

# Burke Museum: A Journey Through Latin America



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## FRAMING

In King County, there is a lack of museum programming specifically dedicated to Latino/Hispanic families and community members, except for a few institutions. Despite Hispanics and Latinos representing the third largest ethnic group in King County, accounting for 9.8% of the population, very few museums in the county offer programming tailored to this audience. The importance of Hispanic-focused programming is rooted in the composition of traditional Latin-American families. According to the AAM Latino Network's 2021 report on Strategies for Engaging and Representing Latinos in Museums, 27% of Latinos live in multigenerational family households. Among them, 61% of foreign-born Latinos are predominantly Spanish dominant, 51% of second-generation Latinos are bilingual, and 43% are predominantly English dominant. Developing a program that caters to a significant portion of King County will provide an equitable experience for multigenerational Hispanic families and a more profound learning experience for Latino students and museum-goers.

### Purpose and Impact

- Latinos are the fastest growing ethnic and racial minority in United States, museums and institutions are held responsible to reflect their communities in their programming.
- Hispanic students and learners perform better when there is dedicated programs and material for their needs.
- Bilingual programming will give a more equitable experience to Hispanic families composed of multiple generations.

## PROCESS

**Front-end Evaluation:** A survey was shared with Latino(e) individuals to find out what they wanted in a cultural space. This helped create a special museum guide or program for Latino(e) and Hispanic families composed of different generations. Clear goals were set based on the feedback received.

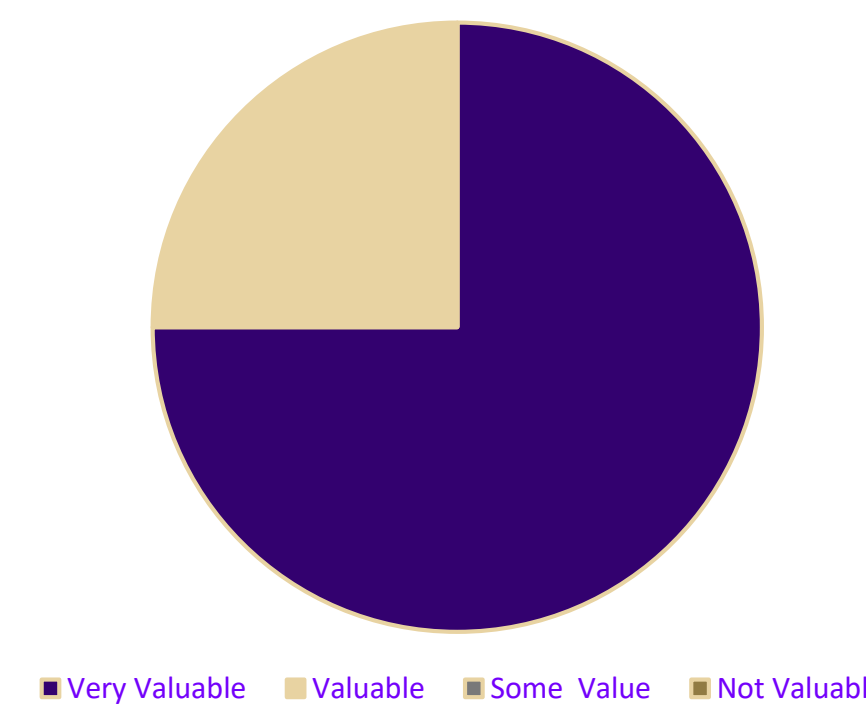
**Planning:** After the front-end evaluation, it was decided to develop a bilingual museum guide with a focus on belongings from Latin America found in the Burke's permanent exhibition. The guide helped families explore and learn about Latin American culture.

**Data Collection:** Digital and physical copies of the guide were offered in both Spanish and English languages at the front desk of the Burke. The level of engagement with these guides was observed over the course of one week.

### Front-end Evaluation

- Those who completed the evaluation valued educational materials presented in a bilingual format and appreciated the museum's collection.
- Additionally, participants expressed that seeing objects from their own culture fostered a sense of belonging.
- The availability of museum guides in other languages was highly requested by the general public of the Burke Museum.

Bilingual Programming is Valuable



## DELIVERABLE

Following the front-end evaluation and analysis of the Burke Museum's comment cards, a bilingual guide was identified as the most suitable deliverable for this project. The guide showcases Hispanic and Latin American belongings and perspectives, featuring a collection of items from diverse countries and cultures within Latin America. These belongings are displayed in three of the museum's permanent exhibitions.

The guide is available in English, as well in Spanish.



## FINDINGS AND RECOMENDATIONS

- The front-end evaluation reveals that Hispanic families' biggest barrier is in terms of admissions and transportation prices, rather than language barriers. This can indicate that museums in King County should prioritize accessible programming and museum experiences.
- Notably, the English guide attracted the attention of 23 individuals, while the Spanish guide engaged 5 visitors from diverse backgrounds, not just Hispanic/Latino(e) identifying.
- This project has the potential for broader expansion, highlighting belongings from various cultures and educational material in multiple languages.

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