

## Museum Studies Students & Faculty

Focus Group Conducted September 16<sup>th</sup>, 2019

### **What are the strongest ways the museum can support the department/you as a grad student?**

- Even more opportunities for students to work within the museum
- Bring in exhibits which attract a wide variety of audiences including university audiences
- Find ways to align museum exhibits with MST classes
- Incorporate research on the floor of the museum and further the field
- Continue to bring staff and faculty together to create meaningful experiences for students, faculty, and guests
- Professor opportunities with students
- Model best practices in the field
- Keeping students in the loop
- Improve orientation
- More professional development for all
- Through supporting museum staff who are mentors for students in assistantships and examples of students of successful museum professionals. The healthier the museum environment is, the likelihood of the students having a positive learning experience –
- Continued focus on professional development –
- Promoting new ideas/new innovations in programming within staff and student partnerships –
- More assistantships
- By focusing on our specialties and being flexible with our availability.
- Working with your home life is so crucial. It makes the atmosphere inclusive rather than exclusive.
- Provide active, hands-on learning opportunities for my classes
- Model best practices in the field as an example for students
- Provide assistantships and other paid opportunities for students in the program to gain experience and to learn/reinforce skills, professional practice
- Work in partnership with the department
- Graduate assistantships, opportunities to be involved in the operations of the Mayborn, and working alongside the Mayborn staff
- Research on the floor of the museum
- Graduate assistantships

More opportunities in more departments

Professional speakers outside of class time

More hands-on experience in assistantships

Shadowing others

Emphasis on student organizations: MSSA, Education, Anthro, History, etc.

Field site

By existing as a resource for hands-on museum learning. Connect more with the general campus.

Don't immediately assume that all students know the exhibits/layout of the museum when first starting out.

Keep students in the loop with what's new, what's going on, etc.

Continuing to develop graduate assistantships and professional opportunities for students

Continuing to develop collaborative work and partnerships with museum staff and faculty - Ex. Work between education team & Kim McCray, Lesa Bush - Research opportunities to use Mayborn as a field site

Using MMC as learning laboratory

Using collections and museum resources in MST coursework, i.e. gallery teaching projects, field trips to collections, learning from staff

Find ways for museum studies and Mayborn partnerships to promote and encourage more enrollment in undergraduate courses such as intro to museums, etc.

More engagement with museum professionals across the country

**Are there ways you would like to utilize the museum for coursework/learning that we have never considered?**

Find ways of linking the historic village with material culture themes. I have always seen the village as a problem because the buildings were so poorly documented. But maybe this isn't a reason to ignore the village but to think about it more creatively

Professional development that mixes staff and students

Community of learning

Poster sessions for staff (to highlight and learn from)

Collections and interpretation: create an opportunity for students focused on education and visitor engagement to utilize collection items. Have students create a program or public event based on a collection item or group of items that hasn't been shown

More focus on the natural history section

Research methods opportunity and surveying visitors

I would like to use the cabinets of curiosity exhibit hall more.

I would like a more in-depth section on natural history in our coursework

As well as a focus in curatorial work

I would love to see the museum do workshops, i.e. scientific illustrations

Dirt to exhibit, in the historic village

The lab, conservation course or seminar

Have an in-depth look at what goes into creating a new exhibit. Use an existing exhibit to show the process

Use village/old dump, for archaeological site 1meter by 1 meter

Learn more about the exhibits in the exhibits class if possible. Discussing pros/cons of Mayborn exhibits, why were they designed the way they were, when they were designed, etc.

Research methods or program evaluation class. Do evaluation on the floor.

Would love to use blank areas on the walls in the back hallways for a student project related to the work we are doing and make the hallways more colorful

Continue to develop the gallery teaching projects

Want to continue finding more ways to teach class sessions in the galleries as well

Using collections more in coursework

Create exams/tests that are museum challenges and engage students via activity/adventure/exploration on the floor. Think amazing race in the museum

More experiential based tests

**Has there been anything about your experiences at the Mayborn that have fallen short of your expectations or left you disappointed?**

The museum has been a wonderful gift to the community, Waco and beyond, but less engaged with the university community (we do have some efforts to bring the university in)

Need training for staff who supervise graduate assistants to ensure meaningful projects

Continue to increase our work with the university and more connections at Baylor

Museum studies program highlighted within the Mayborn

Continue to update exhibits

The natural history wing lacks sensory/tactile options for the younger audience. It would be nice to see more 'hands on' versus 'hands off'. For example, HMNS, 'Cabinets of Wonder' has a touch everything approach.

Lack of updates to exhibits – though this is being done

More about BU or MST in exhibits and more engagement with the larger BU community

More paid opportunities for students

Disappointing that more students do not know there is a museum on campus

It is disappointing to meet Baylor students who have never heard of or been to the Mayborn

Lack of collab with Baylor

I wish the library was bigger

Texas Lifeways exhibits. Lots of empty space, easy to miss all of the information written down and just walk through the big room

Connect more with the university community

Have more resources for food other than vending machines

Community room and classroom furniture

Time for updates and make more comfortable, accessible, and conducive to learning

Lack of crosswalk at University Parks

More engagement/more working/continuing to work on gaining visitors that are undergraduate students

Exhibits updates

Interactive stations being out of order

**What are some ways you have personally used the Mayborn to enhance your coursework/learning/teaching?**

The Museum is always a focus in 5301 for the evolution of a museum over time. Also, in 5301 several museum staff members give in-class tours or share their expertise

Students experience engagement on the floor of the museum during special programming days and we have more personal facilitated experiences for guests

I invite staff to speak in my classes on their expertise

Dr. McCray has invited staff and students to hear guest lecturers and engage with them

Students attend meetings when applicable – Kanban, leadership meetings, etc.

I have used the museum to enhance my education through hands on education work through my assistantship and education class. I really value being able to walk into the museum and interact with visitors/see how they approach the exhibits

I have used exhibit halls for multiple courses

I have used the cabinet of curiosities for education outreach

I have taken my child to exhibits to watch his interaction to help me learn as well as his enjoyment

Incorporated collections into my class using objects from the collections for student learning –

Tours of the collections area

Use the BearDigs for small classes

Use exhibits for various classes

Used Mayborn for directed learning opportunities

Bringing in Mayborn staff to help with courses

I have utilized the exhibits and collections for course assignments like the gallery teaching project and have learned about collections management through my assistantship working with the collection and exhibits at the Mayborn

Mentally pulling info for exhibits and staff to help with projects

The library should be bigger

I have enjoyed the fact that for graduate students we can come in the back to study, etc.

In the future possible have extended study hours for students to come in

Class assignments

Graduate assistantships in Design Den and Collections

Class assignments

Gallery teaching project especially

Including Museum staff in courses, as both guests, teachers, and learners (guest speakers and as guests, to experience, share, give feedback, professional development)

Gallery teaching projects on the floor

Museum Library

Attending public programs, such as Directors Forum

As a case study in Intro to Museums. Mayborn history parallels museum history or as an example of: Natural History Museum, Children's Museum, History Museum

Participated in Portal to the Public training

Engaging and participating in Mayborn Staff meetings, Education team retreat, Mayborn retreat, and Christmas lights project

The Mayborn itself has close ties to the Museum Studies program and I have used it to influence my own work in exhibits and design. Additionally, class assignments and gallery teaching projects. - 5301, great broad overview of museums

**If the Museum wasn't here and you were just in an academic building, how would that change your experience as a graduate student/faculty member?**

Students would not be able to see the direct relevance of their classes in the museum that is all around them

If the museum wasn't here, it would be much harder to create real world experiences

It would not be as fulfilling. The hands-on aspect that the museum provides is a huge positive component of the program. The classwork would be more abstract and less effective without the Mayborn.

It would have completely changed my experience, if this program had not had a museum/collection

I would not have applied. I was dead set on collections work and natural history.

I would have chosen a program that would have afforded me those opportunities. I feel a museum program without a museum loses its context.

Not as rich an experience, not an opportunity to see how my work can and does have meaning and relevance and how what I do matters

Much more difficult to create real world experiences for my students

Students wouldn't see the relevance of their work

Wouldn't be a cool grandma!

