A Public Relations Campaign for

Imagination Station

Lafayette, Indiana

Winter 2010

Prepared by:

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Imagination Station Mission Statement:

“To provide hands-on science, space, and technology experiences that stimulates young minds.”

## Executive Summary

Imagination Station (IS) is a small non-profit science museum for children in Lafayette, Indiana. The science museum has been dedicated to teaching the children of the community science through hands on learning for several years. In recent years IS had some negative publicity about their operating hours and mismanagement of the organization. Since that time, a new board of directors has taken the reigns to lead the museum into the future. This campaign titled “Imagining the Future” seeks to address the concerns generated by previous mismanagement, and reinvent itself as a viable and fun place for families to gather and learn.

## Situation Analysis (Research findings)

Primary research was conducted with a survey completed by 30 people from the general public. 87% of the people had heard of Imagination Station in Lafayette, Indiana but only 73% had visited before. 13% had not heard of the organization. 84% felt a children’s museum like Imagination Station was important to have in the community. 4% did not feel it was important and 13% weren’t sure. The next key questions asked what the public would like to see at the museum or what would make them come visit again or for the first time. Many helpful comments were received.

Casual research was conducted with an email questionnaire to the board and open dialogue with a single board member that acted as a liaison for the organization. It was determined that little has been done in the realm of public relations at IS both externally and internally. Workshops and special events are posted on the museums website and on site at the museum. There is also a local newsletter called “Just Kidding” where IS promotes programs and activities. The web site “Lafayette Moms” also posts happenings at the museum. Based on their own experience at the organization, the board members at IS determined the goals they would like to see met. Promote organization/Increase attendance, educate the public about the need for funding and support, and reassure the public of strong management practices, improved from previous years.

Secondary research was conducted by researching how other children science museums promoted their organization, had fun and interesting exhibits, and how they connected to the public and local organizations.

Based on information gathered from the survey, goals the board would like to achieve, and research of similar organization, the “Imagining the Future” public relations plan should focus on:

* Promotion of organization
* Exhibits
* New management
* Relationship and Funding Development
* Other youth organizations

## SWOT

## Key Publics

* Parents
* Educators
* Youth Organizations
* Other latent organizations

## Key Messages

* Imagination Station is a fun, hands on children’s science center that brings out the child in all of us.
* Imagination Station strives to serve the community by providing low-cost, family interaction time.
* Imagination Station believes in developing and providing resources for a child to inspire them to grow.

## Positioning Statement

The family-friendly, hands-on science learning experience.

## Goals

1. Continue to promote the organization through current outlets and adding some new mediums in which to get the word out about the museum.
2. Develop more interesting hands on exhibits to draw in a variety of patrons.
3. Project a solid organization with competent management.
4. Develop relationships with the public and local organizations to acquire additional funding and volunteers.
5. Find avenues in which to work with other youth organizations in the area.

## Objectives

**Parents-**

Objective- To have an effect on the action of parents in Tippecanoe County and surrounding adjacent counties; specifically to increase attendance of parents and their children. 10% increase within six months, then 10% per year.

Objective- To have an effect on the acceptance of parents in Tippecanoe County and surrounding adjacent counties; specifically to increase their positive attitude towards an annual membership with Imagination Station. 15% (33 members), increase in membership within first six months, and then 20% increases per year.

**Educators –**

Objective- To have an effect on the awareness of primary and secondary educators within a 50 mile radius; specifically to gain their interest in Imagination Station and the programs they offer to young minds. One contact per school to act as a liaison to other educators in their school within 5 months.

**Youth Organizations-**

Objective- To have an effect on the awareness of designated youth organizations within a 35 mile radius; specifically to collaborate on various programs concerning the education of youth through hands on science projects.

**Other latent public organizations that may benefit from partnering with Imagination Station-**

Objective- To have an effect on the acceptance of designated organizations within a 35 mile radius; specifically to gain their interest in Imagination Stations volunteer and financial needs.

## Strategies

Imagination Station will take a proactive approach to meeting the needs of their publics while staying true to their hands on science roots. Action strategies will include

1. Organizational performance- Acknowledge prior mismanagement and demonstrate the dedication and professionalism of current board members. This is a proactive stance because it is a very small population that was aware of previous problems. This also is part of Imaginations Stations strategy to be a transparent communication organization.
2. Special events- Stage activities around community celebrations to gain the attention and acceptance of key publics.
3. Sponsorships- Develop specific exhibits or educational opportunities in which sponsors from all economic levels can participate.
4. Coalitions/Alliances- Promote current coalitions and develop new by participating in the organizations activities. This will tie the two organizations together and develop strength in numbers approach to meeting each organizations goals and objectives.
5. Philanthropy- Give something Imagination Station already owns to create good will throughout the community.

