

2016



OPENING MINDS TO SCIENCE

The Saint Louis Science Center's Report to the Community

“You all have been doing a wonderful job updating the exhibits. I remember the Science Center when I was a child and how much fun I had when I went there. I am now glad I can create memories for my daughter there too. Thank you.”

**—SCIENCE CENTER VISITOR
JULY 2016**

FROM THE PRESIDENT AND CHIEF EXECUTIVE OFFICER,

BERT VESCOLANI

Dear Friends, Partners, and Supporters,



In an ongoing effort to build on our success, we continue working to understand our audience and examine our practice. Gathering and utilizing audience data helps us improve our exhibits and programs. It is therefore my pleasure to present the fourth annual edition of *Opening Minds to Science – The Saint Louis Science Center’s Report to the Community, 2016*.

This report highlights a number of key findings from our visitor studies work in 2016, including an overview of our general public visitor demographics and visitation patterns, feedback about our new *GROW* exhibition, and insights from guests who attend our popular monthly program, *First Friday*.

In 2016, we engaged in an extensive process to develop a new four-year strategic plan for 2017-2020. We identified four focus areas, each with key strategic initiatives that we have already begun to implement; however, our mission remains the same: ***To ignite and sustain lifelong science and technology learning.***

For each of the focus areas, *Understanding and Engaging our Audience*, *Providing a Unique Science Learning Experience*, *Building Talent and Organizational Effectiveness*, and *Sustaining Financial Strength*, we have identified success measures that we will be tracking throughout the next four years.

One important element in implementing this strategic plan and tracking our success is continuing to learn about our audiences to inform how we engage them. That ongoing work is the focus of this report, which we hope offers helpful insights about our visitors and how they experience the Science Center.

Sincerely,

A handwritten signature in black ink, appearing to read "Bert Vescolani". The signature is fluid and cursive, with a large initial "B" and a long, sweeping underline.



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OUR DATA

How do we learn about our visitors?

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Our visitors and their experiences are central to everything we do at the Saint Louis Science Center. Therefore, we routinely conduct evaluation studies to better understand our visitors and their experiences with Science Center offerings. These studies are designed following best practices in the field of visitor studies. Data are systematically collected, analyzed, and communicated so they can inform decisions about exhibitions, programs, and operations. This is accomplished through methods such as surveys, comment cards, interviews, and observations.

DATA PRESENTED IN THIS REPORT WERE COLLECTED THROUGH A VARIETY OF STUDIES, INCLUDING:



SEASONAL EXIT INTERVIEWS of adult, general public visitors that provide key information, including visitor demographics, visitation patterns, and likelihood of recommending the Science Center.



COMMENT CARDS that staff distribute each day to a random sample of visitors throughout the facility with the invitation to “let us know how your visit goes today.”



EXHIBIT EVALUATION STUDIES, in which the feedback visitors provide via surveys, along with observations of visitor movements, are used to assess overall effectiveness of an exhibition.



THE SCIENCE CENTER'S INTERNALLY DEVELOPED SYSTEM FOR ASSESSING MISSION IMPACT (SAMI), which collects and summarizes key performance indicators for educational programs.



PROGRAM EVALUATION STUDIES, in which interviews and surveys are used to gather data about participants and their experiences in particular programs. These studies provide insights into overall effectiveness and identify opportunities for improvement.