Wouldn't have the experiences students need to build a resume

You would lose the hands-on experience that comes with learning and working in a museum

There would also be less of an emphasis or examples of the informal setting of a museum/real world experience

It would be a lot harder to build your graduate resume

No hands-on experience

Fewer opportunities to work in a museum and bring those experiences into the classroom

I would be lost in my first job in a museum

Less creative class assignments that use the exhibit space, i.e. gallery teaching

Less grounded with no home base. I think it's a huge benefit to have museum studies classes in an actual museum

It would make me sad. When I transitioned from my previous position to my current position, I was worried I would miss my ability to experience/be part of daily work/day to day life in museum. I found that because of the current make-up of the Mayborn and Museum Studies department that I didn't have to give it up

### **Are there any other thoughts you would like to share with us?**

The program needs a natural history course in some capacity

The museum could benefit from a small preschool or afterschool program (think Fort Worth)

Open storage for the public to see the other side of the museum

Perhaps little playland could have a drop-off so parents can enjoy the museum in peace (think IKEA playland)

Value the partnership between the museum and the department – it enhances both

More transparency to the public, in regard to collections

## Mayborn Volunteers

Focus Group Conducted October 10<sup>th</sup>, 2019

Additional responses via online surveys open October 15<sup>th</sup> - November 7<sup>th</sup> 2020

### **How often do you volunteer at the Mayborn?**

Haven't volunteered in a long time. Enjoyed it when I did.

2-4x per year. Meet the scientist & sic em' science day. This is what I do personally, but as PyPhd exec, I recruit members ~1x/mo.

Once a week

My volunteering is sporadic. Once a month for COVES, as often as needed for special projects, prefer "active volunteering", not sitting at desk and such

Special programs & lifelong learning programs

I come once a week with some exceptions. There are always conflicts that come up

Haven't been a volunteer for very long. 1 or 2 times a week

Once a week, total 12 times

Try to one a week

Once a week and special occasions

At least once per week

As needed depending on our schedule and the Museum's

2 hours most weeks

I volunteered once a week for two semesters

Every Friday

Once a week, for two hours

Once a week

2 hours once a week

Once a week

### **What do you see as our most valuable contribution(s) to the community? What are we not addressing that we should be?**

The educational support it gives the youth and adult citizens. The fact it is accredited gives the museum more valid reasons to come. The fact that the museum has something for all ages

Early engagement (i.e. child-centered exhibits). Involvement with scientists and research professionals. To improve: More prominently share growth/mission objectives, target more adult/teen (15+) groups.

More activities/events (ex. fall paint a pumpkin, to get people in the door, they may explore the museum)

A place where families can come and learn and have fun together. Maybe helping parents learn how to share the exhibits with their kids to make it more meaningful. So, they are really teaching their kids about science or history

Valuable: A place to learn, grow, expand knowledge, have fun, etc. I wish we had the Mayborn when our children were growing up in Waco. Not addressing need tours again, especially for adult visitors, as well as scheduled adult groups. Opportunity to see items in storage. Need volunteers stationed in areas during school group tours, used to do this (often teachers don't/can't "teach" as they tour)

Valuable: Education/Enrichment. Not addressing: How to get lower income children to and from the museum. Better access for the less mobile. More short videos, portable audio/self-guided aids

Valuable: This is a museum which offers the community and the larger surrounding areas, knowledge and information not found in other places around here. Also, it is a good place for families to be introduced to museums and develop a passion for them. Not addressed: More outreach to the community. Tours of the collection's areas. Attend school events and be available for people to become acquainted

Valuable: Keeping up with the happenings nationwide and sharing with the community. Not addressing: More advertising on the events. Before and after as follow up

Programming related to present day actions. Maybe more frequent programs related to world conations etc. Participants in the programs that are being presented. Community in development is needed. Subjects related to world and local conditions. More teachers involved along the way with their students

Most valuable is the ability for young people to gain a sense of history and science. The museum could advertise more. It does well with traveling exhibits, but not sure we tout what is available on a daily basis.

Free days. Loaning our stuff to schools

Introducing science and natural history to the general public and, especially, providing opportunities for life-long learning.

A beautiful educational place to learn, take guests, have fun, and bring tourists from out of town. Perhaps reaching out to MCC and TSTC students as well as Baylor students for jobs, interns, and educational opportunities. Always ways to make the museum affordable for all people.

school groups learning and enjoying the museum. previously, there were special event days for the community and out of town visitors in the historic village that were very enjoyable. Volunteers and staff would dress in period costumes and there were many activities such as carriage rides, music, games for children, etc.

The versatility in the historical artifacts and exhibits

Offering a good way to spend family time. Also, the exhibits are great!

Most valuable contribution: engaging the kids in the community and brining families together!

Engaging the children with educational yet fun exhibits like Doc McStuffins and the Backyard section

I think it's important to teach kids and the Waco community about science and the world assigns them, and I think the museum addresses a wide range of topics

### **What are the museum's main strengths?**

Staff, exhibits, friendliness, information availability

Updated and rotating exhibits, collaboration, interactive experiences (either with people or artifacts/exhibits)

Really nicely prepared exhibits, Lots of interactive exhibits - fun especially for parents with children. Help for the volunteers, they feel supported

Interesting and educational exhibits - both permanent and traveling, programs for all age groups, membership in accredited association

Beautiful facility, convenient location, dedicated staff and volunteers, interesting exhibits and programs, positive image in the community. A safe place.

Natural history of the area. Mammoth and other fossils found here. The area for younger children, we have so many families bringing really little ones here. The village I love and so do the kids. The music groups.

The volunteer coordinators. The constant improvement for new exhibits. The volunteers

Display of many objects and pictures. Volunteers who are knowledgeable. Subjects related to present day "happenings", esp. today's displays. Printed materials. Invaluable museum location, parking, knowledgeable staff

Strong well put together exhibits. Friendly knowledgeable staff.

Baylor and the community ties, the village brings lots of school groups in.

A superb physical facility with room to grow.

Excellent, enthusiastic staff.

The Museum Collection.

Good relationship with Waco area community.

Strong support from Baylor University.

Beautiful facility. Accredited by AMA. Great staff Continued updating and upgrading of exhibits Traveling exhibits Programming for all ages

Friendly and helpful staff, interesting traveling exhibits--especially the Titanic, Baylor university support by faculty for special educational days, exhibits appeal to both young and old attendees.

The versatile, educational, and fun games! Also, the different events hosted!

Making it a fun environment for children to learn

The exhibits are great attractions to many people.

The orderliness and special events are amazing

Its amazing staff, thoughtfulness with trying to be both engaging and educational.

Hands on activities

**What have you observed to be the some of the weaknesses or challenges that the museum is facing?**

Need more paid staff

Growth matched with staff/resources and potential. That is, there is always a lot of looking forward, but we don't always have the resources or personnel to match or achieve this growth

Probably money, I'm sure with more of it the museum would do more stand out things.

Insufficient parking, especially during large events. Need more information about what the age appropriate areas are so families can find rooms/areas that match their interests. Space for display of more of our stored artifacts.

Parking, for certain events we need for more handicap parking and less volunteer spots. Signage that can be changed. Public eating and break areas for children and adults

Parking, as we said. Coffee shop needed

Not enough volunteers to cover special events and exhibits.

Knowledgeable guides. More guides in the "Display Exhibit" with "Knowledgeable exhibit skills" perhaps more training in this area, students and adults

Perhaps not enough volunteers

Losing too many volunteers. not advertising for and either. Not trying to focus on "adult" interest. Need to highlight the cabinets section.

Underutilization of the Museum's large physical space (i.e., too many empty hallways).

Natural History wing is too isolated from the children's area. They should be more fully integrated.

The Museum is not taking full advantage of the talents of its adult volunteers. The volunteers are mostly used for relatively routine tasks.

Financial support from the businesses and individuals in the community. Affordable traveling exhibits

limited parking nearby, maintaining current exciting exhibits as well as gaining new ones

I think that maybe the museum should offer additional elements that are geared towards an older audience. At times, it feels as though it is mostly geared towards young children.

Visitors that do not speak English may have a difficult time understanding certain interactions around the museum.

One weakness could be that some of the actives on the spark carts are a bit run down.

**What would you like to see the museum achieve over the next decade?**

More volunteers, continued major exhibits more public awareness of what the museum has to offer

Recognition at a national level? More of a name brand. More emphasis on generating good "teachers" (people who can share ideas about STEM and other museum topics and engage a wider audience)  
Increase and expand the efforts and impacts of Portal

Maybe make some parts of the natural history section more appealing to families with children. There is so much great stuff there, maybe if it could Pop! draw people in

Close easy parking. Add/build space for more displays of stored artifacts. Increased adult programming - perhaps with a new traveling exhibit hall so one exhibit could be for children and one could be for adults. Offer tours to outside, related destination to see other museums, etc.

Better parking, more changing exhibits, schedule for updating and improving, maintain and improve museum certification. Make the village more weather friendly.

