

Making a Difference

Engaging Underserved Communities Through Membership



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Case Study #1

COSI Center of Science and Industry Columbus, Ohio



COSI At A Glance

- Largest science center in Ohio
- Member Households: ~21,000
- Annual On-site Guests: ~658,000
- Basic Family Membership: \$115
- General Admission: \$19 adults, \$14 youth

Family Access Membership

- Launched in November 2004
- Original Price: \$20

COSI MEMBERSHIP
Discover something new every visit

EXPERIENCE SCIENCE & FUN WITH YOUR FAMILY AT COSI. COSI MEMBERSHIPS ARE JUST \$40 FOR ELIGIBLE FAMILIES.

Your Family Access Membership Includes:

- Free year-long admission to COSI's classic exhibits
- Free reciprocal admission to 350+ science centers worldwide*
- Member express check-in
- Invitations to member previews and events
- Discounts on movies, parking, camps, workshops and more!

How to Qualify:
To join at this rate, families must provide a photo ID & proof of current participation in one of the following programs at time of purchase:

- WIC
- Ohio Directions
- Medicaid (from Ohio)

The Family Access Membership admits 2 adults and dependent children (18 & under) in the same household
*Some restrictions apply. Cannot be purchased online.

Join Today!
VISIT COSI OR CALL 614.228.2674 FOR MORE INFORMATION
333 West Broad Street, Columbus, OH 43215 | 614.228.2674 | www.cosi.org

Family Access Membership

Benefits

- Two adults and all children/grandchildren 18 & under in the same household
- All Basic Membership Benefits apply
- No renewal discounts

Family Access Membership

Eligibility/Application

- Proof of participation in one of three programs:
 - WIC
 - Ohio Directions (food stamps)
 - Ohio Medicaid
- Same sales channels as other membership sales (except online)

Family Access Membership

Audiences

Individuals & Families

- Original Cost: \$20; Current Cost: \$40
- Marketed as membership level on all materials
- Word of mouth, self-selection

Family Access Membership

Audiences

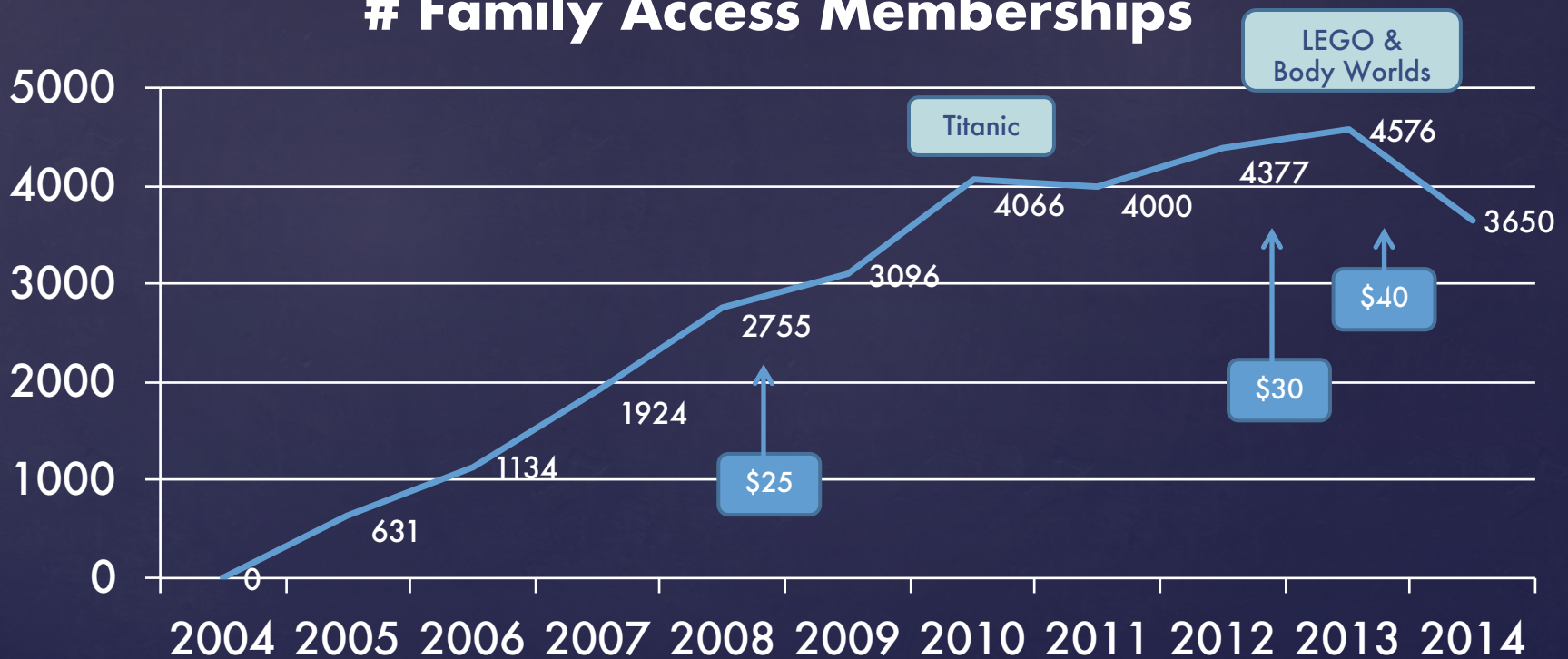
Organizations

- Original Cost: \$40; Current Cost: Varies
- Local, state, and corporate partnerships
- Community organizations key to early marketing

Family Access Membership

Who Are We Serving?

