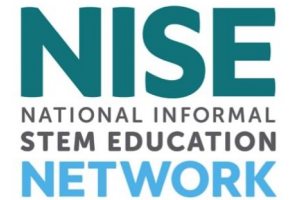


# NISE Net Online Workshop

Online Workshop: Engaging Hispanic/Latinx Communities -  
Resources for Public Engagement (Part 2)

October 8, 2024



## Today's Presenters:

Steve Scholle, Museum of Life and Science, Durham, NC

Andrea Tejada, Museum of Life and Science, Durham, NC

Joan Ballista, Museum of Life and Science, Durham, NC

Isabella Lima, Museum of Life and Science, Durham, NC

Regina Ayala Chávez Ph.D., Catalyst Consulting Group, Durham, NC

Mary Jones, El Futuro, Durham, NC



**Welcome!** As we wait to get started with today's discussion, please:

**Introduce yourself!** Type your name, institution, and location into the [Chat Box](#)

**Questions?** Feel free to type your questions into the [Chat Box](#) at any time throughout the webinar or use the raise your hand function in the participants list and we'll unmute your microphone.

**Today's discussion will be recorded and shared on nisenet.org at: [nisenet.org/events/online-workshop](https://nisenet.org/events/online-workshop)**

# Engaging Hispanic Communities Resources

Many NISE Network products are available in Spanish!  
¡Español!

- Spanish Language Translations and Bilingual Resources  
[nisenet.org/spanish](https://nisenet.org/spanish)
- Engaging Hispanic Communities Initiative  
[nisenet.org/hispaniccommunities](https://nisenet.org/hispaniccommunities)
- National Hispanic Heritage Month  
September 15 - October 15 each year  
[hispanicheritagemonth.gov](https://hispanicheritagemonth.gov)
- Recording of Part 1: Co-creation  
[nisenet.org/catalog/online-workshop-recording-co-creation2024](https://nisenet.org/catalog/online-workshop-recording-co-creation2024)



**NATIONAL  
HISPANIC**  
HERITAGE MONTH





# Engaging Hispanic Communities: Sparking Interest Lessons Learned

Andrea Tejada

Museum of Life and Science

Durham, NC

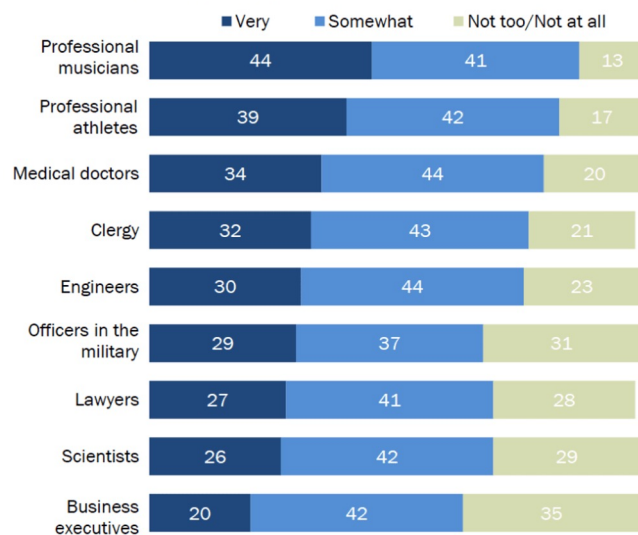
MUSEUM  
of LIFE +  
SCIENCE

# Why is this important?



## About a quarter of Hispanic adults say scientists are very welcoming of Hispanic people in these jobs

% of Hispanic adults who say each of the following professional groups are \_\_\_ welcoming of Hispanic people in these jobs