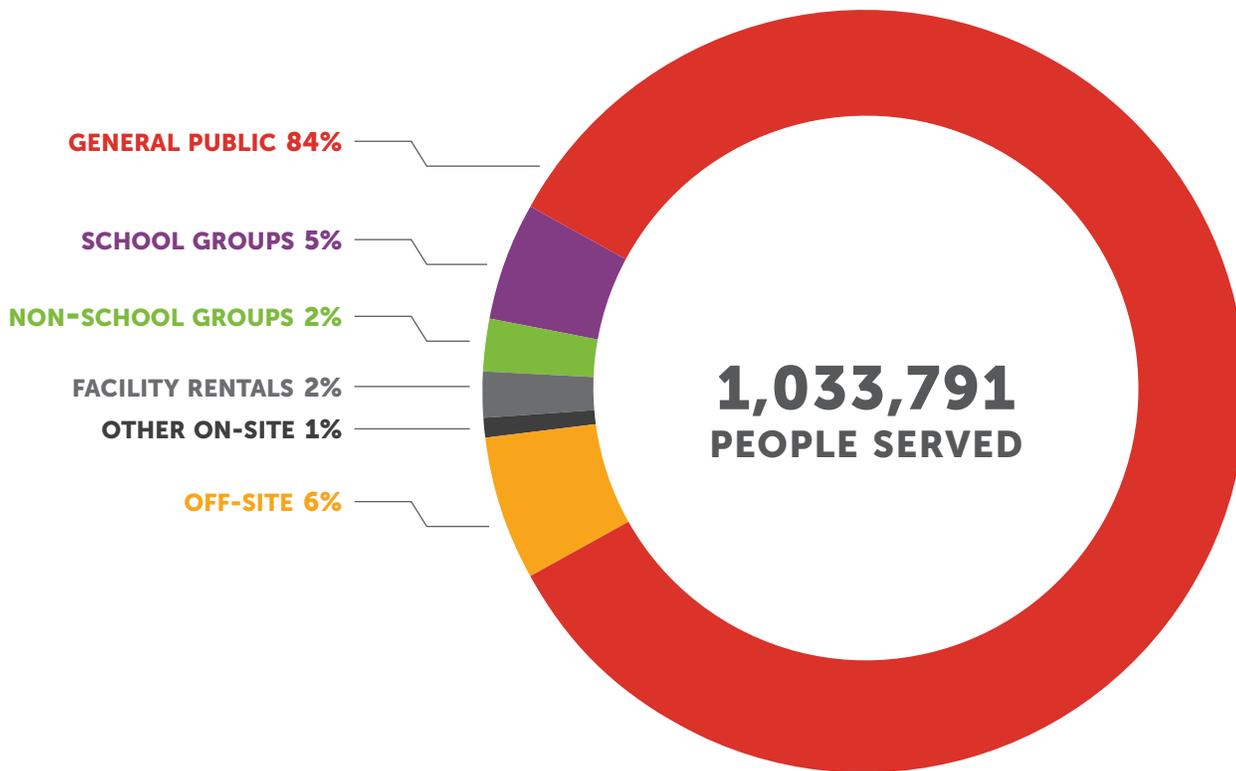
PEOPLE SERVED

How many people does the Saint Louis Science Center reach?

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The Saint Louis Science Center monitors its daily attendance through the use of on-site door counters and by tracking attendance at off-site programs.

In 2016, the Science Center reached 1,033,791 people. The majority, 94% (974,240 people), were on-site visitors. The remaining 6% (59,551 people), experienced educational programs and community outreach activities at off-site locations, such as schools, community centers, and the Challenger Learning Center-St. Louis.



GENERAL PUBLIC AUDIENCE PROFILE

Who are our visitors?

Three times per year, a randomized sample of our adult, general public visitors are invited to participate in an interview at the end of their visit. These exit interviews occur in the spring, summer, and fall/winter, and provide key information on demographics and visitation patterns. In 2016, a statistically valid sample of 1,035 visitors were interviewed.

ST. LOUIS COUNTY

ST. LOUIS CITY

METRO AREA MO COUNTIES

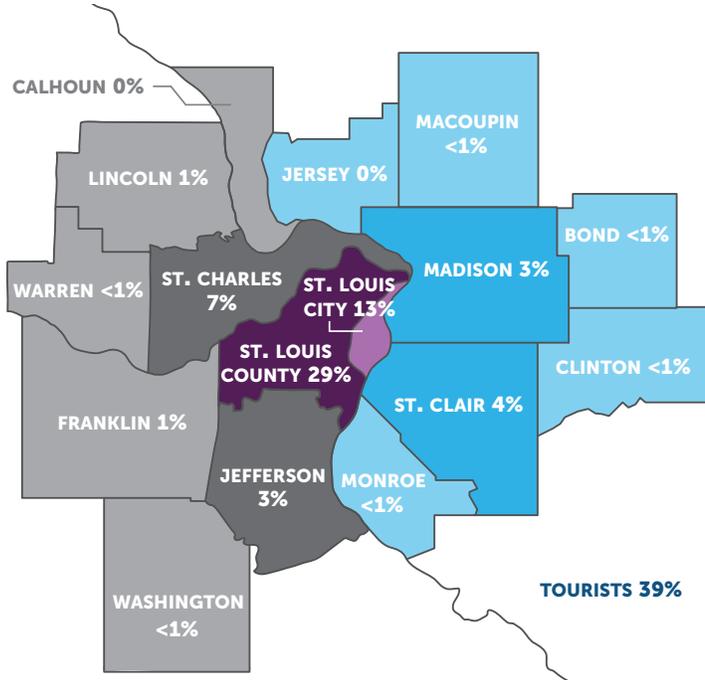
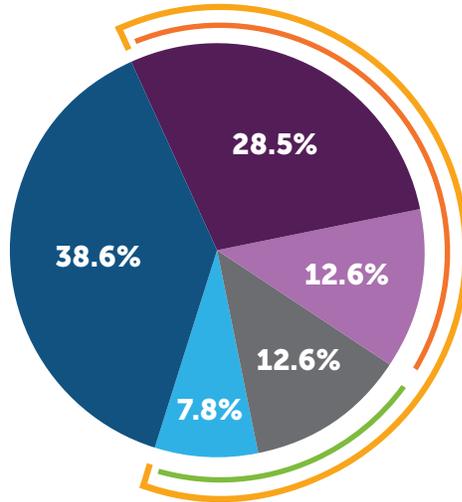
METRO AREA IL COUNTIES

TOURISTS

ALL LOCAL RESIDENTS 62%

LOCAL ZOO-MUSEUM DISTRICT RESIDENTS 41%

LOCAL NON ZOO-MUSEUM DISTRICT RESIDENTS 20%



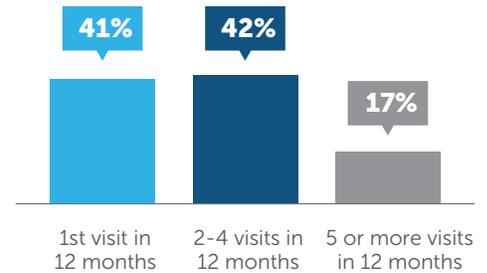
Visitors represented 38 states plus several countries. The majority of visitors (62%) reside in the Metro St. Louis area, including St. Louis City, St. Louis County, and the surrounding Metro area counties in Missouri and Illinois.