In addition to the action strategies, three proactive communication strategies will be implemented

1. Publicity- Create and implement a visual event that will attract the public’s attention.
2. Newsworthy information- Create and implement a newsworthy presentation that focuses on a local issue.
3. Transparent communication- This strategy will be implemented by keeping the public informed of developments concerning financial and managerial issues. Donors and sponsors will be recognized and informed of how their contribution was used. Donors and sponsors will also be informed first when possible if ever there is a need for crisis management.

## Communication

In this campaign to expand attendance, develop relationships, and create an interesting, fun interactive hands on science center, Imagination Station will us the following spokespeople:

* Current Year Golden Apple Recipients- This award recognizes and celebrates the positive contributions of educational leaders. The award alternates each year between middle/high school teachers and elementary teachers. Teachers will be recruited from school districts within a 50 miles radius of Imagination Station. Once a recipient has agreed to help us with our goals, an informal interview will take place to best determine how they should promote our organization. This spokesperson will appeal both emotionally and rationally to our publics. Emotionally by seeing a peer, or local educator promoting our organization, rationally by seeing an educational leader promote an educational organization, it must mean the product is beneficial and worth the time to visit.
* Imagination Station Public Liaison- One or two members of the IS board will be designated to be the “face” of Imagination Station. Communication strategies should be a match for the board members personality. This spokesperson will appeal to the rational needs of our publics. Who better to promote our organization than someone who has direct, personal, and a time investment in the organization.
* Winners of Local Science Fairs- Contact the science departments at surrounding school systems to determine if and when they have a science fair. Winners of these fairs could be the voice/image of kids. What better way to promote a kids organization than with a kid! This spokesperson will appeal to the positive emotional needs of the public. Be sure to follow standard procedures when handling contact information, and permission to participate guidelines outlined by the respective school district.

## Tactics

The tactics used for this public relations plan will come in many forms. This strategy to use many forms is to make sure information about Imagination Station is available to everyone, regardless the type of media they use. The following will describe the type of tactic, what action will be taken, and the public we are trying to reach.

Conventional and Strategic Communication Tactics-

Controlled or Organizational Media- Content that can be fully controlled by Imagination Station. The Imagination Stations website, while it gets the message across, it is not a fun or highly organized site. To remedy this situation, local colleges or universities will be contacted to inquire setting up an unpaid internship for a student with web development and communications knowledge. This position will require at least 10 hours per week with a maximum hours per semester to be determined. The student would be responsible for developing and maintaining the Imagination Station website. In addition to the website, this student will also be responsible for gathering, formatting and distributing a quarterly newsletter to IS members, volunteers, and board members. This student may also be required to develop brochures for the museum on an as requested basis. This tactic will serve to meet all key publics and their determined objectives while striving to meet the goals of continuing to promote the organization (1), and project a solid organization (3).

External/News Media- Content that may or may not be fully controlled by Imagination Station. All media/news releases will be conducted by an IS Board Member or chosen spokesperson. These releases include newspaper, TV media, radio, and signage displayed in the community. These communication tactics will take place when describing a new educational opportunity, display, or issues deemed important by the board. This tactic will serve to meet all key publics and their determined objectives while striving to meet all five goals (1-5).

Interpersonal Communication with the public’s can offer many advantages to an organization at little or no cost and content is controlled by IS. The first tactic within this realm is to create personal involvement. Offer a free pass day or free entrance into the museum once a quarter. Promote this offer on the website and determine what days during annual planning.

The second personal involvement tactic is to become a geocaching site. Geocaching is a high-tech treasure hunting game played throughout the world by adventure seekers equipped with GPS devices. The basic idea is to locate hidden containers, called geocaches, outdoors and then share your experiences online. Geocaching is enjoyed by people from all age groups, with a strong sense of community and support for the environment. Imagination Station could become involved in this fun activity and lead people to the museum. This is a potentially free opportunity. More information can be found on the website <http://www.geocaching.com/>. Care will have to be taken when determining where to place the cache. It is recommended to place the cache hidden outside on IS grounds. It would not be wise to place the cache inside because it could be determined we are requiring someone to pay to find the cache and we would be deleted from the system. However, this treasure hunt can be used to help people “discover” the museum. This tactic will serve to meet the goal of promoting the organization (1). Key publics include parents, educators, and youth organizations.