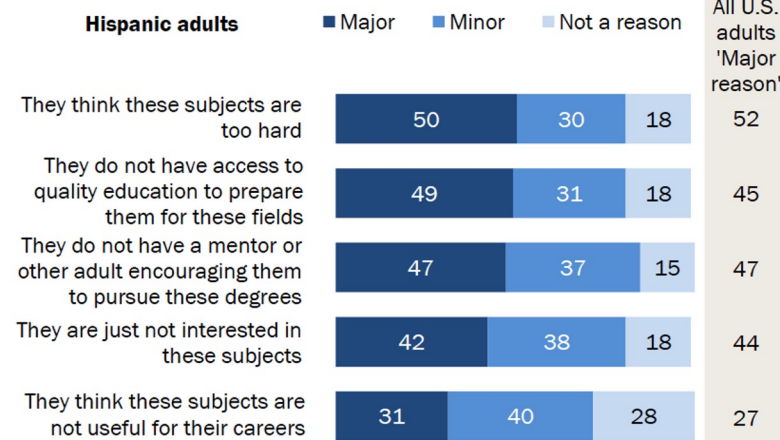


Note: Respondents who did not give an answer are not shown.  
Source: Survey conducted Nov. 30-Dec. 12, 2021.  
"Hispanic Americans' Trust in and Engagement With Science"

PEW RESEARCH CENTER

## Hispanic Americans see range of reasons that young people don't pursue STEM degrees

% of Hispanic adults who say each of the following is a \_\_\_ reason many young people do not pursue college degrees in science, technology, engineering and mathematics



Note: Respondents who did not give an answer are not shown.  
Source: Survey conducted Nov. 30-Dec. 12, 2021.  
"Hispanic Americans' Trust in and Engagement With Science"

PEW RESEARCH CENTER



# Barriers to STEM Engagement



Admission Costs



Transportation



Hours of Operation



Language Accessibility



Lack of Belonging





Combating these barriers





## Combating these barriers

- Curriculum Writing
- Facilitation
- Event Planning



# Engaging Hispanic Communities

Joan Ballista

Museum of Life and Science

Durham, North Carolina

# What Do We Know About Engaging Hispanic Families in STEM?

What?	Why?
Cultural Relevance	Connecting STEM topics to cultural backgrounds increases interest and relatability
Language Accessibility	Language barriers can hinder participation
Personal Relationships	Hispanic families value authentic, personal interactions
Family Engagement	Involving both children and their caregivers enhances learning experiences
Hands-On Learning	Interactive, hands-on activities resonate well with learners
Celebrating Contributions	Highlighting the achievements of Hispanic scientists fosters pride and aspiration
Accessibility of Resources	Cost can be a barrier to participation
Community Involvement	Engaging with community organizations can facilitate access and trust

# Key Lesson #1- Understanding Inter-Cultural Interactions

- **Embrace and Respect Cultural Diversity**

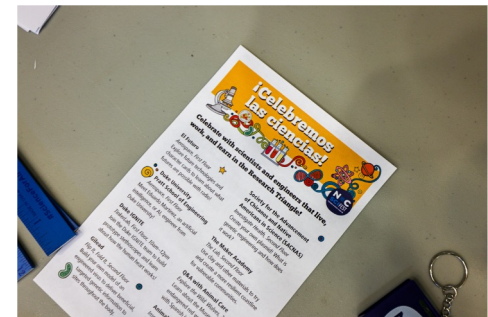
Understand and respect the cultural backgrounds and interests of Hispanic families. Engage them by showing genuine interest in their culture and preferences.

- **Actionable Tip:** Research cultural norms and values. Ask open-ended questions to learn about their interests and motivations. Use culturally relevant examples and references in your programming.
- **Possible Strategy:** Before planning activities, conduct surveys or informal discussions with community members to gather insights about their cultural preferences and interests.

- **Sparkling Interest Effective Strategy :**

Implementing feedback mechanisms, such as surveys and informal conversations, helped gather insights and improve future activities based on participants' needs and preferences.

**Bilingual Communication:** Communicating the benefits of memberships and activities in Spanish ensured that information was clear and accessible to non-English speaking families.





## Key Lesson #2- Building Trust and Authentic Relationships

---

- **Connect authentically with Hispanic Families**  
Hispanic families value authentic interactions and personal connections. Avoid biases and ensure respectful engagement.
- **Actionable Tip:** Engage with families in a personal manner. Show respect and avoid assumptions. Use inclusive language and avoid stereotypes.
- **Possible Strategy :** Train staff on cultural competency and personal engagement techniques. Encourage staff to use personal stories and experiences to build rapport.
- **Sparking Interest Effective Strategy :**  
Sending personalized invitations to families and community leaders increased attendance and showed that their presence was valued.  
Direct facilitation in activities engaging the whole family.



