

# ENGAGING YOUTH

*Without the Hashtag*



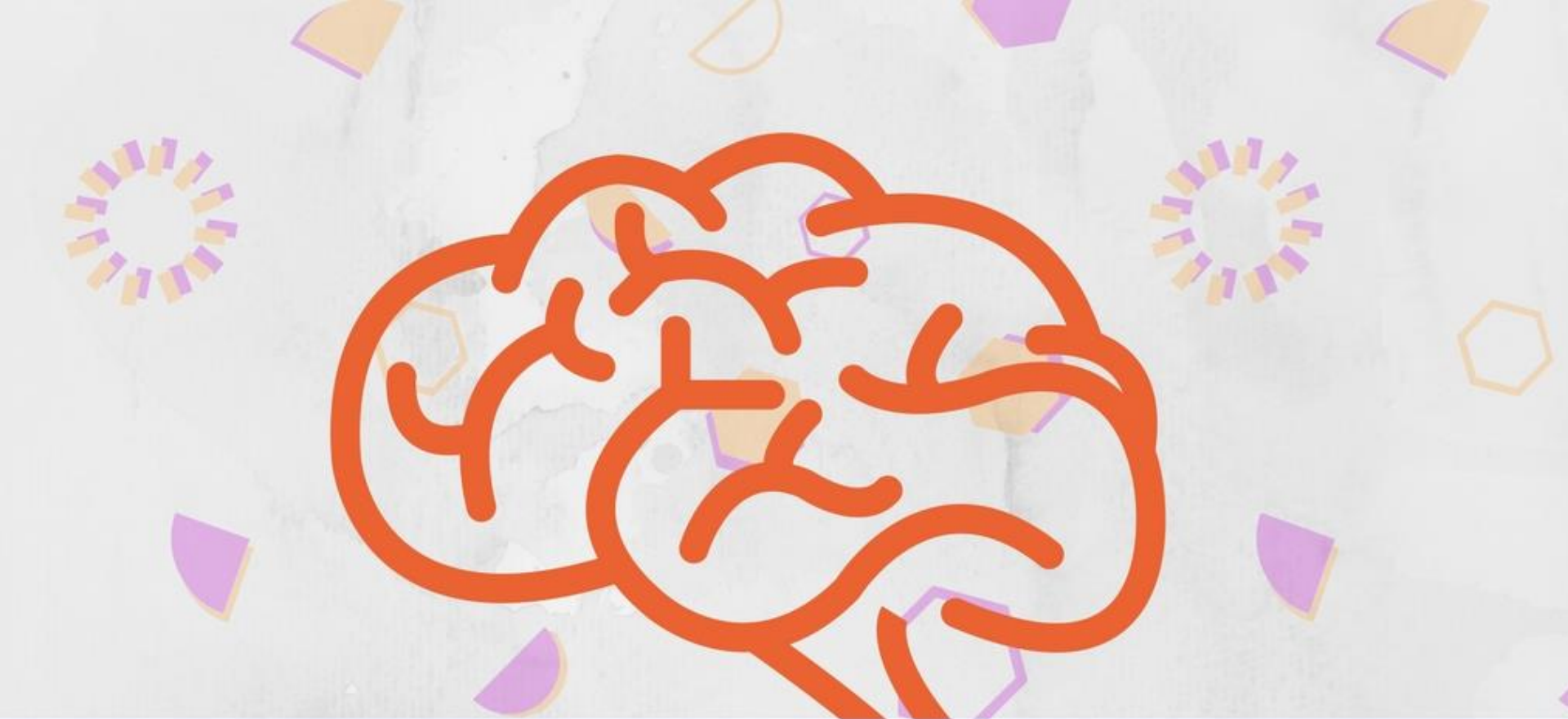
Jocelyn Kent  
City of Toronto Historic Sites



Stephanie Sukhareva  
Ontario Museum Association



*Why  
"without  
the hashtag" ?*



*What do we know  
about teen development?*

# ERIKSON'S PSYCHO-SOCIAL STAGES

5 -13 years	Industry vs. Inferiority
13 -21 years	Identity vs. Role Confusion

The most predominant psycho-social conflict for adolescents and young adults is reconciling who they are in relation to their peers and the world at large.