The educational classes/events IS provides are an excellent way to provide information exchange. These classes /events should be outlined on the website, released to news media, and included when possible in the newsletter. Be sure to highlight the possibilities to fulfill different requirements for their organization. Example: Girl Scouts need to participate in certain activities to earn certain badges. Work together to develop beneficial programs for each organization. Once in a lifetime special events should be emailed to newsletter contacts as they occur. This tactic will serve to meet the goals of promoting the organization, and finding avenues to work with youth organizations (1, 5). Key publics include parents, educators, and youth organizations.

Special events are a fun way to implement interpersonal communication with your publics. This could include fairs, festivals, parades, etc. Contact the Chamber of Commerce in Tippecanoe and surrounding counties to inquire about setting up a booth at local civic events. An example is “Dancing in the Streets” in downtown Lafayette. A booth could be set up to not only promote IS, but show how science is fun by conducting experiments in the streets. Since IS currently has a relationship with the Tippecanoe Arts Federation, contact to determine if there is a project you could collaborate on. An example could be how gravity affects dancers.

The next two tactics will include the goals of relationship and funding development and developing more interesting hands on exhibits. Providing new exhibits can be an expensive venture. However based on the survey, IS needs to be proactive in their development and implementation of new exhibits. To finance these exhibits, IS needs to develop relationships with organizations that are interested in sponsorship. First, an exhibit needs to be chosen and inquiries made to for the requirements needed for the display. This may seem like putting the horse before the cart, however, a plan needs to be in effect in order to convince a funder to sponsor you. Mail a sponsorship request letter to the organization asking to be funded for a particular display. Follow-up with an email when possible, creating a link for the organization to pay with PayPal. Often, lending museums will agree to a deposit, then final payment at a later date. Please see Appendix 1 for an example of low cost displays currently available. Once sponsorship for an exhibit has been established, work with them to determine how they would like to be recognized. After the display is put together, but before it is open to the general public, host an open house with IS members and financial supporters invited. This tactic will serve the goal of developing new and interesting hands on exhibits, and developing relationships with other latent organizations.

Special events are often held to raise money for a certain cause. This event’s cause will be to fund exhibit costs. A murder mystery game will be the activity. The theme of the game can vary, but a murder by science game would be appropriate. There are many sources available from a box set you can buy or online instructions from sources such as [DinnerAndAMurder.com](http://www.dinnerandamurder.com/?family=2f718958). Ticket prices for event should be determined by the event planner. Of course, we want to make the most money for each ticket sold. Asking for donations from various organizations will maximize profits. Contact a local theater group or Midwest Rentals to inquire if they would be interested in co-sponsoring the dinner with costumes based on the theme. The Golden Apple Winner or Board Spokesperson should act as master of ceremonies.

Even though small non-profits are usually run on a very tight budget, that does not mean they should not participate in some sort of philanthropy. After determining what schools have science fairs, offer a prize to be given to the top winner. A one year pass to Imagination Station. Also have an area of the museum to display the winner’s exhibit for two weeks. This gift to the student will be publicized at their school and their local newspaper, notifying others of the organization.

## Implementation Plan

|  |  |
| --- | --- |
| First Quarter |  |
| January | Prepare and release news releases. |
| Contact various youth organizations and agencies to develop a relationship and determine a contact. |
| Contact primary/secondary schools to determine contact. Inquire if they have a science fair and discuss possible collaborations |
| Contact local colleges or universities about intern. |
|  |  |
| February | Prepare and release news releases. |
| Research possible rentals of exhibits |
| Visit the geocaching website, create a membership, and follow instructions for hiding the cache. |
|  |  |
| March | Prepare and release news releases.  Contact surrounding Chamber of Commerce to determine upcoming events. |
| Second Quarter |  |
| April | Prepare and release news releases. |
| Contact Tippecanoe Arts Federation for possible collaboration. |
| May | Prepare and release news releases. |
| Begin fundraising letter campaign for exhibit |
| June | Prepare and release news releases. |
| Begin planning of Mystery Dinner Fundraiser. |
| Third Quarter |  |
| July | Prepare and release news releases. |
| August | Prepare and release news releases. |
|  |  |
| September | Prepare and release news  releases. |
|  |
| Fourth Quarter |  |
| October | Prepare and release news releases. |
| November | Prepare and release news releases. |
|  | Conduct evaluation of previous years public relation plan. Plan for next year. |
| December | Prepare and release news releases. |

