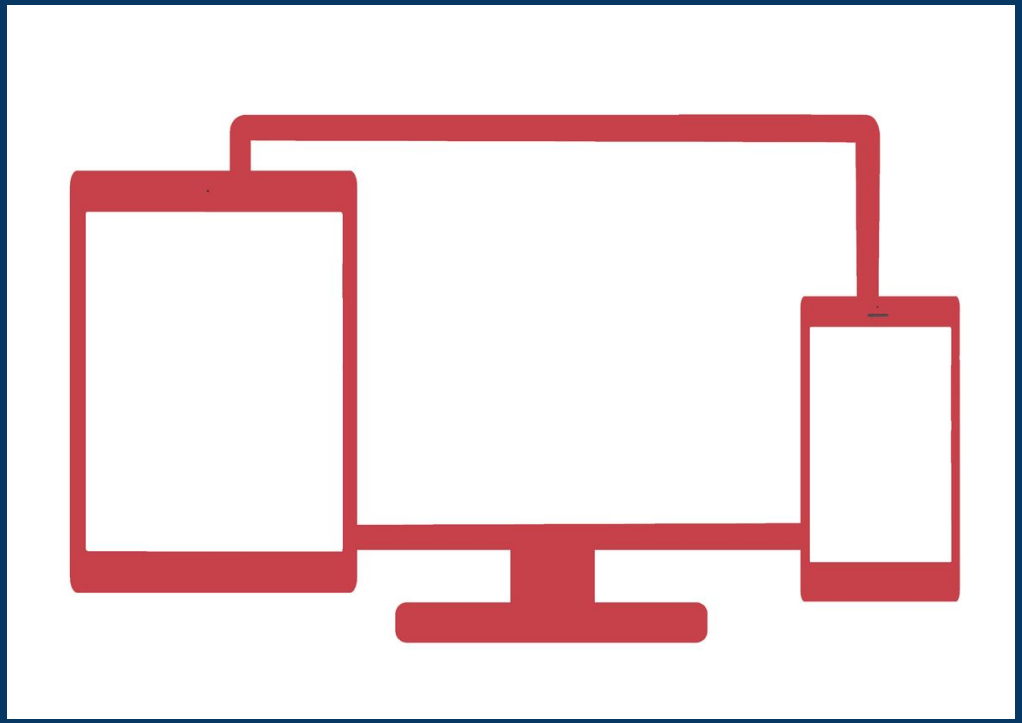
Digital Readiness for SMAs



Alex Freeman, Texas Association of Museums

AGENDA

1. From Ft. Worth to the Cloud
2. Record Keeping and Data
3. From Broadcasting to Audience Engagement
4. Monetizing Digital Programs
5. Future Directions

1. From Fort Worth to the Cloud

72%
54%
96%
82%

In the 21st century, work is an activity and not a place.

2. Record Keeping and Data

www.texasmuseums.org

MEMBERSHIP WITH TAM

LIFELONG LEARNING WITH LIFELONG FRIENDS

NEEDS ASSESSMENT

Timeline

Finding Alternative Futures (FAF) took root a decade ago when TAM focused its efforts in earnest on building the capacity of Texas museums.

- **2011** TAM focused workshops on museum best practices
- **2012** TAM joined The Summerlee Foundation's panel examining capacity issues
- **2014** The Summerlee Foundation published *The Summerlee Commission Report on the Financial Sustainability of History Organizations: Summary Findings and Recommendations*
- **2014-2015** TAM offered Capacity Building Series in three regions

.

Timeline cont.

- **2016** TAM partnered with The Summerlee Foundation to conduct “Sustainability Forums” in four regions of the state
- **2016** TAM created the framework for a two-year project to help organizations address their capacity challenges with the help of an experienced coach
- **2017** TAM asked the Houston Endowment for support to engage this work in the Houston museum community. The Summerlee Foundation had already committed as a funder with $40,000. The Houston Endowment saw the potential and granted $526,000 for *Finding Alternative Futures: Sustainability Through Coaching*
- **2017** *Finding Alternative Futures: Sustainability Through Coaching* began
- **2019** *Finding Alternative Futures: Sustainability Through Coaching* concluded

Needs Assessment

- September to November 2020
- 148 Organizations Identified
- 27 Survey Questions
- 19 Surveys Completed
- Areas of Special Interest
  - Assessing a museum's digital strategy
  - Developing proposals for financial support
  - Informing organizational decision-making
  - Managing vendor relationships
  - Using social media for community engagement

