



Smithsonian
National Museum of Natural History

Family Engagement Program Market Analysis Project African American Families



AMERICAN UNIVERSITY
WASHINGTON, DC

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Agenda

1. MDP and MRP
2. Research Question
3. Research Methods
4. Findings
5. Recommendations



Management Decision Problem

How do we attract more African American visitors to family programs at the Natural Museum of National History?

Marketing Research Problem

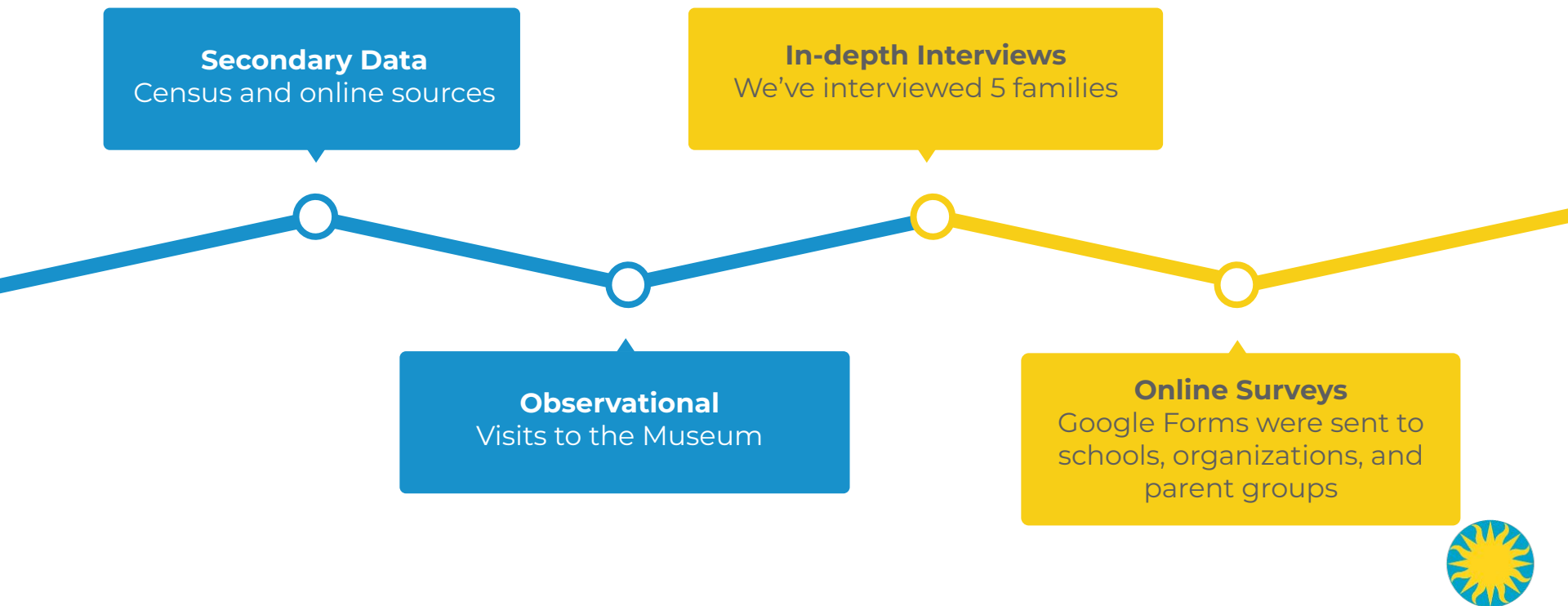
To determine how to attract African Americans we need to research the awareness, interests and logistics involved in visiting the museum for this target group.