The city is growing, and the museum needs to be in the forefront, attracting people to us. The museum must continue to have exhibits which appeal to every age group.

More exhibits related to present day conditions and past. Additional tour guides and greeters. Better communications with school in exhibits. Exhibits with attraction for all ages and better communication with the schools in Waco and surrounding areas regarding the displays. More teacher involvement.

update and expand it exhibits. Many, Texas Pathways, have been in place since opening. I often hear adults say they remember it as a child when they went through with a school group and it looks the same. Some comfort there as they are bringing their kids to experience it, but it would be helpful to add to the exhibit. Don't remember ever hearing that 'this wasn't here before

I think we need to bring back Village days. The public loved the days when we dressed up and had the village open for games and activities (not village Wednesdays)

Upgrade the natural history wing

Significantly increase the use of the permanent Museum collection for public display and scholarly studies (e.g., have a continuously rotating display of "unique items from our collection"

Continue to increase public and Baylor faculty interaction with the Museum

Continued growth, continued relationships with all colleges in area especially research programs, higher tech in exhibits for young visitors, guests' speakers in theater, activities in the Village for community

possibly incorporate some holograms into some exhibits--such as the Abilene Visitors Bureau and Museum currently uses. continue to provide the one-month special presentations each Thursday evening, group tours

More fun events! I thought the Halloween event was brilliant!

More interactive exhibits!

Become more interactive like in the new Wildlife section. Kids are able to learn better if they can interact with it.

Opening up a new section of the museum

Get more volunteers to help with spark carts, special education shows. Maybe even expand the educational aspect beyond science and maybe tie in other courses to be more inclusive; I know tying in history and something fun may be a little harder, but I think it would be more inclusive

The downstairs renovations look so amazing, it would be cool if the whole museum got new additions to them as well!!

**Are there any other thoughts you would like to share with us?**

Mayborn app!

Sticker or freebee for visitors when they come in like the seed packets from BY Ecology grand opening

Clean, well-kept modern facility.

We thoroughly enjoy our experiences as guests and volunteers and thank the staff for being so supportive and appreciative.

Concern that the number of adult volunteers over the last few years has gone down significantly. Mayborn Museum continues to be a wonderful tourist stop as well as a great resource for school visits.

I enjoy volunteering at the Mayborn Museum!

I think the Mayborn is a great place to volunteer and I really enjoy my time there.

## Portal to the Public Scientists

Responses via online survey open September 25<sup>th</sup> – November 3<sup>rd</sup> 2019

### **Have you volunteered at the museum in the past year? If so, why did you choose to volunteer and how often?**

Yes, it is a good way to gain access to the general public around science issues

Yes, I participated in the International Day of Light event at the museum. I chose to participate to engage the Waco community in learning about plasma as the fourth state of matter. I have also participated in the Science Teen cafe and I plan to volunteer as often as I can fit in my schedule.

Once a semester, for Meet the Scientist. I chose to volunteer because I want to share the science I do and to show people what a scientist can look and act like.

This is [Redacted]. I, and members of my lab, have volunteered at the museum since 2016, typically twice per year. We volunteer because we love to share sleep science with the public, and the Mayborn has been one of the best venues - if not the best venue - to do that.

Yes, I have volunteered with Meet a Scientist as a way to connect with the museum community and represent Present Your PhD

### **From your personal perspective, what do you see as the museums most valuable contribution(s) to the community? What are we not addressing that we should be?**

There are many valuable contributions: a site for science (and other!) learning, a community gathering space, a safe place for free exploration by children, a place for adults to learn, and the museum collections are valuable to researchers

I think the atmosphere in the museum is perfect for introducing new concepts in an informal way. Something I personally struggle with when doing open public demonstrations is how to adapt the presentation so that it is equally interesting for children as well as their parents. Engaging the parents, to me, is even more crucial than working with their kids, who are often times very young. So, maybe we can do events for parents once in a while and/or recruit them as volunteers, which requires them to learn the basics of the concepts we demonstrate. In this way, we can pull the entire community in the process.

Wonder is the most valuable contribution - being able to inspire wonder in children and adults alike! I wish there were more activities and signs addressing how we can take better care of our planet so these objects of wonder can be preserved and to keep our Earth healthy.

Hmm...this is certainly a question that would work better in a focus group than in a Qualtrics so as to hear others' brainstorming. But I'll give it a try. As a dad, I would say the Mayborn is an excellent place for families to go to run off some energy in an indoors environment. It's a lot of fun. As a scientist, I see the Mayborn as a friendly, accessible venue where you can introduce contemporary science in the context of having fun. With regard to what to address, I think you're doing a great job. There are no gaping holes from my perspective. We could brainstorm all day about things that might be improvements...I've spoken with some of you about using the Mayborn for fundraising galas, and if

ClubCorp finds a way to serve champagne at McLane stadium there's got to be some way to have that conversation with higher admin. Another thought is to replace some of the relatively unused rooms with locally motivated content. There's got to be someone who can reach out to Chip and Joanna Gaines and persuade them to renovate a room that allows kids to live out 'demo day' or house staging. They've won alumni of the year in the past--someone has their phone number and I'm certain they brought their kids to the Mayborn while they were growing up.

I think community events are the most exciting. I love all the opportunities to integrate research and would love to see the even more days that highlight and feature scientists!

### **What have you observed to be some of the weaknesses or challenges that the museum is facing?**

It appears to me that the museum has experienced a lot of dynamic growth in the last few years. This is a positive thing but can be challenging as well. Museums such as this one tries to be (and are) many things to many people. How do you balance that with narrowing focus?

Again, getting everyone to participate. Another idea is to work with retired people as volunteers, who have time, often love kids, and benefit from feeling engaged. Another general challenge is assessment of impact, beyond a survey and beyond assessment of generalized concepts, such as "interest in STEM". For example, it is interesting to know how children develop interest in emerging science fields or to evaluate how a science-related workforce identity develops early on. Probably the museum has its ways of doing that and I will be happy to learn about it and/or explore new methods for impact assessment.

Certainly, a challenge is figuring out how deep into conservation talk to get - some people can view that as political and that can cause tension, so I get it. Many of the graduate students haven't been to the museum! I encourage them to go, and they are sometimes surprised to hear it's a museum that respects evolution and science (there's some prejudices of the grad students, but few of us know what "Mayborn" means, or that this museum is a science/natural history museum)

I'd say to keep working on the best way to do portal training. I definitely support keeping the bar for training high. I would encourage portal staff to keep thinking of ways to best implement the training. I think 4 hours straight is a lot, and you'd get better learning outcomes with more spacing. What if you had an online training portion of just the content (such as best ways to learn, what the portal is all about, etc.) that people could do on their own time? The online part could conclude with the homework assignment of brainstorming how to share their science. Then maybe they could come in for 2 hours with other trainees and portal staff, and everyone could practice implementing what they brainstormed, receiving feedback from all other attendees before trying it again. That's just one thought, but I think the more people can practice/receive feedback what they will actually be doing during the portal training, the more effective they'll be when they're on their own. A second thing that comes to mind is that half of your museum is always busy, and half of it is typically not. I bet this is a sticky issue, perhaps even with politics involved, but I would recommend being fearless in identifying ways to make all square footage of the museum a hit. That might mean ignoring sunk costs or replacing areas that seemed like a good idea but never attracted visitors. Part of the issue will always be funds, but if you put together a 10-year strategic plan I would recommend being fearless in saying goodbye to exhibits that have shown the least value.

When I did Meet a Scientist, it didn't seem like there was a good "spot" for me to set up. Having a special corner of the museum with a monthly schedule of when a scientist will be there would be super neat

**What would you like to see the museum and Portal to the Public program achieve over the next decade?**

I think continue the great work you are doing. I love the focus on Baylor Researchers- past and present, and the new Backyard Ecology exhibit is a great tool for Portal scientists to use.

Engage parents and grandparents in science activities.

Raise awareness of threats to Earth and what people can do to make a difference (vote, contact their representatives, use less plastic [and how!], produce less trash, public transport vs personal use vehicles). I know this may make the museum an activist, but I think it's so important.

I think it would also be excellent to develop a "Be the Baylor Scientist" room. So, some room where the activities mirror those of Baylor scientists (similar to how we're trying to secure external funding for permanent sleep exhibit). You might also consider coordinating a type of mentoring program between Baylor scientists and middle schoolers or high schoolers. Or some competition where middle schoolers or high schoolers try to come up with museum-based ways to communicate some scientific concept. Here I'm reminded a bit of Frontiers for Young Minds (<https://kids.frontiersin.org/>). Maybe there could be some award that's either a trophy, or cash award, or maybe a winner gets to intern during a summer in a Baylor lab. It'd be especially powerful if we could focus on Waco ISD or other school districts where most students are from a disadvantaged background.

