

2022 Civic Season Evaluation

Key Takeaways

October 2022



kera
COLLECTIVE

MADE
BY US

REPORT

*2022 Civic Season
Evaluation*

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SUGGESTED CITATION

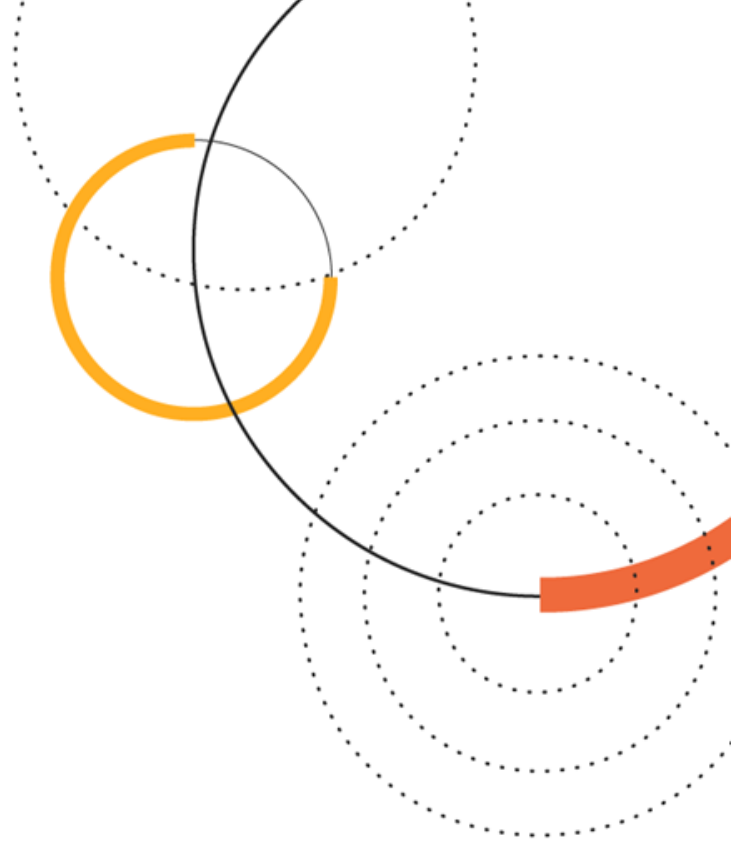
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2022 Civic Season Evaluation Key
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MADE BY US - 2022 CIVIC SEASON EVALUATION




Key Takeaways



About the Key Takeaways

The following pages outline the key takeaways from an evaluation conducted by Kera Collective for Made By Us of the 2022 Civic Season.

A few things to know about them →

1. The takeaways are **arranged by evaluation audience**, in order from:
 -  Young People who Participated in the 2022 Civic Season
 -  Young People who *Did Not Participate* in the 2022 Civic Season
 -  History Museum Partners
2. These key takeaways are **just the highlights**—please see the full report for detailed findings.
3. These key takeaways **represent Kera Collective's interpretation of the data and the most salient points**, given our professional experience and our current understanding of Made By Us and the Civic Season.

KEY TAKEAWAYS

Young People who Participated in the 2022 Civic Season

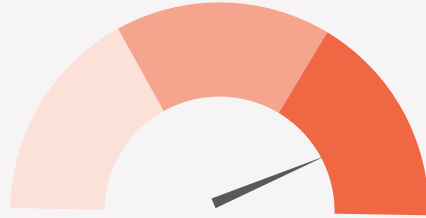


Nothing about Civic Season felt “traditional” to Young People who participated. But there is more to be done in terms of achieving outcomes.

High achievement — doing great!

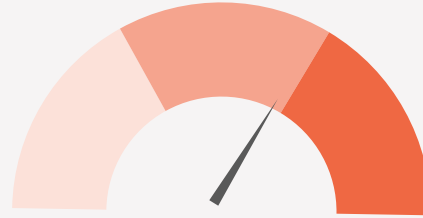
Medium achievement — doing okay, but there’s room to improve

Low achievement — needs a lot of work



Did Young People enjoy the 2022 Civic Season?