Family Access Memberships



Family Access Membership

Who Are We Serving?

- Decreased organizational purchases
- No major need for targeted publicity
- Not necessarily reaching families in the deepest economic need

Family Access Membership

Who Are We Serving?

Household Demographics: Family Access

Age	% Customers	CBSA	Home Owner/Renter	% Customers	CBSA
18 to 29	75%	18%	Own	64%	76%
30 to 39	33%	20%	Rent	36%	24%
40 to 49	24%	23%			
50 to 59	16%	22%			
60 to 69	7%	14%			
70 Plus	2%	10%			
Income	% Customers	CBSA	Home Value	% Customers	CBSA
Under \$25,000	16%	19%	Under \$100,000	81%	34%
\$25,000-\$34,999	71%	11%	\$100,000-\$199,999	47%	42%
\$35,000-\$49,999	19%	14%	\$200,000-\$499,999	18%	32%
\$50,000-\$74,999	26%	20%	\$500,000+	2%	4%
\$75,000-\$99,999	15%	14%			
\$100,000 Plus	13%	23%			
Education	% Customers	CBSA	Year Home Built	% Customers	CBSA
High School Graduate	44%	56%	Before 1960	62%	38%
College Graduate	56%	33%	1960-1979	24%	24%
Less than High School	23%	12%	1980-1999	25%	28%
			2000 - Present	13%	16%
Presence of Children	% Customers	CBSA	Length of Residence	% Customers	CBSA
Yes	71%	71%	0-3 years	58%	42%
No	29%	57%	4-6 years	16%	13%
			7-10 years	13%	13%
			11+ years	29%	37%

Household Demographics: General Members

Age	% Customers	CBSA	Home Owner/Renter	% Customers	CBSA
18 to 29	5%	10%	Own	95%	76%
30 to 39	73%	38%	Rent	5%	24%
40 to 49	34%	23%			
50 to 59	12%	22%			
60 to 69	7%	14%			
70 Plus	4%	10%			
Income	% Customers	CBSA	Home Value	% Customers	CBSA
Under \$25,000	5%	19%	Under \$100,000	4%	22%
\$25,000-\$34,999	3%	10%	\$100,000-\$199,999	30%	42%
\$35,000-\$49,999	6%	14%	\$200,000-\$499,999	66%	57%
\$50,000-\$74,999	15%	20%	\$500,000+	9%	4%
\$75,000-\$99,999	71%	21%			
\$100,000 Plus	50%	23%			
Education	% Customers	CBSA	Year Home Built	% Customers	CBSA
High School Graduate	34%	56%	Before 1960	25%	32%
College Graduate	62%	62%	1960-1979	18%	24%
Less than High School	4%	12%	1980-1999	57%	28%
			2000 - Present	23%	16%
Presence of Children	% Customers	CBSA	Length of Residence	% Customers	CBSA
Yes	76%	76%	0-3 years	27%	36%
No	24%	57%	4-6 years	17%	13%
			7-10 years	21%	13%
			11+ years	34%	37%

Case Study #2

Orlando Science Center

Orlando, Florida



OSC At A Glance

- Largest cultural institution in Central Florida
- Member Households: ~9,000
- Annual On-site Guests: ~475,000
- Family Membership: \$145
- General Admission: \$19 adults, \$13 youth



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Science For All Membership

- Launched in March 2013
- Price: \$25



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ORLANDO SCIENCE CENTER
Science for ALL MEMBERSHIPS

JOIN NOW FOR A YEAR OF FUN AND LEARNING!

MEMBERSHIP INCLUDES:

- Access to Science Center exhibits for two adults and all the children living in the household under the age of 18
- One Digital Adventure Theater Hollywood Film per visit
- Discounts to special events and blockbuster exhibitions
- Free parking
- Discounts on camps, workshops and birthday parties
- Free admission to Otronicon, Spooktacular and member-only events
- Plus more!

Eligibility requirements are listed below. Annual Family Memberships are \$25 for those who qualify.

You must submit the following documents in order to be considered for a Science for All Membership. Documents must be valid and active when the application is submitted.

REQUIRED:

- Document showing your current household income (i.e. tax statements or pay stubs)

TWO REQUIRED:

- Medicaid Documents
- SNAP (Supplemental Nutrition Assistance Program) Documents
- WIC (Women, Infants & Children) Documents
- CHIP (Children's Health Insurance Program)/ Florida Kidcare Documents

Please apply by completing the Science For All Membership application. Return completed application to the Science Center or email to OSCMembership@osc.org.