# Key Lesson #3- Integrate Cultural Relevance into Activities

- **Relate Activities to Cultural Contexts**

Link STEM activities to cultural contexts to make them more relevant and engaging for Hispanic children and families.

- **Actionable Tip:** Incorporate cultural themes into STEM activities and discussions. For example, use cultural stories or local traditions as contexts for scientific concepts.

- **Possible Strategy :** Create activity guides that include cultural references and examples. Provide staff with resources and training to connect activities to cultural contexts.

- **Sparkling Interest Effective Strategy :** Cultural Celebrations! Hosting events during cultural celebrations, such as Hispanic Heritage Month and “Celebremos las Ciencias”, attracted more participants and made the activities more relevant and engaging.



# Key Lesson #4-Engage Adults and Families Together

---

- **Foster Family Engagement in STEM Learning**

Engage both children and their parents in STEM activities. Discuss the importance of STEM education and address any concerns or interests they may have.

- **Actionable Tip:** Include parents in discussions about their child's education and the value of STEM. Provide opportunities for parents to participate alongside their children.

- **Possible Strategy :** Develop family-focused workshops or events where both parents and children can engage together. Provide bilingual resources to facilitate understanding.

- **Sparking Interest Effective Strategy:**

Building community Partnerships, collaborating with local organizations like El Futuro and El Centro Hispano helped build trust and reach a wider audience. These partnerships were crucial in promoting family events and activities.

Family Science nights at the Museum.

NASA trip with families.





# Key Lesson #5-Leverage Food, Music, and Free Resources

---

- **Enhance Engagement with Food, Music, and Free Resources**

Incorporate elements of Hispanic culture such as food and music into activities.

Offer free resources to make participation more accessible.

- **Actionable Tip:** Organize events that feature traditional food and music. Provide free or low-cost materials and resources to support participation.

**Possible Strategy:** Plan events that include cultural elements and offer incentives such as free tickets or educational materials. Ensure these are accessible and promoted within the community.

- **Sparkling Interest Effective Strategy:**

Providing discounted or free memberships to families and bringing cultural-representative food significantly increased participation and engagement. These strategies helped make STEM activities more accessible.

Durham free community days- monthly free entrance to the museum for Durham residents.



# Framework for STEM- At home activities

---

- **Develop a guide for customizing hands-on activities for learners and their caregivers.**

Encourage learners and caregivers to work together in a meaningful way by using proper prompts, simple and open-ended questions to promote interaction, creativity and finding relevance.

Making cultural connections to everyday lives of learners according to their age, motivate them by including daily activities (e.g., eating) and observable scientific phenomena(e.g. sea levels) and/or favorite things (e.g., books, animals, games)

In the activity steps and outcomes, incorporate opportunities for learners to develop patience, share, collaborate, and assist one another.

The activity uses simple, inexpensive items you can find at home or recycle.

Adapt the activity for learners with sensory disabilities or impairment (e.g., visual and tactile images for blind, low-vision, and sighted learners)





# Celebrating Latino Culture through STEM

- Opportunities to highlighting contributions, history, representation, and innovation in a way that celebrates diversity and education.







# Embedding Latino Culture in Museums and STEM

Celebrate Latino heritage through education and innovation.



Papel picado shapes, geographical  
axis, colors, wind, gravity, humidity

# Celebrating Latino Culture in Museums



## **EXPLORING LATINO STEM ACHIEVEMENTS**

Latino contributions to  
STEM fields are  
significant and children  
can see themselves  
reflected in faces that look  
familiar



## **CULTURAL HERITAGE IN MUSEUMS**

Museums showcase rich  
cultural heritage and  
history instill a heritage  
pride in families, allowing  
them to see bright  
possibilities for the future.





**Familism** - It is not just about the children but also the parents

- Engagement
- Equity
- Education

El Futuro 



# How to achieve a sense of Belonging in Museums



## **BILINGUAL STAFF**

The first interaction with  
museums is the gate to come in  
and come back!