FINAL TOPICS

- **Operational Capacity and Continuity:** Transitioning towards increasing digitally-enabled operations requires establishing new priorities and policies for business continuity.
- **Digital-Savvy Leadership:** Managing today requires agile thinking, continuous and varied communication efforts, and other responsive actions. Understanding how digital tools and platforms support these key functions is critical.
- **Online Programming:** Virtual visitors are here to stay. Designing desirable online experiences and supporting them effectively through digital means is now a core program need.
- **Community Engagement:** Museums must use digital platforms to connect with and grow stronger in their community collaborations.

Q: How are you collecting and analyzing data? What tools are you using?

3. From Broadcasting to Audience Engagement

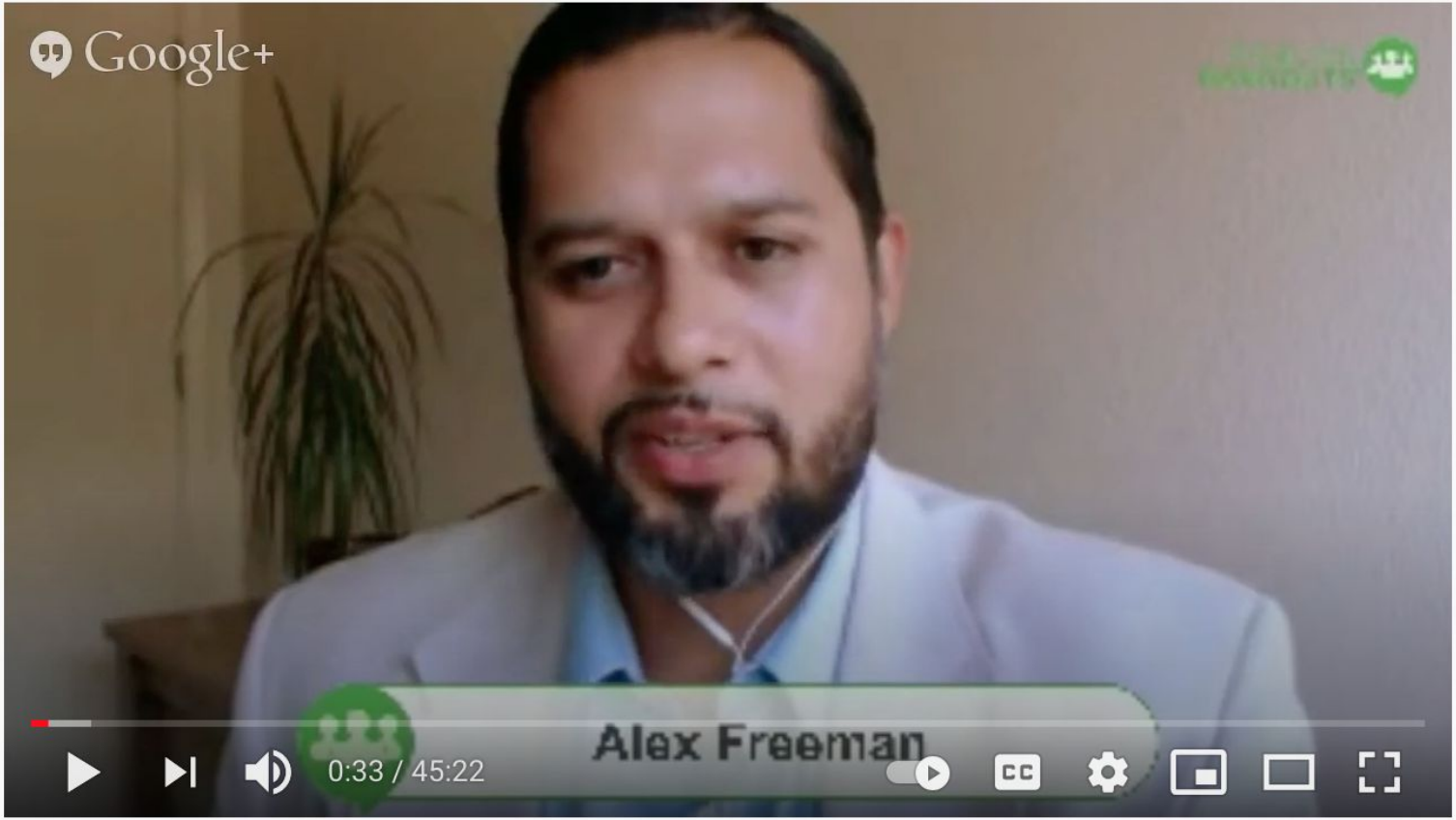
Audience Participation Use Cases

Interviews and Performances

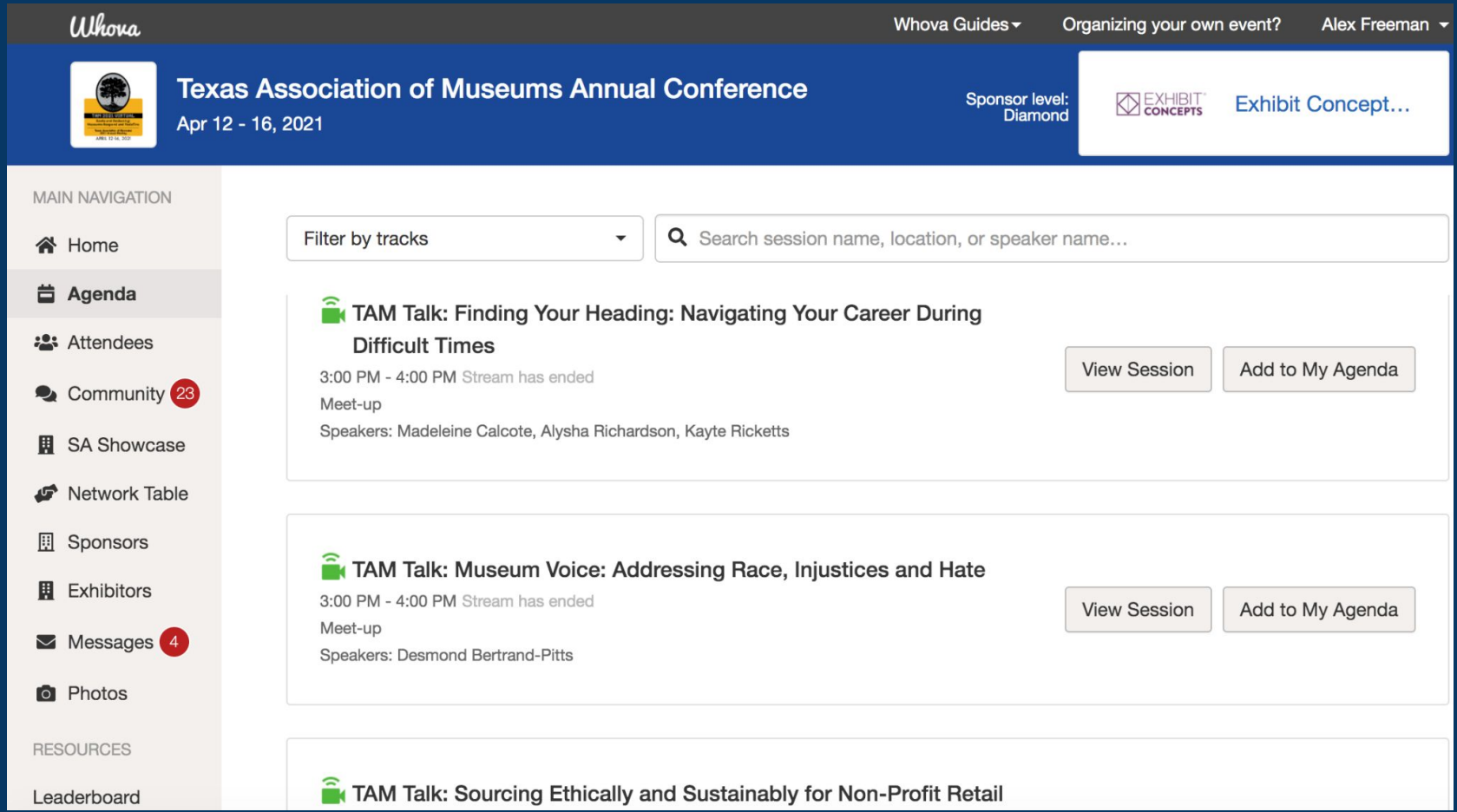
Behind-the-scenes Tours

Workshops and Classes

Conferences and Symposia



2014 NMC Virtual Symposium on the Future of Museums: Nancy Proctor


Whova
Whova Guides
