

A photograph of a well-maintained garden. A central brick path leads through manicured hedges and various plants, including large blue pots in the foreground. The background is filled with dense greenery and trees. The text is overlaid in white on the center of the image.

RLA Public Programs: Updates & Ideas

May 12, 2021

Some Background on Public Programs

What are Public Programs?

- **Mission-driven events and engagement initiatives**
 - Rancho Los Alamitos' mission is to inspire a sense of community while educating and engaging our visitors with our rich history, our compelling stories, and our authentic connections to California's past.
- **Public programs** provide a specific audience with a fun, meaningful pathway to learn and connect with our site, stories, and histories
- **Examples:** tours, lectures, workshops, performances, festivals, summer camps
- **Special events** are designed for fundraising or cultivating/recognizing donors

2021 Public Program Goals

- Pilot **virtual programs** for adults and families
- Pilot a **thematic through-line** across individual programs to diversify storytelling and unify messaging
 - **2021: Women's Stories from the Gathering Place:** Generations of women told stories, built community, and created social change here throughout our long history, inspiring us today.
 - **2022: Water, Environment, and Sustainability**
- Build relationships with **new community partners**
- **Learn more about visitors'** needs, motivations, and interests to inform future program development

2021 Public Program Calendar

"Women's Stories from the Gathering Place"

FACILITATED PROGRAMS

Programs that happen at a specific date/time and require advance registration

- **Saturday, May 8:** Floral Arranging Then & Now (Adult)
- **Saturday, June 26:** Cooking for a Crowd (Family)*
- **Sunday, August 8:** *Waa'aka': The Bird Who Fell in Love with the Sun* (Family)*
- **Saturday, September 18:** Ranchos Walk (Adult)
- **Sunday, October 10:** A Seat at the Table (Teen)*
- **Saturday, November 20:** Holiday Workshop (Adult)
- **Wed-Fri, December 1-3:** Holiday Open House (Family)
- **Saturday, December 11:** Breakfast with Santa (Family)

* These projects made possible with support from California Humanities, a non-profit partner of the National Endowment for the Humanities. calhum.org.

2021 Public Program Calendar

"Women's Stories from the Gathering Place"

FREE-CHOICE PROGRAMS

Programs and activities that visitors can opt-into at their leisure

- **Spring:** Virtual Introductory Tour on izi.TRAVEL (Adult)
- **Summer:** Cool Crafts on the Go (Family Scavenger Hunt & Activity Kit)
- **Summer:** Virtual Women's History Tour on izi.TRAVEL (Adult)



Volunteer Opportunities

Record audio for izi.TRAVEL introductory tour

Seeking docent to help develop and lead virtual tour featuring Lydia Shinkle for "Cooking for a Crowd"

Help spread the word about programs to your friends and family by forwarding links, e-blasts, and social media posts

Attend public programs at other organizations and share your impressions and feedback in this group

Attend RLA public programs and participate in debrief meetings to share feedback from the visitor perspective

Share your ideas for future public programs by attending this optional, monthly meeting (next: Monday, June 14 at 1 pm)