I'd like to see Portal integrated into the Baylor graduate program to help increase participation in Portal, but also strengthen graduate training to include community outreach and science communication.

## Regional Educators

Focus Group Conducted October 21<sup>st</sup>, 2019

Additional responses via online survey, open October 23<sup>rd</sup> – November 7<sup>th</sup> 2019

### **What is your school/institution's relationship with the Mayborn Museum?**

Various groups in the district visit the museum

Parents bring their children often

5 years ago, I attempted to have a district-wide field trip to the Mayborn for 3rd grade. It did not last beyond 1 or 2 years. Teachers at one campus complained that their students came all the time with their families and did not want to come for school. Also, the admission fee was difficult for us to afford

Disconnected

18+ Vocation Program, MPower, has the most exposure to the Mayborn despite the field trips taken by other groups during the school year

I feel the Mayborn could be used more frequently as an educational resource

Cost to attend and transportation are limiting factors I see

Spark boxes are great! I loved using them, I feel more educators would too, if they were more aware of them

We take field trips to the Mayborn

La Vega Elementary students attend field trips at the Mayborn

I am not completely sure of the entire partnership, but I do know that the Mayborn Museum has provided support at various conferences held at the ESC, including presenting sessions over topics such as Makey-Makey.

### **From your personal perspective, what do you see as our most valuable contribution(s) to the community? What are we not addressing that we should be?**

Most valuable contribution: Exposure for students, students living in this area have a glimpse of the world through the Mayborn

Not addressing I think you should consider out of the box ways to partner with surrounding districts such as:

Working with curriculum departments to plan joint professional development or write curriculum

Creating free outreach programs for districts

Training university students to represent the Mayborn in educational outreach

Most valuable: educational exhibits, something different each visit, spark boxes, welcoming staff, very helpful

Not addressing older population interest, teach students more about museums and museum studies, create lifelong learners, options for those that may need support in the tinker/maker space, social groups, tailored to TEK content, virtual field trips

Y'all bring great traveling exhibits. It is a great children's museum.

Traveling exhibit is always interesting. I would like the experience to be more interactive with museum staff, and not just watching us as a group.

I think that the Mayborn Museum serves as a powerful contributor to early childhood education and foundational success for early learners. I think it would be helpful to parents within our community to learn how to interact with their child to increase learning during a museum visit. Often, I have seen parents uncomfortable to take their children because they are not sure what to do with the child while they are there...or assume that just being in the museum is enough, not realizing that there are powerful interactions to be had through questioning and conversations while visiting the museum.

### **What are the museum's main strengths?**

Friendly staff

Seeking input

Connection to Baylor

Connection/Partnerships with other venues

Location

Facilities

Connection to scientists

Offering the latest/greatest in Science and Technology

Waco History

Bringing outside exhibits and information into our community

Educational focus

Community outreach

It is great for children. You always have interesting traveling exhibits. Very family friendly.

Local history data, Mammoth data,

Traveling Exhibit

The Mayborn Museum does an amazing job of bringing in traveling exhibits that pique the interests of those within the community. I really like the way the exhibits don't seem to cater to one age group, but instead, are varied enough that they can reach all ages. The permanent exhibits are well maintained and offer students numerous opportunities to learn through experience. Additionally, I think the Mayborn Museum's programs for educators are directly in line with the needs of modern students.

## **What have you observed to be some of the weaknesses or challenges that the museum is facing?**

Marketing – selling the relevance or the why

Maybe consider offering a variable price structure with discounts that kick in at a certain number of attendances

Exposure of resources to teachers, a make and take would be great

Cost to fund/support groups that want trips – discounts

Network! Promote yourself, billboards are great but find other ways to promote yourself, social media!

Many years ago, you had docents who shared information about the rooms when we had school groups come. This was great. More recently, we have had to give all the information ourselves when we brought a school group. This is one reason we don't go as often. Many of our younger teachers don't feel comfortable trying to present this information themselves. Many have no clue what the requisite facts and information are about the rooms.

When we plan a field trip, upon arrival it does not always meet our expectations. Staff for explaining exhibits or staff participation in the historical village may not be available as we thought.

I would love for more teachers to know about what the Mayborn offers. Perhaps reaching out to local districts or campuses for face to face visits during orientations or even attending more community events within Waco for a greater reach.

## **What would you like to see the museum achieve over the next decade?**

Increased community partnerships with diverse partners, churches, community centers

More exposure -> Resources

More history of Waco

Community Events: Host movie nights, craft nights

Social groups based on interests

Have more "pioneer days" where people are staffing the village to make it as it once was a century ago.

Special exhibits important to the lives of children: Dr. Seuss, loved the Eric Carle, Harry Potter, Winnie the Pooh, etc.

I would love to see the Mayborn Museum continue to flourish and be a staple of educational support for early childhood within McLennan County. I would also love to see the possibility of a STEM bus or traveling program for outlying rural communities.

## **Is there anything else you would like to share with us?**

I hope it isn't too late to put my 2 cents worth in here. I wasn't available for the meeting last week and I didn't see the link until just now. This museum is a tremendous asset to the Waco area, and I would like

to see it continue and grow. Maybe field trips would be better if you provided information about each of the rooms that teachers could share. My girls and I loved our "Museum Mondays" in your facility and I have very fond memories of all the ladies that had a great influence on us during those times.

City of Waco

Focus Group Conducted October 28<sup>th</sup>, 2019

**What is your organizations relationship with the Mayborn Museum?**

We are a museum in Waco – Texas Ranger Hall of Fame and Museum. We've done joint marketing and events before. We are both members of MAW.

Museum Studies students have volunteered and done exhibit work

We are partners in the Libraries Museum Pass program

We have worked with the museum on programs like STEAM Team to highlight museum exhibits and enhance our programs

We have also brought our outreach to team to museum events.

We share visitors and presentations/programs

Consulting on Animal issues and displays

Joint promotions

Speakers at Museum Studies classes

MAW members

Have coordinated on presentation and events both at the Zoo and the Museum

Consulted on animal issues

Joint promotions of exhibits

Both institutions are MAW members

Speak at Museum Studies classes

Partners in the museum community

Working with MST students, staff, and faculty

Co-advertise/cross promote

Staff works together to share ideas, borrow artifacts, and reference resource

We borrow, loan, and give objects

Working together on MAW events

Friendships with employees

Museum thinkers bounce ideas off of staff

Suggest and give references to vendors

MST students work and volunteer

Partnership in the outdoor environment field, not really set in place, just as needed.

The museum has been helpful with bird and animal taxidermy specimens which are very much needed and used at the Wetlands

Outreach and educational partner

Community, Mayborn, City events

No set partnership

As needed, not formal

Professional museum development, sharing ideas, MAW

**From your personal perspective, what do you see as our most valuable contribution(s) to the community? What are we not addressing that we should be?**

Valuable Contribution: Education through play for kids – discovery center and hands on activities for schools and member events focused on kids is great and something we hope to incorporate more into our exhibits. You are a good example to follow

Not Addressing: Sometimes adult exhibits/programs – I really loved the Chihuly exhibit but since then adults seem to be every few years here and there

Valuable: Encouraging informal education in science and other areas so people can explore and learn on their own

Not Addressing: It would be great to have info to share at library programs to promote what is available at the museum

Great historic value for education

Well done exhibits

Excellent traveling exhibits

Cross promotion between local institutions

Mammoth site, zoo, other museums

The museum is a beautiful and educational facility that provides family entertainment at a very reasonable price

I think the content is very well rounded, providing experiences for all ages

The zoo often brings colleagues that are visiting from other institutions

Enjoy opportunities to collaborate between the Zoo and the Mayborn

Valuable: You fill a science and natural history educational void in the community as a cost-effective option. Good traveling exhibits

Not Addressing: What you do, perception as a children's museum

Local natural history

National broad ideas brought in through traveling exhibits

Exposure of museums to young children – creation of future museum goers

Baylor science, Waco

Valuable: In my opinion is education of historical facts, the historical value of Waco

Not Addressing: Waco history more, ALIVE (Association of Locally Informed Volunteers in Education)

Valuable: Outreach partner, education

I am also a member of Central TX Audubon, the prints are great!

