

NAMES Conference 2018

Strategic Alliances

The Children's Museum Jordan

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Inside Our Exhibit Hall

187
interactive exhibits



Secret Garden

Art Studio

Tinker Lab

Library



6 Celebrations

4 Community connections

Museum for All



Our visitors in 2017

299,020

Subsidized and free access

150,973

Schools and groups
71,663

Families
79,310



Regular admissions


148,047

Schools and groups
52,262

Families
90,817

Birthdays and facilities rentals
4,968



A woman wearing a pink hijab and a purple dress is looking through a large telescope. She is standing in a science center or museum. In the background, a large group of children and adults are sitting on the floor, watching her. The room is decorated with colorful stars, a crescent moon, and lanterns. There are also some displays and a green banner in the background.

What is learning and why science centers?

Learning in Science Centers -

http://www.astc.org/resource/education/johnson_scicenters.htm



Museums and science centers provide motivating and enriching environments for learning. Immediate impact can be exciting, but the "slow burn" effects on learning and motivation are more significant.



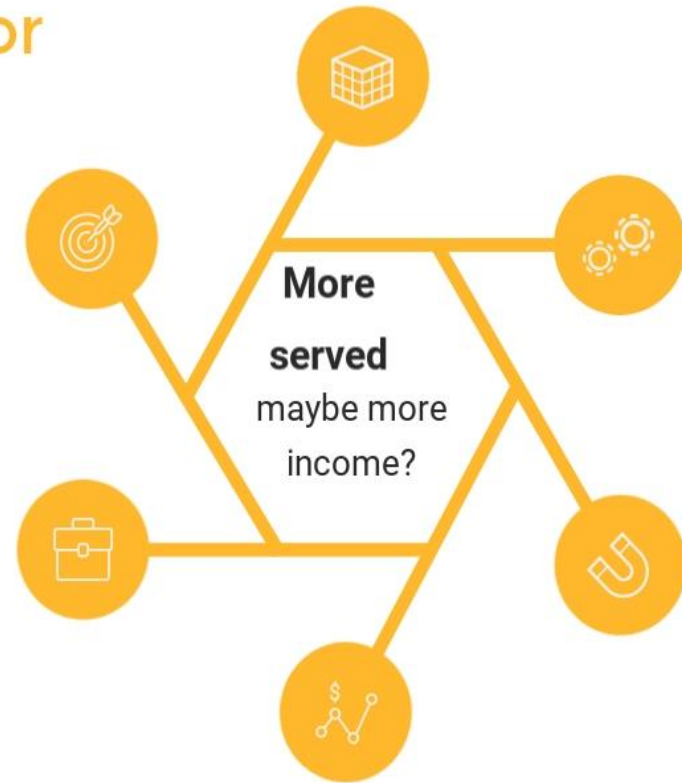
Governments and major educational trusts across the world are becoming increasingly aware of these potential benefits.

Museums and science centers also support the educational role of parents and teachers

Learning in museums and science centers takes place in a wider world context which begins with the learner's prior experience, takes in the interactive opportunities and –very importantly–the related programming activities provided by the center. Teachers as well as students learn from this process.

A choice and a model for how we do things

1. **Reactive** | Working inwards: receive visitors
2. **Reactive type 2** | More events and services
3. **Pro-active** | Reach audiences who can't visit
4. **Pro-active 2** | Reach beyond our audience/s



Why and why not

We can serve more

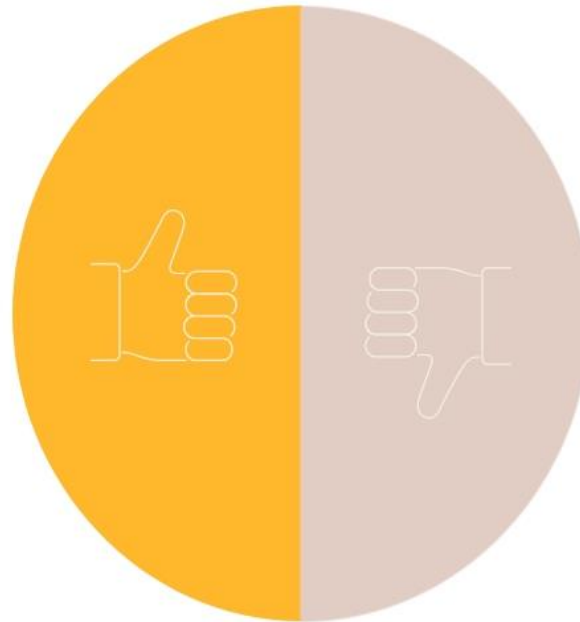
More benefit to the society at large and we are the best at what we do!

