

GENIAL

**“Generating Engagement and New Initiatives for All Latinos”
“Generando Entusiasmo y Nuevas Iniciativas para Audiencias Latinas”**

Exploratorium

Summit: June 5-6, 2017

Evaluator’s Final Report

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I am very encouraged that so many creative, talented, smart and empathetic people are thinking about the issues and taking action.

It was one of the best and most informative conferences I have ever attended. It was extremely well organized.

I went into the summit looking for initiatives from "outside - in" ... I realize I need to be a voice for organizational change within my institution.

Don't just try to include people, think seriously about what assets and resources people bring to the larger conversation.

The emphasis shouldn't be on the ground staff making the case upwards, but helping implement institutional policies driven and owned by leaders.

We have a lot of work to do but we are not alone.

GENIAL

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Abrazos to all involved. It was a great experience that has given me a foundation in which to work. Hoping for additional opportunities because this work is so complex.

The co-creation of the actionable insights has been important to gain buy in from management. I have also felt accountable to the GENIAL community which fuels me to continue to work (and fight) for the increased engagement of the Latino community in all of our program areas.

It has helped me add an important layer of context to my leadership goals.

We are considering expanding our current work to Puerto Rico, and while we have general knowledge about what we want/need to do, we are working with colleagues on the island to better understand their post-hurricane realities.

This work must continue and is necessary. I'd love to see sustainable and ongoing GENIAL meetings to be able to make progress. It's timely and necessary.

Executive Summary

The enthusiasm expressed by GENIAL Summit participants immediately following the meeting carried through to the Follow-up Survey eight months later. At the time of the Summit, and immediately following it, participants were excited about meeting and being with so many people working on similar issues; they were heartened to be in community with each other (Goal 2). Several people initiated contact or collaborations with other participants during the meeting. Since that time, GENIAL participants' have gotten and/or stayed in contact even without an official network in place.

GENIAL Summit Goals:

1. Identify needs and opportunities for Latinos in ISL environments.
2. Facilitate and strengthen professional relationships.
3. Identify recommendations, emerging research questions, and actionable insights with an outlook towards the future.
4. Contribute to a more

In their Follow-up Survey responses, participants reflected on their work and the GENIAL Summit, expressing enormous gratitude for the Summit and the resources it generated. They also described the serious challenges of their work, often feeling alone in this "fight" at their institutions, but taking strength from the GENIAL community. They would like to have ongoing contact for emotional support as well as sharing resources and opportunities professional development.

Needs and opportunities for Latinos in Informal Science Learning (ISL) environments (Goal 1) are encompassed in the Actionable Insights generated by the GENIAL Summit presenters, participants, and team (Goal 3). During the Summit, people broadened their perspectives and deepened their thinking about developing ISL experiences for Latino audiences. For example, respondents appreciated that Latino audiences are diverse and that to be relevant, institutions need to understand them in nuanced ways. The approach of working *with*, rather than working *for*, Latino communities was a strong thread in Post-summit survey responses. Participants reflected on simplification-amplification, giving emphasis to recognizing Latino communities as resources which are resourceful and resilient; they should be included at every stage of ISL planning and development. The bulk of their intended projects were focused on developing relationships in the community and building cultural competency and diversity in house.

Follow-up Survey respondents described GENIAL-related activities they have expanded or initiated, which are addressing Actionable Insights by means of program solutions, research efforts, and continued questioning of themselves and each other. Most notably, and as they had intended to do, respondents are spending time and resources to understand Latino communities and identities. They are pursuing activities related to building institutional relationships with community groups or individuals. And they are collaborating with those community members and groups to expand and/or refine public programs and exhibits.

Building relations with Latino community members and organizations, and bringing them into planning and decision-making processes is one of many approaches that GENIAL participants are using to better the field and promulgate organizational change. The most common type of new or expanded project described by Follow-up Survey respondents related to developing cultural competency of staff. Addressing staff diversity and engaging management were also among the most-cited project areas. Two people overtly stated that GENIAL changed the way they approach their work.

