

Making Science Museums OF/BY/FOR ALL

Nina Simon

Santa Cruz Museum of Art & History

Summary

When museums are representative of their communities, co-created by their communities, they become welcoming for their communities. OF/BY/FOR ALL is a new global initiative to help civic and cultural organizations become OF, BY, and FOR their communities. Get inspired, get new tools, and get ready to make your institution stronger with OF/BY/FOR ALL.

Key Word: ex. Informal education, middle-school, Gender, Science Camp, STEAM

1. Introduction

In 2011, the Santa Cruz Museum of Art & History (MAH) was on the brink of closure. The MAH didn't matter enough to enough people, or to the right people, to succeed. Like so many cultural sites, the MAH struggled for funding and relevance.

Fast-forward to the present. The MAH has quadrupled its budget and staff. Attendance is up 800%. People of all walks of life are now enthusiastically participating and financially supporting the MAH.

What changed? In this interactive keynote, MAH executive director Nina Simon will share the framework behind the MAH's dramatic transformation: OF/BY/FOR ALL.

OF/BY/FOR ALL is a global initiative to help civic and cultural organizations become OF, BY, and FOR their communities. Organizations around the world are using it to increase relevance and financial sustainability. Get inspired, get new tools, and get ready to make your institution stronger with OF/BY/FOR ALL.

Navigating the Fourth Industrial Revolution

Noah Raford

Dubai Future Foundation, UAE

Automation, climate change, genetic engineering and social inequality are reshaping the 21st century; promising both extraordinary potential and existential risks. How can governments navigate this transition and what, in particular, can public institutions like museums do to help contribute to a positive dialogue around these issues? This talk will explore the innovation process of the Dubai Future Foundation and share lessons from the Dubai Museum of the Future, a next generation approach to using experience design to create breakthrough public policy ideas and large-scale public engagement.