

*Latino Sundays*  
*Reports of Evaluation Activities: 2002–2003 and 2003–2004*



**by**  
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# **Latino Sunday**

## **Fall 2003 Mid-term Report of Evaluation Activities**

### Introduction

On the second Sunday of each month, the Oregon Museum of Science and Industry (OMSI) hosts a program called Latino Sunday. On Latino Sundays OMSI has more Spanish-speaking personnel than on other days of the month and Latino Sunday visitors are admitted to the museum free of charge. The program is promoted through OMSI's Latino Science Clubs and other local organizations that work with Latino communities. Latino Sunday is supported in part by funding from the Office of Juvenile Justice and Delinquency Prevention.

The Latino Sunday objectives as stated in the program proposal are:

1. Once a month, OMSI will host a Latino Sunday program, which will allow Latinos free or reduced-rate admission to the museum.
2. Volunteers will facilitate special programs in Spanish designed to promote family involvement in hands-on science activities.
3. Education, Spanish literacy, and science literacy will be encouraged as families become engaged in learning through hands-on science activities together.
4. The Latino educator will promote OMSI Latino programs to the at-risk Latino community.

### Attendance at Latino Sunday

OMSI hosted Latino Sundays every month between July and December. Attendance figures are available for all months but September. At least 332 people attended Latino Sundays within sixty-four (64) groups (Table 1).

Table 1. Number of Latino Sunday visitors since last report.

<b>Month</b>	<b>Number of participants</b>
July	109
August	64
September	n/a
October	30
November	91
December	38
<b>Total</b>	<b>332</b>

# **Latino Sundays**

## **2002–2003 Report of Evaluation Activities**

### **Introduction**

On the second Sunday of each month, the Oregon Museum of Science and Industry (OMSI) hosts a program called Latino Sunday. On Latino Sundays OMSI has more Spanish-speaking personnel than on other days of the month. The program is promoted through OMSI's Latino Science Clubs and through other local organizations that work with Latino communities. Latino Sunday visitors are admitted to the museum free of charge. Currently, Latino Sunday is supported in part by funding from the Office of Juvenile Justice and Delinquency Prevention.

The Latino Sunday objectives as stated in the program proposal are:

1. Once a month, OMSI will host a Latino Sunday program, which will allow Latinos free or reduced-rate admission to the museum.
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4. The Latino educator will promote OMSI Latino programs to the at-risk Latino community.

The 2002–2003 evaluation objectives were to:

1. Record attendance at Latino Sunday.
2. Determine participants' level of satisfaction with Latino Sunday.

The following report describes the data that were collected and concludes with recommendations.

### **Attendance**

On Latino Sunday, OMSI staff and volunteers set up a check-in table specifically for Latino Sunday visitors. When visitors check in at the table, OMSI records the number in their group and how the group heard about the Latino Sunday event.

OMSI hosted nine Latino Sunday programs from October through June. During that period, 1001 participants checked in (Table 1). At least 366 of these participants heard about Latino Sunday through OMSI's Latino Science Club program. The average attendance per month was 111 visitors.

Table 1. Latino Sunday attendance figures.

Month	Number of participants	Number of participants that heard about Latino Sunday through Latino Science Clubs
2002		
October	39	Not recorded
November	190	Not recorded
December	77	25
2003		
January	106	48
February	74	26
March	110	63
April	86	23
May	222	181
June	97	0
Total	1001	366

## Participant Satisfaction

Participants were given the opportunity to rate Latino Sunday in February, March, April, and May. The results of the ratings suggest that Latino Sunday encourages participants to be more curious about science, is a place where they learn something new, is fun, and is an event they would recommend to others. More detailed information on how these ratings were gathered and analyzed is below.

## Methods

A comment sheet was developed for participants to rate their impression of Latino Sunday and OMSI (see sample instrument in Appendix A). These sheets were written in Spanish and made available to participants as they entered and exited Latino Sunday. Forty-seven participants completed the form. The average age of the respondents was 25 years.

The form had four questions that required visitors to circle one of four categorical responses. Visitors could explain their response by providing comments. The form had a fifth, open-ended question.

The questions and response options were:

- Has your visit made you more curious about science?  
Circle one: No way!    Not really    I think so    Yes!    Comments?
- Did you learn anything new?  
Circle one: No way!    Not really    I think so    Yes!    Comments?
- Did you have fun?  
Circle one: No way!    Not really    I think so    Yes!    Comments?

4. Would you recommend Latino Sunday to others?  
Circle one: No way! Not really I think so Yes! Comments?
5. What suggestions do you have for improving Latino Sunday or OMSI?

## Data Analysis

Each of the four response options in the first four questions were coded with a number.

1 = No way!

2 = Not really

3 = I think so

4 = Yes!

The ratings were averaged across participants. All written comments were compiled on a list.

## Results

Participants' responses to the first four questions were very favorable. The average ratings were 3.8, 3.8, 3.9, and 3.9, respectively (Table 1). That is, as a group, participants thought their visit made them more curious about science, taught them something new, was fun, and was a program they would recommend to others.

Table 1. Average response rating for each question (3 = "I think so" and 4 = "YES!").