Yes! Whether history professionals or not, most described Civic Season in glowing terms (“fun,” “relatable,” “important”) and appreciated its energetic social media presence. While they offered ideas to improve Civic Season, they also could not wait to participate again.



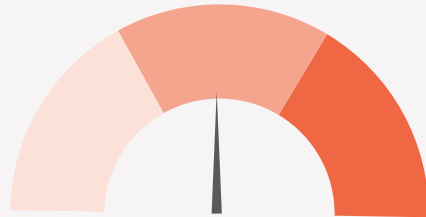
Did Young People discover new ways to engage in civic participation?

It certainly seems that way—at least, for Young People *without* professional history backgrounds, who liked learning new ways to support causes they care about. This idea felt already familiar to history professionals, and they had mixed feelings on whether Civic Season emphasized “possibilities” versus “action”.



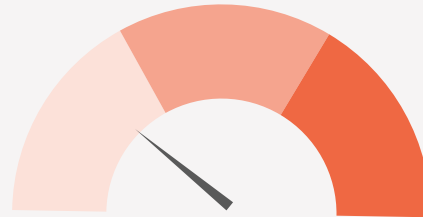
Did Young People feel welcomed into a nationwide community of Young People?

Not as much as we’d hope. While a few felt encouraged seeing other Young People engage with Civic Season via social media, most said it was hard to connect with other Young People virtually—they craved in-person interactions.



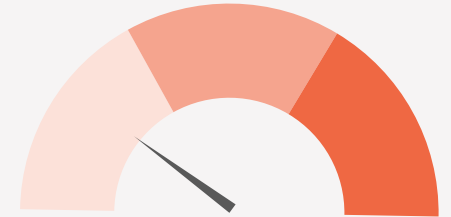
Did Civic Season help Young People understand they are part of shaping history?

Yes and no. Most non-history professionals felt Civic Season was “refreshing” and that it helped them better understand how history relates to today. History professionals agreed that Civic Season reinforced this idea (and praised it for doing so) but questioned whether it really focused on “shaping” the future.



Did Civic Season help Young People see history museums in a new light?

This remains unclear. While non-history professionals appreciated how Civic Season connected the past to modern times on social media, there was less indication their attitudes towards *museums* changed. The fact that most could not attend an in-person event (despite wanting to) may be a factor.



Did Civic Season help Young People realize ways they are already civically engaged?

It’s a mixed bag. History professionals emphatically said yes, but also already felt confident that they were civically engaged. Most non-history professionals did not feel this was strongly emphasized and blamed themselves for not participating enough to get this message.