## Budget-

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Press/News Releases | | |  | | |  | | |  | |  |  | Total |  |  |
|  | | | AE (2 hrs)@$100) | | |  | | | $200.00 | |  |  |  |  |  |
|  | | | AD (1 hr @ $150.00) | | |  | | | $150.00 | |  |  |  |  |  |
|  | | | Professional Service Fee | | |  | | | |  | | --- | | $350.00 | | |  |  |  |  |  |
|  | | |  | | |  | | |  | |  |  |  |  |  |
|  | | |  | | |  | | |  | |  |  |  |  |  |
|  | | | Newspaper Fee | | | $100.00 | | |  | |  |  |  |  |  |
|  | | | Total OOP's | | |  | | | $100.00 | |  |  |  |  |  |
|  | | |  | | |  | | |  | |  |  |  |  |  |
|  | | | Project Total | | |  | | | $450.00 | | \*12 |  | $450.00 | $5400.00 |  |
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| Sponsorship Letter | | | AE (10 hrs @ 100.00) | | |  | | | $1,000.00 | |  |  |  |  |  |
|  | | | AD (1 hr @ 150.00) | | |  | | | |  | | --- | | $150.00 | | |  |  |  |  |  |
|  | | | Professional Service Fee | | |  | | | $1,150.00 | |  |  |  |  |  |
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|  | | | Out of Pocket Expenses | | |  | | |  | |  |  |  |  |  |
|  | | | Letterhead | | | $500.00 | | |  | |  |  |  |  |  |
|  | | | Postage | | | |  | | --- | | $440.00 | | | |  | |  |  |  |  |  |
|  | | | Total OOP's | | | $940.00 | | |  | |  |  |  |  |  |
|  | | |  | | |  | | |  | |  |  |  |  |  |
|  | | | Project Total | | |  | | | $2,090.00 | |  |  | $2,090.00 | $2,090.00 |  |
|  | | |  | | |  | | |  | |  |  |  |  |  |
| Geocaching | | | AE (20hrs @ 100.00) | | |  | | | |  | | --- | | $2,000.00 | | |  |  |  |  |  |
|  | | | Professional Service Fee | | |  | | | $2,000.00 | |  |  |  |  |  |
|  | | | Out of Pocket Expenses | | |  | | |  | |  |  |  |  |  |
|  | | | Supplies | | | |  | | --- | | $60.00 | | | |  | |  |  |  |  |  |
|  | | | Total OOP's | | | $60.00 | | |  | |  |  |  |  |  |
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|  | | | Project Total | | |  | | | $2,060.00 | |  |  | $2,060.00 | $2,060.00 |  |
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| Mystery Dinner | | |  | | |  | | |  | |  |  |  |  |  |
|  | | | AE (300 hrs @ 100) | | |  | | | $3,000.00 | |  |  |  |  |  |
|  | | | AD (3 hrs @ 150) | | |  | | | $450.00 | |  |  |  |  |  |
|  | | | Professional Service Fee | | |  | | | |  | | --- | | $3,450.00 | | |  |  |  |  |  |
|  | | | Out of Pocket Expenses | | |  | | |  | |  |  |  |  |  |
|  | | | Supplies | | | $200.00 | | |  | |  |  |  |  |  |
|  | | | Game | | | $150.00 | | |  | |  |  |  |  |  |
|  | | | Food | | | $2,000.00 | | |  | |  |  |  |  |  |
|  | | | Ticket Printing | | | $400.00 | | |  | |  |  |  |  |  |
|  | | | Total OOP's | | | $2,750.00 | | |  | |  |  |  |  |  |
|  | | |  | | |  | | |  | |  |  |  |  |  |
|  | | | Project Total | | |  | | | $6,200.00 | |  |  | $6,200.00 | $6,200.00 |  |
