

Solutions to Access and Appeal to a Younger Demographic

3 Deliverables for the Museum of North Vancouver & Archives (MONOVA)

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A CityStudio project one-pager by: Abigail Sorensen, Daniella Kuri, Jordan Oslic, Laura Choo, Melissa Phillips, and Rachel Grills

Background

In Fall 2020, the Museum of North Vancouver & Archives rebranded as MONOVA. Along with rebranding, the Museum is set to open a 16 000 sq ft, “treasured new community and tourist destination” (MONOVA, 2020) on West Esplanade in 2021. Stephen, our client at the museum, wants the new location to reach a more diverse guest profile. So, MONOVA collaborated with CityStudio and our student team to gain insight, programming, communication, and strategies on accessing and appealing to a younger target demographic of youth who are 18-25 years old.

Relevance to City Goals

The 3 projects we developed for our civic museum support all 5 of the City’s goals: a City for People, a Liveable City, a Vibrant City, a Connected City and a Prosperous City.

Project Overview

Throughout the term, our team crafted 3 separate projects, aka, “deliverables” for the Museum! First, we created an interactive, multi-sensory attraction called the **Immersive Sensory Experience**. We also devised a **Social Media Strategies** Plan. Finally, we designed a digital engagement initiative called **Young Voices**. These 3 projects allowed our team to meet our client’s goal from many different angles!

What You Need to Know!

We created the Immersive Sensory Experience and implementation framework as an exhibit that young people would be drawn to. We created the Social Media Strategies Plan to show the Museum social media platforms, new features, and research on how to successfully target young people. Finally, we created the Young Voices digital engagement initiative as a chance for local youth to benefit and connect with opportunities at the Museum.

Key Findings & Recommendations

It is impossible to sum up our research in a few sentences! Please check out our 4 research reports, totaling nearly 60 pages, to explore of our detailed findings, examples, and recommendations that support the Museum’s success.

Next Steps

We wish we could personally put these 3 projects into action, but unfortunately the Museum’s new grand opening has been delayed due to the pandemic. So, we created a detailed project framework that a future project manager can take straight from the table into action!

