



Kogod School of Business

# ENGAGING TEENS & YOUNG ADULTS WITH THE MUSEUM OF NATURAL HISTORY

**PRESENTED BY**

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# AGENDA

Introduction

Research Objectives & Statement of Problem

Research Design & Data Collection

Results & Conclusions



# INTRODUCTION

# WHAT WAS OUR GOAL?

To collect secondary and primary data in order to help **increase traffic** for our segment **of teens and young adults (18-30)** to the Smithsonian National Museum of Natural History (SNMNH) for community programs and events.

**RESEARCH OBJECTIVES  
&  
STATEMENT OF PROBLEM**

# PROBLEM STATEMENTS

Management Decision Problem (MDP)

Marketing Research Problem (MRP)

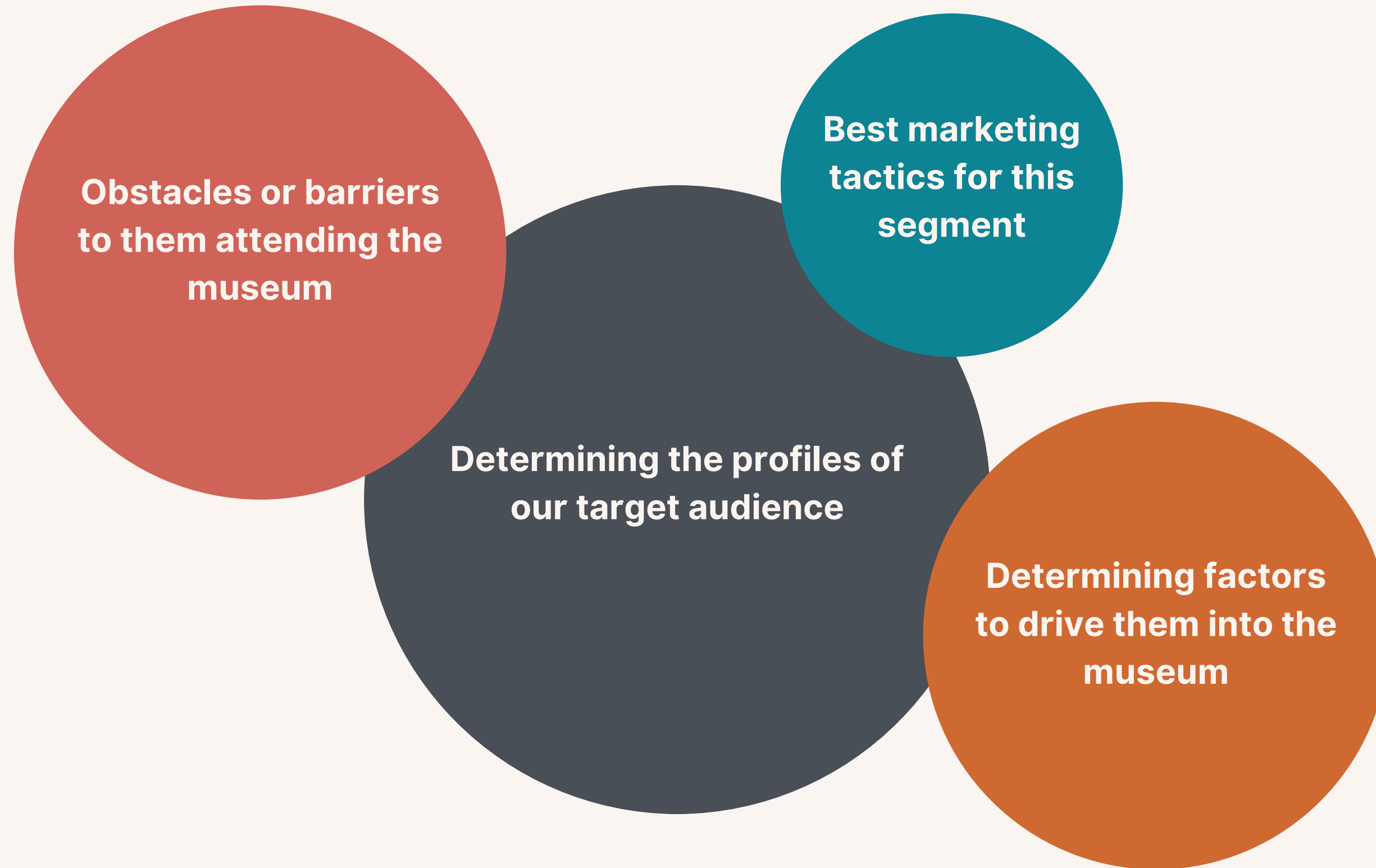
## **Management Decision Problem (MDP)**

How can we bring more teens and young adults to community-oriented programs and events at the Museum of Natural History?

## **Marketing Research Problem (MRP)**

How can we best reach teens and young adults through various marketing techniques to increase engagement and participation with programs, events, and community opportunities?