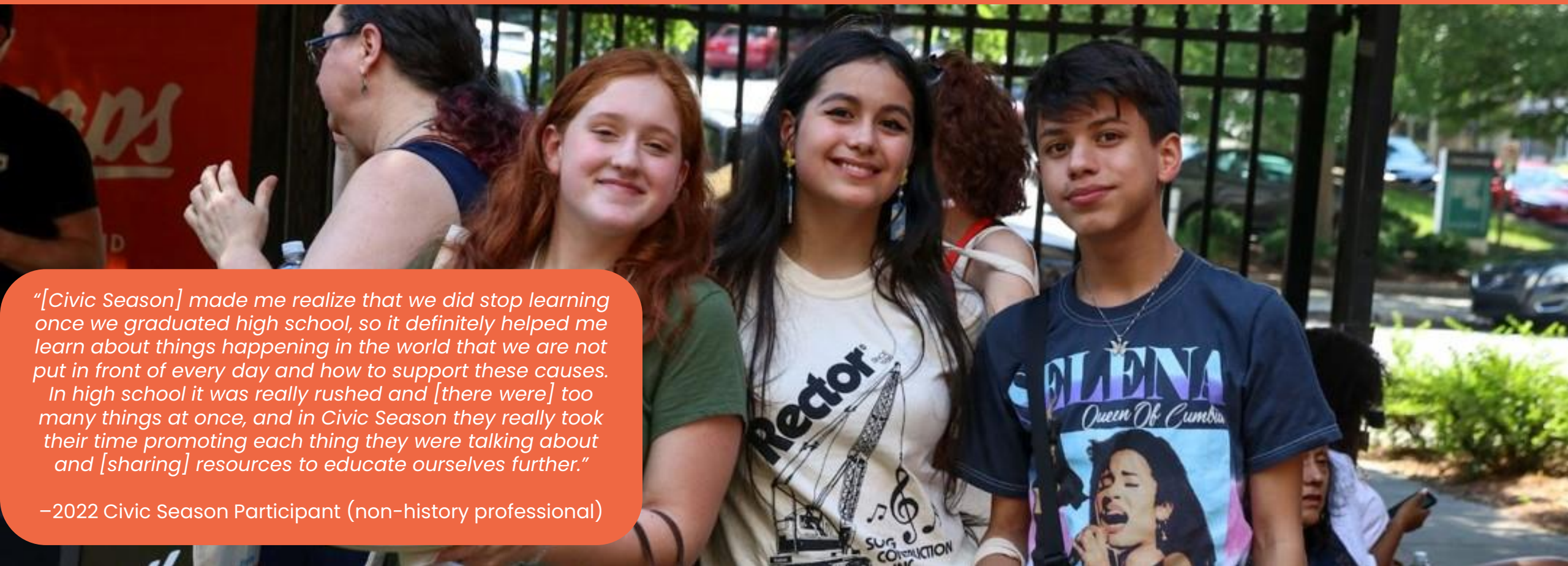
Tactical Questions & Considerations

- **Participants deeply crave more in-person over virtual options.** This came up again and again in the interviews and was reinforced by the fact that many did not do the virtual options available. They mostly did not feel a strong sense of community with other Young People—yet.

→ **How can Made By Us feed Young People’s desire for genuine community and connection in 2023 without going beyond its means?**

- **Young People with a professional history background came for the history, whereas “regular” participants wanted to be more civically engaged.** All appreciated the history presented in Civic Season but sometimes struggled to see how they are part of shaping it. Feelings were mixed on whether what Civic Season offered “counts” as “taking action,” and history generally seemed to be emphasized over history *museums*.

→ **How can Made By Us continue helping Young People see how they are already making a difference and how history *museums*—not just knowing about history—can support their efforts?**



"[Civic Season] made me realize that we did stop learning once we graduated high school, so it definitely helped me learn about things happening in the world that we are not put in front of every day and how to support these causes. In high school it was really rushed and [there were] too many things at once, and in Civic Season they really took their time promoting each thing they were talking about and [sharing] resources to educate ourselves further."

—2022 Civic Season Participant (non-history professional)

KEY TAKEAWAYS

Young People who *Did Not Participate* in the 2022 Civic Season

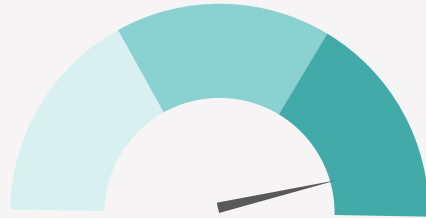


Young People are excited about Civic Season and want to do more to support causes they care about. But they are busy and selective with their time.

Yes — definitely!

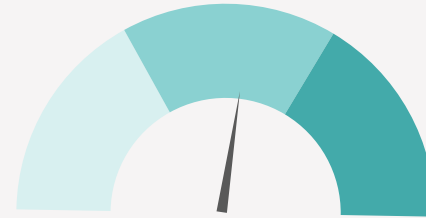
Sort of — it's a mixed bag

Not really



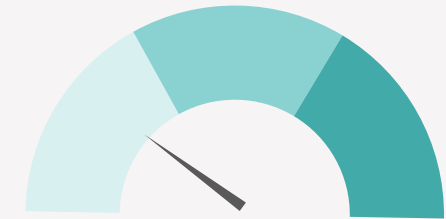
Do Young People consider themselves to be engaged citizens?