Organizing your own event?
Alex Freeman
Texas Association of Museums Annual Conference
Apr 12 - 16, 2021
Sponsor level:
Diamond
EXHIBIT CONCEPTS
Exhibit Concept...
MAIN NAVIGATION
Home
Agenda
Attendees
Community 23
SA Showcase
Network Table
Sponsors
Exhibitors
Messages 4
Photos
RESOURCES
Leaderboard
Filter by tracks
Search session name, location, or speaker name...
TAM Talk: Finding Your Heading: Navigating Your Career During Difficult Times
3:00 PM - 4:00 PM Stream has ended
Meet-up
Speakers: Madeleine Calcote, Alysha Richardson, Kayte Ricketts
View Session
Add to My Agenda
TAM Talk: Museum Voice: Addressing Race, Injustices and Hate
3:00 PM - 4:00 PM Stream has ended
Meet-up
Speakers: Desmond Bertrand-Pitts
View Session
Add to My Agenda
TAM Talk: Sourcing Ethically and Sustainably for Non-Profit Retail

“This conference was organized and happened on a single platform. It was easy to find more information and to engage with speakers. The choice of conference app was a phenomenal decision”.

“Can we say all? But really it was the opportunity to feel included. That gets lost in other meetings, so it was refreshing to know my opinion was valued.”