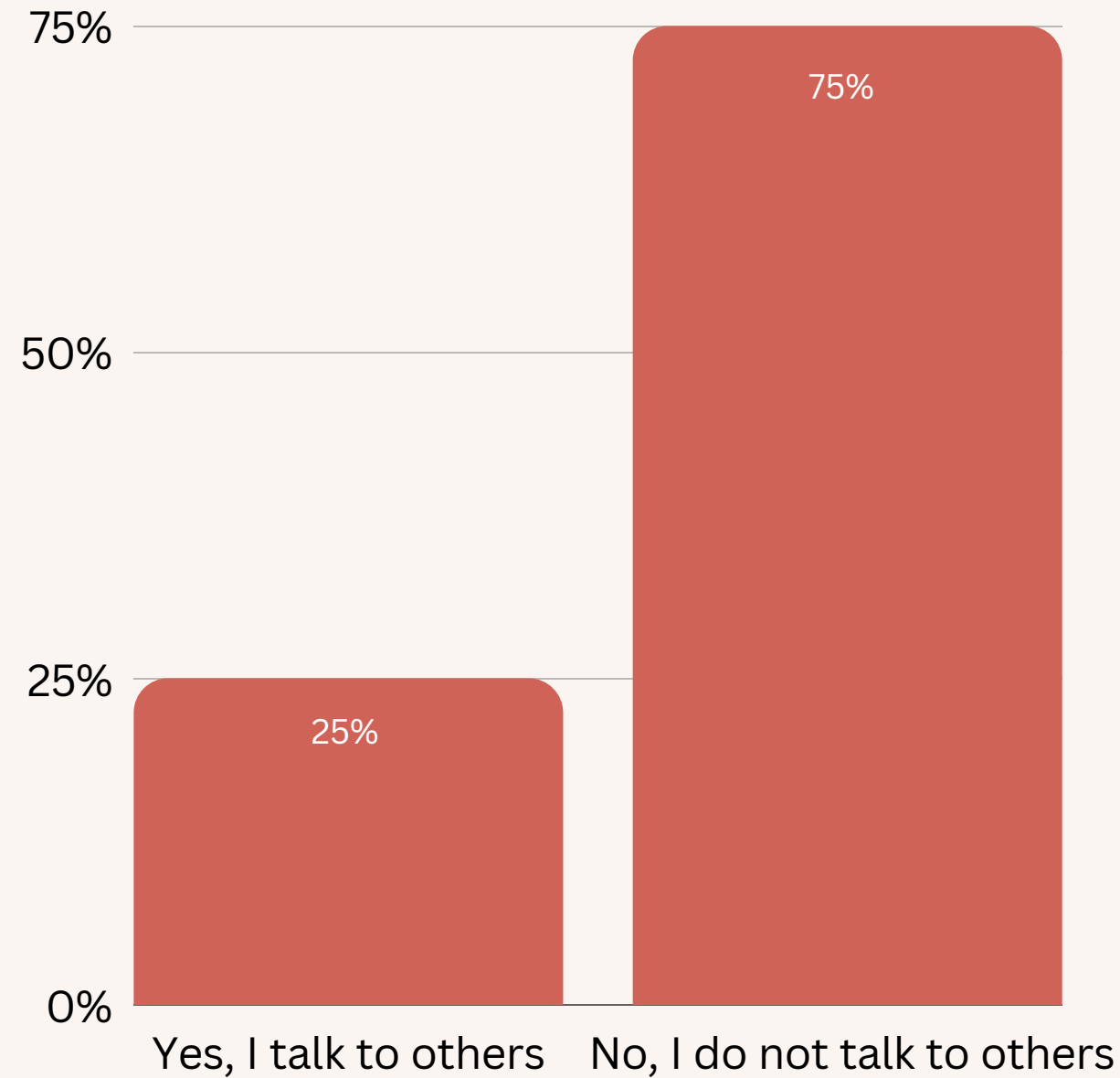
# RESEARCH QUESTIONS



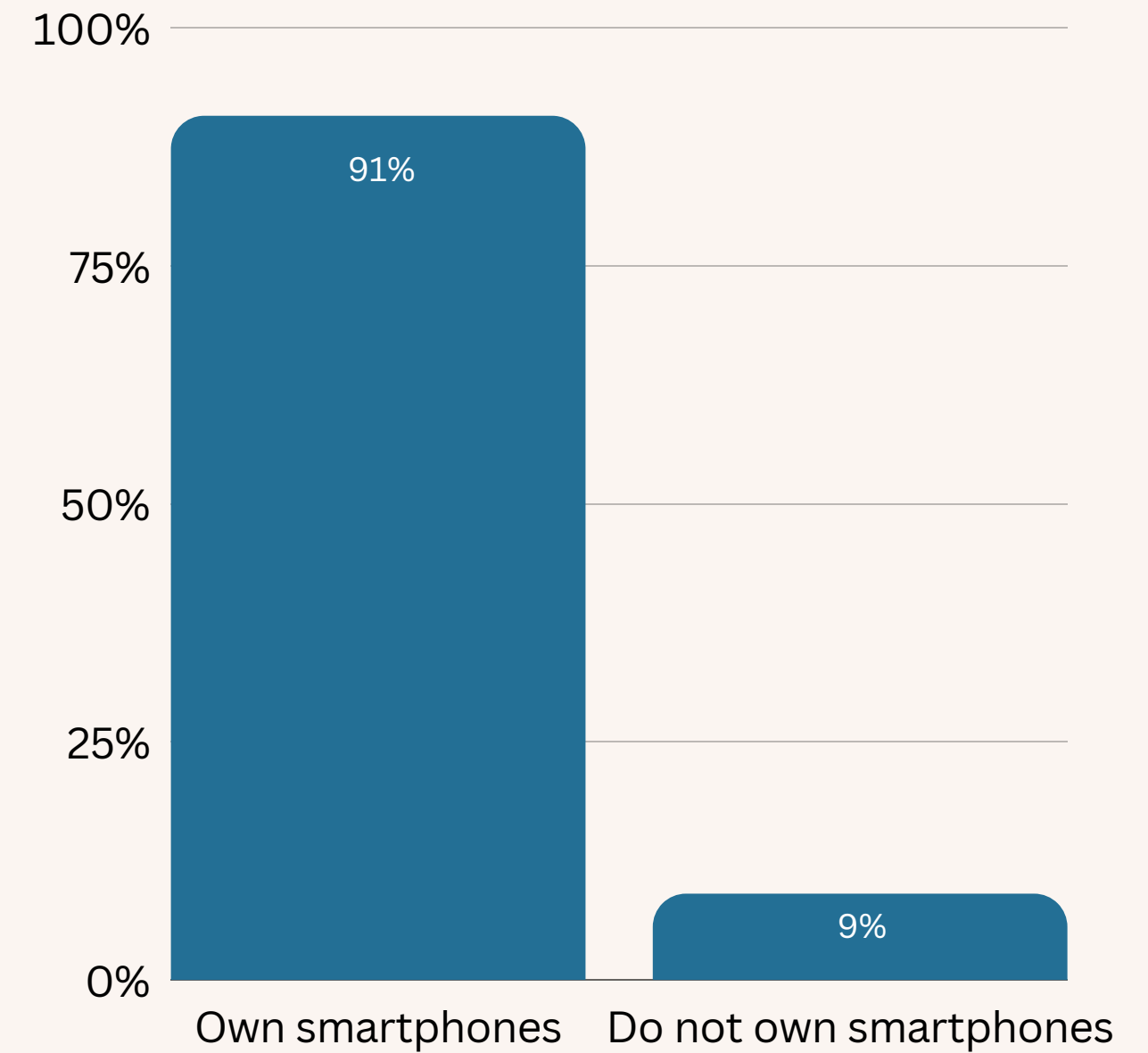
# SECONDARY DATA

- Data extracted from Simmons, the Smithsonian Museum of Natural History, and the Census.

