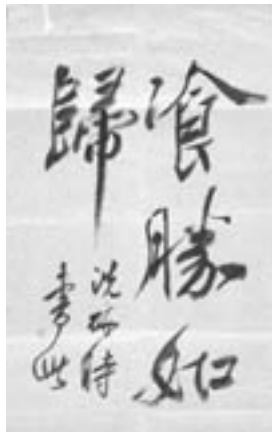
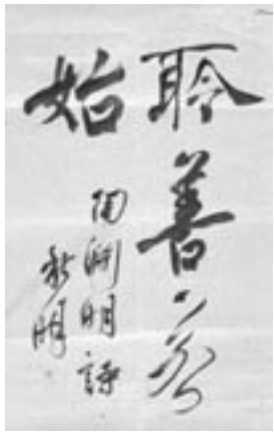


BROADENING, DEEPENING, DIVERSIFYING



Shen Yinmo, China, 1883-1900. Calligraphy: Poem by Tao Yuanm (372-427), 1940-1949, couplet of two sheets: ink on paper, two sheets, each 30 5/8 x 19 in., Gift of Zhang Chonghe, 2003.117.1-2



Seattle Center's Festal program allows the entire family to participate in the joy of art-making through SAM sponsored activities.



A young participant engages in artistic activities at one of this year's Festals.

SINCE RECEIVING a prestigious grant in 1999 from The Wallace Foundation to sustain and enhance efforts to promote ethnic diversity in all aspects of the museum, SAM has used the funds to accomplish its goals to diversify its audience and foster a deeper and ongoing community involvement in the daily life of the museum.

In the past three and a half years, some key changes have taken place throughout the entire institution. SAM recognizes that both art and audience are fundamental to the core mission of the museum, and is addressing barriers to community participation.

In our efforts to sustain existing relationships in Seattle's diverse communities and engage new audiences, SAM continues to work on broadening the Community Network, a special program that now has over three thousand members. Members receive invitations to SAM events; are informed of community involvement opportunities through the museum's monthly e-News; and receive exhibition passes, brochures and posters.

To address financial as well as perceptual barriers to audience participation, twenty-two thousand free

and discounted passes were distributed in FY04 to social service organizations, diverse cultural and professional associations, businesses, religious organizations and youth and student organizations that are traditionally underrepresented in museum audiences.

SAM's efforts to build relationships with Seattle's diverse communities continue through outreach at Festals, monthly cultural celebrations held at the Seattle Center reaching over three hundred thousand total annual visitors. More than 3,100 children and families participated in SAM's art activities. As an incentive to visit SAM, discounted passes were distributed to festival attendees, twenty percent of whom had never before visited SAM. Festival coordinators indicated that SAM's participation and outreach at the Festals helps to educate the community about other cultures and contributes to the overall success of the festivals.

Fundamental to SAM's vision and mission is our dedication to art and our audience. To that end, we strive to understand the needs of our audience, volunteers and staff so that we provide a welcoming and engaging environment and workplace conducive to the

experience and enjoyment of art. According to recent surveys, the community's perception of SAM as elitist and unwelcoming has changed to a perception of the museum as welcoming, educational, community-oriented and engaging, due to the efforts of the staff and Board.

Providing excellent customer service is one way SAM strives to broaden and deepen audience participation. As part of our dedication to providing a comforting and participatory environment for visitors, SAM conducted customer service and diversity training for all frontline staff (admissions, café, AV, membership, security, store and volunteers). Some of the key outcomes of these sessions included empowering all staff with the responsibility of creating excellent visitor service, the creation of department-specific customer service statements and training manuals, and an immediate and visible difference witnessed in the customer service provided by SAM staff.

This program is supported by Deepening the Dialogue, an initiative funded by The Wallace Foundation, is a key component of this program, strengthening SAM's programming and community partnerships.

"The children's art activities that SAM provides at the Festal events at the Seattle Center have been really great. This is something that you would not associate with SAM five years ago. It has changed my perception of SAM because it is outside the box—something different and community centered."

— Festal Participant

OUR VISION

SAM will strive to deepen its relationship with the **COMMUNITY**, forging new **RELATIONSHIPS** with the people, cultures and organizations that **CELEBRATE ARTISTIC DIVERSITY**.