FIRST TIME VS. REPEAT VISITORS

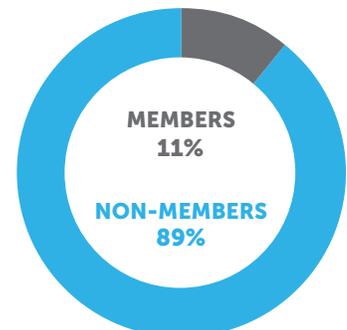


Slightly less than three-quarters of general public visitors are repeat visitors. On average, these repeat visitors came to the Science Center 3.8 times during the previous 12 months.

HOW OFTEN DO REPEAT VISITORS COME TO THE SCIENCE CENTER?

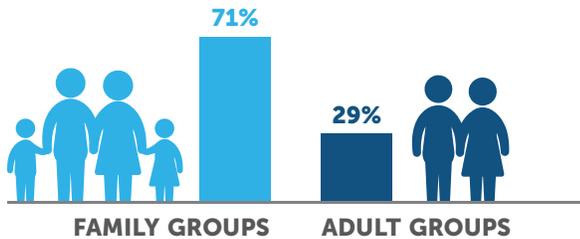


SCIENCE CENTER MEMBERSHIP STATUS



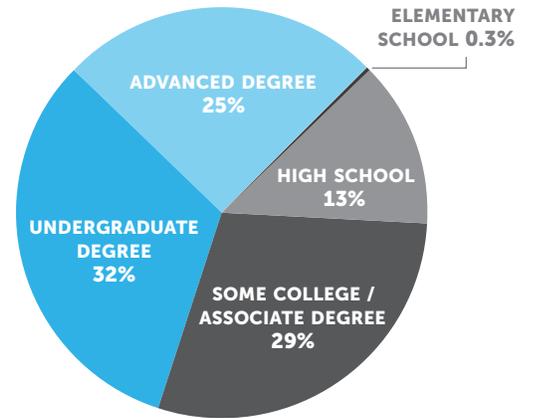
Most general public visitors are not current Science Center Members.

VISITING GROUP TYPE



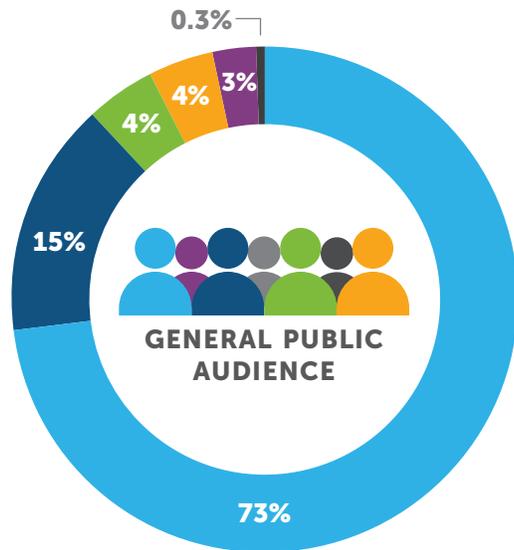
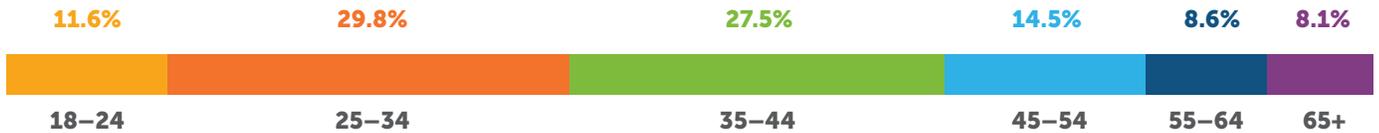
The typical “family” group consisted of two adults and two children. Within family groups, the median age of the oldest child was eight years and the median age of the youngest child was four years. Visitors in adult groups typically come in groups of two; however some visit in larger groups and others visit by themselves.

HIGHEST LEVEL OF EDUCATION COMPLETED



The Science Center’s adult, general public visitors tend to be fairly well-educated, with over half holding at least an undergraduate degree, plus nearly one-third having completed some education beyond high school.

AGE RANGES OF ADULT, GENERAL PUBLIC VISITORS



- CAUCASIAN / WHITE
- AFRICAN-AMERICAN / BLACK
- ASIAN / PACIFIC
- MULTIRACIAL
- HISPANIC / LATINO
- AMERICAN INDIAN / ALASKA NATIVE

OVERALL GENERAL PUBLIC AUDIENCE ETHNICITY

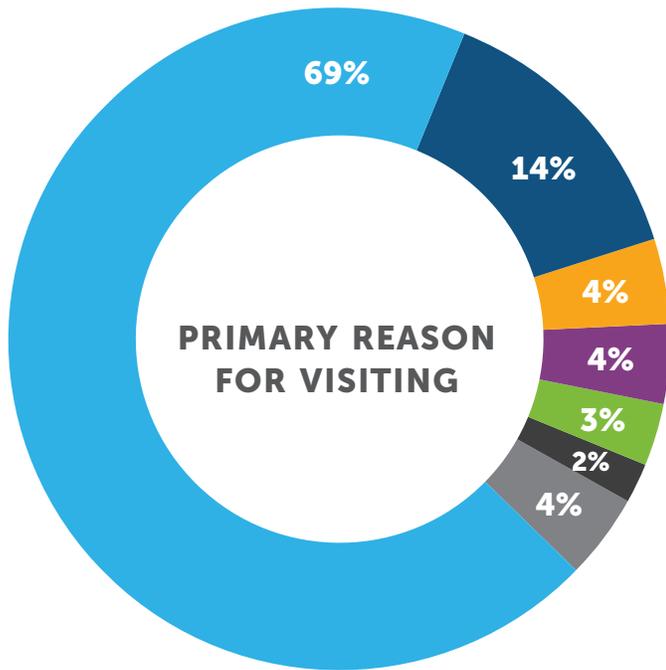
The racial/ethnic distribution of Science Center visitors who reside in the St. Louis area (St. Louis City, St. Louis County, and the surrounding Metro area counties in Missouri and Illinois) is very similar to the 2015 US Census Bureau data for the St. Louis Metro area (the most recent data available).