Ages 18-34 that Talk to Others About What They See on Social Media

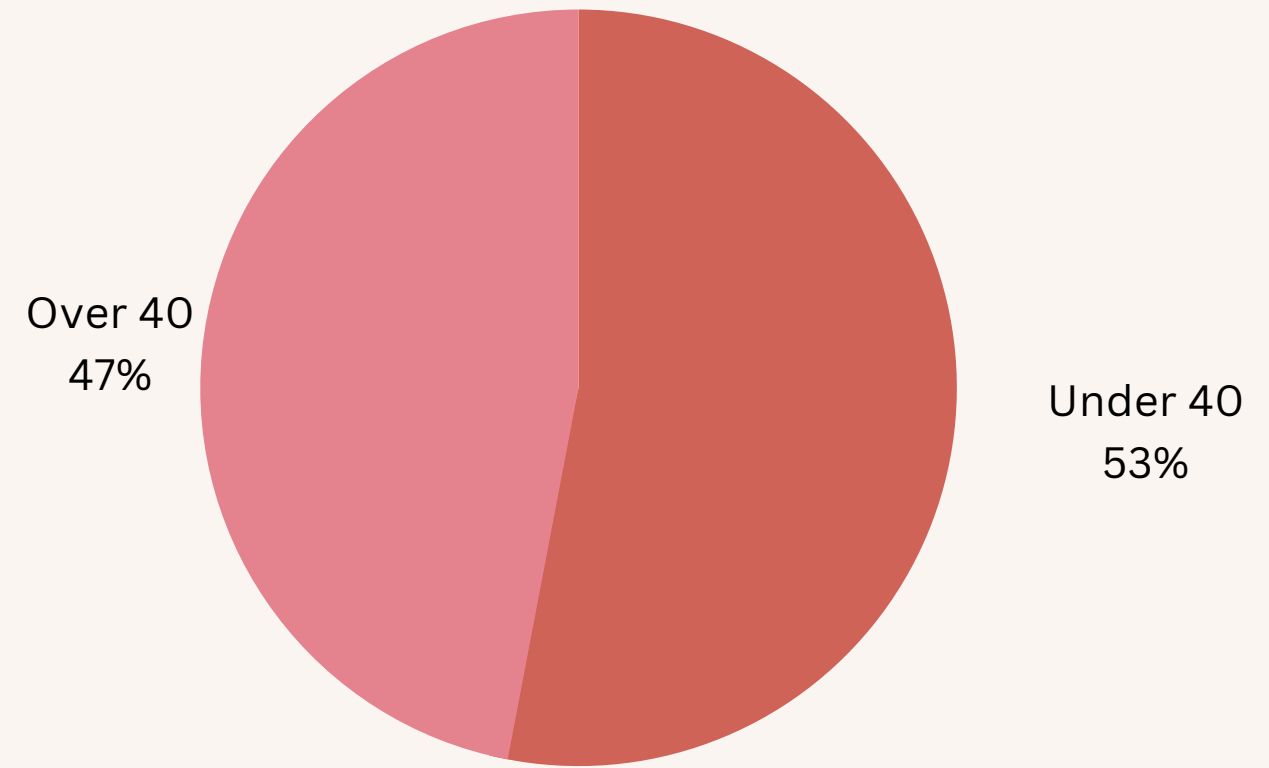


Ages 18-34 that Own Smartphones