All respondents to both surveys in some way touched on benefitting from and/or contributing to this field by participating in GENIAL (Goal 4). A large majority of respondents reported that they were interested in having a GENIAL network so they can continue to build on their own work and the work of others. In their view, professional development is at the core of almost every aspect of such a network because members will be able to share and expand their knowledge of the field.

All Follow-up Survey participants see great potential for the network to improve and expand the impacts of ISL on family/student inspiration and learning. They would like to have access to STEAM experience ideas and resources, and some sort of curated discussion forum where they can learn from peers and experts. People want to learn about best practices, successes and failures. They would like to be informed about new research, new projects and opportunities to collaborate. Content areas of interest for an on-line forum reflect GENIAL content threads and Actionable Insights. Several people are focused on having a frank discussion of racial bias to give this community an authentic foundation of understanding. Specific ideas about training included addressing racial bias and cultural competency using art as an experiential teaching medium. There is strong support for in-person GENIAL gatherings regionally and/or nationally.

Discussion and Recommendations

Evaluation findings demonstrate that the GENIAL Summit met its goals to identify needs and opportunities for Latinos in ISL, facilitate and strengthen professional relationships, identify recommendations, emerging questions and actionable insights, and contribute to a more informed ISL field. Like a pebble in the pond, the success of the Summit ripples out into the ISL world as participants actively work towards all the GENIAL ideals at their various institutions throughout North and Latin America. A few of them are applying GENIAL lessons of inclusion to Native American communities as well.

Activities which these participants are engaged in are influencing organizational change from varied angles. A majority of the GENIAL-related projects these participants have expanded or initiated since the Summit relate to building human capital, the heart of any organization. They are working to deepen cultural competency and diversity among staff and volunteers. They are also growing relations with Latinx communities, and bringing them into the fold for personnel and program development. Significant numbers are specifically working to engage upper management.

GENIAL participants expressed a strong affinity for each other, and for all people engaged in efforts to be more inclusive. They also voiced a strong need to be and stay connected with each other, not just to learn from one another, but to provide emotional support. Many GENIAL participants feel alone at their institutions; for them this is a difficult fight and it's easy to get discouraged. Establishing an ongoing GENIAL network is critical to maintain the momentum of the team as well as the eager Summit participants, and to continue building on the work which has been done. In addition to clearly stated needs for and interest in a network, many people already have information, program ideas and trainings to share. Participants also want to see the network continue in-person gatherings at a regional and/or national level.

Anchoring GENIAL-related knowledge in an on-line network and ongoing community can help practitioners, directors and researchers move the conversation forward more effectively than in the past. After the Summit in June 2017, there was a sense of frustration for some participants that these conversations weren't new. A few pointed to the Albuquerque meeting in 2009 as an example of foundational work on which to build.

Establishing an ongoing GENIAL community will provide the team an opportunity to take advantage of many thoughtful recommendations from survey participants. Big picture ideas included broadening participation for wider diversity of professions and ethnicities. Rich diversity in the network can support authentic conversations about race and racially-based barriers to success. Involving a variety of roles and institutions, e.g., parents, educators and non-museums can help people think outside of the museum box to free up their thinking about collaborating more widely in the community. Experienced decision makers, leaders at the top who understand the importance of aligning the right financial resources to drive your goals, should be included as session presenters.

GENIAL Summit Information

Overview of Summit

In June of 2017, the Exploratorium hosted the GENIAL Summit which brought together approximately 91 practitioners, community leaders, diversity-focused organization staff, researchers, and media/marketing specialists from across the country and Puerto Rico for a one and a half day gathering. The National Science Foundation (NSF) funded Summit focused on increasing Latino participation in Informal STEM Learning (ISL) environments by examining these five content strands identified by the [GENIAL team](#):

1. Latino Audiences
2. Marketing, Communicating, and Media
3. Community Collaboration and Empowerment
4. Organizational Change
5. Relevant STEAM Experiences ¹

Summit Goals

Summit planners established the following goals for the project.

