



GREATER HUDSON
HERITAGE NETWORK



These workshops are presented by Greater Hudson Heritage Network in conjunction with the Dutchess County Department of History with generous funding provided by a Heritage Development Grant from the Hudson River Valley National Heritage Area

WORKSHOP AGENDA EXHIBIT COLLECTIONS TRAINING: HACK THE MUSEUM

Session One

Workshop Offered at:

John Kane House in Pawling, NY

Van Wyck Homestead in Fishkill, NY

Training Concept: Exhibit re-design is not about money: with a little D-I-Y, creativity, effort and forethought, museums can breathe new life into old exhibits or instill thought provoking and eye-catching new ones. At this workshop, participants will look at seldom used objects from the collection with fresh eyes. By thinking 'outside the box', participants working in groups will develop new thought-provoking exhibits on these objects.

Morning

9:00 – 9:30 am

Registration and welcome lite breakfast

9:30 am

Introduction

Break the participants into working groups: A, B, C

Assign each working group one of the object tables

9:45 – 12:00 pm

Hack the Museum! First step:

Working groups must analyze the objects keeping in mind they are looking for a fresh exhibit idea (note: not all objects need to be used):

- look for possible exhibit themes;
- Is there a common thread?
- What story can be told by looking at the objects?

- Is there an educational aspect to the theme – what is it?
- Who are the potential programmatic partners for the exhibit?

11:00 am

Short break

12:00 – 12:30 pm

Lunch

12:30 – 2:00 pm

Second Step:

Based on the objects selected, now design the exhibit

- How should the objects be displayed to tell the story?
- Create an 'exhibit storyboard'
- Based on the room, how would you lay out the exhibit?
- What is the flow of traffic?
- Create summary text panels by the objects
- What educational activities can be created from the exhibit?

2:00 – 2:15 pm

Break

2:30 – 4:00pm

Third Step:

Present the exhibit concept and design 'story board' to the group

Group participation

- What additional information could have been explored to complement the exhibit presented?
- Are there other educational activities that can be included?
- What other exhibits themes could have been created from the materials?

4:00 – 4:30 pm

Wrap-up: discuss the Part 2 series and discuss why Community Engagement is integral to the success of launching a new exhibit.

Learning Objectives for Part One: *Hack the Museum!*

1. Understanding of appropriate exhibition theory.
2. Be able to evaluate collections with a fresh eye looking for possible exhibit themes.
3. Discover potential educational opportunities and their audiences.

4. Explore potential programmatic partners for the exhibit.
5. Building connections: What fellow institution has objects that could be added to the exhibit? Attendees will learn about the importance of loan agreements, security, and insurance so safeguard these borrow collections.
6. How should the objects be displayed to tell the story?
7. Participants will learn to create an 'exhibit storyboard'.
8. Attendees will create an exhibit flow plan that includes traffic flow, temporary lighting, security, etc.
9. Participants will learn to create low-cost DIY text panels.
10. Group will discover what educational activities can be created from the exhibit to expand the audience.
11. Group discussion will explore: What additional information could have been explored to complement the exhibit presented? What other educational activities could have been can be included? What other exhibits themes could have been created from the selected materials?

WORKSHOP AGENDA

EXHIBIT COLLECTIONS TRAINING: COMMUNITY ENGAGEMENT

Session Two

Workshop Offered at:

Locust Grove Estate
Wilderstein Historic Site

Training Concept: No matter how fantastic a new exhibit is, if the public doesn't know about it, they won't come! Community engagement is an essential step towards making your museum a beloved institution by welcoming new visitors, involving local people, and reaching out to new audiences. This workshop will review traditional marketing methods and showcase new non-traditional exhibit design approaches that feature technology via the internet to promote long-distance visitation and longevity.

Morning

9:00 – 9:30 am

Registration and welcome lite breakfast

9:30 am

Introduction

Break the participants into working groups: A, B, C. Discuss the concept of Community Engagement and its importance to encourage visitation.

9:45 – 12:00 pm

Each working group will be given one of the exhibit ideas. Create a marketing plan:

- Who is the main audience for the museum?
- Who is the main audience for the exhibit?
- How do you reach these audiences? List all methods of getting the word out. (Don't forget Social Media!) Remember: not all PR methods work equally well for all audience.
- List the best avenue of communication to the least.
- Who is the secondary audience?

- Create a marketing plan based on the exhibits designed at the Part One workshop. (What, when, where, how much and by who?)

Share PR plans with the group; group discussion

11:00 am

Short break

Lunch

Exhibit life outside the museum doors

Focus on exhibit longevity using non-traditional exhibit design

- Omeka
- QR Codes
- Instagram, Facebook, Historypin, Flickr, Twitter, Pinterest, blogging

4:00 – 4:30 pm

Wrap-up: discuss the Part 2 series and discuss why Community Engagement is integral to the success of launching a new exhibit.

Learning Objectives Part Two: Community Engagement

1. Based upon the presented exhibition concepts, participants will establish who the main audience for the museum is and who the main audience for the exhibit. Who is the secondary audience?
2. Participants will discover different methods for reaching these audiences.
3. Attendees will learn the importance of PR and will draft a press release (what, when, where, how much and by who?) for the exhibit - creating specialized PR for specific target groups.
4. Participants will explore what other collaborative partnerships can be created with other institutions that may strengthen the reach and impact of the exhibit.
5. Non-traditional exhibit design will be introduced focusing on exhibit longevity using Omeka, QR Codes, etc.
6. Other methods of getting the word out and engaging the virtual community: Instagram, Facebook, Historypin, Flickr, Twitter, Pinterest, blogging, etc.