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## Museum Admission

Adults	\$15
Seniors (65+)	\$11
Students (with ID)	\$9
Youth (18 & under)	Free

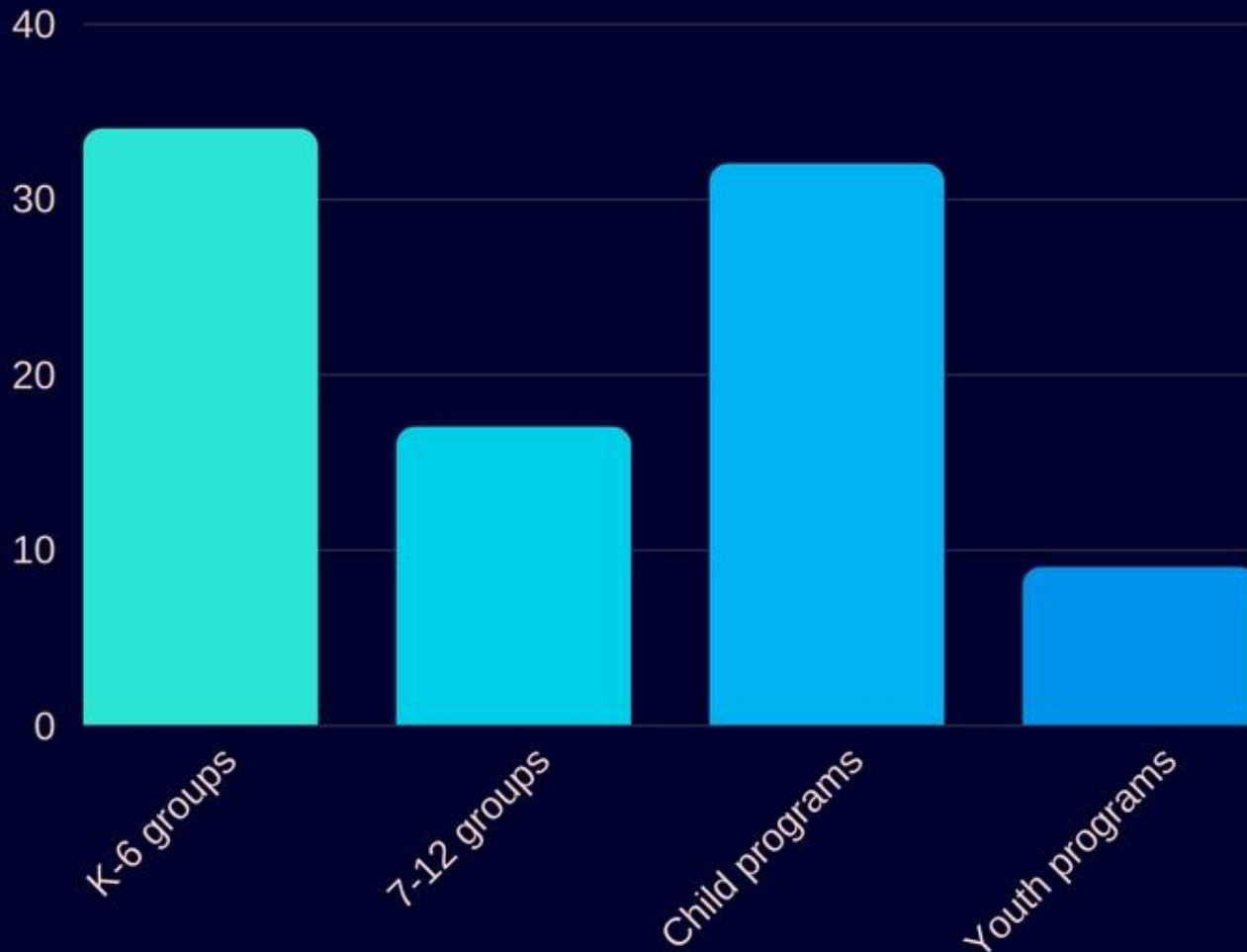
**Half price** admission every Friday 4 - 9 pm