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| College Contact | | | AE (100 hrs @100) | | |  | | | |  | | --- | | $1,000.00 | | |  |  |  |  |  |
|  | | | Professional Service Fee | | |  | | | $1,000.00 | |  |  |  |  |  |
|  | | | Out of Pocket Expenses | | |  | | |  | |  |  |  |  |  |
|  | | | Unknown | | | $0.00 | | |  | |  |  |  |  |  |
|  | | | Total OOP's | | | $0.00 | | |  | |  |  |  |  |  |
|  | | |  | | |  | | |  | |  |  |  |  |  |
|  | | | Project Total | | |  | | | $1,000.00 | |  |  | $1,000.00 | $1,000.00 |  |
|  | | |  | | |  | | |  | |  |  |  |  |  |
| Secondary/Primary School Contact | | | AE (600 hrs @100) | | |  | | | $6,000.00 | |  |  |  |  |  |
|  | | | Professional Service Fee | | |  | | | $6,000.00 | |  |  |  |  |  |
|  | | | Out of Pocket Expenses | | |  | | |  | |  |  |  |  |  |
|  | | | Unknown | | | $0.00 | | |  | |  |  |  |  |  |
|  | | | Total OOP's | | | $0.00 | | |  | |  |  |  |  |  |
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|  | | | Project Total | | |  | | | $6,000.00 | |  |  | $6,000.00 | $6,000.00 |  |
|  | | |  | | |  | | |  | |  |  |  |  |  |
| Chamber Contacts | | | AE (50 hrs @100) | | |  | | | $500.00 | |  |  |  |  |  |
|  | | | Professional Service Fee | | |  | | | $500.00 | |  |  |  |  |  |
|  | | | Out of Pocket Expenses | | |  | | |  | |  |  |  |  |  |
|  | | | Unknown | | | $0.00 | | |  | |  |  |  |  |  |
|  | | | Total OOP's | | | $0.00 | | |  | |  |  |  |  |  |
|  | | |  | | |  | | |  | |  |  |  |  |  |
|  | | | Project Total | | |  | | | $500.00 | |  |  | $500.00 | $500.00 |  |
|  | | |  | | |  | | |  | |  |  |  |  |  |
| Research/Communication on New Exhibit | | | AE (70 hrs @100) | | |  | | | $7,000.00 | |  |  |  |  |  |
|  | | | AD (3 hrs @ 150) | | |  | | | |  | | --- | | $450.00 | | |  |  |  |  |  |
|  | | | Professional Service Fee | | |  | | | $7,450.00 | |  |  |  |  |  |
|  | | | Out of Pocket Expenses | | |  | | |  | |  |  |  |  |  |
|  | | | Projected | | | $5,000.00 | | |  | |  |  |  |  |  |
|  | | | Total OOP's | | | $5,000.00 | | |  | |  |  |  |  |  |
|  | | |  | | |  | | |  | |  |  |  |  |  |
|  | | | Project Total | | |  | | | $12,450.00 | |  |  | $12,450.00 | $12,450.00 |  |
|  | | |  | | |  | | |  | |  |  |  |  |  |
| Communication with Tippecanoe Arts Federation | | | AE (50 hrs @100) | | |  | | | $500.00 | |  |  |  |  |  |
|  | | | Professional Service Fee | | |  | | | $500.00 | |  |  |  |  |  |
|  | | | Out of Pocket Expenses | | |  | | |  | |  |  |  |  |  |
|  | | | Unknown | | | $0.00 | | |  | |  |  |  |  |  |
|  | | | Total OOP's | | | $0.00 | | |  | |  |  |  |  |  |
|  | | |  | | |  | | |  | |  |  |  |  |  |
|  | | | Project Total | | |  | | | $500.00 | |  |  | $500.00 | $500.00 |  |
|  | | |  | | |  | | |  | |  |  |  |  |  |
| Simulated Project Total | |  |  | |  | $36,200.00 | |