Mostly yes! Young People think engagement with *local* communities and politics is key to civic engagement, and they care about and stay informed on a wide range of issues. They have a broad concept of what civic engagement means, although their actual level of engagement at a given time fluctuates.



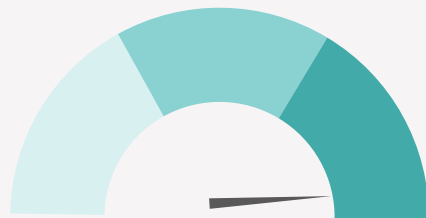
Do Young People feel history is significant to their everyday lives?

Yes, but they usually don't think about history daily. While Young People agree it's important to "air our dirty laundry" and learn from the past, most have not been to a history museum recently. History museums only feel relevant to them when they share a progressive view of history.



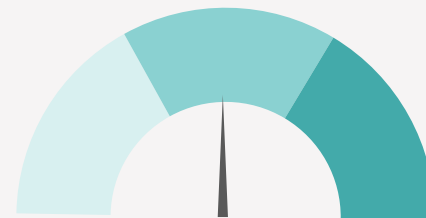
Do Young People normally "celebrate" July 4 and Juneteenth?

Mostly no. Young People acknowledge July 4th as a day of fun and rest but don't feel "patriotic" about it. Most also do not actively celebrate Juneteenth because it doesn't resonate personally, although they agree it's important to recognize nationally.



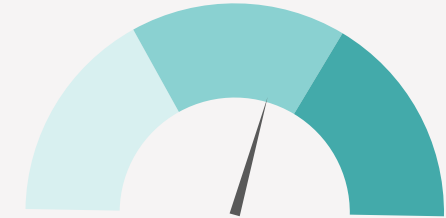
Did Civic Season appeal to Young People, overall?

Yes! Young People were intrigued by Civic Season, especially the idea of having a space to collaborate with other Young People who have common goals and work towards collective action. They hoped that Civic Season would "nudge" them to do more without making them feel more overwhelmed.



Were Young People interested Civic Season's events and activities?

Yes, but they gravitate strongly towards in-person over virtual events, which they think seem more "fun" and have a better chance at fostering connections among Young People. They tend to bail on virtual events, especially when they feel overwhelmed or not that committed in the first place.



Did Civic Season's goals resonate with and feel achievable to Young People?

Mostly! Young People were drawn to Civic Season's emphasis on understanding historical context and learning how they can "shape history" to make a difference. But, while they crave connection with other Young People, they also think this might be hard to achieve.

Tactical Questions & Considerations

- **Young People are extremely busy and selective about what they do with their time.** They consider themselves already civically engaged, so anything that doesn't feel fun and matched to their "level" of understanding of an issue does not feel worth it to them.

→ **As it enters the third Civic Season in 2023, how can Made By Us continue guide Young People who are newcomers to civic engagement without alienating those who already consider themselves "in the know"?**

- **Young People were strongly drawn to Civic Season's focus on connecting history to making a difference today.** They see how Civic Season could play an important role in "nudging" Young People like them towards more meaningful, yet manageable daily actions. However, this alone isn't enough of a draw. Like this year's Civic Season participants, they crave genuine connection with their peers through "fun" in-person experiences. They are sick of virtual events and want to make a difference in their communities.

→ **How can Made By Us help Young People feel PART of something at the national level while also feeding Young People's desire for local, personal impact and connections?**



*“One of the biggest challenges is in-person connection. We’re such a digital generation and it’s so hard to really form a strong connection. **I think digital spaces have kind of harmed us in a way.** It’s hard to build strong in-person connections. There’s like a lot of social anxiety now and it can be hard to even have the courage to show up for something like that. Especially if you’re living in like a new city and you don’t have a lot of friends, it’s hard to go to these meetups and put yourself out there. But I do think that at the same time, there’s also kind of a want for that, a need for that for Young People.”*

–Young Person who Did Not Participate in the 2022 Civic Season

KEY TAKEAWAYS

History Museum Partners

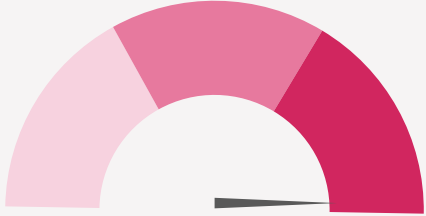


Partners had a great 2022 Civic Season experience! They feel well-supported by the Made By Us team, and many are already planning for next year.

