

The James Irvine Foundation

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Location: San Francisco,
California

Scope of Work: Audience Research and Evaluation

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 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. In 1999, MMC began work with Irvine to design and implement a four-year, comprehensive evaluation of MYI programs at the ten participating museums 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 José Museum of Art, *San José, California*
- Santa Barbara Museum of Art, *Santa Barbara, California*
- Turtle Bay Exploration Park, *Redding, California*