	Average (N = 47)
1. Has your visit made you more curious about science?	3.8
2. Did you learn anything new?	3.8
3. Did you have fun?	3.9
4. Would you recommend Latino Sunday to others?	3.9

Question #5 asked, "What suggestions do you have for improving Latino Sunday or OMSI?" This question was left unanswered by most respondents, however some of the ideas offered included:

*"You should announce it at 'Latino News.' That would help a lot."*

*"OMSI sign and maps with instructions to help you get to OMSI."*

*"The planetarium or submarine should be included [in the free admission]."*

*"You should have information available in Spanish."*

## Recommendations

Latino Sunday seems to be a popular and successful program. However, it is believed that the survey method used to gather feedback did not yield rich enough information to understand what is working and what is not working as well for the Latino Sunday visitors.

Consider trying different evaluation strategies on Latino Sundays—specifically, try personal interviews and observations. These strategies might yield richer information about some ways Latino Sunday and OMSI can better meet participants' needs and expectations.

## Appendix A



DOMINGO LATINO

### DE CIENCIA EN FAMILIA

Fecha: \_\_\_\_\_ Mi edad: \_\_\_\_\_

1. Haber participado en este evento, ¿Te ha hecho más curioso con respecto a la ciencia?



No, de ninguna manera!

No realmente

Creo que si

Si!

Comentarios:

2. ¿Aprendiste algo nuevo?



No, de ninguna manera!

No realmente

Creo que si

Si!

Comentarios:

3. ¿Te divertiste?



No, de ninguna manera!

No realmente

Creo que si

Si!

Comentarios:

4. ¿Le recomendarías Domingo Latino a otras personas?



No, de ninguna manera!

No realmente

Creo que si

Si!

Comentarios:

5. Tienes alguna sugerencia o idea para mejorar Domingo Latino o algún otro aspecto de OMSI?

# **Latino Sunday**

## **2003–2004 report of evaluation activities**

### Introduction

OMSI continued to host Latino Sundays from July 2003 through June 2004. Latino Sundays are held the second Sunday of each month at the museum. On these days, OMSI has more Spanish-speaking personnel than on other days of the month (usually more Spanish-speaking volunteers) and Latino Sunday visitors are admitted to the museum free of charge. The program is promoted through OMSI's Latino Science Clubs and other organizations that work with Latino communities. Latino Sunday is supported in part by funding from the Office of Juvenile Justice and Delinquency Prevention.

The Latino Sunday objectives as stated in the program proposal are:

1. Once a month, OMSI will host a Latino Sunday program, which will allow Latinos free or reduced-rate admission to the museum.
2. Volunteers will facilitate special programs in Spanish designed to promote family involvement in hands-on science activities.
3. Education, Spanish literacy, and science literacy will be encouraged as families become engaged in learning through hands-on science activities together.
4. The Latino educator will promote OMSI Latino programs to the at-risk Latino community.

### Full report

OMSI hosted twelve Latino Sundays between July 2003 and June 2004 (one every month). Attendance figures are available for all months except September. At least 915 people attended Latino Sundays during the 2003–2004 year (Table 1).

Table 1. Number of Latino Sunday visitors July 2003 through June 2004.

	Adults	Children	Total
July	46	63	109
August	33	31	64
September	n/a	n/a	n/a
October	14	16	30
November	50	41	91
December	17	21	38
January	19	19	38
February	93	85	178
March	63	60	123
April	44	44	88
May	20	22	42
June	52	62	114
<b>Total 2003–2004</b>	451	464	<b>915</b>

Two different educators led Latino Sunday during the 2003–2004 year. One educator led Latino Sundays from July 2003 through January 2004. The second educator led Latino Sundays from February through June 2004.

The February Latino Sunday had the highest attendance for the year—178 attendees. The educator promoted the event by distributing e-mails and calling many families directly. Since many families attended the event for the first time, volunteers served as museum guides.

During the months of March, April, and May, Latino Sunday experienced staffing problems. Many volunteers did not attend consistently, which made it difficult to plan activities.

During the February and March Latino Sundays, a feedback survey was available in Spanish for adult attendees to complete (see Attachment A). Thirteen surveys were completed. Nine of the 13 respondents reported that they stayed at the museum for 2 to 3 hours.

When asked, “Has this visit made you more curious about science,” 13 respondents said, Yes! or I think so! When asked, “Did you learn anything new,” 13 respondents said, Yes! or I think so! When asked, “Did you have fun,” 13 respondents said, Yes! When asked, “Would you recommend Domingo Latino to others,” 13 respondents said, Yes!





DOMINGO LATINO

## DE CIENCIA EN FAMILIA

Edad \_\_\_\_\_

Masculino

Femenino

Edades de otras personas en tu grupo \_\_\_\_\_

1. ¿Cuáles fueron las dos cosas que más te gustaron del museo?

1.

2.

2. ¿Hubo algo que no fue de tu agrado? Menciona dos.

1.

2.

3. ¿Por cuánto tiempo visitaste en el museo ?

Menos de 1 hora

1 a 2 horas

2 a 3 horas

3 a 4 horas

4. Haber participado en este evento, ¿Te ha hecho más curioso con respecto a la ciencia?



No, de ninguna manera!



No realmente



Creo que si



Si!

5. ¿Aprendiste algo nuevo?



No, de ninguna manera!



No realmente



Creo que si



Si!

6. ¿Te divertiste?



No, de ninguna manera!



No realmente



Creo que si



Si!

7. ¿Le recomendarías Domingo Latino a otras personas?



No, de ninguna manera!



No realmente



Creo que si



Si!