



City of
Peterborough

To: Members of the Museum & Archives Advisory Committee

From: Susan Neale, Museum Director

Meeting Date: November 12, 2015

Subject: Report MAAC15-014
“In the Spotlight”: Youth Engagement at the Peterborough
Museum & Archives

Purpose

A report to advise Committee that the Education Officer, Peterborough Museum & Archives (PMA), will make a presentation regarding the engagement of youth at the PMA.

Recommendation

That the Museum & Archives Advisory Committee approve the recommendation outlined in Report MAAC15-014 dated November 12, 2015, of the Museum Director, as follows:

That the presentation by the Education Officer, Peterborough Museum & Archives, be received for information.

Budget and Financial Implications

There are no budget or financial implications associated with the recommendation.

Background

The Peterborough Museum & Archives strives to engage all audiences, including the youth demographic. The PMA’s Summer Discovery “Youth Leader” program is long-standing and well-established.

The PMA is seeking greater involvement and connection with youth. Research has demonstrated that youth have high interest in creative expression, personalizing museum experiences, and using interactive or technological tools as part of their visit. Youth are interested in social experiences with their friends, but not so much with other visitors. There has been much published on the topic of youth engagement in museums, for example, <http://artmuseumteaching.com/2012/10/28/why-museums-dont-suck/>

This past summer, the PMA initiated a “Teen Twitter Takeover Day” whereby the PMA’s Youth Leaders created and posted the PMA’s Twitter messaging for the entire day. Now, the PMA is inviting youth to provide their own ideas on how to use exhibits as touch points for shared experiences.

Summary

Through new initiatives, such as “Teen Twitter Takeover Day”, the Peterborough Museum & Archives is engaging youth in creative and inclusive ways.

Submitted by,

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