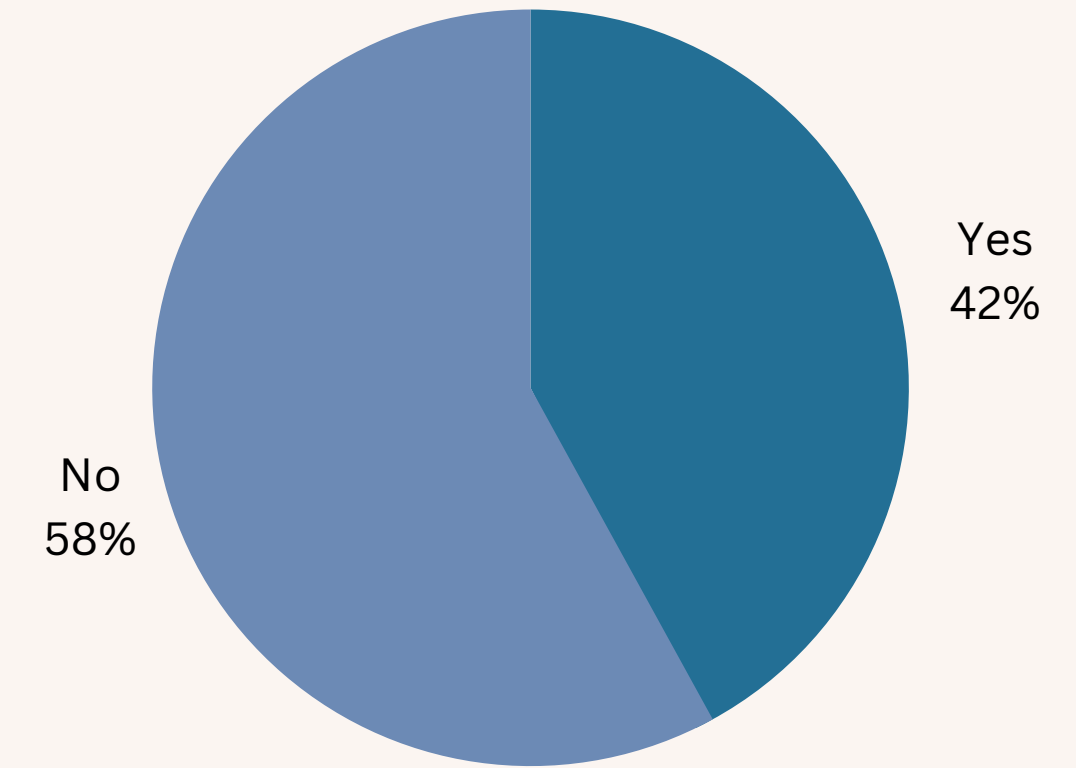




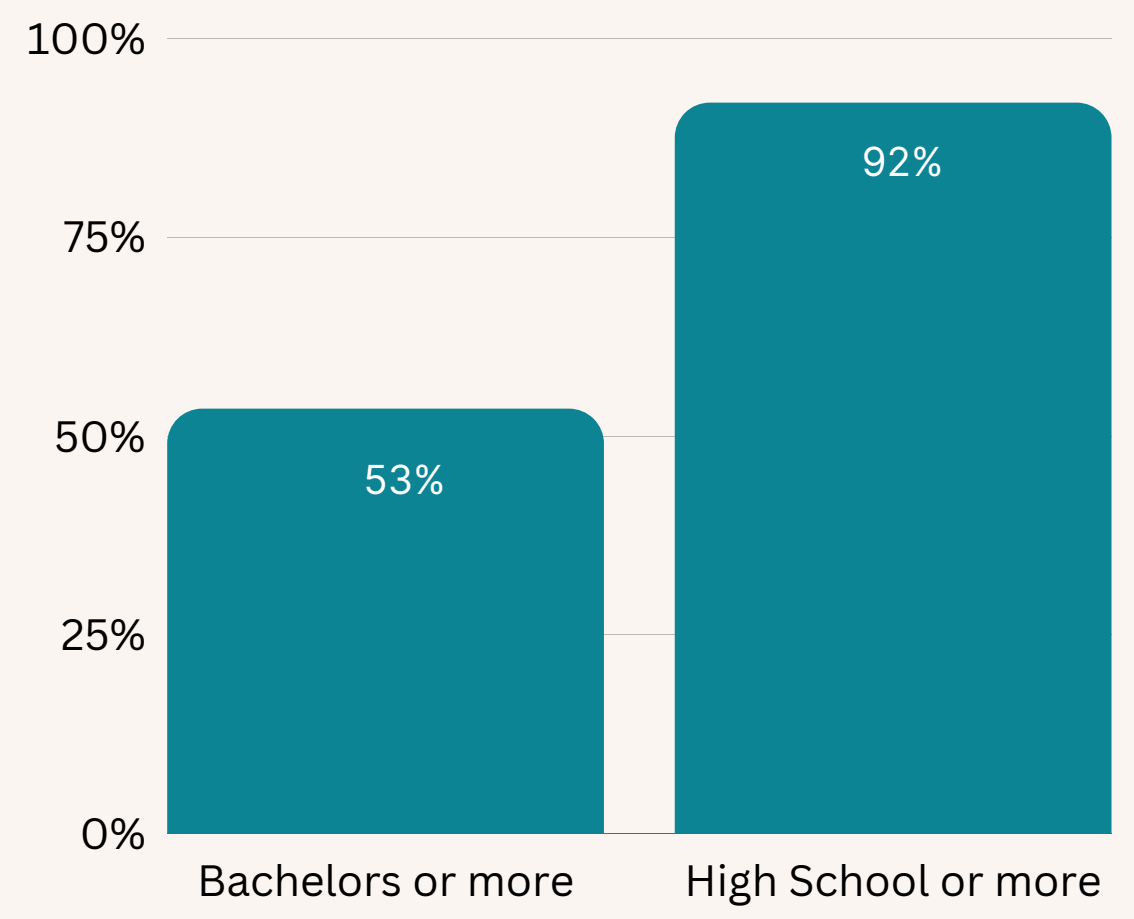
Age Range of Museum Attendance  
2015-2016