Research Questions

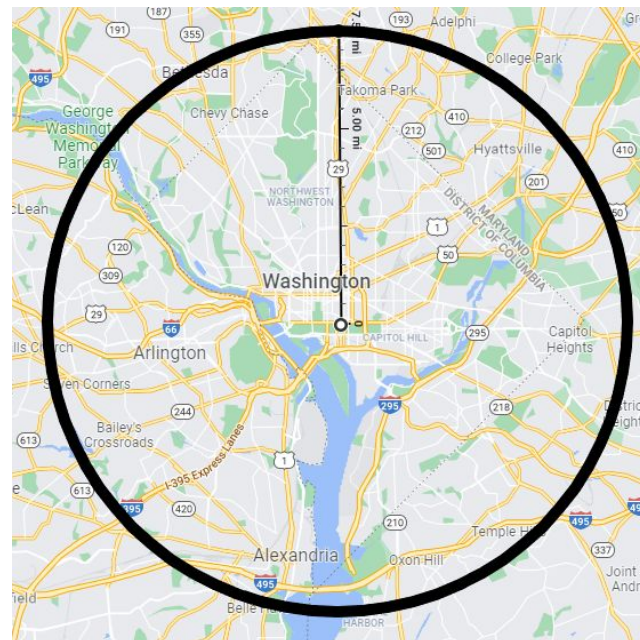
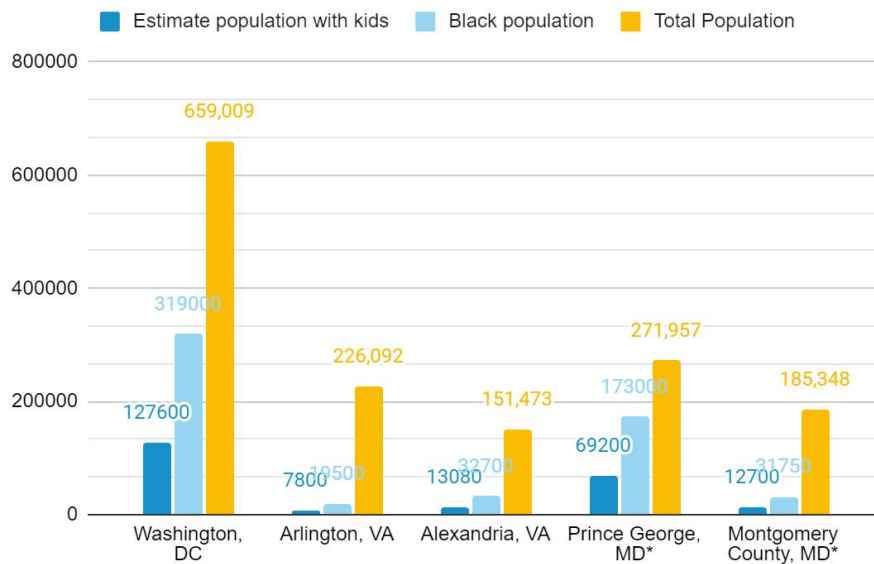
1. Do African American families know about the museum family programs?
2. Do families have time to go to the museum?
3. What is the best time for families to visit?
4. What prevents families from visiting the museum?
5. Do they feel comfortable attending in-person programs?
6. Are the existing programs interesting for families?

