
Kaleideum North Reopening Plan 2020



Message from the Executive Director

Kaleideum is an interactive museum of arts, sciences, and exploration formed by the merger of The Children's Museum of Winston-Salem and SciWorks in July 2016. The two museums merged into a single organization to reimagine learning and better meet the needs of our diverse community by providing more access to informal science discovery and cultural experiences.



After much research into best practices and what other children's museums and science centers throughout the country are doing to reopen, the Kaleideum team has constructed a plan to reopen in two stages. Because of the amount of staff it will take to restart the operation in the safest, cleanest, most practical and streamlined way, we have decided to open one campus, Kaleideum North, on this date. As we monitor what our visitation is and how the situation unfolds with COVID-19, we are looking at scenarios to reopen the Kaleideum Downtown campus at a later date.

Our Mission: Inspiring wonder, curiosity, and lifelong learning in our children and community through interactive play and discovery. We achieve this through the overlapping lenses of literacy, the arts, and STEM.

Our Vision: We envision a creative, innovative learning ecosystem that equips and empowers us all to make a difference in our ever-changing world.

Our Approach: We are using science to inform our decisions about how and when to reopen. Our focus at this time is on making our visitors feel as safe as they possibly can through the application of standards that museums, retail operations, etc., are putting into place as the country reopens. Our messaging will focus on the fact that "Kaleideum is here for you, and we care."

There are multiple reasons we chose Kaleideum North as our first location to open in two phases:

- Based on the Governor's Phase II plan, we can have 50 percent of the Fire Marshall capacity or 12 people per 1,000 square feet. Kaleideum North is a 59,000 square foot building, which allows us to have approximately 700 people in the space.
- There is more space with an easier flow through the museum. People feel much less crowded in that space.
- Kaleideum North has the benefit of a 15-acre outdoor Environmental Park and an outdoor Science Park. Our Stage 1 plan leverages the outdoor experience first.

To oversee our transition back to a full offering of exhibits, programs, and events, we have an internal team in place that includes the VP of Planning, the VP of Communications, the Director of Learning and Engagement, the Director of Facilities, and the Director of Visitor Services. In addition, we have in-house evaluation so that we can continue to learn and adapt in order to serve our community and fulfill the museum's mission.

	STAGE 1	STAGE 2
WHAT	Outdoor Science and Environmental Park Gift Shop	Indoor Exhibits
EXPERIENCE	Nature walk, animal viewing, shopping	Nature walk, animal viewing, science exhibits, planetarium
HOURS	Monday (Members Only): 10 am-5 pm Tuesday-Saturday: 10 am-5 pm Sunday: 1-5 pm	Monday (Members Only): 10 am-5 pm Tuesday-Saturday: 10 am-5 pm Sunday: 1-5 pm
CAPACITY	Online ticket sales at 50% capacity	Online ticket sales at 50% capacity
COMMUNICATION	Weekly e-newsletter, social media, website, reopening press release, radio	Weekly e-newsletter, social media, website, reopening press release, radio. Additional channels, content, and timing to be determined
ARRIVAL EXPERIENCE	Welcome signage, mask signage, Three Ws signage, social distancing demarcation, welcoming Kaleideum team members, no brochures, Gift Shop Open with Capacity Limits	Welcome signage, mask signage, Three Ws signage, social distancing demarcation, welcoming Kaleideum team members
ENTRY & EXIT EXPERIENCE	Enter in Welcome Lobby, exit via Outdoor Science Park gate, Gift Shop open with capacity limits	Enter in Welcome Lobby, exit through Food Works, Gift Shop open with capacity limits
ACROSS THE EXPERIENCE	All staff wear Kaleideum t-shirts, face masks and PPE; safety and sanitation evident throughout; strategic placement of hand sanitization stations; welcoming staff presence cleaning and sanitizing	All staff wear Kaleideum t-shirts, face masks and PPE; safety and sanitation evident throughout; strategic placement of hand sanitization stations; welcoming staff presence cleaning and sanitizing
PROGRAMMING	Day Camp programming in accordance with NCDHHS and CDC guidelines	To be determined
RENTALS AND BIRTHDAY PARTIES	Not permitted	Permitted on a case-by-case basis
GROUP RESERVATIONS	Not permitted	Permitted at 50% capacity