“Overall I think just the fact that the system was user friendly....it was totally a more relaxed learning atmosphere and I was able to attend some of the 'talk' sessions and actually participate.”

“The fact that I can go back and listen/review for three months is a total success for me!!!
Also being able to interact with everyone via messaging system during and after sessions - gives the ability to carry on conversations with more than one person without feeling I'm being rude.”

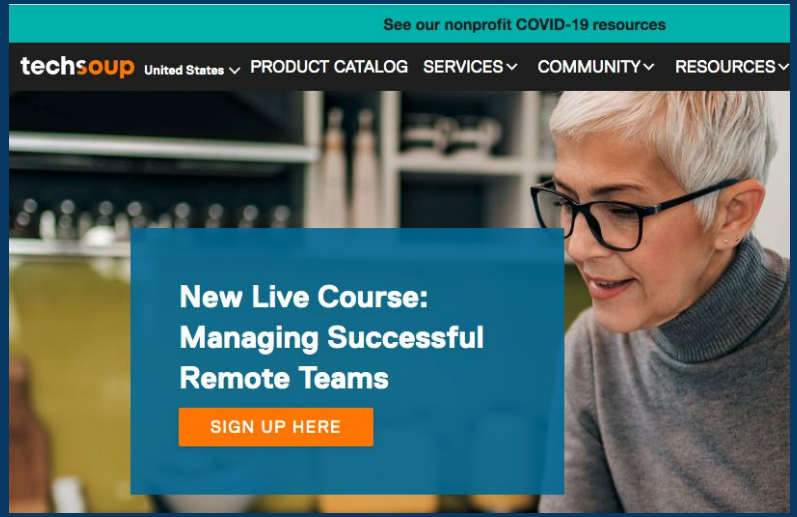
Audience Participation in Zoom

PowerPoint Slide Show - [BLUE_Powerpoint_MuseumHub] - PowerPoint (Product Activation Failed)

	zoom	zoom Webinar	StreamYard	HYBRID
Built-In Closed Captions	●	●		
3rd Party Closed Captions	●	●		●
Downloadable SCT File	●	●	●	●
Background Control			●	●
Overlays			●	●
View on Platform	●	●		
View on Web	●	●	●	●
Phone Number for call-in	●	●		
Adjust Presenter Screen Size			●	●
Adjust Presenter Placement	●	●	●	●
Lower Thirds			●	●
Screen Reader Compatibility	●	●	●	●
Integrate Fee for Webinar		●		●
Accept Donations				●
Maximum Users	300	500	Unlimited	Unlimited
Fee	$199/ yr.	$1400/ yr.	$240/ yr.	$285/ yr.