**76%**

Percentage of Ontario museums  
which charge admission that have  
a youth price

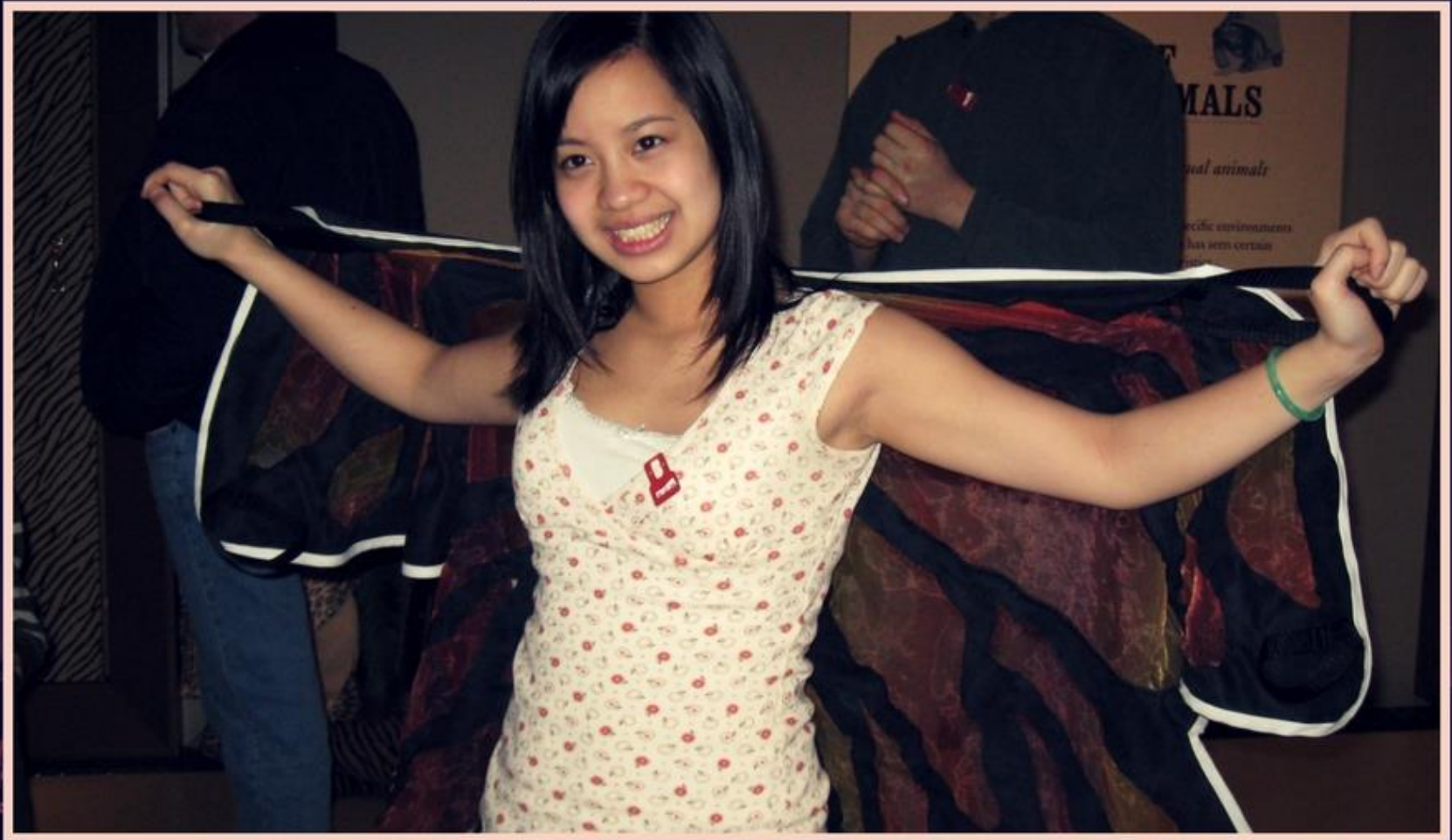
Survey sample size: 42

## *How are youth being engaged?*



Survey sample size: 42 Ontario museums that charge admission

# AUTHENTICITY AND IDENTITY





# ADDRESSING TEEN ENGAGEMENT



Image courtesy of Ermatinger Clergue National Historic Site

# TRUSTED SPACES



Image courtesy of Bytown Museum

# MAKING SPACE



THE AWESOME FOUNDATION

Images courtesy of Bytown Museum

# A PLACE TO DEVELOP SKILLS



Image courtesy of Andrew Giguère

# COLLECTIONS



Image courtesy of Ermatinger Clergue National Historic Site

# COLLECTIONS



Image courtesy of Ermatinger Clergue National Historic Site

# CONNECTIONS



Image courtesy of Ermatinger Clergue National Historic Site

# *Time to Take Stock!*



**Utilise your  
space!**



**Unlock your  
collections!**



**Look to your  
amazing networks!**



A waffle cone with ice cream and toppings is shown in a white bowl. The cone is light brown with a grid pattern. The ice cream is white with some brown and orange toppings. The bowl is white and sits on a wooden surface. The background is dark blue.

# *Tips*

- 1) Program outside curriculum**
- 2) Promote & recruit constantly**
- 3) Leverage teens' strengths**
- 4) Let them make a project from beginning to end**



## *Tips*

- 6) Set the scene
- 7) Be flexible with time commitments
- 8) Be a role model

**Lastly... DON'T FORGET  
THE SNACKS!**

# *Youth is a Stage*

Teens are a **distinct group** with specific motivations and needs:

- Assume many different roles
- Pursue interests and hone skills

**PATIENCE IS KEY**

# THANK YOU!



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