Visitor Expectations Based on Audience Survey Data

We sent a survey link out twice in an email blast to our Constant Contact email list. More than 800 individuals responded (72% members, 28% non-members)

- Approximately 42% of the respondents said they were visiting Kaleideum about once a month prior to COVID-19, 20% said weekly, and 29% said they were visiting two or three times a year.
- About 75% said that in order to visit again they need to “trust in the cleaning and disinfecting procedures of the museum” and “whether I feel comfortable gathering in public places.” Approximately 60% noted “whether social distancing is available and 56% said “whether our region is on the other side of the curve.” Approximately 36% said “whether a vaccine or effective treatment is available.”
- Around 11% said they would visit within a week, 23% said within a month, and 20% said within one to three months. Approximately 32% said they would not visit until ALL regulations for social distancing are lifted. and 8% said not until a vaccine is developed.
- Most people indicated their visit would be 1-3 hours (13% said 1 hour, 58% said 2 hours and 22% said 3 hours).
- Approximately 55% wanted a members only day.

Physical Preparations

- Social distancing markers and signage indoors and outdoors, sneeze barriers at the Welcome Desk and Gift shop, signage reminding individuals to wear masks
- Free paper masks available at the Welcome Desk for those who have forgotten to bring one
- Implementation of online daily ticket sales to help reduce the amount of transmission and handing over credit cards and cash
- Addition of hand sanitizer stations throughout the facility, and staff will carry hand sanitizer in their aprons
- Hand sanitizer at Welcome Desk
- Maximization of circulation corridors by relocating exhibits and seating
- Rearranged or removed exhibit components to increase general circulation within galleries
- Changed entry experience for a spacious and comfortable arrival.
- Installation of sneeze guards at each point of sale
- Maximization of hands-free transactions through online sales
- Removal of highly tactile exhibit elements where achieving sanitation standards may be too challenging
- Doors propped open to increase circulation and sight lines.
- Flexible admission system that can be changed as traffic flow and other needs require
- Staff is provided with 2 to 3 personal face masks, disposable gloves, and personal hand sanitizer



Staff Check-in/Checkout Procedures

- Staff are encouraged to stay home if they are feeling the least bit sick. If they have shown any COVID-19 symptoms over the last 72 hours, they are told to stay home and encouraged to get a COVID-19 test.
- All Staff enter the building, do a temperature check, and answer a series of questions through a single, specially designated entrance and Check-In Room located beside that entrance. All staff sign in each day after answering “no” to all questions and certifying that temperature is below 100.4.
- All staff will wear a clean face mask that was washed and dried on hot settings.
- Staff will wear a face mask as they enter the building through the designated entrance.
- All staff received the Workplace Restart Initiative training and printed a Certificate of Completion.
- Staff will wipe down common touch points after use, wear a face mask and social distance throughout the day.
- If a staff person develops a fever or COVID-19 symptoms, he or she will remain isolated in the screening room until he or she can safely leave.

Sanitation Protocols

Keeping the museum and exhibits clean and sanitized is crucial to the experience. Kaleideum’s strategies are as follows:

- Increased day porter services to clean floors, bathrooms, and high touch areas.
- Increased floor staff and facilities staff to achieve more frequent daily cleaning cycles for each exhibit area.
- Developed sanitation protocols for proper PPE, methodology and products.
- Talking points for floor staff about sanitation protocols.
- Deployment of specialized baskets equipped with the appropriate supplies for floor staff.
- Frequent rotation and cleaning of loose parts.
- Installation of hand sanitizer near high touch areas.
- Removal of fabric parts (puppets, stuffed animals) from areas for young children.



Evaluation

Kaleideum will improve these protocols through evaluation, staying informed about current science regarding COVID-19, and remaining flexible as the museum adapts to a new normal.