Overview

● About me!
● Projects I worked on this summer
● Covid-19 and the cultural scene in LA county
● Adventures In Nature (AIN)-Connected Camp - What makes an online camp successful?
● La Brea Tar Pits Demographics Insights
About me!

- Senior studying Physics, Math & Computer Science at Princeton U.
- Originally from Bucharest, Romania
- Enjoy community service & having a bigger purpose for the work I do
-Visited NHM last summer during my internship with Arroyos & Foothills Conservancy x Occidental College
Projects I worked on this summer

- Updating the record of NHM evaluations with key takeaways
- COVID-19 and the cultural scene in the LA county updates
- Adventures In Nature (AIN)-Connected camp - Observations and Survey Analysis
- Marine Science Teen Internship Program (MSTIP) - Mind Map Analysis & Intern Survey
- La Brea Tar Pits Neighbors Demographics - Data Analysis
COVID-19 and the LA county cultural scene
Demand for visits

Demand for visiting museums and science centers has slowly increased over the last couple of months.

Source: Mask Up: Here Are The Safety Measures Visitors Want (DATA) - 7/22/20
Safety measures in cultural institutions

Face coverings and the availability of an outdoors space become more and more important for visitors, while the availability of a vaccine loses interest.

Source: Mask Up: Here Are The Safety Measures Visitors Want (DATA) - 7/22/20
Adventures In Nature (AIN)- Connected Camp
Adventures In Nature (AIN) Connected Camp -
What makes an online camp successful?

● 3 surveys = 3 different perspectives:
  ○ Observers
  ○ Instructors
  ○ Parents

● Evaluation questions:
  ○ How effective was the virtual camp at engaging campers?
  ○ In what ways did campers participate in camp activities and engage with the interactive sessions?
  ○ What were campers' reactions to the new camp format?
  ○ To what extent did camp meet families' needs and expectations?
  ○ What were the enablers of and barriers to successfully implementing the new camp model?
AIN-Connected Camp - Observer’s perspective

- Observed during virtual camp interactive sessions (M,W,F) in Weeks 1,3 and 4 and rated camp behavior based on a rubric: general reactions, attention, interaction & participation, questions & comments, age appropriateness
- Groups 3-5 graders, led by 2 instructors
- Around 20 campers/group on average
- Total of 9 observations, 4 different groups of campers

<table>
<thead>
<tr>
<th>WEEK OF CAMP</th>
<th>GROUP OBSERVED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>morning (2), afternoon (1)</td>
</tr>
<tr>
<td>Week 3</td>
<td>morning (3)</td>
</tr>
<tr>
<td>Week 4</td>
<td>afternoon (3)</td>
</tr>
</tbody>
</table>
The **general reaction** of all 9 observed groups was ‘good’ or ‘excellent’.

![Bar chart showing general reactions](chart.png)
Attention fluctuated between days and between observed groups.
Overall, **participation** was “good” or “excellent” in all observed groups.
Questions varied on a student-to-student basis.
AIN-Connected Camp - Instructor’s perspective

<table>
<thead>
<tr>
<th>Week 1</th>
<th>7</th>
</tr>
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<tbody>
<tr>
<td>Week 2</td>
<td>7</td>
</tr>
<tr>
<td>Week 3</td>
<td>0</td>
</tr>
<tr>
<td>Week 4</td>
<td>2</td>
</tr>
</tbody>
</table>

Which age group did you teach?

K-2 [53%, 8]

3-5 [47%, 7]
All instructors said their campers reacted **positively or very positively** to the camp activities.
11 out of 14 cases, instructors reported that most or all students were interested in the topic of the week.
Overall, instructors thought their groups were **mostly or very engaged** in the virtual camp sessions.
AIN-Connected Camp - Parent’s perspective

<table>
<thead>
<tr>
<th>Group</th>
<th>Percentage</th>
<th>Week 1</th>
<th>Week 2</th>
<th>Week 3</th>
<th>Week 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kinder to 2nd grade morning</td>
<td>27%</td>
<td>51</td>
<td>41</td>
<td>37</td>
<td>35</td>
</tr>
<tr>
<td>Kinder to 2nd grade afternoon</td>
<td>25%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3rd to 5th grade morning session</td>
<td>27%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3rd to 5th grade afternoon session</td>
<td>21%</td>
<td></td>
<td></td>
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</tbody>
</table>
Parents’ assessment of children’s ‘very positive’ reaction to the camp has an upward trend.
Over 90% said the camp met their expectations for all 4 weeks.
Met expectations (92): activity, engagement, teacher
Did not meet expectations (9): zoom, too long

Explain how the AIN camp met your expectations.

Explain why the AIN camp did not meet your expectations.
DIY Kit was generally well received by students from the parents’ perspective.
Conclusions and Future Development

- The three evaluation methods provided a broad range of perspectives for understanding the impact of the camp.
- There are certain limitations to the evaluation due to:
  - Online format
  - Sample size of survey responses
  - Number of observations
- Possible changes for the future:
  - Shorter observations, multiple groups
  - Get instructor’s feedback right after camp for a fresh perspective and guaranteed responses
  - Get feedback from technical support about difficulties rather than instructor/observer
  - Possible short survey for 3-5 graders?
La Brea Tar Pits
Demographics of
11 neighboring zip codes
La Brea Tar Pits zip codes, 2-mile radius, total population = 344,144 (3.3% of LA county population)

### Zip code | Neighborhood | FY20 LBTP Attendance (non-member)
---|---|---
90005 | Koreatown | 192 (Top 20)
90010 | Wilshire Blvd | 108 (Top 50)
90019 | Country Club Park/Mid City | 149 (Top 20)
90020 | Hancock Park | 149 (Top 20)
90035 | West Fairfax | 149 (Top 20)
90036 | Park La Brea | 149 (Top 20)
90038 | Hollywood | 149 (Top 20)
90046 | Mount Olympus | 149 (Top 20)
90048 | West Beverly | 149 (Top 20)
90069 | West Hollywood | 149 (Top 20)
90211 | Beverly Hills | 149 (Top 20)

Data from the 2014–2018 ACS 5-Year Data Profile
Race distribution (%) varies between zip codes.
In 5/11 zip codes, the most popular primary language(%) is NOT English.

Most popular:
- English: 6 zip codes
- Spanish: 3 zip codes
- Asian: 2 zip codes
6 neighborhoods have more than 40% (blue) of their population below the 50k income line.

6 neighborhoods have more than 20% (green) of their population over the 150k income line.
Range: 71%-93% (Internet), 86%-97% (computer)

5 zip codes under 90% Internet access
4 zip codes under 90% computer access
SCHOOL ENROLLMENT = +40k students

Total enrollment in neighborhoods near LBTP:
- Nursery & preschool: 4,984
- K-8: 24,479
- High school (9-12): 10,543
Conclusions and Key Takeaways

- Even though all zip codes neighbor the La Brea Tar Pits, there are significant differences between different neighborhoods.
- Racial distribution, language proficiency vary based on zip code.
- Technology access is related to income.
- School enrollment is representative of total population, with some neighborhoods being more represented than others.
Ending words & Questions

Thank you’s:

- Beth
- NHM & PICS
- Everyone on this call

Any questions?