

Focus: Identifying **priorities** (as pertaining to job description) and outlining progress on **goals**:

<b>Priorities</b>	<ol style="list-style-type: none"><li>1. Volunteer Outreach and Community Colleagues</li><li>2. Interpretive Signage</li><li>3. Annual Events and Field Trips</li><li>4. Art/Museum Appreciation (Widening our Online Outreach)</li><li>5. Education Resources</li></ol>
<b>Goals</b>	<p><b>Preparing for the Future:</b></p> <p>Identifying ways to make processes quicker and easier for everyone is a major goal.</p> <p><b>Establishing Regular and Improved Social Media Presence</b></p> <p>Utilizing strengths of the staff for amazing social media presence, highlight work from planetarium and gift shop, share images that inspire memories.</p> <p>Being selective about which content works for different resources:</p> <ul style="list-style-type: none"><li>• 360 camera- great for galleries and overall view (not detail)</li><li>• Slideshow videos (example-trees) great for detail work</li><li>• Photos great with description= try not to overwhelm the audience</li></ul> <p><b>Collaborate and Complete all Historic Village Signs</b></p> <p>Edit all layouts to include all donation info and generalized info about American history in structures.</p> <p><b>Complete touring videos</b> (360 cam for social media)</p> <p>QR coded YouTube accessible tours of inside the historic buildings and into other spaces</p> <p><b>Content sharing Art Appreciation</b></p> <p>With addition of new wall space in the Wilson gallery and New Beginnings in Trelfa, make more dedicated social media posts for art appreciation.</p>

### Volunteer Outreach and Community Colleagues

We have a few opportunities for small group visits coming up, with potential for more (See Field Trips below).

- It is likely that I will host most of these groups (<15) myself to minimize risk by inviting extra volunteers to interact with visitors. I know that some of our volunteers fall into categories of mid-high risk, and I continue to act with caution.
- Contained classrooms (around 30) students may soon be able to visit as we get closer to our “Regular” spring season. One-Two volunteers may be needed for these visits.

On another note, I received an inquiry from Sheri Stuart (WBKB) concerning women's history and highlighting some of our well known Local historical women. I am concentrating on highlighting Anna M. Besser, both for Sheri and also celebrating her for the Museum's sake.

Some of the most important details to highlight:

- Anna was an “*equal half* of a two-some.”
  - First vice president of Besser Company
  - Accompanied Jesse to conventions not just as his wife but as a representative and **leader** in the company.
  - Managed and distributed all Besser Company payroll, All mailing and secretarial duties.
- Devoted to her community and passionate in her faith.
  - Women's Civic League and Order of the Eastern Star (Masons)
  - 1944 – Besser Foundation for Public Welfare, 1960 – Besser Fund financial assistance to non-profits
    - Catholic central high school, First congregational church, Boys and Girls Club, APS, Marine Sanctuary, Besser Museum (and many more)

At an incredibly important time in the company's growth and broad history, Besser Company would have struggled if not for Anna. Her step into leadership followed the death of Herman Besser, a challenging time for Jesse as he had to steady and solidify management of the company during a time of great personal loss.

I am continuing to research more on her life and will be including images from our collection.

Some personal reflection- Working for an institution known as the “Besser” Museum for Northeast MI means that I (and all of us) have reason to be inspired by the great strides made not only by Jesse, but his partner in business and in life, Anna too.

### **Annual Events and Field Trips**

After a few preliminary discussions with Tina and Johnathan about Earth Day 2021 the following details are where we would like to focus:

- A. **What:** Earth Day 2021
- B. **Where:** celebrated both online and physically through community partners
- C. **When:** in the days leading up to April 22(Thursday) or April 24 (Saturday following)
- D. **Who:** Besser Museum (Amanda and Johnathan) Tina (Alpena George N. Fletcher Library) Meag Schwartz (NEMIGLSSI and Great Lakes, Great Responsibility. Possibly Alpena River Center (contact Betsy or Roger)
- E. **How:**
  - Content shared online:
    - Video demonstrations
    - Links to our own (and partner) content
    - Links to content outside Alpena (national partners, DNR invasive species partners)
  - Rotating content connections w/participating partners
    - Citizen science projects (identified by Tina)
    - Great Lakes Great Responsibility (Meag Schwartz)

- Live content, demonstrations
  - Habitat Earth Planetarium Presentation
    - Light Pollution demo in dome
  - NISE network Kits to demonstrate (Amanda)
    - Premade videos
    - Bagged sample kits or shared list of easy access materials

Separately, we are beginning to see small groups with an interest in making Museum field trip visits.

- (May 1) Girls Scout group of 7 with a focus on astronomy (planetarium visit)
- (April 8 or 15) homeschool high school group of 15 focusing on planetarium and science

I will be assisting Johnathan on these visits with supplementary info/demonstrations and to guide them in other museum areas.

### **Art/Museum Appreciation (Widening our Online Outreach)**

With progress being made in the gallery update, I am looking ahead at the possibilities for content creation and activities to be shared. (See links below "Resources")

After the art advisory committee begins making selections, the artists, styles, and themes can be featured on our social media. Our Art posts have been doing very well in analytics. It is worth noting that posts about local artists perform better, because friends and relatives will often share the posts to more people than who typically follow us.

- Feb. 19 Peter Max- reached **540**
- Feb. 20, Lori Keskimaki- reached **928**

Always impressive about our numbers is that we very seldom pay for posts (most recent paid was last year!) so all of our reach is *totally organic*.

Our 360 images receive between **250-600** average reach, which I believe depends on the content.

An exciting thought is that with the addition of more gallery wall space, we will have many smaller "pockets" that the 360 camera can feature. The smaller area means that details will show clearer, which is a contributing factor to the success of these posts.

A disadvantage to the 360 posts is that we can only share them on Facebook which limits the platform. However, slideshow style videos that I created for the Juried (779 reached) and Non-Juried art (336) can be shared anywhere including our website. A combination of both styles across social media is the most beneficial for our online visitors!

### **Education Resources**

It is important to have opportunities for educating guests in "Art Appreciation" beyond younger students. This includes inward reflection on elements and themes in the pieces displayed. Although we still have a way to go in regard to selection, planning strategies for engaged observation can start early.

My favorite resources come from The Art of Education and the National Portrait Gallery.

[Strengthen Your Students' Critical Thinking Skills by Playing Art Detective - The Art of Education University](#)

[Elements of Portrayal: Definitions | National Portrait Gallery \(si.edu\)](#)

Based on NEA guidelines surrounding critical analysis, students need to develop skills to:

- “Effectively analyze and evaluate evidence, arguments, claims, and beliefs,”
- “Interpret information and draw conclusions based on the best analysis,”
- “Identify and ask significant questions that clarify various points of view and lead to better solutions.”

By teaching the foundations of art analysis in our galleries, we are meeting these goals.

Although many of these resources are framing observation techniques under a student lens, critical thinking skills are exceptionally important for adult life too. The following link compiles connections between critical thinking and “Brain Fitness”, which I think we can really get guests excited about:

[Why Critical Thinking Is Important \(& How to Improve It\) | Be Brain Fit](#)