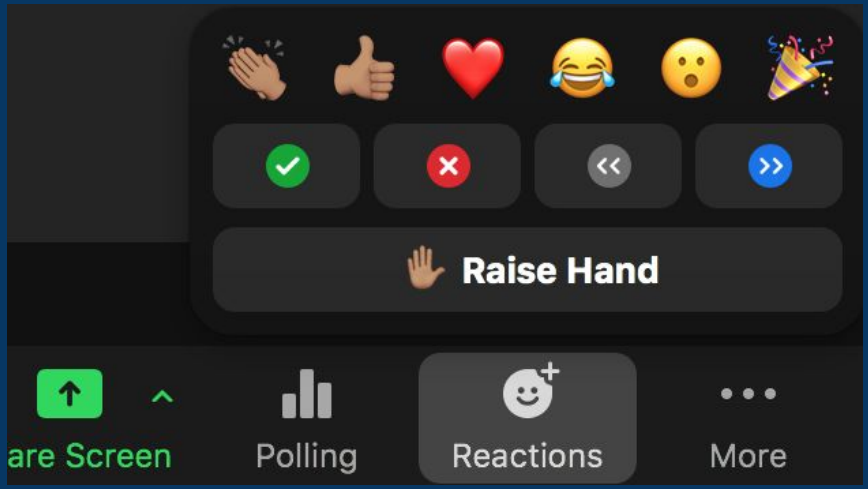
Slide 2 of 18

zoom
SOLUTIONS
PLANS & PRICING
CONTACT SALES
MEETINGS
CHAT
PHONE
ZOOM ROOMS
DEVELOPER PLATFORM APIS & SDKS
zoom
WEBINARS
ZOOM FOR HOME
ZOOM APP MARKETPLACE
ONZOOM


See our nonprofit COVID-19 resources
techsoup
United States
PRODUCT CATALOG
SERVICES
COMMUNITY
RESOURCES
New Live Course: Managing Successful Remote Teams
SIGN UP HERE

NonProfit Rate
HOME
ABOUT US
CONTACT US
OUR BLOG
Find the best rates & resources for the nonprofit sector
Explore
Our Top Nonprofit Resources
NONPROFIT NATION BLOG

Texas Association of Museums
Mute
Stop Video
Security
Participants
1
Share Screen
Polling
Reactions
More
End


Raise Hand
are Screen
Polling
Reactions
More

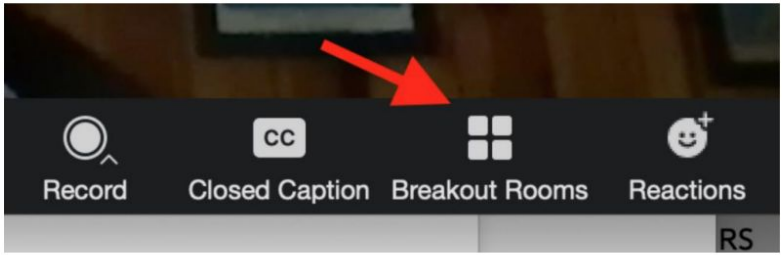
Advanced Audience Participation with Breakouts

Jacob Mangum (he/him)
Alex Freeman - TAM
Emily Wilkinson
Ann Fortescue
Desmond Bertrand-Pitts
Daniel Carey-Whalen
Cynthia

CREATING BREAKOUT ROOMS:

1. Begin your Zoom meeting.

2. When you are ready to send your participants into their Breakout Rooms, simply click on the B**reakout Rooms icon**.



3. Clicking on this icon will open a pop-up window asking you to select the number of rooms you would like to create, and how you would like to assign your participants to those rooms:

- **Automatically**: Let Zoom split your participants up evenly into each of the rooms.
- **Manually**: Choose which participants you would like in each room.

4. Once you have selected your preferences, click **Create Breakout Rooms**.

THINKING MUSEUM

6 quick-fire ways to improve your Zoom confidence

BONUS confidence-boosting tips

- Set yourself small goals to begin with and tick them off as you go. Maybe schedule your first attempt with friends/family, try your next practice with colleagues. These 'fake' sessions with friends/colleagues will help you to get confident and comfortable with what you're doing and begin to find your own style.
- When you decide to schedule your first session open to the public, remember to keep it short, and above all, simple. Do not try to reinvent the wheel on your first public virtual discussion.
- Watch plenty of recorded online classes to get an idea of what's possible/what's not. Take notes from the ones that appeal.
- After your first session, reflect on what went well and what you can work on for next time. Make a note and do the work.