Made possible by:

Walmart **UNIVERSAL Orlando** **macy's**

777 East Princeton Street, Orlando, Florida 32803 • 407.554.1234

Science For All Membership

Benefits

- Two adults and all children/grandchildren 18 & under in the same household
- All Basic Membership Benefits apply
- One renewal available if requirements are met



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Science For All Membership

Eligibility/Application

- Completed application
- Proof of participation in two of four programs:
 - WIC
 - SNAP
 - Medicaid
 - CHIP
- Proof of income



Science For All Membership

Eligibility/Application

- One renewal available if:
 - Survey completed
 - Six visits during membership term
- All paperwork must be resubmitted
- No continual renewals



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Science For All Membership

Eligibility/Application

- 1-2 week committee review process
- Each application considered individually
- Occasional exceptions



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Science For All Membership Marketing

- Target Audience: Families with Children
- Onsite Marketing: member communications, OSC events
- Offsite Marketing: local community, Headstart, local businesses



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Science For All Membership

Who Are We Serving?

Household Demographics: Science For All Members

Household Demographics: General Members

<u>Age of Children</u>	<u>Responses</u>	<u>Respondent Age</u>	<u>Responses</u>
0-3 years	36%	18-24 years	0%
4-6 years	59%	25-29 years	15%
7-10 years	49%	30-34 years	31%
10+	44%	35-39 years	31%
No children	0%	40-44 years	17%
		45-49 years	4%
		50-54 years	3%
		More than 55 years	0%
		Prefer not to answer	0%
<u>Highest Level of Education</u>	<u>Responses</u>	<u>Ethnicity</u>	<u>Responses</u>
High School Graduate	31%	Hispanic or Latino	27%
Associate's Degree	29%	White	51%
Bachelor's Degree	31%	Black or African American	15%
Master's Degree	5%	Asian or Other Pacific Islander	3%
Professional Degree	0%	American Indian or Alaska Native	0%
		Other	4%
<u>Driving Distance from OSC</u>	<u>Responses</u>		
Less than 10 minutes	4%		
10-20 minutes	27%		
20-30 minutes	28%		
30-60 minutes	40%		
More than 60 minutes	1%		

<u>Age of Children</u>	<u>Responses</u>	<u>Respondent Age</u>	<u>Responses</u>
0-3 years	46%	18-24 years	0%
4-6 years	53%	25-29 years	6%
7-10 years	45%	30-34 years	22%
10+	27%	35-39 years	25%
No children	2%	40-44 years	19%
		45-49 years	9%
		50-54 years	4%
		More than 55 years	15%
		Prefer not to answer	0%
<u>Highest Level of Education</u>	<u>Responses</u>	<u>Ethnicity</u>	<u>Responses</u>
High School Graduate	10%	Hispanic or Latino	10%
Associate's Degree	16%	White	79%
Bachelor's Degree	40%	Black or African American	3%
Master's Degree	25%	Asian or Other Pacific Islander	4%
Professional Degree	8%	American Indian or Alaska Native	1%
		Other	3%
<u>Driving Distance from OSC</u>	<u>Responses</u>		
Less than 10 minutes	11%		
10-20 minutes	24%		
20-30 minutes	36%		
30-60 minutes	24%		
More than 60 minutes	4%		

Science For All Membership

Who Are We Serving?

226 Approved memberships since launch

109 Active memberships

21 Renewals



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Science For All Membership

Who Are We Serving?

60% Completed Survey

85% Feel membership develops science ideas and concepts in their family

95% Say child has shown interest in STEM learning through the membership

100% Would recommend OSC to friends and family



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Comparisons



- Full membership benefits
- Deep discount rather than free
 - Community promotion



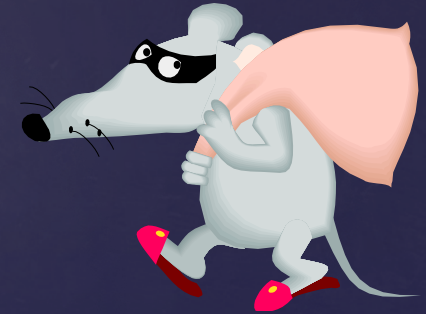
- Fewer application requirements
- Treated as regular member level
- No use requirements or usage evaluation
- No major underwriters
- Strict application and renewal requirements
- Promoted as a membership scholarship
- Usage evaluation and use requirements
- 70% funded by partners

Challenges



Funding

Abuse



Transportation



Management

Back to the Mission

"I have a child with disabilities and going to the Science Center gave him the opportunity to communicate, socialize, and visually look at different things that he could touch and play with. It gave our family time to bond outside the house."



"I was really happy for my family, for my kids when we got the scholarship. One of my daughters would rather go to the Science Center than Disney."

"I would love to renew. I know the donations and funds are tight so even though I appreciate the membership, if another family could benefit from this experience, I would love for them to experience that as well."

Questions?



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