Respondents who went to a  
concert/theatre/festival within last 12 months



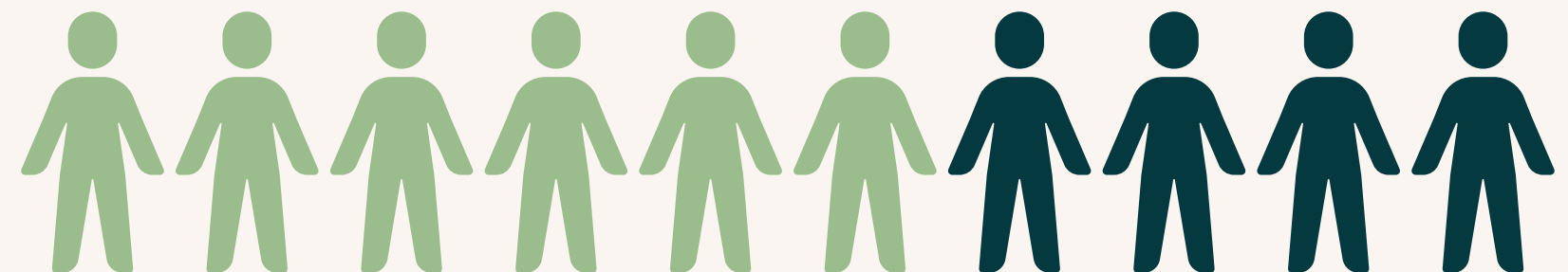
Education Level in DMV



**RESEARCH DESIGN  
&  
DATA COLLECTION**

# FOCUS GROUP

- Included 8 Participants and lasted 45 minutes
- The flow:
  - Brief introduction of general purpose
    - Reinforced confidentiality and encouraged honesty
  - Warm up section with low anxiety questions
  - Transition into in depth investigation
    - Probing questions to get get qualitative feedback



# FINDINGS

- Respondents were enthusiastic about going if they were aware
  - “I would go because I want to learn about the world and history in general, and also network with people having the same interest”
  - “Yes! It could be a great way to meet people and get to know more about the area”
- Respondents showed varying interest towards the Cell Phone exhibit that will come in June of 2023
  - “The exhibit would be a great addition because technology has changed the way we communicate as a society. It’s an important and exciting addition for the museum.”
  - “I would go if they gave me a reason to go see it.”
- Respondents gave suggestions for what they might want to see
  - “After hours events that could make it more social and special that’s more than just going during normal hours”
  - “New exhibits because I've seen the same things 3-4 times and a new intriguing exhibit would make me more interested”