Instilling love of Waco and its natural history

Not Addressing: Specific local species present, specifics about local waterways, specifics about local recycling

WISD Native American Programming with ALIVE, formal field trip partnership with school district

### **What are the Museum's main strengths?**

Baylor students and depth of staff, much larger workforce to utilize for events/programs/classes/exhibit work

Hands-on, immersive exhibits that visitors look for. We're slowly adding into our exhibits, but you already have from beginning

Special exhibits and full space dedicated to it and the money to do them

Accessibility: Museum is easy to get to and to navigate. Lots of options to attend at low to no cost

Variety: lots of info for all ages and interest

Quality: facility, exhibits, and information is all well researched and presented

Nicely done exhibits

Rounded traveling exhibits/all ages

Very good customer service/informational staff

Fair admission price

Knowledgeable professional staff

The facility itself is functional and attractive

Displays and content is well done

Traveling exhibits are rotated to attract a broad audience

Friendly staff/volunteers

Good location

Exhibits (quality)

Large facility with outdoor space

Room for growth (my perception anyway)

Scope allows for a variety of exhibit options

Family friendly

Something for all ages

STEM

Utilize Baylor

MST

Staff

Traveling exhibits

Location, location, location

Kid friendly, especially for younger ages

Nice permanent exhibits

The staff, connections to the college, museum studies program

Beautiful building, very affordable prices, has special exhibits that are spectacular (titanic!) bird art, very accessible to folks of all ages and all ranges of capabilities

**What have you observed to be the some of the weaknesses or challenges that the museum is facing?**

Perception as being a children's museum may limit visitors

I-35 construction

Baylor game days – navigation/closures

Imposing building that doesn't look like a museum, glass doors were a big help

Baylor association is both a blessing and a curse, many non-Baylor affiliated locals assume the museum is open to students and Baylor folks only. We try to help with that though

Parking can be challenging

Parking seems to be the main issue

Baylor game days

Perception that you are taken care of by BU and don't need outside support/donations

Parking

At the mercy of BU schedule

Viewed as being a children's museum only

More art and culture, many Baylor resources

Parking

Baylor

Exhibits

Advertising

Too many kids in one area – maybe a parent thing

How much do you reach out to the community for partnerships?

Parking

Probably the same challenges that all museums have: science illiteracy, do folks read, how to keep them involved and interested

How to incorporate the outdoors into your indoor museum, the Brazos is right there at your backdoor

Parking

BU game days

Advertising for older audiences that don't use social media or see digital advertising

### **What would you like to see the museum achieve over the next decade?**

Better balance of adult and kids, but still be strong in kids' programs as Waco needs that and I'm about to get a family membership since my son is almost 1 year old. I hope that I will enjoy the visits as much as he does.

It's great to see the high level of content brought to Waco by the museum. I would love to see that the continue and see some of the suggested additions of local science and history info too

Also, possibly a digital docent that is on phones and provides info based on where you are in the museum

Provide more historical/natural history exhibits and information

Highlight the work of Strecker a bit more

Continue to improve/expand Natural History exhibits

More interactive technology

River component – boat with tours?

Growth in both family and adult followings

Playing into tourism audience

Grow with environment, BU and river setting

More in gallery offerings on a daily basis for more person to person interaction

Redo of natural history side

More village interpretation, natural ecosystem, cultural interpretation

Updated interactive displays

Water exhibits using the Brazos River

Outdoor village days

Hopefully not a big price of admission jump for visitors

Awareness thought the community all ages and all ethnicities of the value and benefit of the Mayborn

Increase awareness of our natural history

Why Waco is Waco

Better use of the Brazos river

Glass boat tour

Parent engagement and staff gallery interpretation for those who many not feel comfortable educating their children

### **Is there anything else you would like to share with us?**

Store capturing public for X-mas ideas, underutilized potential. Honestly was surprised that it is smaller than when I was a museum studies student in 2007. It had adult and kid gifts that were unique – not just from catalog vendors

We love working with the museum and will continue to do so

Thanks for being open to community partnerships

I think you have a great museum that certainly provides resources and exhibits to further the education value for children and adults

Partnerships with local school districts

Family nights

More advertising

Catching football fans and doing something with them when they are on their way into the games

River river river!

Outdoor exhibits, topography map of the river and a timeline

Brazos history connections

Baylor

Focus Group Conducted October 29<sup>th</sup> 2019

**What is your relationship with the Mayborn Museum?**

Coordinated fundraising campaign for building and exhibits with volunteers for construction and endowment

Donor relationships

Members, advocate, donor, bring grandchildren to the museum

Each summer I host MELA, Math for Early Learners Academy in 6 classrooms at the museum, this is for four weeks in July.

My teacher education students come each semester for a project called "Math in the Museum"

I do work closely with Museum Studies faculty and Mayborn staff in development of an Informal Education minor for Baylor Undergraduates

Assist with external audiences engaging with the museum and specifically understanding the education outcomes for our local ISD

Help our city and student engage from a city growth perspective

I am also a parent of 3 children who love the museum and have been attending for 8+ years

New board member for Mammoth Foundation Site

Junior League – participate with Community Day

We partner with Mayborn staff to highlight historical displays in high traffic areas (SUB/Waco Hall) and through educational displays in the Bill and Eva Williams Bear Habitat

Member and donor

Student events and organization meetings

Partnerships, bringing students the museum to show how informal education institutions educate children and showing them that this is a career possibility

Emerging relationship with students, bringing the Mayborn to the main campus in high traffic areas for better visibility

**From your personal perspective, what do you see as our most valuable contribution(s) to the community? What are we not addressing that we should be?**

Education for all ages through permanent exhibits and traveling exhibits. Programming for children is fabulous

Opportunities for volunteer involvement by people who would not necessarily be connected to Baylor

Opportunities to draw Baylor alumni, friends, and prospective students with Baylor 175 Exhibit

Valuable Contribution: Opportunity to learn in an authentic way, interacting with exhibits, special programs/events, opportunities for all ages

Not Addressing: Reaching out to low SES communities, connecting/supporting Baylor students and maybe departments – like SOE Centennial Exhibit

Parent Education?

How can learning be different than a formal classroom

Valuable:

Storytelling, education for all ages,

Great gift shop and toys that can't be bought elsewhere.

Incredible traveling exhibits.

Great birthday party sites.

Not Addressing:

Event space to be more widely known for rental, conference spaces.

Collaborating more with on campus opportunities to increase engagement – small exhibits in the city!

Play events (museum in California offers “food play” “mud kitchen” – sensory components for learning that you wouldn't do at home

Valuable:

Imperative to a city to have a vibrant, accessible, learning space

Opportunity for research and learning opportunities in undergrad and graduate education

Traveling exhibits and nationally recognized shows bring newness and credibility to city

Not Addressing:

Connection to campus and coordination with campus events

Coordination with campus events

Mayborn as a community project, people from all over coming in, not just those from Baylor

The visibility of the Museum as being an academic building, it doesn't look like a museum. How do you change the outside to be more dramatic and draw people in? Cameron Park Zoo signage

Vibrant

Use for student events, may bring students over here and give them more ownership of the museum

Satellite exhibits on main campus and in the city

Mayborn missing at events like Homecoming and parent weekends

Partnerships with hospitals

Parents as Teachers

Transportation for low SES families

### **What are the Museum's main strengths?**

Excellent staff/leadership

Vision

Children's programming

Traveling exhibits

Offers authentic learning for all ages

Exhibits, programs, events

Includes children exhibits and programs, and natural history

Connects well with university

Connects well with community and schools

Awesome staff

Explaining new ideas – great museum leadership

Willing to collaborate with external partners easy to work with

Traveling exhibits

Museum studies program – training the next generation!

Well run and maintained

Incredible educational opportunities

Innovative

Cost effective

Leadership and staff

Vision

Freshness of traveling exhibits

Ease of collaboration

### **What have you observed to be the some of the weaknesses or challenges that the museum is facing?**

Visibility with City of Waco promotions

Communication about all wonderful opportunities

Continue to update exhibits that feel worn out

Surveys, you have a wider array of engagement and could get good community feedback

Marketing

Integration into campus events/spaces

Utilization of outdoor spaces

Work with organizations like Prosper Waco to gather information from visitors through sticker surveys about things like the importance of PreK

### **What would you like to see the museum achieve over the next decade?**

Increase endorsement for new exhibits, etc.

There is already a good trajectory toward “big” ideas such as renovation and awesome traveling exhibits

One idea I’ve had is an additional building/facility/extension of building for classroom space

Parenting classes

Online tours of exhibits, stream into Waco ISD classrooms for a smaller (than fieldtrips) fee

Classroom kits, that any ISD could purchase to teach about Mammoths, etc.