1. Identify needs and opportunities for Latinos in ISL environments.
2. Facilitate and strengthen professional relationships.
3. Identify recommendations, emerging research questions, and actionable insights with an outlook towards the future.
4. Contribute to a more informed ISL field.

Actionable Insights

The GENIAL team generated a list of actionable insights from the synthesis of the strand panels, participant breakout discussions, and advisor's .

- Spend time and resources to understand Latino communities.
- Restructure power dynamics for authentic reciprocity.
- Co-create STEAM experiences with, as opposed to for, Latino communities.
- Cultivate ownership of the work across every function of the ISL organization to break down barriers and prevent assigning diversity work to only a few staff.
- Use data for analysis, reflection, and action in conjunction with community dialogue.
- Celebrate successes, accept failure as part of the process, and work toward continual organizational change.

Post-Summit Documentation, Articles, and Webinars

- Executive Summary and Call to Action (in [English](#) and [Spanish](#)), which is also published in [Informal Learning Review](#)
- Summary of the Summit Proceedings Report in [English](#) and [Spanish](#)
- [Summit Proceedings Report](#)
- [Articles on Four Summit Panel Strands](#)

¹The GENIAL team, advisors, and panelists agreed that it was important to broaden the STEM content focus to include the arts as an effective strategy to engage Latino audiences in informal science learning (ISL).

- [Resources](#)
- [Usage of Terms of Identity](#)
- [The Summit Agenda](#)
- [List of Participants](#)
- [GENIAL Dissemination CAISE Webinar Recording](#) (February 27, 2018)

Summit Participants

GENIAL Summit planners invited practitioners, community leaders, staff at diversity-focused organizations, researchers, and media/marketing specialists from across the country and Puerto Rico. Including planners and presenters, approximately 91 people attended (87 excluding the internal team). Ultimately, detailed professional demographic information on about half of them was collected in the Post-summit Participant Survey (n=48).

Half of the Post-summit Survey participants worked at museums (50%). Several came from youth-serving organizations (15%) and a few were consultants (13%). In smaller numbers, participants worked in professional associations, diversity-serving organizations, universities, funding organizations, research institutions, CBO's, or media. Organizations represented by these respondents were most often quite large, with budgets of \$15 million or more (25%).

A large majority of respondents had been working in their field for 10 years or more (71%). Just over one quarter had been involved in Latino or other diverse audience engagement work for 10 or more years (28%).

More respondents came from California than any other location (42%). Several hailed from the Northeast (15%), numerous states or "nationwide" (15%), or the southwest (13%). In smaller numbers people came from Washington DC, Puerto Rico, the Midwest, and the Northwest.

A majority of the 48 survey respondents self-identified as Latino in some way and/or to some degree (63%). Just under one quarter self-identified as white or Caucasian in some way and/or to some degree (22%). Two thirds were women (67%).

Please see Organizations & Demographics Data Tables in Appendix A for more information.

GENIAL Summit Evaluation Studies

Post-summit Participant Survey

Goals

The Post-summit Survey distributed immediately after the Summit (June 2017) was intended to assess the participant experience on these points:

- Satisfaction
- Conference highlights
- Learning
- Intentions to use or act on relevant conference content
- Recommendations

Post-summit Survey Participation

All 87 attendees were sent an email immediately after the Summit with an invitation to participate and the link to the survey. Two reminders were sent to non-responders over the course of the following two weeks. No emails were bounced back, 12 were unopened, 78 were opened, 6 surveys were incomplete and 48 were completed. Those 48 respondents represent 55% of Summit attendees; their surveys were included in the sample for

analysis. A response rate of over 55% is in line with “post-service client surveys” with no incentive (40-60%)² and higher than typically found for “internal” surveys (30-40%)³ according to on-line survey service providers.