# THE SURVEY

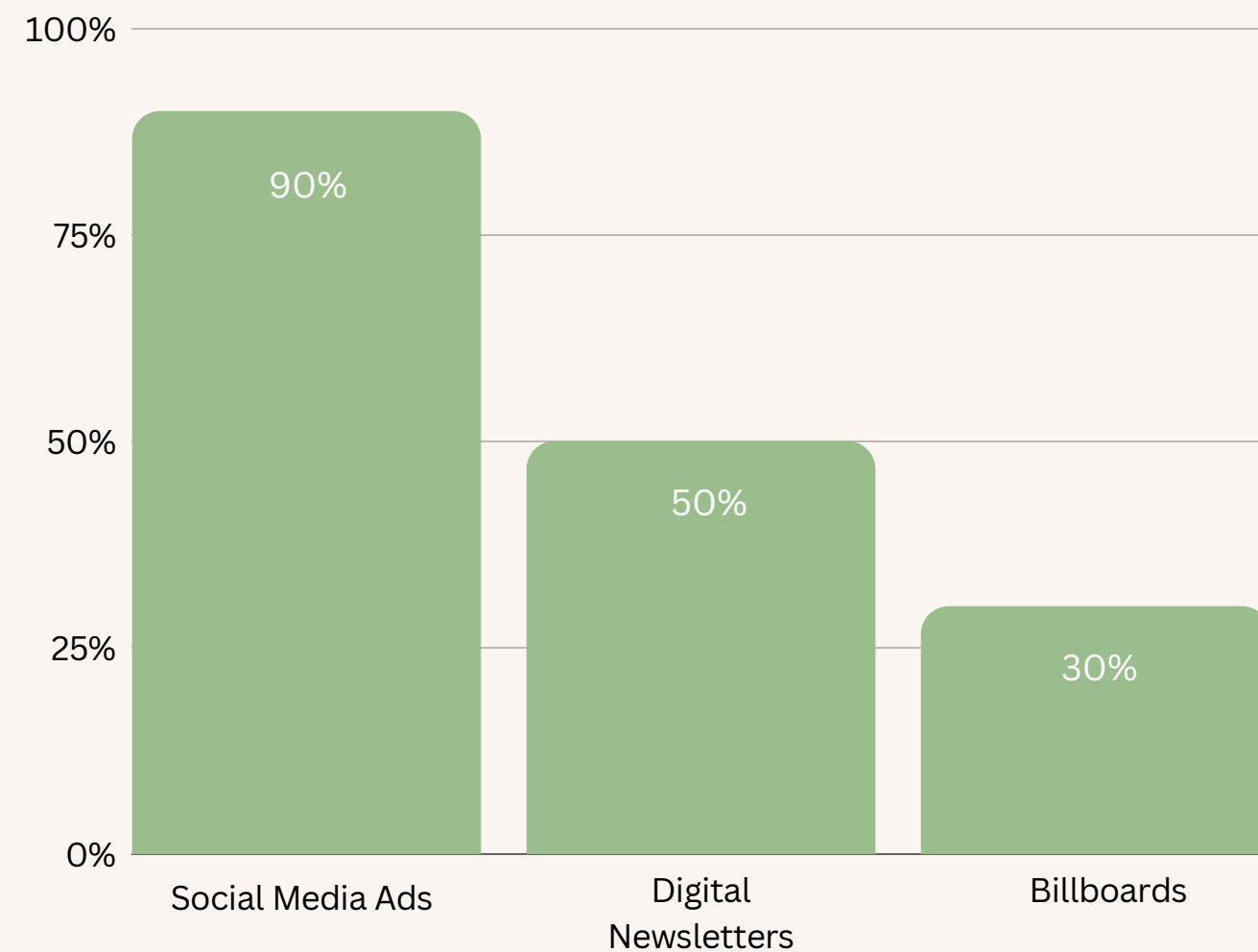
- Online survey with 20 questions
  - Specific questions regarding the SNMNH, as well as classification questions
- Collected data from individuals aged 18-30 living in DC, Maryland, and Virginia (DMV) areas
- Distributed survey on social media sites such as Instagram and LinkedIn, as well as by text and email
- Received 30 responses