IMAX

Enhance venue, event space

Include Brazos River/Cave into the museum

Bear exhibit

Shared exhibit space with campus facilities

Celebration of cultural diversity > integration of university libraries (gospel music/preaching)

Mayborn on the Road with Bear traveling exhibit

Endowment and fundraising - don’t rely on the support of Baylor

Parent education

Deal with the Waco ISD fee issues

## Board of Advocates

Responses via online survey closed on October 24<sup>th</sup> 2019

### **Is there anything the museum has accomplished over the past three years that you are particularly proud of?**

Continued exploration of the ways the museum can enrich its ability to connect with the public - there are many examples, but none particularly stands out over the others  
AAM Accreditation!

Accreditation!

The use of Museum by Lifelong Learning program is living proof that when we reach out to Baylor Programs, we meet with success. I have received positive feedback from the Baylor Law School about them using the Museum to hold their practice court on the Titanic trial. These two small items show that if we make the effort to become more Baylor associated it will be quickly accepted.

Titanic exhibit, Backyard Ecology Exhibit, planning for Christmas in the village.

Backyard Ecology Project, Accreditation

Continue develop child area, backyard ecol was great

I am extremely proud of the Mayborn leaders and staff for all of your accomplishments in the past three years. Such significant improvements and accomplishments in this period of time! Hats off to Charlie Walter for casting and executing such a sound vision to build upon the Mayborn's successes. AAM accreditation and reaching the two millionth visitor milestone are among the top accomplishments in my view. The Mayborn's partnership with the Waco Mammoth National Monument and the Mayborn's WMNM exhibit is great accomplishments that bridge the museum to the community. Play Waco has become one of the best spots in Waco for 0-5 year old's. Incredibly well done. The Light and Sound Room is equally hands-on and educational. Additionally, the dinosaur exhibit is quite popular among the children. Backyard Ecology is a tremendous new asset to the Mayborn. Incredible work by the Mayborn team! The Titanic exhibit is a huge accomplishment for the Mayborn. On that note, all of the special exhibits over the past three years have been exceptional. In particular, DocMcStuffins is a favorite among children. I am so proud of the Mayborn team for successfully engaging people of all ages through the various exhibits, programs, and events.

### **Is there any particular museum exhibit or program that you would like to see improved or expanded?**

Not in particular--but general continuation of possibilities is always positive.

Children's exhibit, as well as programs reaching out to smaller communities unable to travel to the museum (Portal to the Public.)

I am excited for the museum to move forward with the Master Plan to update the Natural History wing

The Village has proved to be far more accepted and used by the areas school age children than I would ever have expected. I look forward to evaluating how the Christmas Lights in the Village is accepted. If it is accepted well I think we should look at how we can use the water associated with the Village to draw more of the community to the museum.

Village--would love to see more opportunities to get people out there for events and for curated visits.

Meet the scientist program

Natural history needs to be improved and developed

People of the World and the Native American exhibit could be improved upon. Also, I would love to see the theater used for more children's programs/educational shows. The Christmas puppet show in the theater is a favorite!

**Is there any museum operation or service area that you would like to see improved or expanded?**

Maybe a Starbucks

Parking

I think that what our staff is currently doing and has planned is remarkable

Improvement to the auditorium to allow for a rotating list of films would be another reason the public would visit

Delighted that there is now a coffee shop

All of natural history

So glad a coffee/food space is coming! Lockers for check out would be nice. This is dreaming, but golf cart rides from the parking lot would be a welcomed guest service touch--especially in inclement weather when a lot of families come to the Mayborn for a fun indoor activity. In the community, I often hear "we stay away from the Mayborn during flu and cold season." My pediatrician even told me this. Perhaps signage in the areas heavily populated by children that explains the Mayborn's cleaning procedures (ex. Play Waco grocery foods). There already are many hand sanitizing stands available but maybe include signage encouraging the use of the hand sanitizer. Perhaps stands with wipes on them (like that at a gym) where parents could wipe a toy or push button before their child works with it. Would love to see tours--both guided and self-guided. A junior docent program to expose children to museum studies and operations would be an amazing program.

**The Museum is here to serve Baylor and the central Texas community. Is there a Baylor/Community issue you would like to see the Museum utilize its resources toward to address?**

I think it's always positive for us to be exploring ways of reaching underserved populations, particularly children who may have relatively little access to enriching educational opportunities.

A centralized, temperature-controlled collections department for the existing collections. As well as future donations from Central Texas donors.

The museum should continue to serve as a resource for campus scientists to disseminate their research.

The Judge R.E.B. Baylor exhibit will add a touch of class and history that will be hard to top.

Not sure. Perhaps offer more civic groups to Mayborn to have meetings so that they see the resources here. Expand "civic/civil conversations" that Baylor president is having to a wider city audience.

Acquaint visitors with the diversity of ecosystems and species in Central Texas

Bring areas of research to Waco Community

With WISD schools and Prosper Waco working tirelessly to improve school ratings, I applaud the Mayborn for coming alongside these teachers and children to expose them to the Mayborn and all that it has to offer. The well-run field trips and library passes are a few great examples of this work.

**Can you think of a ten-year goal for the museum, something you know will take a long time, but should be considered now?**

Not in particular.

Collections building with adequate storage and temperature control

Joint- appointments with academic departments. The museum can house research specimens and have in-house researchers for its collections

The word "Baylor" need to be part of the museum's name.

World-class traveling exhibit, expansion of summer and youth programming, grants for "big" projects-- don't know exactly what.

For Mayborn to be recognized as the official repository for the University's Natural History research collections, specifically the mammal collections and herbarium now in the Biology Department

I love the plan to redo the natural history portion. Fundraising is obvious and must start immediately

I am excited to hear about the outdoor Christmas exhibit coming soon! As for a ten-year goal, I would love to see more of the Mayborn's outdoor space developed with innovated, creative, and hands-on exhibits. The development of the outdoor area would draw more folks outside and also increase the number of people who tour the historic village. A new outdoor area also would better utilize the pavilion space for people to enjoy a snack or lunch. The Santa Fe Children's Museum has one of my favorite outdoor spaces. Of course, a lofty fundraising campaign of \$1 million and a significant increase in attendance would be on my list for a ten-year goal as well.

**Is there anything else you would like the Museum to know as it plans for the next three years?**

The staff has done an amazing job in a short amount of time!

I believe the museum needs to make more strategic decisions as a team

The last three years have seen great accomplishments at the museum. I think a serious and critical review of those accomplishments should take place. Then ask ourselves how we can do better in the next three years. First critical question I would ask is: Have we overdone exhibits for young people??

Definitely moving forward but need a paradigm shift in the population of Waco for the museum to truly thrive and be noticed as the jewel of Waco.

I am so proud of the Mayborn team, and I stand in awe at the level of excellence the Mayborn team accomplishes! Thank you for your endless time, passion, and dedication to making the Mayborn such an educational, fun museum for Wacoans and visitors from Central Texas and beyond. Your hard work is noticed and greatly appreciated!

## Waco Mammoth Site

July 2019

### **What role would you like to see the Mayborn Museum play in its partnership activities?**

We should be working synergistically with Waco Mammoth National Monument, the Cameron Park Zoo, and others in the community to present an unmatched educational program around mammoths.

We should have large mammoth sculptures at the Mayborn and at the Mammoth site. We could raise money for this together.

I love it that the Mayborn highlights the mammoth site. From its long history of excavation at the site to its ongoing stewardship of the fossils, it has been a win-win partnership for us.

By working together, we can become Mammoth U.S.A.

Our new paleontologist could be working / will be working at both Waco Mammoth National Monument and at the Mayborn Museum.

We've had Mayborn staff out helping at the mammoth site, and we've had park rangers at the Mayborn helping with interpretation. Working together makes us both stronger.

## Baylor Students

Focus Group Conducted November 7<sup>th</sup>, 2019

### **What were your impressions of the museum?**

I was very impressed walking in with the grandness of the hall. It doesn't look as large from outside! I really liked the skeletons of animals found near Waco and bits on the city's history. I was not expecting it to be so focused on children. I was expecting more history (or natural history) exhibits.

I really enjoy the museum; it has a very open and inviting environment. It feels like a museum mainly geared toward children. There seemed to be a large portion of the exhibits/spaces that were geared to younger kids. One of my favorite parts is the historic village – historic houses are really cool, but the atmosphere out there is really nice. Being that the museum is associated with Baylor, I was surprised to not really see much mentions or directed toward Baylor.