| | 2015 US CENSUS DATA FOR ST. LOUIS METRO AREA | 2016 SCIENCE CENTER LOCAL VISITORS |
|---------------------------------|--|--|
| CAUCASIAN / WHITE | 77% | 69% |
| AFRICAN-AMERICAN / BLACK | 18% | 20% |
| ASIAN / PACIFIC | 2% | 3% |
| HISPANIC / LATINO* | 3% | 3% |
| AMERICAN INDIAN / ALASKA NATIVE | 0.2% | 0.4% |
| MULTIRACIAL | 2% | 5% |
| OTHER | 1% | 0% |

*The US Census tracks Hispanic data separately from race data; total exceeds 100% for the US Census data column.

GENERAL PUBLIC AUDIENCE PROFILE

Why do people visit the Science Center?



The majority of visitors came for the free galleries and activities. The next most common primary destination was the OMNIMAX® Theater.

FREE GALLERIES AND ACTIVITIES

OMNIMAX®

DISCOVERY ROOM

JAMES S. McDONNELL PLANETARIUM SHOW

GROW*

SPECIAL EXHIBITION

OTHER VENUES / ACTIVITIES^

*GROW opened June 18, therefore GROW was only offered as a primary reason for visiting on the summer and fall/winter surveys.

^"Other venues/activities" include: the Pulseworks/360° Flight Simulators, the Build-A-Dino® store, paid educational programs, the cafés, and the ExploreStore gift shop.

WHAT ARE VISITORS' PRIMARY MOTIVATIONS FOR COMING TO THE SCIENCE CENTER?

In 2015 and 2016, 609 visitors participated in a survey to gather information about their overall motivations to visit, aside from the Science Center's galleries and venues. Respondents rated 19 statements describing motivations for visiting on a scale from 1 (Strongly Disagree) to 6 (Strongly Agree). The ten statements that received the highest mean ratings, ranging from 5.46 to 5.09, are shown below. These statements illustrate the importance that social interactions, fun, enjoying oneself, learning, and satisfying curiosity have on choosing to visit the Science Center.

TO DO SOMETHING WITH MY FAMILY / FRIENDS

TO ENJOY MYSELF

TO HAVE FUN

BECAUSE I WANTED TO COME

TO SEE SOMETHING NEW OR DIFFERENT

TO LEARN SOMETHING

TO BE ENTERTAINED

BECAUSE I WANTED TO BRING MY FAMILY / FRIENDS

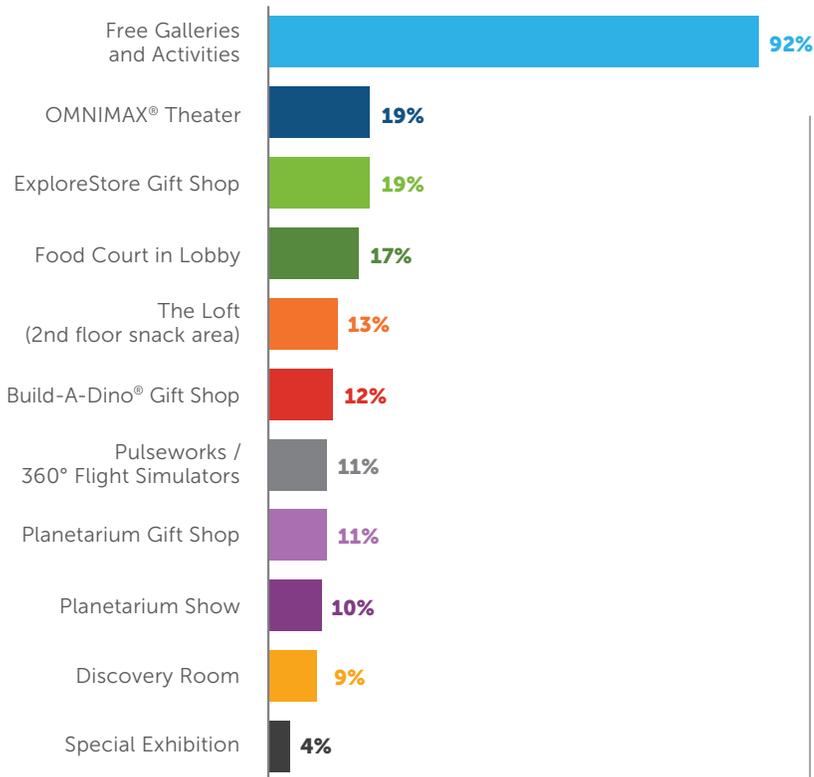
BECAUSE CHILDREN IN MY GROUP WANTED TO COME

