

KU Museum Studies
MUSE 780, Topics in Audience Development
Spring 2015
Instructor: Steve Nowak

This course will focus on completing and documenting a project in audience development. The spring 2015 project involves the development and assessment of an initiative to engage an identified target audience.

Project Outline:

1. Review existing audience assessment, identification of opportunities for growth, and target audience research
2. Define/redefine target audience for this project and gather additional information as needed
3. Develop outreach initiative to target audience
 - Offering/program
 - Communications
4. Implement outreach
5. Assess effectiveness of the outreach effort
6. Document results and develop a guide for future outreach to this audience
 - Future programs
 - Communications recommendations/plan

In the course of the project, students will research effective assessment/evaluation, information gathering, and communication techniques. Students may develop a new museum program or adapt existing programs to appeal to identified target audience. Students will also develop and execute a communications effort to build awareness of the program/offering and the museum in general among the target audience. The resulting final report should serve as a guide and provide recommendations for future engagement with the target audience.