Well put together with a common theme to educate. Seemed a little outdated or underfunded, as a vibe some exhibits seemed more constructed with care and others seemed stagnant

It felt a little weird seeing updated rooms that you could tell were in the middle of older rooms, noticeably new vs obviously old

I'm a fan of the interactive exhibits so the discovery rooms were very fun to see even if they were geared toward lower ages

The mammoth and the cave area were good too because it felt immersive

I loved the museum! I loved the discovery wing the most. It provides a lot of education while being engaging to all ages. I didn't expect Waco to have such a comprehensive museum when I first got here 3 years ago. I've always been impressed with the Mayborn.

Immersive environment

High percentage of children's exhibits

Feels a lot like a children's museum

Visited with family when checking out Baylor

Covers a little bit of everything

Good place to bring people who are visiting town

### **As a Baylor student, what are your highest priorities?**

My highest priorities are my studies and my home with my husband. As a graduate student, most of my time is taken up by teaching and research. When I do have free time, it is spent with my husband, friends, or family. I study political science and specifically political theory and American government. I would love to see more about politics in Waco before and after Texas became a state.

As a student my grades are one of my highest priorities. To be here at Baylor and do all of the things I am involved in, I have to be a student first. One of my other big priorities is the leadership position I hold within my organization. Honestly, this sometimes take precedent over my school (although it shouldn't)

Achieving a well-rounded education and using it to enter the work force

Best grades given outside obligations

Love to serve Baylor wholehearted, immerse in what BU is

Contribute to BU in whatever aspect I can, academically, organizationally

Become independent upon graduation, with a job

Mend relationships and grow into a better and more understanding person

Be happy and look back fondly on my time here at BU

My highest priority is to grow. Whether that is academically, spiritually, morally, etc. depends on the season I am in in my life. Currently as a senior geology major, I am prioritizing my GPA and my relationships with friends. Balance is hard to find, but I definitely get help through relying on my faith.

Different years, different priorities

Students first, they want to keep their grades up

Finding a job for seniors

Contributing back to Baylor

Graduate student life looks completely different, they behave in different ways

### **Can you think of any ways the Mayborn could be more useful or relevant to Baylor students?**

As I mentioned in question 2, I would love to see more information about Texas politics before and after it was a state and how Baylor figured into that! I teach some semesters the American Constitutional Development, and I would love to refer my students to information at the museum. I have also done some research on James K. Polk and had a hard time figuring out if and what resources were available on early Texas History.

I think the Mayborn feels sort of segregated from the rest of campus by University Parks. Also, having to cross a major highway (without a cross walk or bridge in front of the museum) makes it difficult for students to get here. To go and do something, students are going to drive there and that really isn't possible with the Mayborn as students aren't even allowed to park in the lot. Also, doing programs or getting more involved in the center of campus would draw in more people – I think a lot of students forget about the Mayborn, it feels disconnected from the university.

Resources, learning about Texas history and Baylor history

Free! I don't know how many students know that they can come here for free. Fun, destress activity, bring friends and family

Relevant to students, interactive exhibits, like titanic, space X

Elective class or even required class, history credit or child development credit

Holiday themed events

Maybe partnering with some on-campus organizations to give presentations or help research their history? I don't know if that makes sense...I know the Mayborn is a popular venue for departmental research presentations and that is nice. Maybe set up some pop-up exhibits on campus during big events or during high stress times like midterms or finals week. Maybe provide some events to help teach students, how to utilize museums for research or something?

Resources for research and class, Texas History

Capitalize on the holidays

Childhood development classes

People forget about it, it is disconnected, need better on campus advertisements

Best ways to reach students:

- Email
- Billboards and banners on campus
- Chapel slides
- Local Waco social media
- Baylor IG
- Lariat and WNBU
- 2 Week Graduate School Outlook
- Word of mouth

Reach out to work with student organizations

Mayborn Dr. Pepper Hour

Sundown sessions, Fri and Sat activities hosted by Baylor; we do something there? They come to us?

### **What would motivate you to visit the Mayborn?**

As noted on other cards, I would come in for more information on Texas politics and even local history. If there was live music (as I believe was mentioned with the coffee event) I would be interested to come. In general, because so much of my time is taken up with grad school, I am motivated by what relates to what I am studying. Also, if there were lectures or a small conference here, I would come.

Easier access from campus is something that I think would motivate a lot of people (students). Also, for me as a college student, having more exhibits or displays for adults would make me want to visit more. It kind of feels like you walk through the natural history/central Texas exhibits and then that's it, the other 2/3 of the museum space are for kids.

Interactive exhibits or major events/current happenings, geared toward younger adults

The most recent times I actively planned a trip to the Mayborn was the Titanic and Space exhibit

I think people gravitate towards immersive history and ways they can feel like they're there

Guest speakers or one-time only events have Linda Livingston speak, one night to touch BU history or something, make an event exclusive and people will come

Incentivize with t-shirts

Attractive publicity, colors/images that are unique/eye-catching

Baylor endorsed social media

I think if the Mayborn had more events geared toward the geosciences I would visit more. I know there is a lot of partnership between the mammoth site/the Baylor geosciences department, but they tend to target our grad students. I wish there were more opportunities/spaces for undergraduates to feel welcomed alongside them. Maybe that's us helping with research to be in the Mayborn? Maybe that's us having some classes in here? I feel like there is so much opportunity considering how advanced the geo department is and where it is heading.

Crosswalk and ease of parking, students can't ever park here, so it is really hard for them to come visit

2/3 of the museum isn't for them

Students really want to learn something

More live music, trivia nights, regular programming that they can get used to

Guest lecturers, for some classes students are required to go, can we host some of the lectures over here just to get students in the door

Traveling exhibits, certain times for certain exhibits, exhibits in the fall for older audiences/students when they come back from school

More unique exhibits and events

History exhibits, titanic, king tut, dinosaurs, etc.

Election times, PSCI department comes over

### **Is there anything else you would like to share with us?**

The second room for traveling exhibits is a great idea! If there were more programs aimed toward adults, I would definitely go to the museum more! Maybe do a graduate student night?

Link with bear habitat, museum, archives, coordinate between the two

Not much about Baylor in the museum

More events at Common Grounds

Students would come here to study, especially on dead days

Participate in on campus events like homecoming parade or partner with line camp, impressionable freshman are there

Signature common grounds drink

## Baylor Student Life:

Responses via online survey open November 7<sup>th</sup> – November 26<sup>th</sup>, 2019

### **What is your relationship with the Mayborn Museum?**

I work at Baylor and have reserved the Mayborn for some events in the past.

Baylor staffer and also have a membership with the Mayborn!

Baylor Staff Mayborn Member

### **From your personal perspective, what do you see as our most valuable contribution(s) to the community? What are we not addressing that we should be?**

The most valuable contribution is that Waco has a historical museum that people can go to. Two areas y'all could do more with is: 1) partner with the Texas collection and get some Texas artifacts or exhibits either about the state or Waco. 2) have more history artifacts and make it more tech friendly.

Providing a space for the community with a safe place for their children to learn and be curious!

I bring my grandchildren to the Mayborn at least once a month. It is an educational and entertaining atmosphere. We have also used the Mayborn for our end of year staff division luncheon when it was available.

### **What are the Museum's main strengths?**

Love that students get in free, but you have to make them want to come. Help bring some of the museum to them during a DP Hour or somewhere on campus and make them want to come checks out the rest of the museum.

It's such a clean place and the staff is really on top of taking care of things that easily get out of place (in children's areas). The educational elements are so deep and can reach a child of any age or intellectual level.

Traveling exhibits that bring great exhibits to Waco. The facility is beautiful. The museum is very interesting. The children's' area is fantastic.

### **What have you observed to be the some of the weaknesses or challenges that the museum is facing?**

I love that the museum is family friendly, but you have to bring in more exhibits like the Titanic Exhibit. That was by far the best exhibit and designed exhibit I have seen in Waco. I felt like I was in a museum in Dallas or Houston. I loved how it was dark with lights, set up like a maze. I completely forgot I was in Waco! Having "kid" exhibits all the time won't get you the young adults and students in Waco.

I don't know if it's a weakness or challenge, but there could be more changing out of special exhibits or content a bit more often. We have young kids that don't really have much of a memory for that, but it's good if there's fresh content (or at least new general subjects) that kids can learn about.

I am not aware of any.

**What would you like to see the museum achieve over the next decade?**

Better traveling exhibits. Deals for faculty and staff members. More and advanced technology.

As noted with prior question, probably just more continual rotation or refreshing of educational content. Overall, a GREAT place for kids to learn!