TO SATISFY MY CURIOSITY



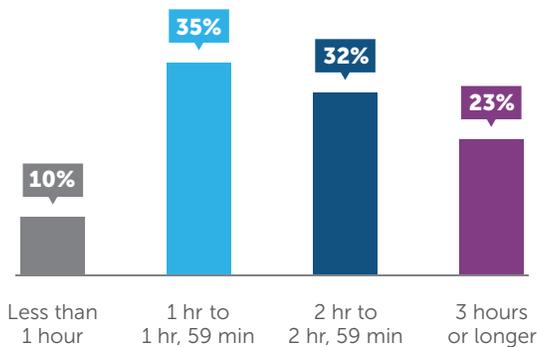
AREAS VISITED

(Multiple responses possible. Total exceeds 100%)



Nearly all visitors spend time in the free galleries. The OMNIMAX® Theater and the ExploreStore gift shop are the most heavily visited revenue producing areas. *Above and Beyond*, which was open from January 29 to May 8, was the only ticketed special exhibition featured in 2016.

HOW LONG DO VISITORS STAY AT THE SCIENCE CENTER?



Visitors stay an average of 2 hours, 16 minutes.

GALLERIES AND ACTIVITY AREAS VISITED

(Multiple responses possible. Total exceeds 100%)

| | |
|-------------------------------------|-----|
| ECOLOGY & ENVIRONMENT | 83% |
| STRUCTURES | 69% |
| HUMAN ADVENTURE | 63% |
| EXPERIENCE ENERGY | 62% |
| MAKERSPACE | 60% |
| MISSION: MARS - BASE | 58% |
| MISSION: MARS - CONTROL | 58% |
| MATH CART | 52% |
| DIG SITE | 52% |
| LIFE SCIENCE LAB - ATRIUM | 51% |
| LIFTOFF | 41% |
| NANO | 38% |
| GROW* | 37% |
| PALEONTOLOGY PREP LAB | 37% |
| AMAZING SCIENCE DEMONSTRATIONS | 23% |
| LIFE SCIENCE LAB - ACTIVITY BENCHES | 19% |
| TAKE THE CONTROLS | 17% |
| LIFE SCIENCE LAB - CLASSROOM | 13% |

*GROW opened June 18, therefore GROW was an option on the summer and fall/winter surveys only.

Exit survey respondents identified which galleries they spent time in during their visit. The majority of galleries were visited by at least half the survey respondents. *Ecology & Environment*, home to the Science Center's iconic animatronic dinosaurs, was the most heavily visited. *Structures*, which features arch-building exhibits and is located on the bridge connecting the Science Center's main building and Planetarium, was the second most frequently visited.



VOICE OF THE VISITORS

What do visitors say about their Science Center experiences?

The Saint Louis Science Center uses two key measures to track overall visitor satisfaction: ratings from our comment cards, which staff distribute every day to a random sampling of visitors, and the Net Promoter Score (NPS®), which is collected on our seasonal exit surveys. Another study provided insight into words people associate with the Science Center.

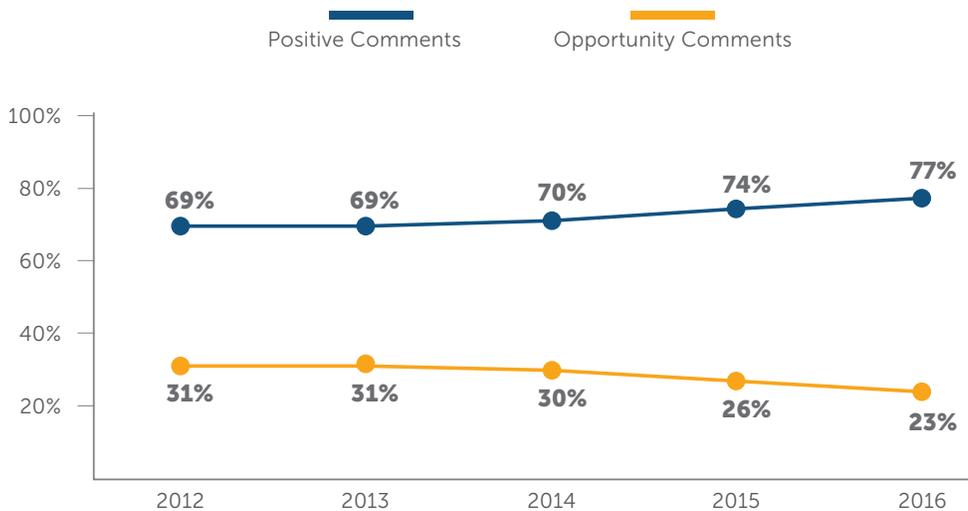
COMMENT CARD FEEDBACK

In 2016, visitors completed 1,058 comment cards, on which they rated their visit from "Below Expectations" to "Above Expectations" using a four-point rating scale. The majority of ratings (68%) were a '4,' with a total of 94% of the comment cards having a rating of either '3' or '4.'

The comment cards also invite visitors to provide any feedback they choose to share. Visitors' comments are coded into 23 different categories based on the topic addressed. The comments are further identified as either a "Positive/General" comment, which expresses satisfaction or no problem, or an "Opportunity for Improvement," which expresses dissatisfaction or offers a suggestion.