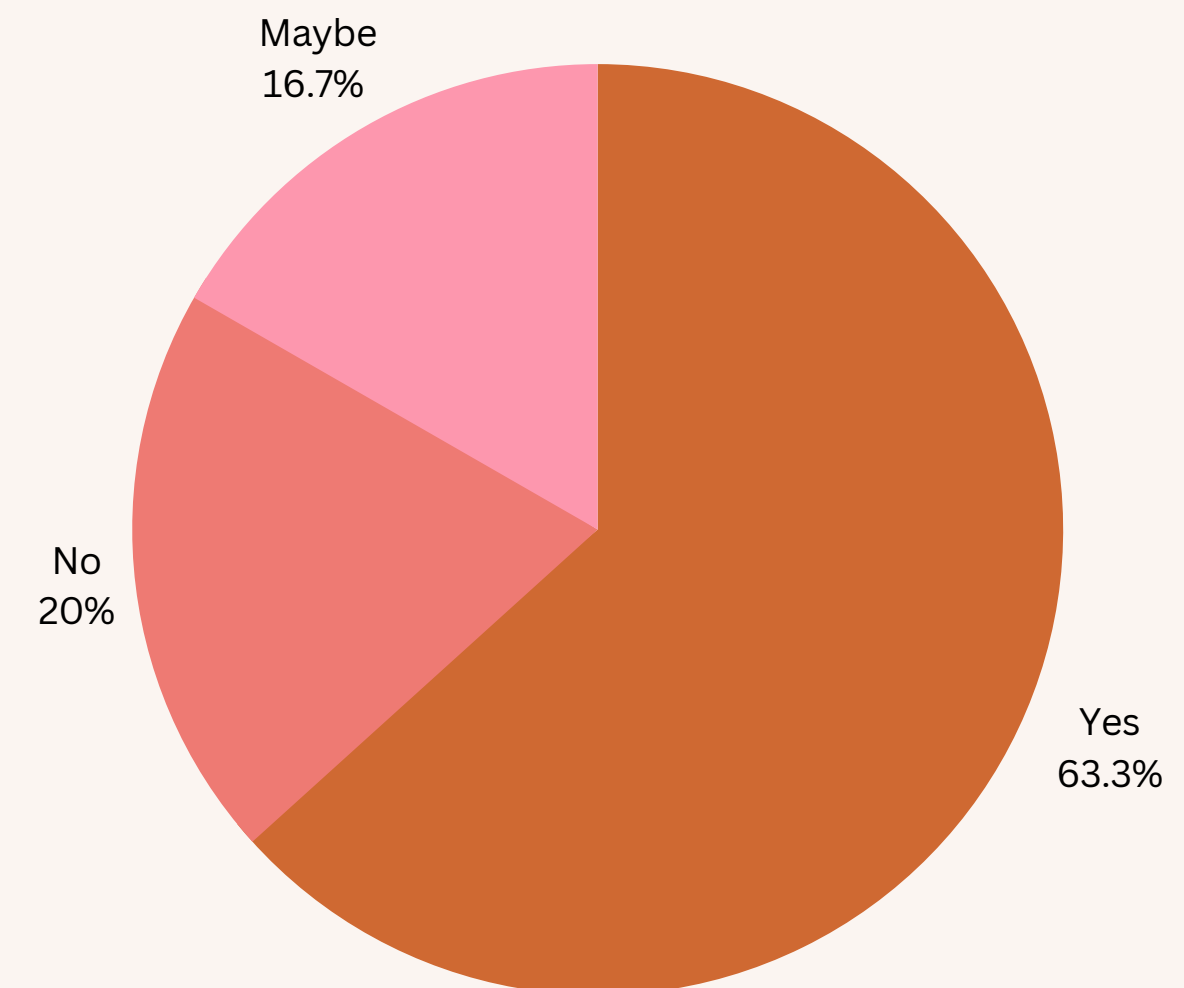
# FINDINGS

- Based on the research we conducted utilizing a survey, we narrowed in on a few key variables that could help us answer our MDP

What type of marketing would increase respondent's likelihood of attending events/programs?