Continue to be a family friendly museum with great exhibits.

**Is there anything else you would like to share with us?**

Need to do some marketing that you can reserve spaces there and have meetings, so departments know it's an option.

We love it and have no intention of letting our membership expire and have no hesitations about bringing our kids there!

The staff at the Mayborn are always knowledgeable and friendly.

Community Partners:

July 2019

**Have you visited the museum in the past year? If so, how often?**

Yes, once for Titanic.

No, have never visited the Mayborn.

Yes, often with the family

No, I have not visited the Mayborn

Yes. Maybe twice a year.

No, not in the past year.

Yes, many times!

Just for meetings and workshops during the year.

Yes, twice

Yes, about 6 times, as a volunteer mainly

Yes, many times for meetings, collections and planning

**From your personal perspective, what do you see as our most valuable contribution(s) to the community? What are we not addressing that we should be?**

The Mayborn provides high quality exhibits, like you would find in bigger cities.

Provides high quality programs.

Provides a "go to" place for both the community and tourists

Education, formal and informal, for children and adults. Field trips and programs as well.

Accessible facility with a variety of activities.

The children's museum side is very valuable to the community. It is so interactive and accessible.

The Mayborn museum is better than most children's museums. Children consider this "my museum".

Offers many things to the Waco community.

The Mayborn Museum is the only Natural History/Science museum in Waco.

Education obviously is the most valuable contribution that the museum offers but I think that the

Strecker part of the museum, the adult or older audience part, gets overshadowed with the number of children's exhibits on the Mayborn side. Not sure if that makes sense or not, but that's what I've experienced in the past. I hear about all the fun children's exhibits but somehow what's for the older audience gets left out except when there's a special exhibit like the Titanic or the Formula 1 or car exhibit comes through.

All of the displays provide great information for all who visit

The museum provides a safe place for fun exploration for families, and it provides unique events and traveling exhibits that mean there is always something new to see. The Backyard Ecology exhibit is a great new addition. The Portal to the Public program is growing. The focus on expanding offerings for adults is welcomed, and I hope that it continues to grow.

Preservation of local history, like a "walk through Texas."

Also, Baylor and the Mayborn museum are both trusted institutions. When we have a program, the public knows it will be held to a high standard.

### **What are the museum's main strengths?**

High quality exhibits and programs and a great experience for both community members and tourists.

Accessibility; close to I-35 and Baylor. Also, providing discounted memberships and free memberships through the library.

Strong traveling exhibits and children's area. Also, Common Grounds!

Welcoming to families and children.

Volunteers of various ages and groups.

With the new director, there has been much more progressive thoughts and actions.

The museum's main strength, just looking at it from a fellow education center point of view, is the amount of Baylor student staff and Community volunteers that you all have for activities and exhibits.

Public access

I feel as if many people know the Mayborn Museum as a children's museum and I do feel like it is very strong in that area, which is a good thing. Families with kids of very different ages can come there and know their kids will be entertained. The museum has a lot to offer for different ages and interests. The Mayborn continuously brings in high quality and/ or popular traveling exhibits. Everywhere I went last year people wanted to talk about Titanic!

The museum's membership program! The newsletters and e-blasts, events, etc are a strong part of the museum, where the Mammoth Site struggles in that area.

There is always a positive atmosphere at the museum.

Repository for our history.

The building and surrounding buildings are beautiful.

**What have you observed to be the some of the weaknesses or challenges that the museum is facing?**

Transportation. Even families who may benefit from free admission may not have transportation to and from the museum. The museum needs to make sure there is access to public transportation.

Incorporate African American and Hispanic exhibits or displays of historic Waco.

Represent the community at large with exhibits and displays.

How do we get a diverse group to the museum, for all members of the community? Need a space that displays African American history, promotes history of cultures and revive the legacy of the Waco College.

Diversity in staff would promote a diversity in visitors.

The physical building, both inside and outside, is a little off-putting. Walking into the Rotunda seems a bit snooty and stuffy. If there could be something that would make the Hispanic community feel more welcomed when they arrive.

Bilingual text panels would make the Hispanic visitors feel more included. It would “show an effort” toward welcoming Hispanic visitors, even if the visitors speak English, it would make them feel more a part of the museum.

Hands down, transportation. Low income families cannot benefit from our membership discounts or programs without a way to get to the museum. Being on the city bus route would be beneficial. Also, outreach to low income families. Some do not know the museum is here, some do not know about discounts and programs.

There are so many groups that the museum does not seem to address: Scouts – overnights, Merit Badge college participation; retirement centers; adults; church groups, study groups, etc.

The museum’s permanent exhibits on the Natural History wing should be highlighted more.

The museum should alternate their traveling exhibits between children and adult focus.

The entry fee costs, I know you must charge an amount, but sometimes that excludes local folks from participating in some of the activities or events.

I haven’t noted any

I think that the “natural history” side of the museum is getting more attention (with the Backyard Eco exhibit for instance) and I hope that this continues. However, in general, I don’t know how many of the general public understand the historic significance, and current research significance, of the collections

at the museum and this could be seen as a challenge. I don't know if more could be done to highlight that "side of the house." I also think when it comes to engaging adults, the museum is at a disadvantage because you can't have alcohol (as compared to say the Zoo). But, I did hear a coffee bar is coming! Those kinds of informal social interactions set in a museum could be attractive to adults.

Tying all the different areas of the museum together into a cohesive space is a challenge.

Not addressing the LGBT issues in Waco for equity and inclusion.

Social issues Waco faces as a whole, such as the "gentrification" of historically ethnic areas of town.

### **What would you like to see the museum achieve over the next decade?**

Approximately 75% of the Caritas clients do not know the Mayborn Museum exists.

The museum could create flyers for the Caritas front lobby with information about programs, resources and membership discounts for low income and veterans.

Mayborn staff come and speak/present to the Caritas clients about what we have to offer. They have entire families, with children, in the lobby during summer and the holidays.

Partner with Caritas for meeting/banquet venues at the Mayborn.

Build notoriety in the entire community. Expand beyond the "Baylor bubble."

Hispanic history included in the narratives that the museum portrays in their exhibits and programs.

Working with groups such as Hispanic Chamber of Commerce to make a collective impact and "make better neighbors".

Work of local Hispanic artisans shown in the museum. A merging of purposes. (ex. Mayborn Museum provide space in late October for a community "offrenda" – altar honoring family members and friends who have passed away – which would unify the Hispanic community with other museum staff and visitors.)

A collaboration of museum senior staff and those leaders of the Hispanic community to build "social capital" with Hispanic constituency. (ex. Cross promotion of programs, using each other's logo for promotion to show support and lend validity to the various communities.)

Excited to see how the museum expands and grows and see how we address the needs of city families.

Don't go stagnant!

Something new added to the museum each year, not just traveling exhibits.

Focus on new audiences. Take care of what you have and turn attention to new demographics.  
“Diversity, Equity, Inclusion.”

I’m not really sure, I get why the children’s part of the museum is important to parents that have younger children, I took my now 23-year-old there for many years until he outgrew it but what’s to come in the next decade, I don’t know. I think this is difficult for me to answer this question too because I haven’t visited the main section of the museum in a few years.

I love all the great new things happening at the Mayborn. I feel much more connected to the museum now in the last few years than I ever have in the past, and I’ve worked at Baylor for 12 years. I would love to see the Museum continue to become more and more integrated with the community, as well as of course serving visitors as it has always done. I’d love to see more fun social events occasionally happening at the museum too- maybe after-hours events? I also love the focus on Baylor research and want to see more and more Baylor researchers using the museum to reach the public- this is super beneficial for Baylor from multiple perspectives, and I think it is interesting to adult learners, and portrays our community in a positive light for those from outside our area.

### **Additional Comments/Remarks**

Hispanic history included in the narratives that the museum portrays in their exhibits and programs.

We can’t do anything about development since it is typically in the works years before the community knows what is coming, however we can think proactively instead of reactively. Such as having a hospitality training program with MCC, so when a new hotel is built, there will be a workforce ready. Also, building connection, such as the hotel might need fresh flowers and can be connected with a local flower business.

Free/promotional items are a great way to get people in the museum. Such as when Baylor offered free Men’s Basketball tickets on December 7th.

Cross promotion between the Mayborn and the CTAACC would be mutually beneficial.

Can let the women she serves know about museum discounts and that scholarships are available for various programs and workshops.

Waco Moms in the Know is a valuable Facebook group for spreading information such as museum discounts

When kids are younger, families have more time to come to the museum (fewer extra-curricular activities, etc), then as teens, they have less and less free time.