Entrepreneur

FRANCHISE 500 SEE THE LIST

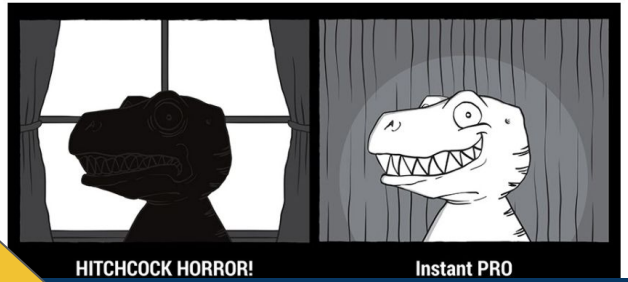
CRISIS MANAGEMENT

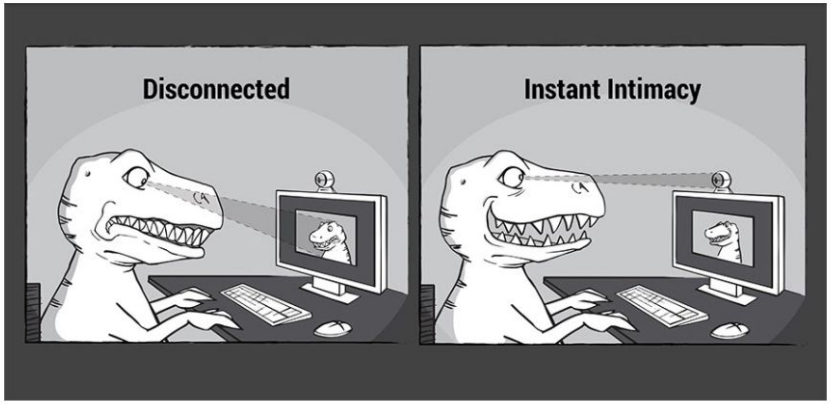
25 Ways to Make Your Zoom Meetings Awesome!

Want to make a great first impression, sell more products and be the most memorable

5. Backlighting is for horror movies

Alfred Hitchcock made scary movies by showing a silhouette instead of a character. Don't do that. Make sure you're lit from the front, not above or behind you. Get a ring light for under 100 bucks on Amazon to light your face. They also work really well for a tablet or smartphone.





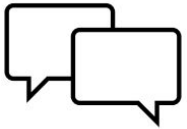
11. Make every moment magical

I have a large-screen TV behind me that always displays a brand-representative logo or slide. Otherwise, put some interesting objects to display in your immediate surroundings like books, plants, instruments or equipment. Anything to make you stand out or be unique.

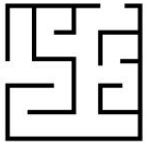
TEAMBUILDING ACTIVITIES & ICEBREAKERS FOR THE VIRTUAL ENVIRONMENT

COMMON OUTCOMES

Getting to Know You



Improved Communication



Problem Solving

Creativity

Confidence

Fun!

GEM
We connect & learn together

Find a Job
or Find a Supplier

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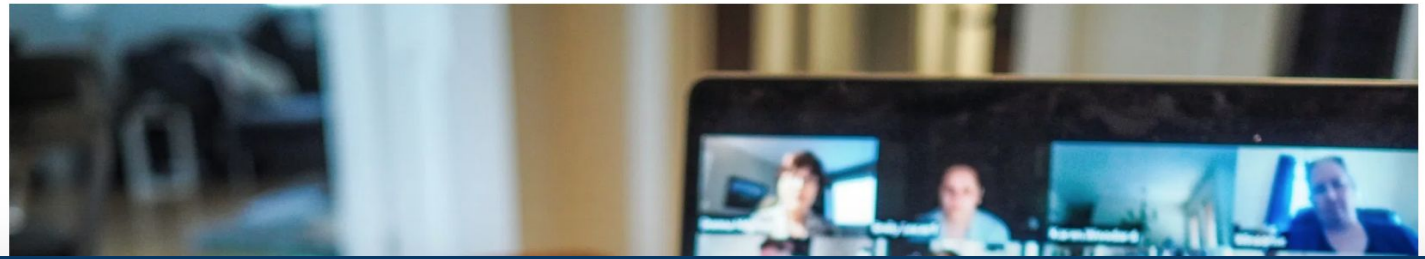
Home » Blog » Breakout rooms