Of the 1,058 comment cards visitors completed in 2016, 83% included one or more comments. A total of 1,295 individual comments were collected from all of the cards. As the graph below illustrates, 2016 continued a recent trend, with an increasing portion of the comments being "Positive/General," while the portion classified as "Opportunities for Improvement" decreased. Overall, the most commonly mentioned topics were: Galleries, OMNIMAX® Theater, Staff, Age Level, and General Positive.

**STONE OF VISITORS' COMMENTS
2012-2016**



94%

**PERCENT OF COMMENT
CARDS WITH A
POSITIVE RATING
(‘3’ OR ‘4’ OUT OF 4)**

"It is always exciting to come back to the Science Center and to see displays still there when I was a kid and to see all the fun, new exhibits to explore!"

"Love, Love, Love the new GROW Exhibit! Coming from a farm family and having a degree in Ag Business - seeing something like this makes my heart happy."

"LOVED National Parks Adventure at the OMNIMAX; want more about nature and natural wonders."

"I love all the exhibits on the Mars Rover technology, especially the interactive ones. Have not visited for 3 years and changes are dramatic."

"We loved the Sail Race. Also, my son wanted to learn more about 3D printers and I just knew the Science Center would have one."

"Been coming for 20+ years. Still entertaining and new."

"Our expectations are always high! We just renewed our membership, so we still enjoy the [SLSC] even without our children or grandchildren and we are both 77."

EXHIBIT EVALUATION – GROW

What were visitors' reactions to the Science Center's newest exhibition?

In June 2016, the Science Center opened *GROW*, a permanent indoor/outdoor exhibition dedicated to exploring the journey food takes from farm to table. As part of *GROW*'s opening summer, visitors leaving the exhibition were invited to provide feedback about their experience in *GROW*. Additionally, observations provided insight into how visitors moved through this new space.



OVERALL EXPERIENCE IN GROW

Visitors rated their experience in *GROW* positively, with over 90% of survey respondents rating their experience as either "Good" or "Excellent."



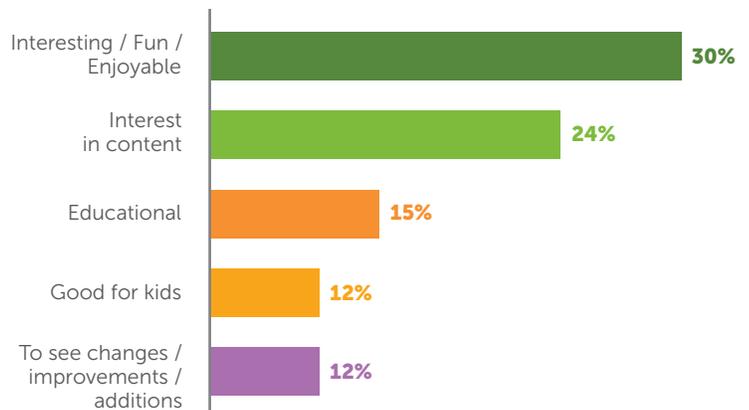
"It was so neat seeing how food comes to the table. My kids loved milking the cow and going in the combine."

"It felt like *GROW* was a living exhibit; things are going to grow and change as time goes by. Because it's outdoors and plants grow seasonally, I'd love to see how crops have changed during different weather conditions and seasons."

LIKELIHOOD TO RETURN TO GROW

The majority of respondents (51%) indicated that they were "Extremely Likely" to return to *GROW*. Another 38% indicated that they were "Somewhat Likely" to return. Respondents provided explanations for their ratings, which were coded into categories. Finding the exhibition fun and enjoyable, and having an interest in the content were the most common categories.

TOP FIVE REASONS VISITORS WERE "EXTREMELY LIKELY" TO VISIT GROW AGAIN



VISITORS' DESCRIPTIONS OF GROW

GROW's central messages about the science and technology of food production were evident in the ways survey respondents described the exhibition. Topics that came up most frequently in respondents' descriptions included: farming/agriculture, food production, plants, animals, and Missouri & Illinois farming, as well as attributes such as the exhibition being interactive, educational, and good for kids.

In describing the "coolest" thing they learned about or did in GROW, survey respondents referenced a wide variety of experiences and content, with the most frequently mentioned things relating to seeing/sitting in the combine, learning about crops grown in the bi-state region, and seeing/learning about cows and chickens.



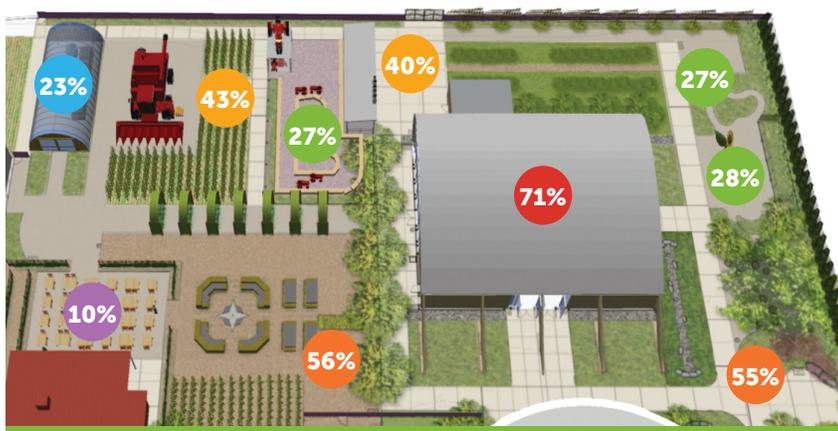
"I thought it was interesting that most of the nation's canning pumpkins come from near Peoria, Illinois, and a large percentage of America's rice comes from southern Missouri. I did not know we even grew rice in Missouri."

