

What is it?

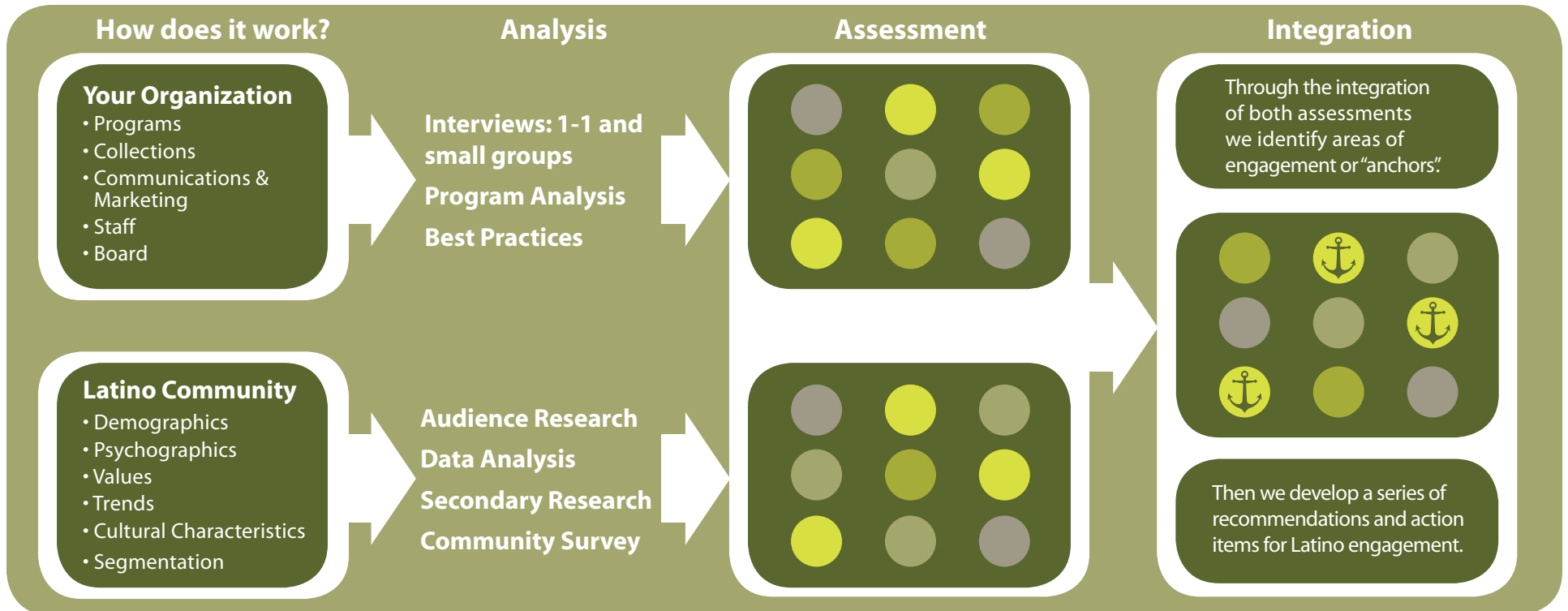
The Latino Anchors Assessment™ (LAA) is an organizational assessment tool that identifies areas of opportunity (anchors) for Latino engagement. Using a mix of analytical tools, the LAA provides a roadmap to diversify your audiences.



Why is it needed?

In 2034, what we now call minorities will represent at least 46% of the U.S. population, but today only nine percent of the core visitors to museums are minorities. If we want museums to be- to continue to be active in the nation's civic dialog, if we want them to help prepare children of all backgrounds to take leadership roles someday in our society, if we want museums to remain relevant to all of our visitors and to our future, then we have some work to do and we will do it.

Ford Bell
President, American Association of Museums



Notes

1. The same model could be applied to other ethnic communities (Chinese, Filipino, AA, etc)
2. The analysis is performed by experts who belong to the culture(s) we are analyzing.
3. Our model is customized to each client's needs, and typically includes qualitative data and quantitative data.

EXAMPLES

California Academy of Sciences

Institutional assessment performed:

- Key staff interviews
- Program analysis
- Visitor survey
- "Careers in Science" interns interviews

LAA provided recommendations in the next areas:

- Building awareness, creating partnerships, marketing and engagement.
- Establishing positioning, value and relevant content.
- The visitor experience.

San Francisco Symphony

Institutional assessment performed:

- Key staff interviews
- Program analysis
- Best practices analysis

LAA provided recommendations in the next areas:

- Shift the mindset of the organization
- Explore and understand Latino communities and cultures.
- Create informed and effective marketing communication/outreach strategies for this new target audience
- Reduce the intimidation factor and create an inviting symphony experience for the Latino family
- Implement lessons learned from the Chinese New Year Concert when developing a new Latino initiative.
- Use the upcoming Day of the Dead program as a pilot for an ongoing Latino initiative.



If you would like more information, please contact us:
hello@contemporanea.us

phone 415.404.6982
fax 866.339.3945
440-B Ninth Street
San Francisco, CA 94103