

This Report was typed both before and after the epidemic order announcement on Nov. 15. Any irregularities are likely a result of updating.

1. Volunteer Outreach and Community Colleagues

Girl Scouts- I have been working with Bronwyn Woolman to find a way to get the girls involved with the museum since the seasonal events that they usually participate in were cancelled.

- We could not meet with the girls quickly enough to arrange craft activities for SOL, but are planning a research project for the girls. The “Wild Wonder of the Week” (details below) requires a new plant or animal each week with some simple fun facts, and it would lessen my load to have some additional wildlife files to have stocked. Bronwyn believes this would be a good way for the girls to use their computer skills and stay involved (especially with some girls doing online learning).
- Update (11/16) The Girl Scout leaders for all of MI have cancelled all inside meetings for now. I’m looking into ways to send some of my information by email for girls looking for projects.

Organizing (Doris, Judy, Chris C)- The file organizing is mostly paused for now as progress is made in the library. I have talked to Chris C about education materials and I think that any organizing of my personal office files will be one-on-one with her.

Education Support and Founders - As SOL preparations progressed, I needed a few volunteers to organize some crafting kits for the event (cutting and stapling print materials). Sharon Engstrom, Sandra C, Chris C, and Barb Mink were interested, however that was postponed with the event. I appreciate their willingness to help and look forward to having them back soon.

2. Interpretative Signage

Kids' Corner- A major priority was getting the Kid’s Corner refreshed so that our young visitors had extra resources available, especially with the addition of independent field trips. At the beginning of the month, the doll case was removed and increased space for two tables and chairs. There are several offerings that I am keeping prepared for this area:

- Besser Buddy: “Can you find our Besser Buddy, Benny?” There is a new poster featuring our cartoon friend plus some clues to help guests find him somewhere in the museum. The “hidden” poster of Benny is currently by the lumber display in the Avenue and features a fun fact about flap jacks.
 - The goal is to select a new placement every month (depending on visitor traffic).
 - All posters have smooth surfaces or clear pockets so that updating clues/facts is easy.
- Museum Maps: These maps are update from the versions created for pre-k visitors in the spring and can be used by anyone visiting the museum into the future.
 - All the locations on the map have new laminated stars.
 - Directions for finding “benny” and earning a prize from the front desk are featured
 - All the info given aligns with required learning about maps and symbols for students

- Wild Wonder of the Week: A new poster with easy to change clear sleeves that are changed every week and feature an animal or plant (or rock) native to Michigan. Fun facts made simple and easy to repeat and share. Each Wild Wonder is also shared to the Facebook page.
- Activity Sheets: Currently four assorted activities with easy to change titles in clear sleeves.
 - Astronomy Worksheet, MI coloring pages, Animal I-Spy, and Leaf Identification activity
- Books and Other Supplies: All assorted books from the multi-purpose kid's room have been marked as "Besser Museum" kid's library property *not permanent collection. Crayons and pencils checked regularly and tidied by me.

Historic Structures- The signs are moving forward, but the formatting needs some work. The recent mailers for Giving Tuesday this year are consistent with the theme and have been inspirational. Altering text sizes and image spacing are main concentrations (all signs are landscape). I will continue to update. See below for information about Walgreens prints.

Season of Light- With prep for our winter season underway, I have a few plans for signage with our seasonal exhibits. Walgreens print service has board prints at 50% off and canvas 60% off until Thanksgiving.

- Coca-cola and Americana – With the donated mini-trees, many possibilities arise from the collected ornaments and memorabilia. At least 4 posters to be made through Walgreens print service with possible 2-3 canvas prints. Goal to make reusable prints for long term value.
- Avenue of Shops – Winter Carnival and time-period winter ads – Sarah located the Carnival newspaper, and we can make more board prints to be used in the Avenue.
- Trees of Nations - Looking ahead at next year, possible to update signage with wall posters. Some of the stands showing wear over the years. With all white walls in trelfa gallery, there are nice areas to redirect attention between the trees.

3. Annual Events and Field Trips

Season of Light- Dec. 12-13 Opening, through January 31

The Avenue and Trees of Nations have been decorated fully (exceptions noted below).

My remaining duties to prepare for the opening of the exhibit:

- Finalize all Trees of Nations
 - German tinsel, tidying Japan, Saturnalia and Rag tree
- Print and staple all booklets (and/or information for Rag tree outside)
- Arrange craft materials (for online demo and physical copies)
- Order Walgreens poster board prints (same day turn-around time)
- Cut rags/ribbons for rag tree material (guests can bring their own)

Season of Light Trips

ALL Trip (Mark Kinney)- I have spoken with Mark about the ALL group coming to see the exhibit on Dec. 17 (so far not rescheduled). They will be bringing their own equipment in to record the trees of nations display and I will explain traditions to attendees and for the video.

If ALL are unable to make the trip, I will be creating more content in following weeks for visitors to access online (see below). No other scheduled trips currently.

4. Art/Museum Appreciation (Widening our Online Outreach)

Social Media posts continue to be a major way of spreading our message and educational outreach. I divide the days up with the front desk and gift shop happenings. I generally make morning posts (8:00 am) and Katrina makes afternoon-evening posts (3-5 pm).

Scheduling these posts ahead of time helps me to stay connected with other happenings at the museum, especially Season of Light prep.

