

Highlights / Takeaways from Worldviews Network Needs Assessment

CURRENT PROGRAMMING

p.23

Planetariums focus on space in presentations. Very rare to focus on earth topics.

45% - human culture and technology (never or only 1-2 times per year)

55% - atmosphere (ditto)

55% - land (ditto)

65% - biology (ditto)

66% - oceans (ditto)

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Spheres focus on physical earth in presentations. Much rarer to focus on culture or biology.

39% - never/rarely do biology

39% - never/rarely do human culture and tech

CONTENT INTEREST

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Planetariums are interested in adding earth focused content, despite it not being the norm: 47% very interested; 43% somewhat interested

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of all respondents [people who have some sort of immersive display], 75% or more were interested (very or somewhat) in adding more programming about all 5 earth-related content areas.

Over 50% were "very interested" (the highest rating) in adding more programming about climate change and human impacts specifically.

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of just PLANETARIUMS...Again, 75% or more were interested (very or somewhat) in adding programming in all 5 areas.

42% "very interested" in weather and human impacts. [generally, planetariums are more wary on content]

39% "v. interested" in climate change

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HUGE interest. 75% or more interested in all 5 areas.

82% v. interested in climate change

76% v. interested in human impacts

60% v. interested in biodiversity

59% v. interested in weather

Takeaway: Everyone is interested in adding this type of content to some degree. Planetarium experts are generally a little less interested / more wary of these content areas. For both, human impacts and

climate change are the top areas of interest – suggesting a possible recognition of the importance of these topics.

SKILL DEVELOPMENT - SELF PERCEIVED NEEDS

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of all respondents, the areas that they feel they would benefit most from training is:

- Finding and identifying useful visualizations
- Creating visualizations
- Using data to create a narrative
- Using the dome/spher/tech capabilities

--All of these had 45% or more say it would benefit them "a great deal" - the highest option

Program planning, institutional support, ID community partners, interp skills for live programs, content information on earth systems – lowest areas of perceived benefit from training (21% - 10% saying “not at all”).

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Areas they feel they would benefit most from:

- **Finding and IDing useful viz**
- **Using the technology**
- **Creating viz**
- **Using data to create narrative**

--All of these had 44% or more "a great deal"

Program planning, Internal support, Interpretation skills, and Content information about earth were rated “not at all” the most (13% - 22%).

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Areas they feel they would most benefit from:

- **Content information about earth systems / processes**
- **Creating data viz**

50% or more said “a great deal”

- **Storytelling**
- **Finding and IDing visualizations**
- **Using data to create narrative**

48%, 41%, and 38% said “a great deal” – but big chunks in “some”

Program planning, IDing community partners, teaching and learning theory, were the lowest needs. (23% - 9% “not at all”)

Takeaways: Planetarium professionals are most focused on the technology and data in their perceived needs or areas they'd benefit from. (This could be partially because the content wouldn't be beneficial to them in other areas of their work, a peril of our wording a bit. We weren't asking them to rate their level of knowledge.) But that also means that these are the most transferrable areas for them. [And I think it resonates with the current focus of WvN. These are our strengths because this is the perspective we've started from.]

Sphere professionals are really focused on the content and the creation of data visualizations. (Again, this may relate to transferability. People with spheres GET the value of being able to understand earth content. You don't need to sell that to them like you do with Planetarium professionals.) Sphere professionals are also more aware of the benefit to them of learning storytelling and narrative skills.

Planetarium professionals don't think they would benefit from the content. This may be a transferability issue, that it has limited benefit. It'll be a harder sell.

Generally, no one thinks they really need to learn about program planning or implementation generally (perhaps we need to be more specific than in what we're offering – taking programming skills up a notch, if we're expecting actual dialogue events this go-round; this may be too basic a concept in the way it was phrased here).

Sphere professionals don't think they need help with identifying community partners. This is interesting, given that this is a main focus that we say the current WvN provides that's unique. It may be that our question was too general. OR, ISI professionals in other areas – not planetariums – do more work in this type of skill set. Perhaps you can leverage it, rather than build from scratch.

Sphere professionals are more adept at teaching and learning theory. My guess is more people who were trained as educators first, not content experts.

Planetarium professionals feel less need for interpretation skill-building – perhaps because they do a lot of live interpretation already as a nature of the format. They also feel they have fewer issues with institutional support.