Follow-up Participant Survey & Phone Interviews

Goals

The Follow-up Survey, conducted in February 2018, was intended to investigate these points:

- GENIAL-related activities they and/or their organizations have pursued since the Summit
- Further reflections on GENIAL and related activities
- Feedback about and interest in a GENIAL network for ongoing connection with the community

Telephone interviews explored respondent ideas about these aspects of a GENIAL network:

- Primary purpose
- Content
- Features and Platforms
- How I/my organization would participate
- Opportunities for and value of professional development
- How a GENIAL network could impact the ISL field

Follow-up Survey Participation

All 87 attendees were sent an email invitation to participate and the link to the survey in February 2018. Three reminders were sent to non-responders over the course of the following two weeks. One email bounced back (the team had no new contact information for that person), 23 were unopened, 66 were opened, and 28 were completed or partially completed. Those 28 respondents represent 32% of Summit attendees; their surveys are included in the sample for analysis.

A response rate of 32% is less than “post-service client surveys” with no incentive (40-60%)⁴ and in line with what is typically found for “internal” surveys (30-40%)⁵ according to on-line survey service providers. It's logical to expect a lower rate of return on this survey than for the post-Summit survey during the summer of 2017, because people had already participated in a survey, and because much more time had passed.

Evaluation Methods and Limitations

The Exploratorium contracted with Wendy Meluch of VisitorStudies.com to design and conduct project evaluation studies. Wendy attended planning sessions and worked closely with GENIAL PI's, Isabel Hawkins and Veronica Garcia-Luis, to develop the protocols.

Post-summit & Follow-up Surveys

The team agreed that an on-line, self-completed survey was the most practical way to collect post-summit and follow-up feedback, given program logistics. Attendees were accustomed to communicating with the team by email, so distributing the SurveyMonkey link was simple. Working on line obviated the need for paper forms, regular mail and data entry. Respondents were able to complete the survey on their own time, without taking precious conference time. And they were able to write their responses after a few days to reflect on the experience.

² <http://www.peoplepulse.com/resources/useful-articles/survey-response-rates/>

³ <https://www.surveygizmo.com/survey-blog/survey-response-rates/>

⁴ <http://www.peoplepulse.com/resources/useful-articles/survey-response-rates/>

⁵ <https://www.surveygizmo.com/survey-blog/survey-response-rates/>

As with any self-completed instrument, this study has some limitations. We did not have an opportunity to verify completion or probe to clarify respondents' answers. Because we were working on line, we could not control the sampling protocol.

Follow-up Interviews

The Follow-up survey included an invitation to volunteer for a telephone interview to discuss the possibility of a GENIAL network in more detail. To maintain anonymity for the survey, we provided a link for respondents to share their contact information in a different survey instrument. Interviews were recorded and transcribed for analysis; they took about 25 minutes each. Four of the 28 people volunteered for the interview. A small sample such as this is useful to expand our thinking about the Network, but findings cannot be considered predictive.

Appendix A: Participant Organizations & Demographics Data Tables

These data came from the Post-Summit Survey of Summit participants conducted immediately after the event in June 2017, the largest data set we had.

Region	(n=48)
California	20
Northeast	7
USA Nationwide	7
Southwest	6
Washington DC	3
Puerto Rico	3
Midwest	2
Northwest	1
Other	3

Organization Type	(n=48)
Museum	24
Youth-serving Organization	7
Consultant	6
Professional Assoc.	3
Diversity serving	2
University	2
Funding Organization	2
Research Institution	2
CBO	1
Media Organization	1

Years in this field or industry	(n=48)
0-2 years	0
2-5 years	5
5-10 years	9
10+ years	34

Current Gender Identity	(n=48)
Female	32
Male	15
Prefer not to say	1

Organization Size	(n=48)
\$350,000 and under	6
\$350,000 - \$499,999	0
\$500,000 - \$999,999	1
\$1,000,000 - \$2.9M	4
\$3M - \$4.9M	7
\$5M - 14.9M	5
\$15M and over	12
I'm not sure	7
Not applicable	6
Organization Size	(n=48)