"GROW is all about growing plants and produce and learning about how it gets from the ground to your table to eat. It's also about the agriculture of Illinois and Missouri and how we can take care of the environment better."

"[GROW is] an interactive experience for you and your kids to learn not only about plants but also about different kinds of foods and how they are made."

USAGE PATTERNS

Upon entering GROW, most visitors (61% of those observed) were drawn towards the chickens in HomeGROWN and stopped there first. In the survey, visitors reported using all the different areas of the exhibition. The most heavily used areas were the Pavilion, HomeGROWN, and Water Works. The map below illustrates the frequency with which respondents reported going to each of the main areas of GROW.



CHILDREN'S DRAWINGS

During the preview and opening weekends, children were invited to draw pictures of their favorite part of GROW. Their drawings captured the range of exhibits and activities featured in the exhibition. Topics that came up most frequently in the drawings included the combine, the mini-tractor ride, the chickens, the cow, plants, and the water activities.

What was your favorite thing in GROW?
 First Name: BEN Age: 7



| | | | |
|------------------------|------------|-----------------------------|------------|
| PAVILION | 71% | ACTIVITY CARTS | 28% |
| HOMEGROWN | 56% | BOTANY BASICS | 27% |
| WATER WORKS | 55% | TRACTOR RUN | 27% |
| FARM TECH FIELD | 43% | GREENHOUSE | 23% |
| ANIMAL CORRAL | 40% | FERMENTATION STATION | 10% |

Click on the link to see a selection of these drawings. <https://youtu.be/2TfPEK1OGI>

EDUCATIONAL PROGRAMS

How do we track engagement in Science Center programs?

Since 1997, the Saint Louis Science Center has collected information about the experiences of participants in our programs. We define programs as “staff-led interactions scheduled for a specific audience with written educational goals and objectives.” Our System for Assessing Mission Impact (SAMI) tracks what programs are delivered, the frequency with which programs occur, the number of participants, and the immediate impact of those programs.

The Science Center offers programs to a wide range of audiences, including: the general public, children, families, educators, school groups, and adults. The programs vary in frequency; there are seasonal programs, such as *Summertime Science*, recurring programs, such as *Teen Science Cafe*, and daily programs, such as *Daily Dissections*. In 2016, a total of 80 distinct programs were offered 6,260 times.

2016 SCIENCE CENTER PROGRAMS BY THE NUMBERS

17 AVERAGE NUMBER OF PROGRAMS DELIVERED BY SCIENCE CENTER EDUCATORS EVERY DAY.

20% PERCENTAGE OF ALL PROGRAMS THAT SPECIFICALLY SERVE THE K-12 AGE RANGE.

237,231



TOTAL NUMBER OF PARTICIPANT INTERACTIONS THROUGH PROGRAMS.

An “interaction” represents each time a visitor participated in a program. Interactions vary in length, from less than five minutes at one of the outreach *Festival* programs to a five-day *Summer Science Blast* summer camp.



WHAT IS THE IMMEDIATE IMPACT OF PROGRAMS?

The Impact Score is a numerical way to represent the impact that participation in a program has on an individual. In the short-term, impact is illustrated by a change in **1) knowledge/understanding, 2) attitude, 3) interest, or 4) enjoyment.**

Program participants answer questions about each of the four impact factors. The sum of these ratings, each on a four-point scale, is the Impact Score. The lowest possible Impact Score is four and the highest is 16.

13.88
(OUT OF 16.00)

2016 YEAR-END SCIENCE CENTER PROGRAM IMPACT SCORE FOR ALL PROGRAMS ACROSS ALL AUDIENCES.

IN 2015, THE SCORE WAS 13.86.

SPOTLIGHT ON MAKER PROGRAMS

New to the Science Center in 2016, *Maker Programs* serve both the school-age audience and general public. Both the *Makerspace* gallery and programs encourage visitors to explore science, technology, engineering, and their own creativity through hands-on experiences in order to inspire a maker mindset: “play, imagine, build, adapt, modify, work together, and have fun!” Here we take a look at a few of the *Maker Programs* offered to the general public in 2016.

Each month, Science Center staff delivered a different *Maker Program* to the general public. The programs usually occurred daily, with a total of 924 interactions across the 209 times they were delivered, averaging four participants each session. Programs were themed around a variety of projects; in the four classes for which we received a representative sample of feedback forms (a minimum of 30 forms), participants created Automata, Laser-engraved Keychains, Scribble Bots, and Telegraphs.

Participants in these *Maker Programs* often commented on learning knowledge and skills related to the specifics of the program. For example, in Scribble Bots, “[we] learned how to make our very first robot.” In the Telegraph program, 59% of respondents mentioned learning Morse code and/or how to build circuits. In the Automata program, respondents focused on learning engineering, creating movement with gears, and using tools like hot glue.

Aside from specific content learning, 15% of Scribble Bots respondents mentioned life skills. One child commented that they learned “that nothing is impossible and never give up keep trying.” An adult appreciated that the program addressed “problem-solving skills, experimentation (risk taking), [and] creativity.” This demonstrates how some participants gained life skills in addition to technical knowledge.

