

Brettle, Jessica

From: Rice, Danille
Sent: Thursday, April 15, 2021 6:43 PM
To: Council, City; Council Agenda Email
Cc: Executive Leadership Team; ORG - Clerk's Office
Subject: Council Agenda Consent Questions for April 19, Item 4



Council Question Response

Dear Mayor and Council Members:

On behalf of City Manager Ed Shikada, please find below the staff responses to inquiries made by Council Member Cormack in regard to the April 19, 2021 Council Meeting agenda.

Item 4: JMZ Exhibit Agreement, Grant Acceptance/Budget Amendment, Donor Recognition, & License with Stanford

- 1. Can you please more fully explain the benefit to visitors and staff of having Stanford psychology research on site? How often would research be conducted and might it feel intrusive to visitors to be asked to participate?**

The JMZ partnership with Stanford's Psychology Department directly supports JMZ's strategic goal to be a thought leader in early childhood education. Partnering with Stanford affords us the opportunity to shape and learn from early childhood learning research. It will help our educators better understand how children learn, how to more effectively teach them, and is also tied to our mission of "engaging a child's curiosity in science and nature." The partnership helps us connect with and attract high quality museum and education professionals, interns and volunteers. Additionally, such partnerships help attract funding, especially from large funders like the Institute for Museum and Library Services and the National Science Foundation.

In terms of process and frequency of research activity, Stanford students spend time at the Museum 3 days a week for 2-3 hours either in the morning or afternoon. Through visible signage, they let visitors know of the opportunity to participate and they let visitors self-select to participate. That is, they let visitors approach them rather than the other way around. During previous activity, JMZ families showed interest in what the researchers were doing and many were happy to participate. To provide a quiet and private space, Stanford will use a small room at the Museum to conduct their research, however; if the City has a need to use this space, staff will coordinate with Stanford prior to use to ensure there are no scheduling conflicts.

Thank you.



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