## Evaluation

The Campaign Outputs

Research

In November of 2011 the public relations campaign and activities will be evaluated. The method of evaluation will be in the form of a before-and-after study. November 2010 a survey was conducted about the opinions of Imagination Station. Data was collected and summarized. The same survey will be presented on both the IS website and Craigslist for Tippecanoe County. The survey was available for nine days; the after study should also be available for the same time period. Once the survey is complete, gather the data and compare.

Communication

Message production will be the evaluation for communication in this campaign. Where all planned messages produced and released? If yes, the output is 100%. While this form of evaluation does not indicate a successful measurement of performance, it will be sufficient with the Imagination Station. Because IS is a volunteer run organization, gathering and evaluation message distribution effects and costs would be too time consuming on the volunteers. All efforts to promote the museum are a success.

The Campaign Outcomes/Outputs

Awareness Objectives

This campaign had two awareness objectives. To have an effect on the awareness of primary and secondary educators within a 50 mile radius; specifically to gain their interest in Imagination Station and the programs they offer to young minds. One contact per school to act as a liaison to other educators in their school within 5 months.

To have an effect on the awareness of designated youth organizations within a 35 mile radius; specifically to collaborate on various programs concerning the education of youth through hands on science projects.

Questions to use for evaluation:

How many key publics received exposure to the message? This could be measured by how much web site hits have increased over the course of one year. Your internet provider should be able to give you statistics of activity.

How many people agreed to receive the quarterly newsletter?

Is Imagination Station receiving positive responses of the information provided through the website and newsletter?

Was the objective of a contact teacher at each primary and secondary school met?

Did collaboration with other youth organizations increase?

The Imagining the Future campaign had two acceptance objectives.

To have an effect on the acceptance of parents in Tippecanoe County and surrounding adjacent counties; specifically to increase their positive attitude towards an annual membership with Imagination Station. 15% (33 members), increase in membership within first six months, and then 20% increases per year.

To have an effect on the acceptance of designated organizations within a 35 mile radius; specifically to gain their interest in Imagination Stations volunteer and financial needs.

Did the message create an acceptance of new management? This could be based on comments from feedback cards presented to attendees of the museum.

Did the message create an increase in membership?

How many latent organizations were contacted with the sponsorship letter?

How many replied?

Did volunteerism and funding increase from these organizations?

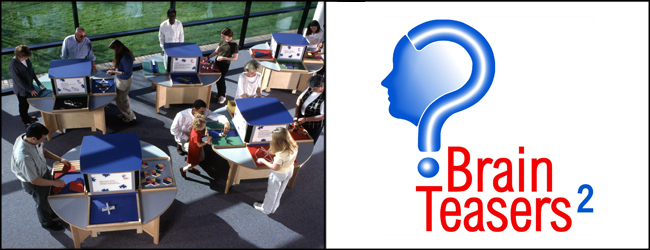
The Action Objective for this campaign was:

To have an effect on the action of parents in Tippecanoe County and surrounding adjacent counties; specifically to increase attendance of parents and their children. 10% increase within six months, then 10% per year.

Did attendance increase?

Compare each month to previously collected data from the year before.

At the end of the evaluation, compile results into an easy to read format. Present to all board members. Keep a copy for future board members as a reference.

BRAIN TEASERS 2, the sequel to the highly popular BRAIN TEASERS exhibition, features a brand new collection of 21 hands-on puzzles designed to develop problem-solving skills and provide plenty of fun. BRAIN TEASERS 2 presents a wide array of challenges - from mathematical conundrums to mind-boggling block puzzles - for individuals of all ages. To solve these puzzles, visitors must use creative thinking and problem-solving strategies such as looking for patterns, thinking ahead, setting aside preconceived ideas, and looking at problems from different perspectives.

Twenty puzzles are set up on five exhibit tables with four units per table (there is an extra puzzle that can be used as an alternate). Can you separate two linked metal hearts and then reassemble them? Arrange standard geometric shapes to create startling new ones? Solve a maze that is apparently unsolvable? In BRAIN TEASERS 2, you can!

Size: 500 sq. ft.

Price: $4,800 - $5,800 for 3 months (price based on annual attendance)

Available: Please contact OMSI's Traveling Exhibits for availability and reservations.

Phone: 503-797-4659

Fall 2011 (October-December) Discounts

• Brain Teasers 2 500 sq. ft. exhibit $ 4,000 — 15% off!

Results from public relations survey. November 2010. SurveyMonkey.com 30 participants

1. Have you heard of Imagination Station in Lafayette, Indiana? 30 people answered

87.5% Yes 26 people

13.3% No 4 people

1. Do you believe there is a need for a Children's/Family Science Center like Imagination Station in Lafayette, Indiana? 30 answered

Very Strongly Agree 36.7% 11 people

Strongly Agree 30.0% 9

Agree 16.7% 5

Disagree 3.3% 1

Not Sure 13.3% 4

1. Have you ever visited Imagination Station? If so, was it with your family/friends, school, or another group? 30 answered

No, I have not visited Imagination Station. http://www.surveymonkey.com/i/t.gif 73.3% 22 people

Yes, I have visited with family/friends. http://www.surveymonkey.com/i/t.gif 23.3% 7

Yes, I have visited with a school.   0.0% 0

Yes, I have visited with another group. http://www.surveymonkey.com/i/t.gif 3.3% 1

1. If you have visited Imagination Station, what type of displays or learning center would you like to see at the museum?  Answered question 7  Skipped question 23

* Planets, stars, and fire safety - the truck is cool, but should be coincided with safety!
* More biology, chemistry, hands on activities beyond the large play-on items like the fire truck
* Nothing off the top of my head
* More new stuff... have the display's change monthly or so...
* They are all good
* Something for older children
* More updated and interactive activities for kids. A brighter atmosphere, something more inviting.

