

# THE JAMES IRVINE FOUNDATION

## *Museum Youth Initiative*

### **Audience Research**



The Museum Youth Initiative (MYI) was a four-year program sponsored by The James Irvine Foundation (Irvine) with the goal of strengthening the ability of ten California museums to educate young people during after-school hours. A key premise of MYI was that the museums work collaboratively with schools to link after-school program content to California State Curriculum Standards in the four core academic areas: English/Language Arts, Science, Mathematics, and Social Studies. MMC designed and implemented a comprehensive, four-year evaluation to measure the effects of these programs on the attitudes, behaviors, and educational performance of students. The evaluation also measured the capacity of the museums to implement and sustain these programs. The participating museums included:

- Bay Area Discovery Museum, Sausalito, California
- Bowers Museum of Cultural Art, Santa Ana, California
- The Mexican Museum, San Francisco, California
- Palm Springs Desert Museum, Palm Springs, California
- San Bernardino County Museum, Redlands, California
- San Diego Natural History Museum, San Diego, California
- San Joaquin County Historical Society, Lodi, California
- San Jose Museum of Art, San Jose, California
- Santa Barbara Museum of Natural History, Santa Barbara, California
- Turtle Bay Exploration Park, Redding, California

**Contact MMC for your organization's individual solution:**

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