## **LESSEN BARRIERS**

Engage Latinos, the Latino way



## **HERITAGE AND**

## **EXPRESSION**

Permanent cultural exhibits  
celebrating diverse heritage  
vibrantly and make people feel  
like they belong







Thank you for celebrating strengths of  
Latino culture



# Engaging Hispanic Audiences

## Effective Practices, Practical Ideas

Isabella Lima

Museum of Life and Science

Durham, NC

MUSEUM  
of LIFE +  
SCIENCE



# Addressing Barriers

- Museums have not historically been designed as spaces that are welcoming to Latine/Hispanic audiences.
- There are many barriers that Museum's don't have direct control or decision-making over...
- However, there are ways to design around systemic and societal barriers by learning what effective practices Hispanic-Serving Institutions in your area are doing, and plugging into those existing efforts.



# How?

Things we have learned:



Activities need to be intergenerational.



Facilitated AND self-facilitated activities



Culture and science 'weaving'





# Activity Design and Development

## Facilitated and self-facilitated activities

- Facilitated activities can provide information in an engaging way and connect with the learners to engage them in the activity.
- Self-facilitated activities creates agency in the participants to learn and do the activity together.

Approaching STEM from a cultural background and connecting it with science.



# Culturally Responsive Evaluation

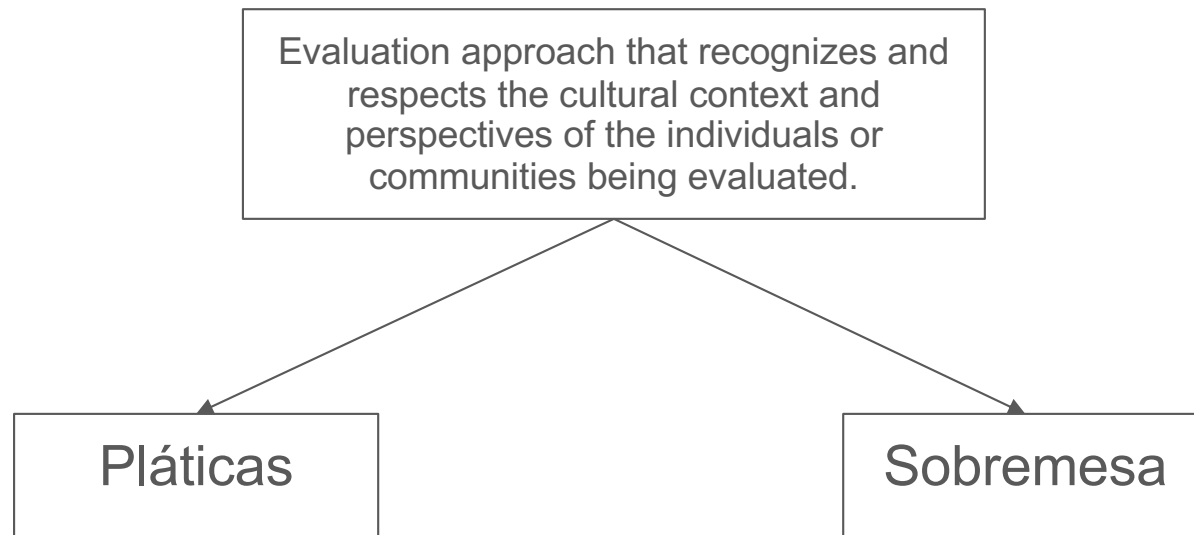
Regina Ayala Chávez, Ph.D.

[regina@consultwithcatalyst.com](mailto:regina@consultwithcatalyst.com)



**catalyst**  
CONSULTING GROUP

# Culturally Responsive Evaluation





# Pláticas



- Everyday conversations we have.
- A more **culturally relevant** method for gathering information from Hispanic participants (Carmona et al., 2018; Fierros & Delgado Bernal, 2016; Flores & Morales, 2021).
- Researcher and the participants exchange knowledge, making them **co-collaborators** and **co-creators** of the research (García & Mireles-Rios, 2019).

# Pláticas

Kermes 2023



NASA Open house



# Sobremesa

Is a cultural activity for many Hispanic communities who stay at the dinner table **after the meal** to have an informal conversation with friends or family, often over coffee and dessert.



