

Step #1. Communication Description

Communication Topic: Designing hands-on experiences to help make cutting edge science topics and museum exhibits relevant to wider audiences

Communication Format: Slide presentation with interactive activity

Primary Audience: Museum professional educators

Secondary Audience: Other museum professionals

Tertiary Audience: school teachers

Communication Purpose: Provide a planning framework and toolkit that audience can use to help design programs that are more relevant to their audiences.

Goals:

What should all participants gain from the communication? What should each target audience gain?

*These should be specific things that you would like your audience members to do, or know after interacting with the communication.

Participants will be able to propose learning objectives based off a provided topic/hook.

Participants will have a guide that they can use to help them design new experiences at their home institutions.

Participants will learn of the work happening at the MIT Museum and visit themselves.

How will the audience(s) engage/interact with the communication?

Listen to talk

Participate in group discussion and share ideas

Step #2. Identification of Potential Barriers

What barriers could prevent someone from accessing or reaching the goals of this communication?	Potential Strategies to remove these barriers
-Limited space for participants and small space to navigate	<ul style="list-style-type: none">- Provide online option- Arrange chairs to allow accessible paths
-Conference is expensive to attend	<ul style="list-style-type: none">- Provide recording or other resources free online- Can org sponsor some educators to attend?
-Hearing impairments would prevent hearing what I say	<ul style="list-style-type: none">- Provide captioning (automatic through powerpoint or zoom)<ul style="list-style-type: none">o Note: not ADA compliant if captions requested by audience- ASL interpreter- Professional closed captioning
-visual impairments would prevent seeing examples	<ul style="list-style-type: none">- Spend time describing what figures show

-environmental noise from other people moving around or talking could be distracting or overstimulating

-some audience members may have high sensitivities with different senses

-participating in group discussions may be difficult for some people

-Use of unfamiliar terms or slightly different definitions of education specific terms

-Language barriers would prevent access to most of content

- Provide braille or raised text handouts if possible

- Use microphone if available or bring portable mic

- Wait for participants to settle before speaking

- Close doors to reduce distractions

- Provide plan for what you will cover and warnings for any loud noises or bright or flashing lights in slides so audience know what to expect

- It is ok for someone to not join a group during the activity and share their ideas out loud

- Define field specific terms as part of the presentation. Avoid technical terms unless required

- Use simplest terms possible for concepts. Provide visuals and demonstrations for important concepts

Step #3. Development and Testing the Communication

Development

- Explore entire audience journey from different perspectives
 - Finding out about the communication
 - Finding the communication, document or location
 - Interaction with the communication
 - What they do next because of the interaction
- Internal Testing/Practice/Feedback from diverse audiences
 - Different familiarity with subject matter
 - Varying physical and cognitive abilities
 - Speakers of different languages
 - Different ages

Note: For some forms of communication, practice sessions/user testing may not be applicable or possible. In these cases, review similar previous experiences to help identify barriers.

Results of Initial Testing

- Use the feedback from these tests

Client feedback from user testing

Which strategies for removing barriers to access worked well?	What barriers are still present in the experience?

Potential Strategies to remove the identified barriers

Incorporate feedback into communication plans

Step #4. Implementation of Communication

Observation of Implemented Experience	
How are different participants engaging with the communication?	What barriers are present in the communication?

Audience Feedback		
Primary Audience	Secondary Audience	Colleagues

Proposed strategies to address barriers in next iteration or new communications?