Learning Conversation Notes	
Name of Partner:	Date:
KidZone Museum	January 17, 2007
Number of Children Served:	Ages:
7473 total visitors	<1yr: 312 (8%)
3946 visits by children 0-5yrs	1 yr: 622 (15%)
	2 yr: 1100 (28%)
	3 yr: 845 (21%)
	4 yr: 618 (16%)
	5 yr: 449 (11%)
When Served:	Gender: Ethnicity:
July 1, 2006- December 31,2006 -	Male: 1945 Caucasian: 3345 (85%)
present	Female: 2001 Latino: 450 (11%)
	AA: 32 (1%)
	Asian: 64 (2%)
	Other: 55 (1%)

Survey Results

30 total surveys collected (5 visitors, 25 members)

Conversation Participants: Carol Meagher, Heidi Kolbe, Allison Schwedner, Rene Kaldunski, Cathy Ferron, Kimbery Bullock, Katrina Veit, Lisa Monroe, Julie Gutstadt, Nancy Baggett, Don Ferretti, Seana Doherty (recorder), Kim Bradley (facilitator)

Outcomes:

- 1. Parents are supported through connections with other families and children are reaching their appropriate developmental milestones.
- 2. New funds other than First 5 will be obtained to support KidZone activities for children 0-5.

Performance Measures:

- Demographics of the children (age, gender, ethnicity and dates attended)
- Parent Survey (measuring child's development)
- Pictures and Stories demonstrating achievement of milestones
- List of new non-First 5 funds obtained and how they are being used to support the 0-5 KidZone activities

What is this data telling us about achievement of outcomes?

Demographics

- Majority of children using the Museum are age 2 & 3 year olds (50%)
- Spike could be that parents stay home with children during this age range and use the Museum
- Museum is collecting all State required data but working on system for unduplicated data collection
- 52% of the children are less than 3 years old
- 3% of Latino families are listing English as primary language in the home
- KidZone is attracting primarily English speaking families

- Visitors to KidZone tend not to mark "Special Needs" on sign-in sheet. It is
 often left blank. This could be due to people not feeling comfortable with
 special needs question or people following lead of previous sign-in's.
- 72% of visitors are from Tahoe area, 28% live outside of region
 - Outside visitors are a benefit to the Museum in that it helps with fundraising potential, generating additional funds (entry fee) and new exhibit ideas
 - Members of outside museums help us tap into network of exhibits from other museums
- There are a lot of families using the KidZone (numbers are high)
- Population being served by KidZone doesn't reflect demographics of region
- There has been a lot of focus on the Board to improve outreach to the Latino community and it continues to be a challenge. Outreach efforts have included: hiring Latino staff, recruiting Latino Board members, partnering with the FRC, free memberships to FRC and state pre-school families
- The KidZone provides an environment for families to connect if they are motivated to do so
- Latino outreach is a challenge for many local organizations.
 Transportation has been identified as a major issue
- 5 Latino families are regularly visiting the KidZone

Parent Survey Results

- 30 total parent surveys (5 visitors, 25 members)
- Of the children of the parents interviewed, 40 boys (69%), 18 girls (31%)
- High # of new members could be related to 2005 baby boom at Tahoe Forest Hospital (100 new members this year)
- 16 of 25 state that they visit the KidZone 1 to 2 times per week
- The higher frequency of weekly visits supports Outcome # 1→ more participation leads to a higher impact on learning and means that kids are staying engaged
- Could be that repeat visits means that parents are looking for a social outlet for their children and a place to have quality play interaction with them
- KidZone provides opportunity for child directed play and for parents to get away from work load at home
- KidZone encourages interactive play for families
- Question #5: Comments about gross and fine motor skills speaks to Outcome #1
- Question #6 (Child Development questions)
 - Interviewer used informational sheet to explain areas of development if parents weren't familiar with definitions
 - o 50% of parents needed the above education

- Creative milestone is very strong on survey and this reflects the values of the organization
- Surprised that physical score is second to creativity
- Glad to see that the physical benefits of the KidZone are still strong which goes back to the founding principals of the Museum
- Moving from parallel play to interactive play is supported at the KidZone
- Ratings on survey may reflect over-all experience at KidZone
- o People come to the KidZone for different reasons
- Question #7: Parent Education
 - Parents aren't reading developmental information very much. 18 said yes they are reading it, 12 are not. This shows a disconnect between parents and information.
 - In the past parents seemed more focused on child development, while this data sets implies that parents are more focused on social interaction

Stories and Pictures

- Stories and pictures support Outcome #1
- Photos show kids and parents interacting and engaged in creative play
- Photos show diverse activities offered and the uniqueness of the KidZone
- Photos and stories show that parents are connecting with each other which supports Outcome #1

New Funding per Outcome #2

- Sustainability Overview presented (please see attached) as of July 2006
 - Financial Capital: Funding coming from a variety of sources (\$93, 855)
 - Social Capital: Volunteers, gifts-in-kind, endowment (\$43K)
 - o Total raised to date (as of July 2006): \$136, 855
 - Total operating budget: \$250K
 - Outcome #2 has been achieved through a diverse set of funding sources

In what ways will we apply what we have learned from our data?

- Look at differentiating data between visitors and members specific to ethnicity (use zip codes)
- Museum would like to do a better job with Latino outreach (research demographics of region as strategy)

- Potential exists to partner with Dental Program to help each other with outreach efforts
- Look at supporting full-time outreach coordinator to reach Latino community
- Look at streamlining member sign-in process so that it avoids having participants repeat sign-in
- Look at what other First 5 partners are doing to collect data
- The data says that people who come to the KidZone once are likely to return. Consider strategies to get your target population there once (i.e.free events)
- Explore using the survey as both an educational and an assessment tool
- Make sure parents fill-in example section on question #6 as this demonstrates a real understanding of developmental milestones
- Consider holding a user focus group to test different options for reaching parents with developmental milestone information
- Look at how to sustain the child brain development message
- Include question on survey "Why did you come here today?"
- Consider having volunteer docents at the Museum work with parents understand child development
- Consider adding a new question on the survey, "What did you learn about your child today?"
- Consider adding introduction to survey to introduce brain development messages
- Consider adding sign/mission at entrance to introduce brain development message to parents
- Explore ways to really get the child development message at the KidZone.
 One idea is to have a running slide show/CD that demonstrates child development activities (similar to presentation)
- Consider creating a game to engage older children and their parents in learning about child development as they move around the Museum

Other points that were made during the conversation

- Developmental milestones are being incorporated into all aspects of KidZone programming due to the .increased involvement of early childhood development staff and committee members (i.e. changed colors in Museum more appropriate to learning)
- Since partnering with Placer First 5, KidZone is more strategic and focused on developing programs around those milestones (not only grossmotor)
- Best practices from Reggio Emilo approach now used in KidZone programming

Next Steps:

- Carol (Executive Director) is working on obtaining data that is unduplicated for # of visitors as well as new and continuing----Evaluator is available as a resource (Cathy)
- Continue to collect data and prepare for Learning Conversation in May--Placer First 5 will contact you to schedule the next Learning Conversation or ask you to send a report.