**Let's talk in the sobremesa**

**To:** Partners from El Futuro, Centro Hispano, and Museum of Life and Science

**From:** Museum of Life and Science and Catalyst Consulting Group

---

**Why?** We believe we're stronger together when everyone feels comfortable speaking their minds.

**When?** June 4th, 12:00pm

**Where?** Shelter, Red Maple Park in Durham

**What you'll need:** An appetite and a story to share!  
You'll help start our sobremesa with a story that makes you proud of how you have worked with others at the meeting to create learning opportunities for kids and families.

**What we'll provide:** Lunch, dessert, conversation and childcare for those who need it

To help us plan, please RSVP [here](#)



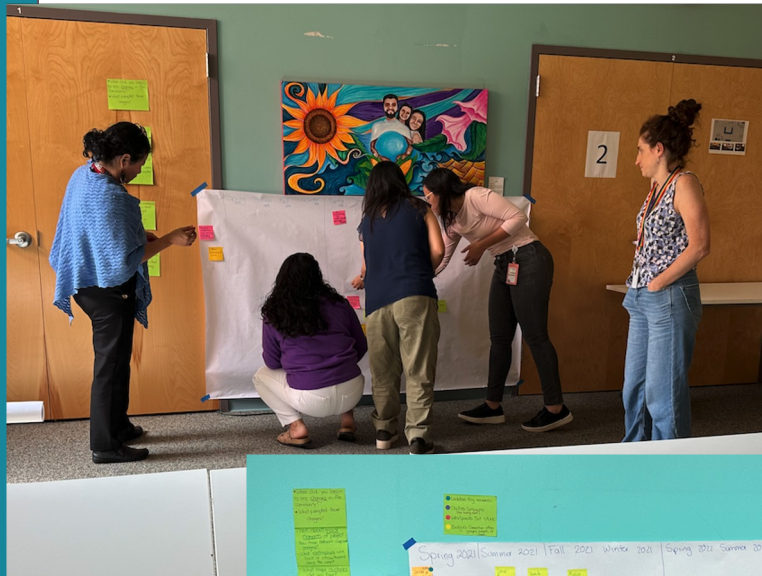
**catalyst**  
CONSULTING GROUP



# Sobremesa



# Journey Scrolls



- This learning activity documents your ideas about the **history of the partnership** between El Centro, El Futuro, and The Museum of Life and Science and outlines the critical stages of project development.
- This activity focuses on the **journey** you all have taken together as part of your partnership.
- The goal is to use your work together as a way to **learn about the success and challenges** of partnering with different organizations to help inform future partnerships.





Thank you!



# Engaging Hispanic Communities Resources

Many NISE Network products are available in Spanish!  
¡Español!

- Spanish Language Translations and Bilingual Resources  
[nisenet.org/spanish](https://nisenet.org/spanish)
- Engaging Hispanic Communities Initiative  
[nisenet.org/hispaniccommunities](https://nisenet.org/hispaniccommunities)
- National Hispanic Heritage Month  
September 15 - October 15 each year  
[hispanicheritagemonth.gov](https://hispanicheritagemonth.gov)
- Recording of Part 1: Co-creation  
[nisenet.org/catalog/online-workshop-recording-co-creation2024](https://nisenet.org/catalog/online-workshop-recording-co-creation2024)



# Resources & Opportunities



Learn more and access the  
NISE Network's online  
digital resources  
[nisenet.org/browse-topic](https://nisenet.org/browse-topic)



Read our monthly newsletter  
[nisenet.org/newsletter](https://nisenet.org/newsletter)



Past Recordings of Online Workshops  
[nisenet.org/online-workshop-recordings-list](https://nisenet.org/online-workshop-recordings-list)

Follow NISE Net on social networking  
[nisenet.org/social](https://nisenet.org/social)





# Next Online Workshop...

Join us for more inspiring partner co-creation stories and results from NISE Network co-creation projects!

**Tuesday, December 3, 2024**  
**2pm-3pm Eastern / 11am-12pm Pacific**



**Registration Coming Soon**  
[nisenet.org/events](https://nisenet.org/events)





# Thank You



*This material is based upon work supported by NASA under cooperative agreement award number 80NSSC22M0100 & 80NSSC22M0122. Any opinions, findings, and conclusions or recommendations expressed in this material are those of the author(s) and do not necessarily reflect the view of the National Aeronautics and Space Administration (NASA).*

# Q&A

**Use the raise hand  
feature or type your  
question into the chat**

