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The Museum Life
Friday at 7 AM Pacific
June 20th 2014: Engaging Diverse Audiences

Why are museums successful in addressing the needs of some audiences more than others? What should a museum consider when developing a program or outreach initiative directed toward a nontraditional audience or ethnic community? And what happens when a community's values or cultural norms are at odds with the museum's? This week, Cecilia Garibay will provide insight into these questions as she shares her research and what it suggests about long-held assumptions about cultivating new audiences.

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Featured Guest



Cecilia Garibay

Cecilia Garibay is principal of Garibay Group, a multicultural audience research and consulting firm that provides research, evaluation, and strategic consulting services to museums and other cultural organizations. Dr. Garibay regularly consults with institutions on audience development and community inclusion. She brings a bicultural/bilingual perspective to her work and specializes in culturally responsive and contextually relevant research and evaluation approaches. She also regularly conducts research in Spanish and English. Her research focuses on exhibits and programs in informal learning environments, particularly those aimed at reaching underrepresented audiences. Some of her

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