Research Design



Secondary Research

African American Population within 7.5 miles radius of NMNH



* estimate from areas covered by the radius



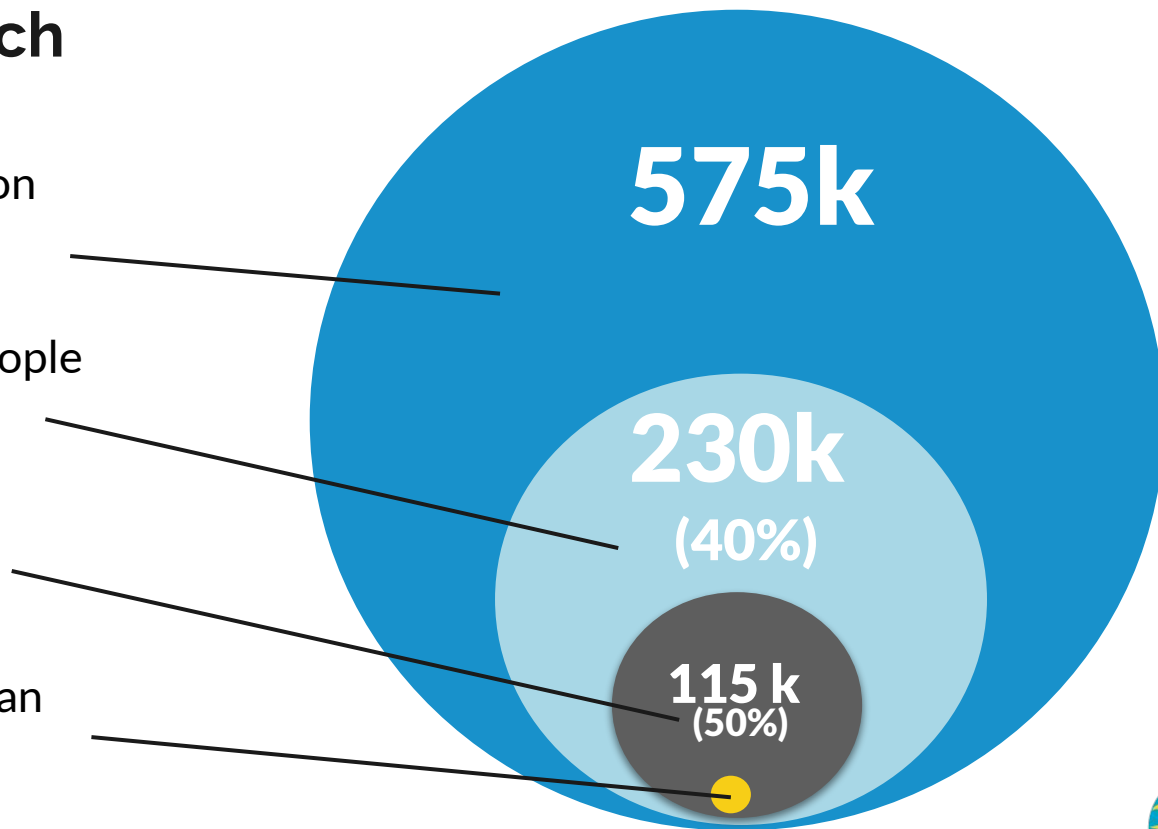
Secondary Research

African American population
within the 7.5 mile radius

Approximate number of people
w/kids

Approximate number of
families

Observed number of African
Americans visitors at the
museum



Exploratory Research

Group 1: Couple

Location: New York

Age: 35-45

Group 2: Father with a daughter and son

Location: DC

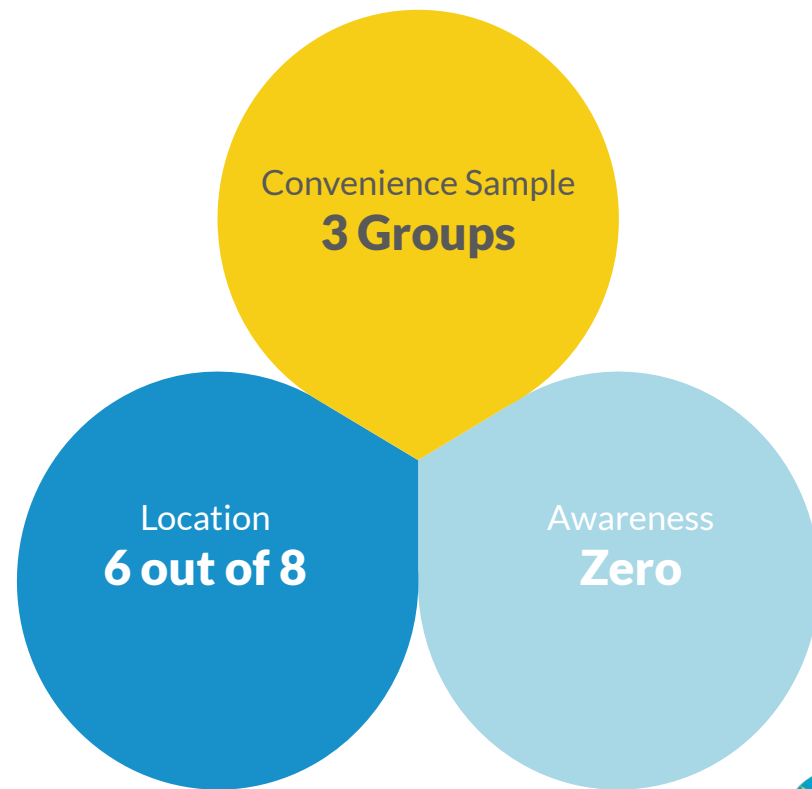
Age: 35-45

Age: 5-15

Group 3: 3 women

Location: DC

Age: 50-60



In-depth Interviews

- 5 in-depth interviews were conducted over ZOOM, phone call, and Google Meet
- Interviewees were found through personal connections

“Special events are cool, you know, when you have the whole space to only 200 people, or something, opposed to the thousands that comes every day”.

Rachel, mom of 3 kids 4, 4, and 8 years old.

“Weekend early afternoon like 12pm would be ideal (...) Evenings are a little bit harder because **traffic is so bad and parking is a nightmare**”.

Mom, 33 years old with a 6 years old kid



Interview Findings

Weekends

Best time for family activities

Traffic and parking

Deters visitors

Low program diversity

Need programs for all ages

COVID-19

Safety concern for families

Lack of awareness

Families do not know about family programs



Online Survey Findings

A 31 question-online survey was developed on Google Forms and sent to over 25 schools and organizations with a high number of African American and Black participants.

Smithsonian Museum of Natural History

Hello, we are Marketing graduate students at American University working on a market analysis project for the Smithsonian National Museum of Natural History, Washington DC location. This 5 minute survey aims to help us better understand families with kids between 3-13 years old and their knowledge of the Smithsonian National Museum of Natural History. Our goal is to make the museum's wonder, exploration, and educational opportunities accessible to a wider audience.

Thank you for your time!