Breakout rooms

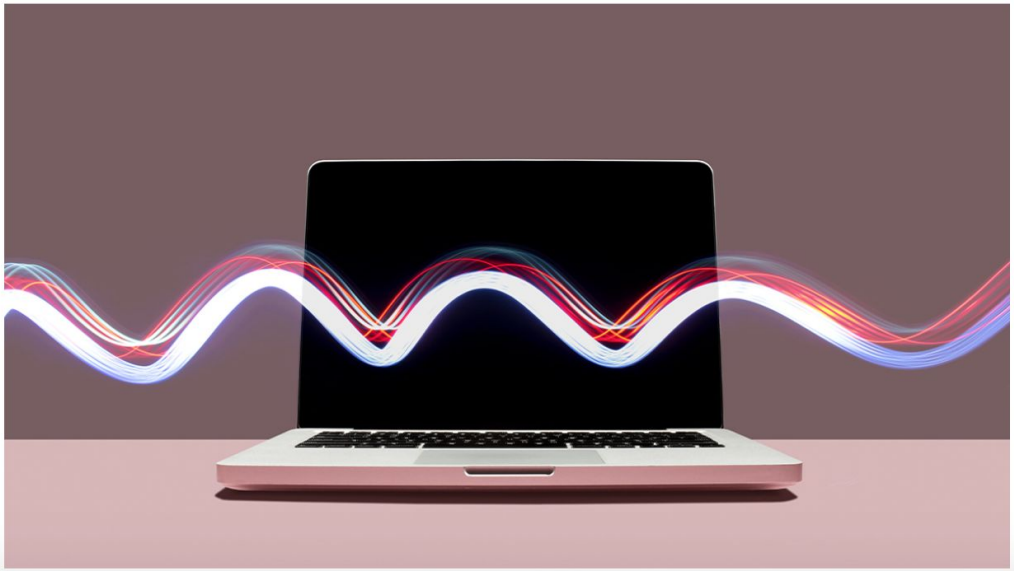
By Sarah Cameron



Break Up Your Big Virtual Meetings

by Liana Kreamer and Steven G. Rogelberg

April 29, 2020



Q: How have you increased audience participation in your digital programs? What has or hasn't worked for your SMA?

4. Monetizing Digital Programs

Creating and Monetizing a Digital Strategy

1 / 2

Share

Set background | Clear frame

Making money from digital - need highly desirable content and/or large scale to be profitable

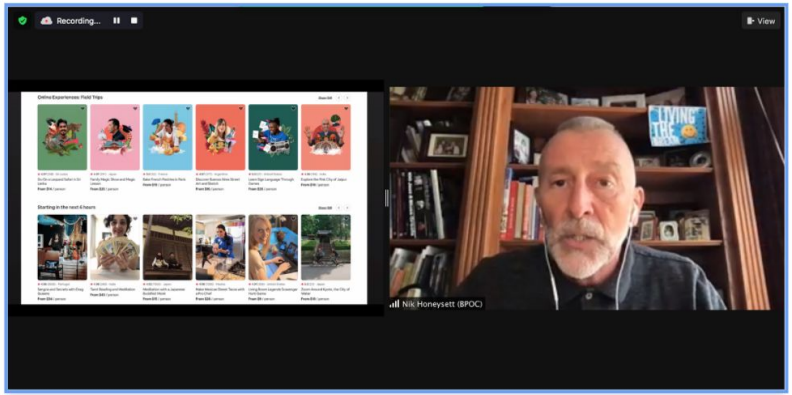
Your audience is your most valuable and prolific source of new ideas - measure and collect feedback on all programs!

To grow following on social media, make your content relevant to your community, current events, follower's everyday lives

Money from social media content requires many followers and high quality content posted regularly - investment is required

Think about and plan for global distribution and audience, because digital content is accessible to anybody from anywhere

