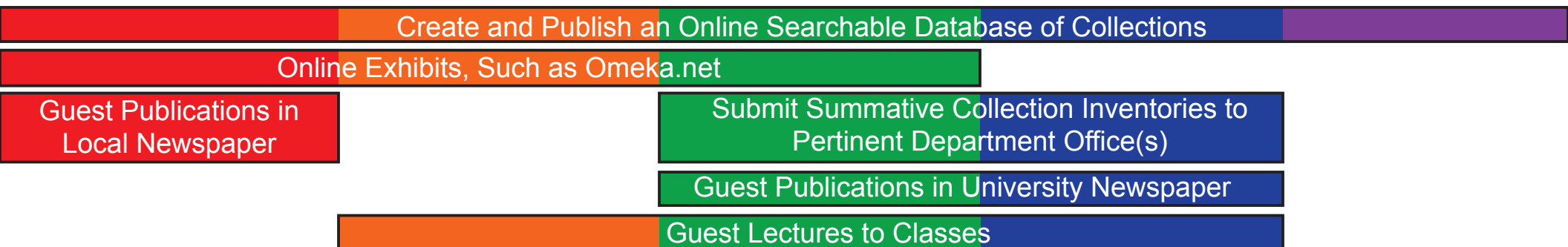


**Audience Is Unaware  
of Museum's Presence**



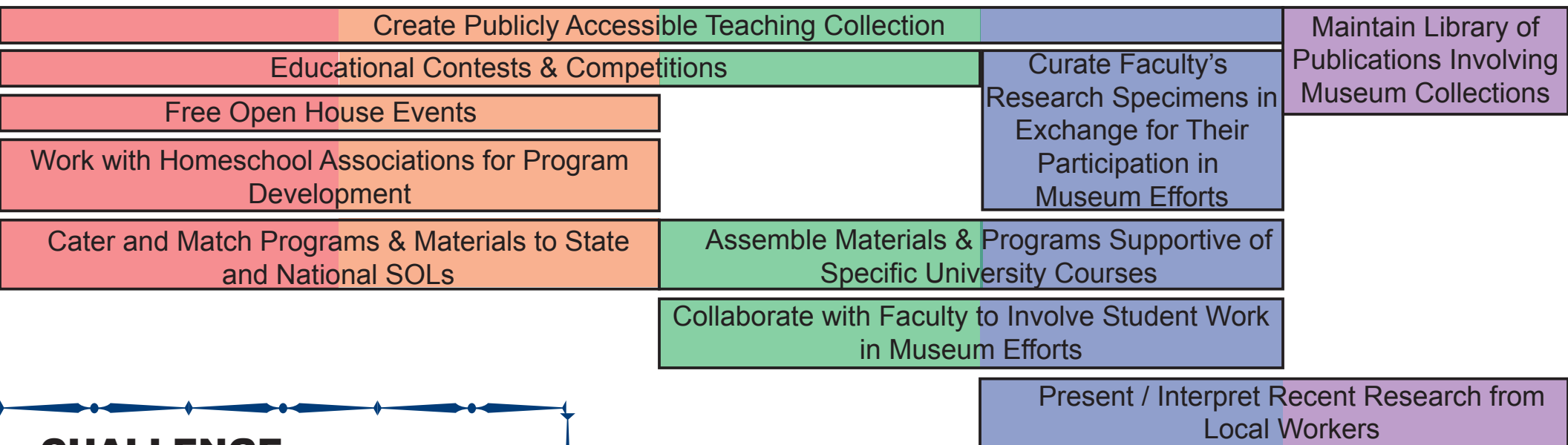
**General Public**

**pK-12 Students &  
Educators**

**University Students**

**University Faculty**

**Researchers**



**CHALLENGE:  
Establishing the Presence  
of a Campus Museum**

**Audience Is Aware,  
but Not Engaged**