Had you heard of the Museum of Natural History (NMNH) before taking this survey? *

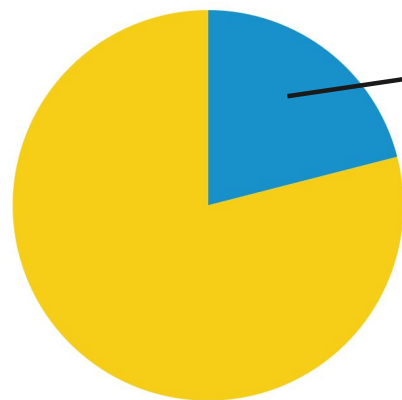
☐ Yes

☐ No

(If yes) how did you learn about the museum? Choose the option that best applies. *



Online Survey Findings



21% found out about the museum through a Google Search

62.5% of respondents are **not** likely to go to the Museum in the next year due to COVID-19

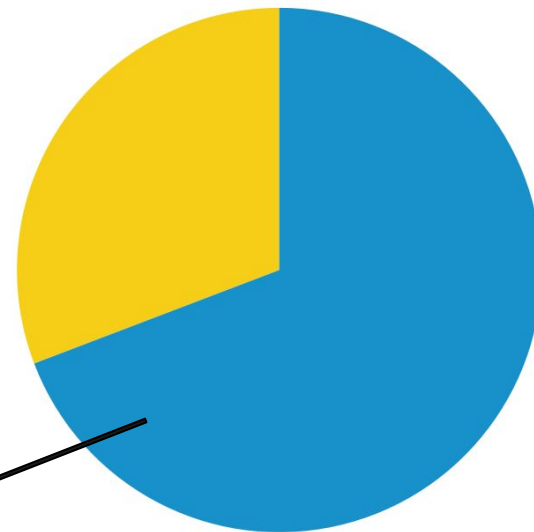


Online Survey Findings

92.4% of respondents with children said that due to COVID-19 they were not comfortable visiting a museum in-person with their kids

70% of respondents prefer to visit in person

0% of respondents had an interest in online programs



- Go to the museum
- Online programs
- In person near me



Recommendations

1 Saturday Afternoon Events

Our research has found there is very low engagement and awareness of family programs among African American families.

Partnerships with local organizations with high rates of African American participation to raise awareness of and promote family programs.

- Saturday afternoon family events (online & at the museum)

Partnerships



**Community
events**



**Increased engagement
with family programming**



1 Saturday Afternoon Events

School partnerships that complement school curriculum:

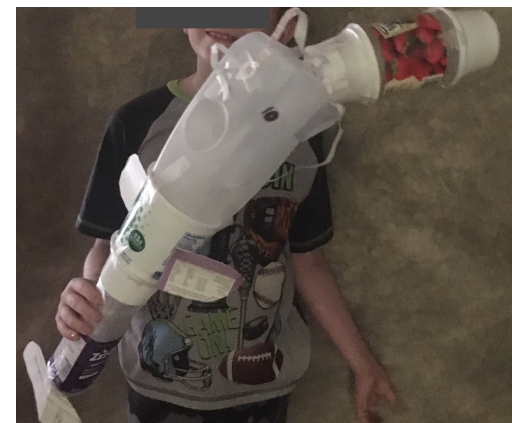
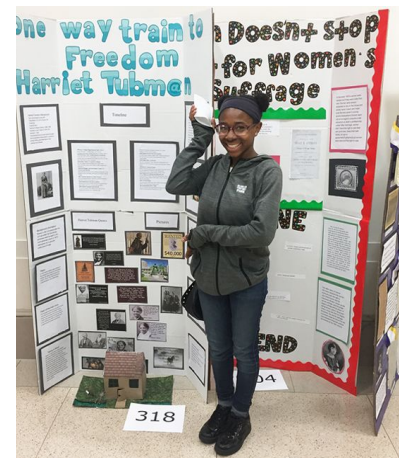
- Science Fair
- Natural History Day
- Inventors Day
- Earth Day - Sustainability Art Show
- History Day



NBCDI
National Black Child
Development Institute



BOYS & GIRLS CLUBS
OF GREATER WASHINGTON



2 Advertise Family Programs

Our research found that many families know about the Museum but are not aware of family programs.



Twitter



Facebook



Instagram



3 Advertise the Museum's COVID Safe Practices

Parents want their children to experience the museum in person but want feel confident they will be safe

Advertise COVID-19 safety protocols and measures to reassure visitors

Have special hours for COVID safe events with a limited number of attendees



Key Takeaways

We have learned that most families know about the Museum but not about the family programs offered, and visitors enjoy the interactiveness of the museum

Our target group has busy lives but are willing to get involved with the programs on the weekends, some families prefer online and some prefer in-person events at the museum or in their community

COVID-19 is still a big concern for parents depending on the age of their kids



Thank you!

Questions?