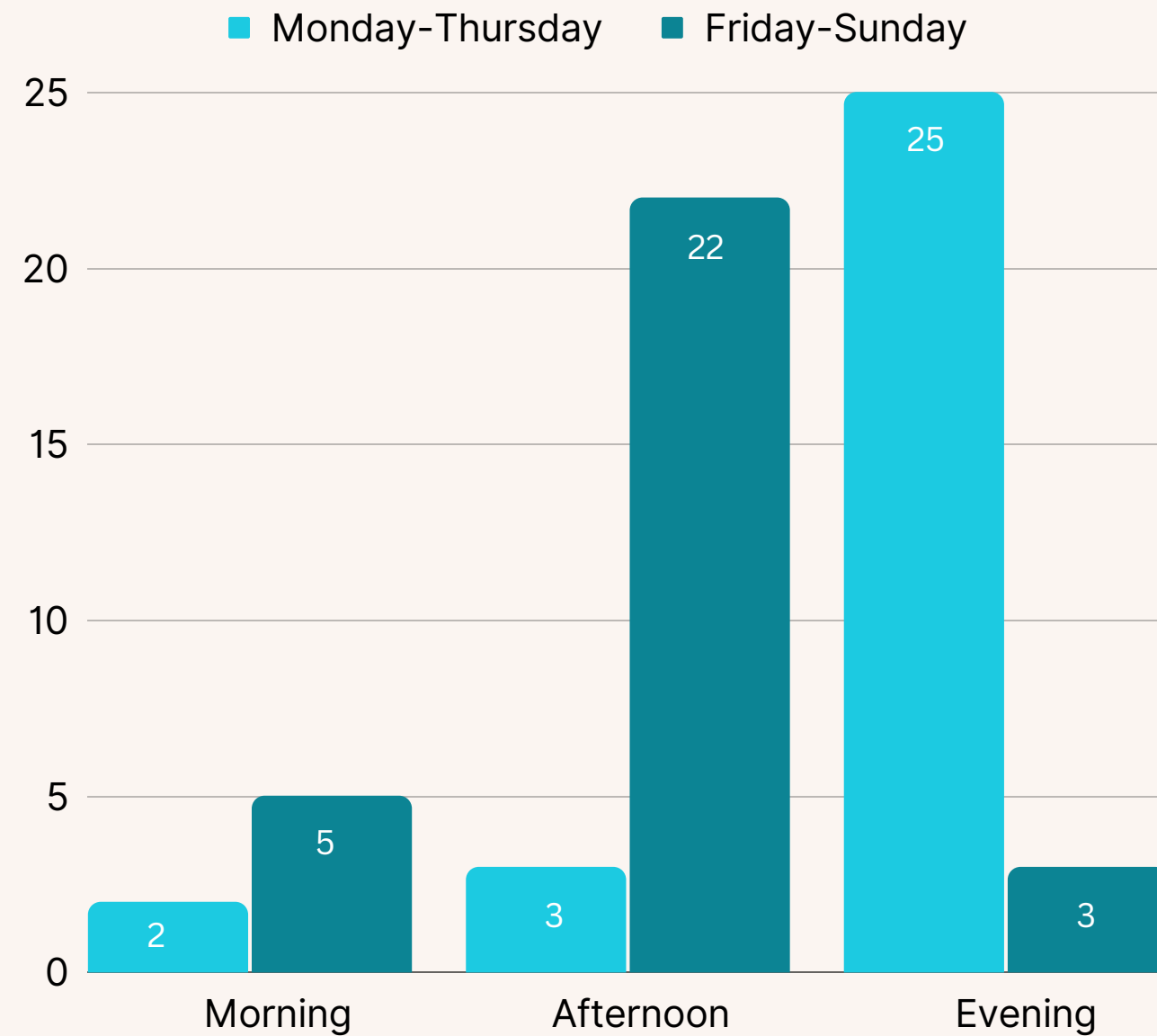


Whether or not respondents view the NHSM as a tourist attraction

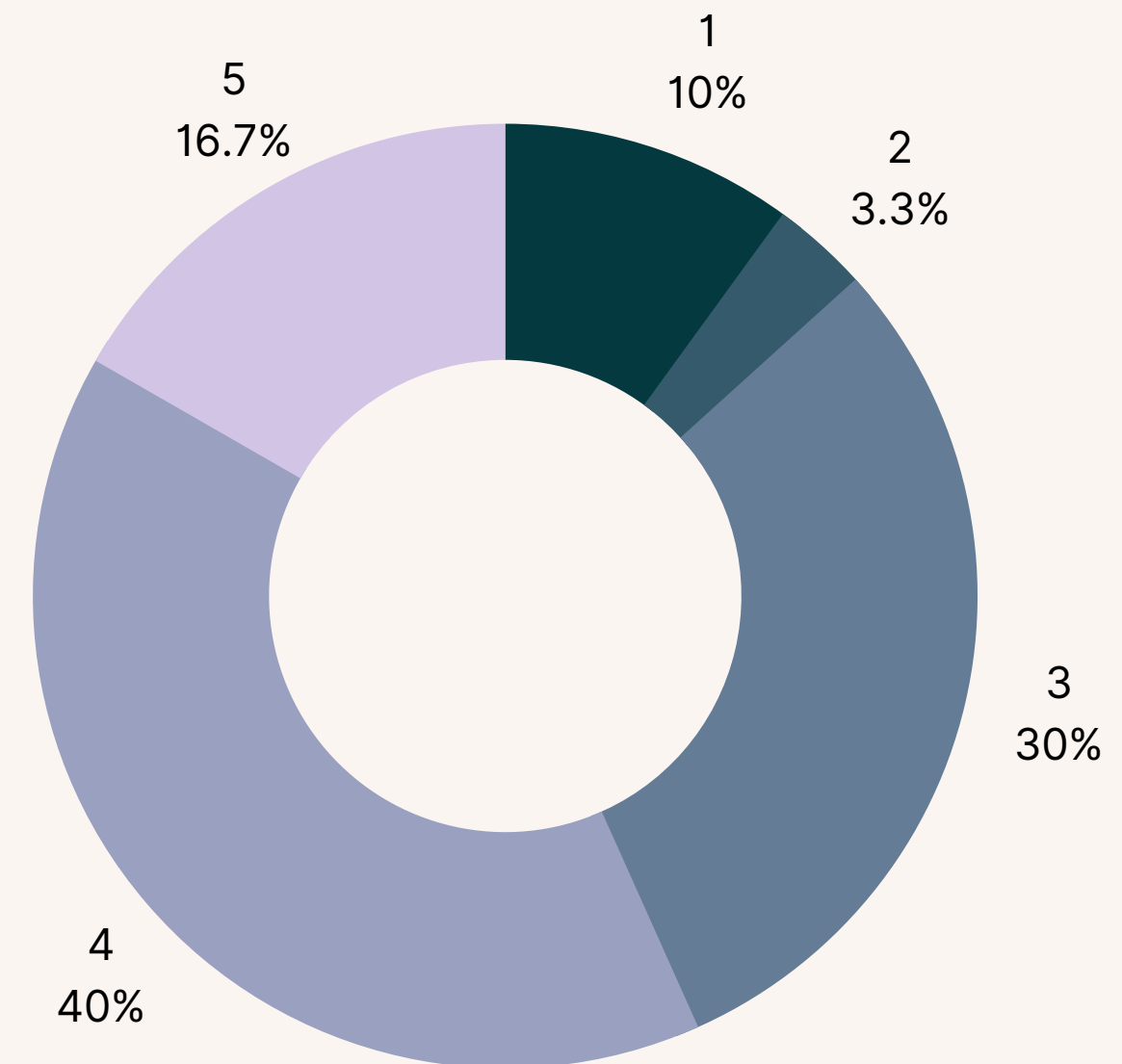


- These variables gave us insight into how the respondents felt about the events/programs at the NMNH and how marketing might influence this.

Respondents' ideal day and time for events/programming



How often marketing influences what respondents do and where they go



\*Measured on a 5-point scale from never to always

# RESULTS & CONCLUSIONS



# RECOMMENDATIONS

- Utilize social media to promote awareness of upcoming events and programs

➤ Generate viral content incorporating trends that the algorithm will delegate to our segment in the DMV.

- Instagram
- Tik tok

➤ Partner with influencers in the DMV to promote upcoming events and programs.

Examples: @clockoutdc

➤ Engage with the audience on the Smithsonian's Instagram page.

Post more information on upcoming events and programs to entice the local community.

# RECOMMENDATIONS

## 2. Host after dark/networking events to increase traffic from our segment

➤ Incorporating incentives like a wine tasting or food to pair with programs.

➤ Bring in local performers or speakers for a special weekend activity.

➤ Partnering with local businesses and organizations to host opportunities for young professionals to network.

# RECOMMENDATIONS

## 3. Partner with universities around the DMV

➤ Print flyers, bus posters, and send mobile advertising to local Universities in the DMV.

➤ Work with specific professors to organize a class trip to visit a program or event that could tie into course content.

➤ Host a university events, clubs, sorority/ fraternity formals and galas at the museum.

# CONCLUSION

- Based on observations the Smithsonian National Museum of Natural History has the potential to engage and bring in our segment teens and young adults.
- Utilizing different platforms and opportunities among the people there is a decent market among those who are 18-30 years old.



**QUESTIONS?**