Years involved in Latino or other diverse audience engagement work	(n=48)
0-2 years	6
2-5 years	9
5-10 years	5
10+ years	28

Self-identified Ethnicity (open-ended question)		(n=48)
Latino in some way or to some degree: 30 (63%)	Latina/o	8
	Hispanic or Latina	3
	Mexican Mixt, Mexican-American/Latina, Mexican-American	3
	Chicana/o	2
	Latinx	2
	Mexican	2
	White Hispanic, White/Latino	2
	Afromexicano	1
	BROWN	1
	Hispanic	1
	Indigenous	1
	Latina, bilingual, bi-cultural, Central American, Salvadoreña	1
	Latina-European	1
	Latina/ Nicaraguense American	1
	Puerto Rican, Latina	1
Caucasian in some way or to some degree: 11 (23%)	White (4), White-Caucasian (2), WASP, White European, White of Irish/English/Scottish, White	8
	Anglo	1
	Northern European	1
	Filipino/Caucasian/multiethnic	1
Other Responses	Asian American	1
	New Mexican	1
	Prefer not to say	4

Appendix B: Summary of Immediate Impacts on Participants

Findings of the Post-summit Survey (n=48) June 2017

Satisfaction

- 100% of respondents were *satisfied* or *very satisfied* with the Summit overall.
- Large majorities of respondents rated every Summit activity as *useful* or *very useful* (75%-98%).
- Large majorities of respondents *agreed* or *strongly agreed* that they had opportunities to learn from others, share with others, make meaningful contacts and strengthen connections with colleagues (71%-94%).
- Large majorities of respondents rated Summit logistics and management as *well managed* or *very well managed* (86%-98%).

Conference Highlights

- By far, the most frequently-described Summit highlight was meeting and being with the people in attendance (47%). That there are so many dedicated people in this field and working on this cause was eye-opening, energizing and inspiring. Participants wrote enthusiastically about their colleagues with terms such as: *amazing passionate; armed with heart, soul and intelligence, committed*, and the like. Being together was *powerful*, and gave a sense of *community, coalition, and camaraderie*.
- Asked specifically about connecting with colleagues, respondents expressed gratitude for the opportunity (56%), most were quite enthusiastic. They appreciated receiving the biographies about other participants and asked that GENIAL planners provide some way for this community to stay connected.
- About one third of respondents were taking away a new or richer perspective regarding reaching and/or serving Latino audiences (30%). Their musings ranged from the idea that Latinos are diverse and cannot be served with a one-size-fits-all approach, to recognizing the value that Latino communities bring to a project and that they are resourceful partners.

Learning

- A majority of respondents felt that all five strands broadened their thinking, were inspiring, and were applicable to their work. Highest rankings:

Broadened my thinking:	<ul style="list-style-type: none"> ▪ Latino Audiences (76%), ▪ Marketing Communications and Media (76%)
Inspirational:	<ul style="list-style-type: none"> ▪ Organizational Change (80%), ▪ Latino Audiences (79%), ▪ Marketing Communications and Media (78%)
Applicable to my work:	<ul style="list-style-type: none"> ▪ Latino Audiences (92%), ▪ Community Collaboration and Empowerment (87%)

- Most commonly, respondents learned about and/or were moved to think about broad approaches or perspectives regarding this work (38%). They were primarily pondering the need to learn more about Latino audiences, the importance of collaboration with local organizations, and acknowledging that Latino audiences are diverse.

- Specific areas of thought or learning mentioned included the role of marketing (11%), the importance of language and terms such as “Latinx⁶” (7%), and the discussion of decolonization (7%).
- Ideas and strategies regarding leadership and management were inspiring to about one third of these participants (32%). Respondent comments ranged from general statements, e.g., *a risk-taking mindset*, to specific practices of good leaders, e.g., *having to earn someone’s respect before expecting their participation*. Several people named presenters or organizations, including mitú, Inc., Children’s Discovery Museum of San Jose and/or the Executive Director, Marilee Jennings.