- Each Monday, a new “Wild Wonder of the Week” is shared at 8:00 am. Each animal or plant is something you can see as part of native MI wildlife to remain pertinent to the Museum’s goals.
 - (The same information is made available in the Kid’s Corner)
 - I am working to have Girl Scouts doing research to provide more Wild Wonders to cut down on my own prep time and to give them a new way to volunteer for the Museum.
- I reserve Wednesday and Friday for more history/science/art fun facts.
 - Currently focus lumbering and old Alpena history
- Tuesdays and Thursdays are open for more impromptu postings, usually current events

At the time of writing this data, during the last 28 days (Oct. 18-Nov. 14) our Facebook data shows:

- Total Page Views (someone seeks our page specifically): **614** (up **22%** from previous month)
- Total Post Reach (how many people viewing content): **6,082** (up **240%** from previous month)
- Total Post Engagement (clicks, shares, comments): **2,353** (up **368%** from previous month)

Our Average Reach for different kinds of posts looks like this:

- Videos: 1,085 engagements
- Photos: 549 engagements
- Links (sharing something): 358
- Status (words with no photo/vid): 308

What my research shows me is that the engagements for videos is highest because an audience is forced to pause to see the content of the video. We do not know how long each viewing is, but most recommendations say that anywhere from 1-5 minutes is about the length a viewer might stay and watch, depending on their level of interest.

Notes on Videos:

We do not share videos very often, so it doesn’t take much to skew data points one way or another.

- During our “Happy Holidays” video posted Oct. 30, we reached 1.9K views
 - (It probably helped that we were noticeably in costume)
- A juried artist video with Brian Schorn posted Oct. 13 reached 320 views.

Outstanding Posts from Oct 1- Nov. 14:

- Friday 10/16 (2:30 pm) Bob Smith sharing artwork – 581 views
- Thursday 10/22 (5:00 pm) Handmade cards in the Gift Shop – 685 views
- Wednesday 10/23 (12:30pm) Genealogical Society selling history book – 662 views
- Monday 10/26 (5:00pm) Jewelry in the Gift Shop – 716 views
- Tuesday 11/3 (Noon) Election Day with Judy Poli – 615 views
- Wednesday 11/4 (8:00 am) Pirates of the Great Lakes – 682 views
- Friday 11/6 (1:00 pm) Log Marks of Alpena – 645 views

Boosted Posts (shows both organic reach and paid reach):

- Tuesday 11/10 (Noon) Season of Light work in progress! - 2.7k (1,182/1,721)
- Saturday 11/14 (3pm) Season of Light door prizes – 1.5k (950/567)

Looking at the data gathered overall, we can see that our audience loves local connections (gift shop, highlighting locals, and historical fun facts), creative posts, and seasonal fun/events. People are always looking for information and gift or craft ideas to share with friends. Often, we can see fans tagging family members to ask questions about a historical connection in a post. These are all ways that the museum stays relevant to our supporters, even from a distance.

5. Education Resources

Preparing for the future:

With the new epidemic order release on Sunday Nov. 15, I'm looking at ways to use the resources of my skills and position here to keep our outreach accessible and exciting for our community, even in a potential shut-down or stay-home order. The Museum itself, and the staff included, are my biggest resource in taking on the mission of our outreach.

Our #1 secret weapon for continuing business: using social media and the internet to our advantage.

As seen above, our Facebook data has been trending higher in views and engagements since we recommitted to a consistent schedule. Compared to similar pages (APS, art in the loft, the library) and found that we are right on track and in some cases doing better than others.

- Because we have established a consistent schedule, we are establishing trust with the public, even those who have never been to the museum before.
- By keeping on this schedule and adding more opportunities for "at-home-activities", our audience and potential supporters will surely increase.

Due to the uncertainty surrounding events at any scale, I want to take the craft ideas intended for season of light and release them as videos (like my earth day craft) periodically through the season. The physical crafts will still be made available during the rescheduled event.

I also want to use the “Museum Minute” format to give peeks at the trees of nations exhibit and other areas. This could be either video or images made into a slideshow with a caption or voiceover. This was the original goal with Minutes but can now be applied specifically for those who are unable to see our holiday exhibit.

- ✓ I can work with Johnathan and the new camera or my camera and editing program from home.

Many of the craft ideas can be created using easy to access materials from home or items that can be printed. Print materials can be made accessible both on our Facebook and for download through our website. I would like to work with Katrina (or anyone) to make designated spaces on our website for:

- Craft directions, activities, and printables
- Museum Minute/Trees of Nations traditions photos/videos

I would like to stick with the publishing schedule I have set up (M/W/F), however I have plenty of time to add additional posts on Tues, Thurs, and the weekend. By posting at 8:00 am until about Noon, we give our audience (especially parents with children at home) plenty of time to see our posts and make plans to use our ideas or share them.

- Goal: set informational posts on schedule one week in advance.
- ✓ I am not familiar with file size limits/capability on our website and would need to learn a little more. I would like to do some more research on Wix website editing with my time at home.

I will continue to finalize elements of the Season of Light exhibit, starting first with the trees in need of detail work, and then the Walgreens poster prints. Other items like booklet organizing and craft kits can be assembled from home. I will make needed paper prints from the office, as well as photo and video of the exhibit when necessary.

My general schedule over the next couple weeks will look like this:

Morning:

- ✓ Checking email/social media notifications.
- ✓ Double-checking scheduled posts were made
- ✓ Working on new scheduled posts for next week

Afternoon:

- ✓ Editing signage or activity sheets to share
- ✓ Working on craft samples or video props
- ✓ Creating videos or taking photos
- ✓ Editing videos or photos
- ✓ Scheduling or editing posts for the next week

Specialized (Tasks not on regular daily schedule):

- ✓ Ordering/picking up prints
- ✓ Visiting museum for photo or videos
- ✓ Meeting staff member for collaboration