ENGAGING YOUNG PEOPLE IN PRESERVING HISTORIC PLACES

Exploring Strategies

1. How do you feel historic places in your community tie in with your current lifestyle or your experiences?
   - When you imagine a historic place, do you picture a place where you feel welcome?
   - What is your message?
   - Who is your intended audience and why do you want them to know/care? What’s in it for them?
   - What in that audience’s existing environment are barriers preventing them from the message you’re hoping to share?

2. Are you speaking in plain language to your audience?
   - Are you valuing the input of your audience?
   - What kinds of activities could historic places offer that would be fun for your family, and would encourage them to come for a visit?
   - How can you leverage resources for effective collaboration?

3. How will you measure success? What will be your key indicators?
   - How will you continue community engagement post program?

L.A. Historic Neighborhoods Conference 2018
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