Intentions to Use or Act on Relevant Conference Content

- Almost every respondent agreed or strongly agreed that they expected to follow up with at least one person at the Summit (93%) and that they would share Summit-related information with colleagues not in attendance (98%).
- Almost every person wrote about their intentions to take action; 82% of them described specific plans; 25% of them listed multiple activities. A few individuals had already made contact and begun collaborations with other Summit participants.
- Most frequently mentioned were plans and activities related to collaboration with Latino individuals, communities and/or organizations (48%), e.g., creating an advisory group, reaching out to local organizations and media, and including Latino audiences in planning and development processes.
- Diversity awareness and cultural competency were the focus of plans for 20% of these respondents.
- Engaging upper management and getting buy in was on the agenda for 18% of survey participants.
- A small, but not insignificant number of respondents wrote about themselves. They felt empowered and inspired to step up and initiate action or expand current efforts. Part of being able to do that is to keep spirits up and not get discouraged. (14%).
- In smaller numbers people commented on diversifying staff (9%), making their institutions more welcoming (9%), or new/additional uses for marketing (5%).

⁶ **Latinx** is a [gender neutral](#) term often used in lieu of [Latino](#) or [Latina](#) that refers to individuals with cultural ties to [Latin America](#) and individuals of Latin American descent. The -x replaces the standard o/a ending of Latino and is intended to be more gender inclusive.^[1] The term originally appeared online in [queer](#) forums, but has slowly gained recognition in academic spaces and [social media](#) platforms. There is a current ongoing debate surrounding the usage of the term, as well as the other proposed attempts at introducing gender neutrality.

Appendix C: Summary of GENIAL-related Activities Since the Summit & Interest in a Network

Findings of the Follow-up Survey (n=28) February 2018

Survey and interview findings include substantial evidence of participants manifesting the GENIAL Summit's four goals. Practitioners and researchers in the field are working to identify needs and opportunities for Latinos in ISL environments (Goal 1) by affecting staffing, staff training and volunteer positions and/or considering the pipeline from the community to education, to STEAM-related work. Many of them are continuing contact with GENIAL colleagues (Goal 2), as well as reaching out to expand and deepen their connections with diverse communities. Respondents are addressing Actionable Insights (Goal 3) with program solutions, research efforts, and by continuing to ask questions of themselves and each other. All respondents touched on benefitting from and/or contributing to this field (Goal 4) by participating in GENIAL. A common thread throughout the data is a call for continued connection with the GENIAL community.

Every respondent reported that they had followed up on the GENIAL Summit in some way, often more than one way. Most of them have shared GENIAL materials with people who did not attend the Summit. About half of them read the Executive Summary, Call to Action and/or Proceedings. All of the other GENIAL materials listed in the survey question had been used by significant numbers of respondents.

Just under half of respondents reported continuing, expanding and/or initiating GENIAL-related programming or other activities at their institutions. Projects most often related to cultural competency, institutional relationships with community groups or individuals, public programs, staff diversity and/or engaging upper management. Every Actionable Insight is addressed by their work, most notably spending time and resources to understand Latino communities and identities.

A large majority of respondents reported that they were interested in having a GENIAL network. They would like to have access to STEAM experience ideas and resources, and some sort of discussion forum where they can learn from peers and experts. People also mentioned wanting to learn about best practices, successes and failures. They would like to be informed about new research, new projects and opportunities to collaborate. Content areas of interest reflect GENIAL content threads and Actionable Insights.

Four people participated in telephone interviews to explore the value and features of a GENIAL network. Though interview participants came at it from different angles, several common threads can be found in their thoughts about a network. People need a way to connect so they can share information and support each other. Any type of discussion forum needs to be regularly produced and well curated. In-person meetings are important and should be supported regionally and/or nationally. Professional development is at the core of almost every aspect of the network in that people will be able to expand their knowledge of the field. Specific ideas about training included addressing racial bias and cultural competency. All of these participants see great potential for the network to improve and expand the impacts of ISL on family/student learning and inspiration.