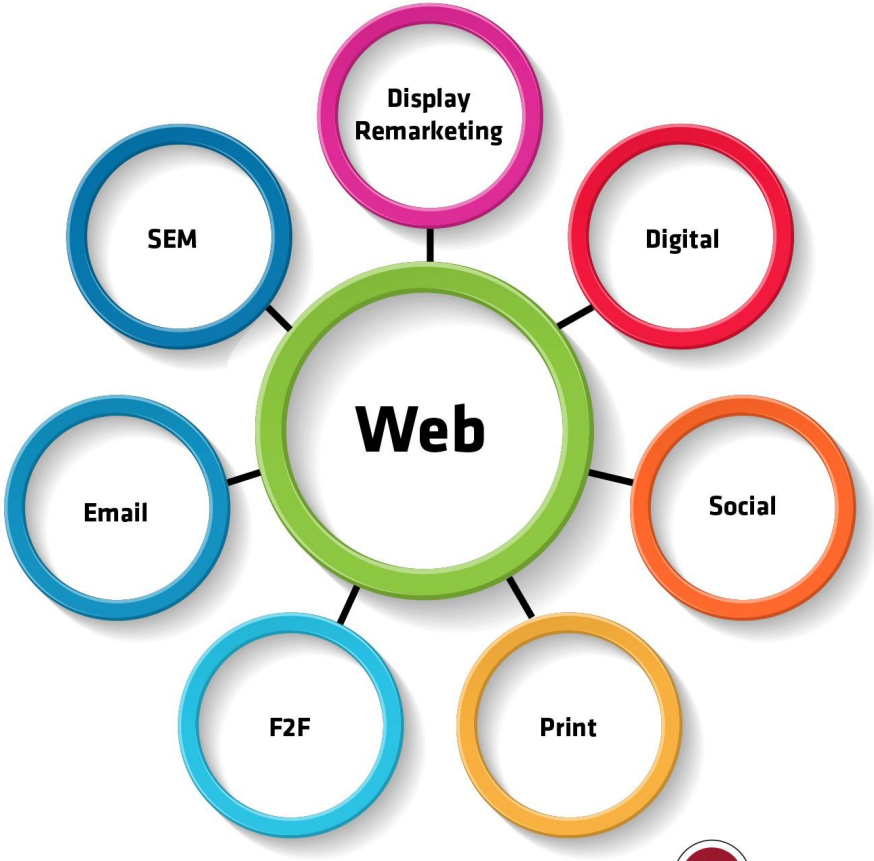
The most popular museum on Tiktok is the Black Country Museum in the UK because it has living history performers make Tiktok videos in character



TAKEAWAYS

- Making money from digital - need highly desirable content and/or large scale to be profitable
- Your audience is your most valuable and prolific source of new ideas - measure and collect feedback on all programs!
- To grow following on social media, make your content relevant to your community, current events, and follower's everyday lives
- Money from social media content requires many followers and high quality content posted regularly - investment is required
- Think about and plan for global distribution and audience, because digital content is accessible to anybody from anywhere

Create Once, Publish Everywhere in action



stamats BUSINESS MEDIA

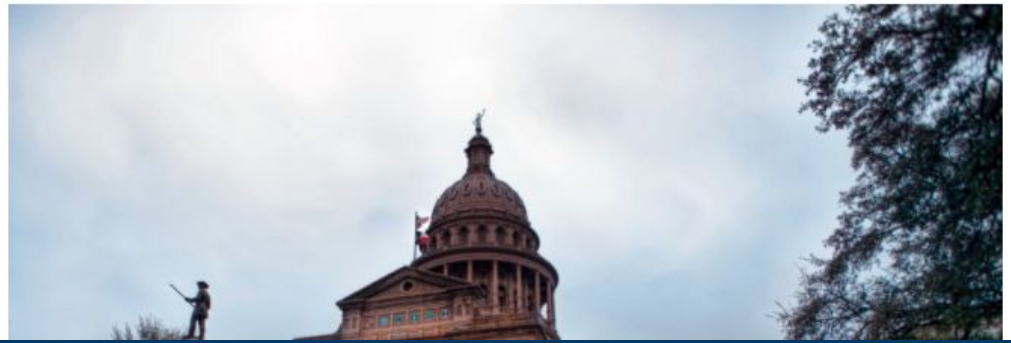
Q: What are some ways that you are monetizing your digital programs? Where have you seen success? Where can we avoid pitfalls?

Future Directions

ADVOCACY

In A Rare Show Of Bipartisanship, Texas Lawmakers Try To Improve Broadband Internet Access

Texas Public Radio | By Pablo De La Rosa
Published June 2, 2021 at 12:48 PM CDT



BRIEFING ROOM

FACT SHEET: The American Jobs Plan

MARCH 31, 2021 • STATEMENTS AND RELEASES

While the American Rescue Plan is changing the course of the pandemic and delivering relief for working families, this is no time to build back to the way things were. This is the moment to reimagine and rebuild a new economy. The

Q: Is your state pursuing broadband initiatives? What impact do you think this will have on museums?

“The future is already here -- it’s just not very evenly distributed.”

- William Gibson

Q & A

Thank you!

alex@texasmuseums.org