**Definitely—
doing great!**

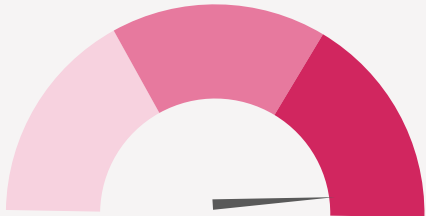
**Somewhat—
doing okay,
but there’s
room to
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**Not Really—
needs a lot of
work**



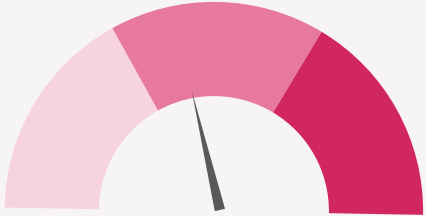
Did Partners have a good 2022 Civic Season experience overall?

Yes! Across the board, both new and returning partners loved being a part of the 2022 Civic Season. They especially appreciated feeling like a part of a likeminded community of museums and historical organizations trying to make a difference in connecting Young People to history.



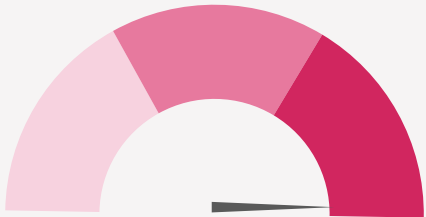
Did Partners feel supported by Made By Us in carrying out Civic Season?

Also yes! Overall, they felt Made By Us made it easy to participate in Civic Season. Made By Us’ constant communication, tailored 1-1 outreach, and custom materials kept partners updated and informed about what to expect.



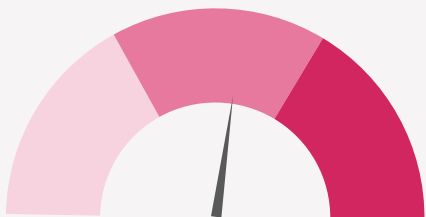
Did Partners feel their organizations had the capacity to participate in Civic Season?

Not as much as they would have liked. Many said summer is a busy time for them already, and a few smaller organizations said it was hard for staff to promote Civic Season alongside their other tasks and coordinate these efforts internally.



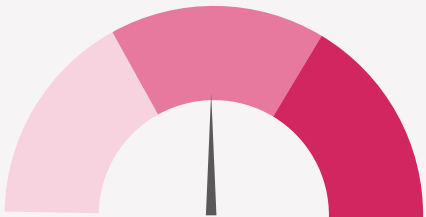
Do Partners feel they benefitted as an institution from being part of Civic Season?

Wholeheartedly. Despite minor challenges, partners saw a range of benefits to participating in Civic Season, including their programs gaining national exposure, getting to know what drives Young People, and making the case for engaging Young People to their boards.



Do partners feel Civic Season increased their understanding of Young People?

Yes, to an extent. Partners appreciated learning from Made By Us’ market research (personas), observing how Made By Us interacts with this audience on social media (so direct!), and the chance to talk with Design Fellows 1-1. But, they acknowledged they have more to learn.



Can Partners envision new pathways towards connecting with Young People?

Somewhat. They didn’t share specific ideas for this but said they feel inspired to continue engaging this audience. However, most also said their programs this year weren’t well attended by 18-30 year olds (despite heavy promotion from Made By Us).