In most *Maker Programs*, participants were able to take home their creations. The appeal of making their own souvenir was strong, as 24% of respondents in the Laser-engraved Keychain program commented on that aspect: “I got an awesome keychain I can show off to all my friends.”

Some of the *Maker Programs* built on previous knowledge, using familiar objects: “We [used] household items to motorize our robot.” Other programs exposed participants to new experiences, “I’ve never used a laser printer before and my kids loved it!”

Maker Programs also spark connections between art and science. Instructors help participants use technology to funnel their imagination into their creations. As one participant noted, “I learned that science can make beautiful things. I would like to do it again.”

Maker Programs have had a strong positive impact, offering many different types of experiences where participants can gain technical knowledge and skills, and, through exposure to the arts and technology, connect to science in a hands-on way.



14.81
(OUT OF 16.00)

2016 IMPACT SCORE FOR MAKER PROGRAMS DELIVERED TO THE GENERAL PUBLIC.

AVERAGE IMPACT SCORE FOR ALL SCIENCE CENTER GENERAL PUBLIC PROGRAMS WAS 14.26.

“I received encouragement to use my imagination to create new technology.”

PROGRAM EVALUATION — FIRST FRIDAY

What does evaluation tell us about our sci-fi/pop culture events?

First Friday is the Saint Louis Science Center's monthly, expo-style, evening event that integrates science content with a pop culture or sci-fi theme (e.g., *Lord of the Rings*, *Star Trek*, *Doctor Who*). These events are aimed at an adult audience, but open to families with children of all ages. The *First Friday* team had a number of questions about who was coming to their events and why they were coming. A two-part evaluation, consisting of a survey and a confessional-style video booth, was designed to address these questions. This study was carried out from August 2016 to January 2017.

SURVEY

A total of 400 *First Friday* visitors completed short surveys about topics or fandoms they would like to see at future events. Basic information about respondents, including how many *First Fridays* they had attended, was also collected. On average, respondents had attended 4.6 *First Fridays* since the program began in 2011. Popular topics correlated closely with the themes that happened during the data collection times, with *Star Wars*, *Harry Potter*, and *Star Trek* being the overall favorites. The *First Friday* team used this data to inform the monthly themes for 2017.

VIDEO BOOTH

The second part of the study was a confessional-style video booth. Visitors, in groups of one to four people, were invited to "help shape the future of *First Friday*" by answering four questions written on a white board next to the camera. Participants signed a consent form prior to recording their videos. Forty-one videos were collected over the course of six months.

WHY DID YOU COME TO FIRST FRIDAY?

The primary reason people come to *First Friday* is the theme of the event. Other frequent reasons why they attend is because it is "fun," "cool," or "enjoyable" and because of the social aspect - the interactions they have with others in their group and those they meet during the event.

WHAT IS YOUR STRONGEST FIRST FRIDAY MEMORY?

The majority of visitors' strongest memories were positive, but the question was phrased to allow for negative experiences to be recounted as well. Strongest memories most often involved a lecture, show, or demonstration from the event or a movie or episode that the attendee saw during *First Friday*. The second most common response was seeing staff and other visitors dressed in costumes to portray characters from a *First Friday* theme.



"I love science fiction and I love cosplay. So, you know, this is perfect and *Doctor Who* is one of my all-time favorite shows."

—ADULT FEMALE



"I love that lecture because it was comparing *Game of Thrones* to not just to the War of the Roses, but the wars of religion in 16th century France and I finally caught the parallel between Cersei Lannister and Catherine de Medici, which totally works."

—ADULT MALE

To see clips about visitors' strongest *First Friday* memories, go to <https://youtu.be/VX29veHeuBE>.



WHAT CAN WE DO TO MAKE YOUR FIRST FRIDAY BETTER?

Just under half of the respondents offered suggestions to improve their *First Friday* experience. The most common suggestions pertained to food and drink options, potential themes for future events, and recommendations related to scheduling and the timing of *First Friday*.

THEME QUESTION

For each of the six months of data collection, the fourth question was tailored to the theme of that month. These questions gave participants the opportunity to talk about aspects of the theme that resonated with them personally. For example, during *The Hobbit/Lord of the Rings First Friday* respondents were asked, "What is your favorite thing about Tolkien's Middle-earth?" Despite the different topics that were explored, there was overlap of several broad ideas across the months. One of the most common answers, given by *Lord of the Rings*, *Star Trek*, and *Doctor Who* respondents, was that their fandom advocates for acceptance and respect of all, regardless of race, species, or culture.

People come to *First Friday* to have fun, spend time with friends and family, and to celebrate a fandom they love. The feedback from the videos collected will be used to continue improving visitors' *First Friday* experiences.

"I came to *First Friday* because I was like, 'oh, hey, this could be a place where I can actually belong,' and... yeah, it has definitely been that so far for me, and it's absolutely fantastic."

—TEENAGE FEMALE



"I ended up making these [*Star Trek*] badges... [for] the two of us. But I was thinking, 'man if, you know, if I had a- a list or, like, a vendor I could call and look at their Facebook page to know if they were going to be here... I could have just bought one here.'"

—ADULT MALE



"I think that the most compelling aspect of the *Star Trek* universe is that it, uh, deals with real issues in the world and they transfer it to fictional characters and it's a way that people connect to other people of other cultures of the world. And also, it brings the aspect of science in with it and makes it entertaining."

—ADULT MALE

To see clips from the theme question, go to <https://youtu.be/iNDCgdNUuEM>.