1. Which of the following would you like to see or see more of at Imagination Station? (check all that apply)   Answered question 23  Skipped question 7

After School Programs http://www.surveymonkey.com/i/t.gif 43.5% 10 People

Summer Camp Programs http://www.surveymonkey.com/i/t.gif 56.5% 13

Adult Lifelong Learning Lectures and Programs http://www.surveymonkey.com/i/t.gif 34.8% 8

Hands on Activities http://www.surveymonkey.com/i/t.gif 78.3% 18

Home School Programs http://www.surveymonkey.com/i/t.gif 26.1% 6

Volunteer Opportunities http://www.surveymonkey.com/i/t.gif 30.4% 7

Other (please specify) 4.3% 1

* fewer boring exhibits

1. If you have NOT visited Imagination Station, what type of display or learning center would get you to visit the museum? Answered question 14 Skipped question 16

|  |
| --- |
|  |

* I don't know
* ANYTHING TO DEAL WITH SCIENCE
* Things geared to Down's Syndrom kids.
* ?
* Informative science displays
* Dinosaur exhibits and robotics.
* I'd go but I'm not a child
* Specialized displays or activities that travel from museum to museum
* Additional available hours
* Toy train layout or construction related display, age appropriate for a 4 yr old
* No kids currently, so not a priority to visit.
* Activities for older kids - 12 to 15 yrs. Adult activities/workshops. Parent/child activities for Scout programs. All at a reasonable cost
* n/a
* after school and hands on

1. Would you be interested in receiving a quarterly email newsletter with updates and schedule of events at Imagination Station? Answered question 30

**Yes** http://www.surveymonkey.com/i/t.gif 53.3% 16 People

No http://www.surveymonkey.com/i/t.gif 46.7% 14

1. Please indicate if you have people with the following age ranges in your household: Answered question 26  Skipped question 4

 0 to 2 years of age http://www.surveymonkey.com/i/t.gif 15.4% 4

3 to 6 years of age http://www.surveymonkey.com/i/t.gif 15.4% 4

7 to 10 years of age http://www.surveymonkey.com/i/t.gif 15.4% 4

11 to 12 years of age http://www.surveymonkey.com/i/t.gif 15.4% 4

13 to 18 years of age http://www.surveymonkey.com/i/t.gif 19.2% 5

19 to 34 years of age http://www.surveymonkey.com/i/t.gif 38.5% 10

35 to 50 years of age http://www.surveymonkey.com/i/t.gif 15.4% 4

50+ years of age http://www.surveymonkey.com/i/t.gif 42.3% 11

1. Any additional comments or ideas are welcome.

Answered question 8, skipped question 22

* Your website is terrible. How are you different from other kid's programs in the area?
* Have a Down's grandaughter so am sure she would enjoy going to it.
* Hands on science is what prompted me to become an engineer. These places are needed to motivate children to study the sciences.
* The Imagination Station seems very disorganized, so even if I was interested in volunteering I wouldn't want to try get involved.
* Relatively new to the community; did not get to see/visit Imagination Station before it closed - would like to see it re-open.
* My husband and I have only lived here a week but we WILL be checking out the Imagination Station this weekend!
* I do not have children in my household, but I am a teacher and always welcome information about things in the community. I know of several former students who have visitied Imagination Station and loved it. I believe some of them had birthday parties there. I would welcome information about the events going on there so that I can include them in my plans.
* From past experience, it seems the hours for Imagination Station are not convient and the cost is a little much for what you are getting.

#### Instructor Feedback

Grade : 500 out of 500

Comments : Hi Carrie, Nice job on this. Here is my feedback: - good overall detail. - useful research. - good use of material and concepts from the text. - objectives and strategies are well-conceived and written. - well-presented implementation plan. - excellent and highly detailed budget. - very strong implementation plan. Potentially very useful to the client, if they should in fact implement the plan.