

Education Coordinator Report – Staff Meeting 1/13/21

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

1. *Volunteer Outreach and Community Colleagues*
2. *Interpretive Signage*
3. *Annual Events and Field Trips*
4. *Art/Museum Appreciation (Widening our Online Outreach)*
5. *Education Resources*

Many regular events and volunteer opportunities have been paused or postponed. However, some of the content we created in the meantime have seemed to be promising substitutes.

ALL Program- Working with Mark Kinney and his wife on the video/zoom program was great and produced an entire educational tour of the Season of light decorations this year.

- All AV equipment placed on a cart and operated by a helper.
- Used one extra day before the event for testing technology.
- Had a few internet interruptions in the back corner of the museum.

Separately, Lions club also did a zoom meeting tour with a shortened focus. This was for a regular meeting and not a separate event. Roughly half the time as the ALL project. Not recorded

From these two interactions, we can see that there are groups who still have an interest in touring like they might have in attending a holiday party/event here an alternate scenario.

Work online continues, sharing content specific to the season.

I paused sharing Wild Wonder on Facebook but had great reactions and some more audience interaction. Most recently I had been sharing more winter specific nature. I continued to swap out the content in the children's area until the second epidemic order started.

After the epidemic order (pause) was up, I swapped to seasonal trees, including both international and community trees. I found that I receive more feedback on the international trees, but I feel that the non-profits appreciate having their trees recognized.

Historic Structure signage moves forward. I am in the stages of altering all signs to a new-and improved layout (see log cabin format). The new format leaves room for a QR code while still leaving room for necessary info including donation information.

General Facebook Data:

- Total Page Views- 366
- Total Post Reach- 6,462
- Total Post Engagement- 1,378

Average Reach for specific posts:

- Videos- 1.089
- Photos- 592
- Links- 356

- Status- 308

Online fans peak at 9 am and only drops 100 views before peaking again at 4 pm. (Think 1,414 vs 1,545)

Due to the type and seasonal style of posts, I think the views/reach for the Season of Light months are going to reflect differently from “normal” months.

During this time, we only had one “boosted” post (giving Tuesday) that received overall average views.

Any post containing museum re-opening info of planetarium shows gets avg. 600-700 reach.

- Season of Light door prizes grew to 2.4k
- Old Winter Carnival photos 1.8k
- SOL sneak peek 1k
- SOL cancellation 2.3 k
- Giving Tuesday donation link 1.5k
- Giving Tuesday boosted link to video 2k

Preparing for the Future:

Identifying ways to make processes quicker and easier for everyone is a **major goal**.

Establishing Regular and Improved Social Media Presence

Utilizing strengths of the staff for amazing social media presence, highlight work from planetarium and gift shop, share images that inspire memories.

Being selective about which content works for different resources:

- 360 camera- great for galleries and overall view (not detail)
- Slideshow videos (example-trees) great for detail work
- Photos great with description= try not to overwhelm the audience

Collaborate and Complete all Historic Village Signs

Edit all layouts to include all donation info and generalized info about American history in structures.

Complete touring videos (360 cam for social media)

QR coded YouTube accessible tours of inside the historic buildings and into other spaces

Content sharing Art Appreciation.

With addition of new wall space in the Wilson gallery and New Beginnings in Trelfa, make more dedicated social media posts for art appreciation.