An “Anytime” Program



Family Gallery Adventures: A “Special Event” Program



Free Family Days: Large “Special Event” Programs



Research Methods:

Qualitative and Quantitative

- Visitor Surveys
- Tracking Attendance
- Family Focus Groups
- Family Program Surveys

What we've discovered:

- Challenges of opening a new facility and launching a new initiative simultaneously
- Unique needs and challenges of family audiences
 - Importance of listening to constituents
 - Importance of experimentation
 - Viral marketing is key