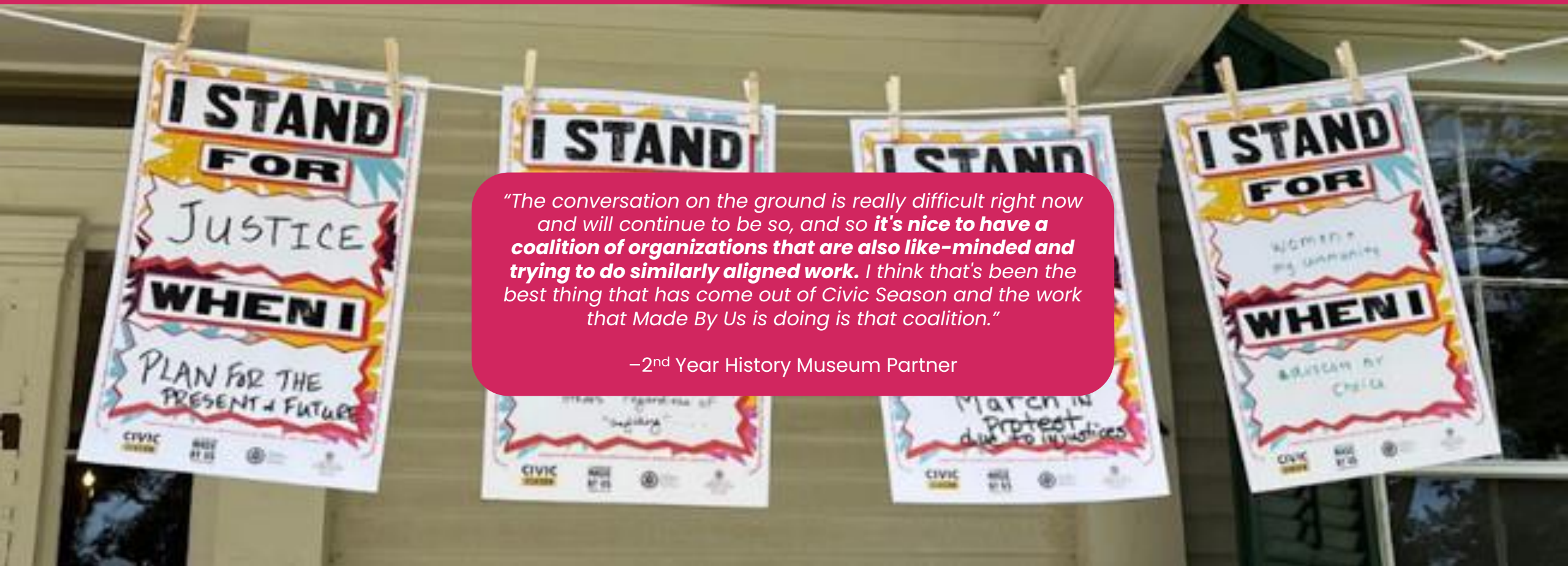
Tactical Questions & Considerations

- **Partners feel well supported by the Made By Us team and appreciate the array of resources made available to them and that they can customize Made By Us materials to suit their own needs. Most of all, they love feeling they are part of a large community and network of like-minded organizations.**

→ What steps can Made By Us take to continue supporting partners at an individual level, while also fostering an active community of organizations so partners can help support each other?

- **While partners appreciate what they have learned from Civic Season and Made By Us about 18–30-year old's, responses are mixed as to whether their Civic Season programs this year necessarily attracted this audience (despite being well-promoted by Made By Us).**

→ How can Made By Us support and encourage partners in 2023 as they attempt to remix and reformat their existing programs to appeal to Young People? Does Made By Us need to be pickier about which of partners' programs it amplifies during Civic Season?



*“The conversation on the ground is really difficult right now and will continue to be so, and so **it’s nice to have a coalition of organizations that are also like-minded and trying to do similarly aligned work.** I think that’s been the best thing that has come out of Civic Season and the work that Made By Us is doing is that coalition.”*

–2nd Year History Museum Partner



Thank you!



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