Enhances our learning agenda

Non-formal learning would be accepted as part of the education agenda

Income generation

Interactive learning content to generate extra revenue for the organization



Distraction from main focus & operations

Do it when your internal operation is well organized

A photograph of a young child with dark hair, wearing a white shirt and a green apron, focused on pouring water from a green plastic bottle into a clear glass. The child is seated at a table. In the foreground, a large green bowl is filled with dark brown soil, with a green shovel resting inside it. To the left, there are several colorful scissors and a small bottle in a container. The background shows a wooden bench and some greenery, suggesting an outdoor or semi-outdoor setting. The entire image has a warm, golden-yellow tint.

Defining the partners

**Direct
audience -
our visitors**

**Indirect
audience &
partners**



**Within our centers and museums-
Step 1 in alliances**

Why they matter...

They are our
core



We learn
from them



They are the
first point of
feedback



The Direct partners - schools

- 1 What can we offer to support the learning agenda
- 2 Do we know what they need?
Are their needs the same?
- 3 Can we go beyond a visit to the center/museum as a field trip
- 4 Surveys, complaints, workshops, events, etc... - stronger partnership



Outreach

A Museum For All Initiative:

- Subsidized and free access for Public Schools in partnership with the Ministry of Education
- A Mobile Children's Museum funded/supported by the Private Sector
- Open Days supported by the Private and Public sectors
- Orphanages and NGOs with the Ministry of Social Development



مشروع خارج أسوار المتحف Beyond Museum Walls Project

Children in hospitals and refugee camps

“We were astonished by the answers the child was giving us, he certainly knew a lot about the human body and bones, he was reciting the facts with pride and a wide smile. As we approached him after the show, we found that he had attended a show with us before, and came prepared with much enthusiasm carrying his science book with him.”

Yassin Shamali – Project Coordinator, from a visit to the refugee camps



Partnerships
for Content
- because
we don't
know it all

The Biodiversity Exhibit
Technical Content from
the Royal Society for the
Conservation of Nature

I Am Change Exhibit
Content provided by the Public Action
Project for Water & Energy/ USAID
Project



Capitalizing on our unique expertise

UNESCO Heritage Site Project

Development of interactive content for income generation

UNICEF's Innovation Labs

Development of the exhibits and interactive programs for mobile labs

The EU Delegation - Electricity Consumption project

Development of exhibits to be used in the Mobile Museum

Mercy Corps Jordan

Water Consumption activities and content

مختبر الدارات الكهربائية

مسابق شحنات

مشروع المعرض المتنقل للتكنولوجيا المستجدة



مختبر البرمجة

مسابق الهروب من الغرفة

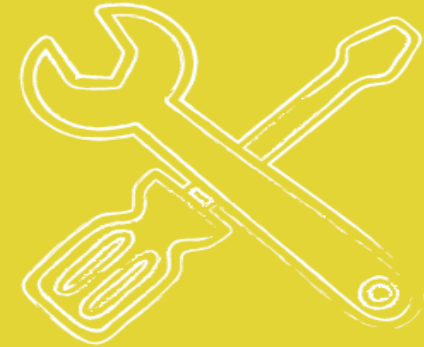
مشروع المعرض المتنقل للتكنولوجيا المستجدة



مختبر فك وتركيب الألعاب

مسابق فن/تك

مشروع المعرض المتنقل للتكنولوجيا المستجدة



Regional and global Strategic alliances

How EMME works



**Nine Partners
from Europe & the
Middle East**



Two Networks
NAMES & Ecsite



The Attendees
Around 20 to 25 in
each round



The Host
Rotation between
North and South of
the Mediterranean
hosts



Being part of a much
bigger effort for
change

North Africa and Middle East Science centers network

Thank you

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