

Thinking Digitally: How to create a digital strategy and mindset in your museum

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About the sessions

- Developing Digital Strategy in museums - **Session 1**, June 21, 2021
 - Focus on where to start
 - How to develop a strategy
 - Homework
- Developing Digital Strategy in museums – **Session 2**, July 14, 2021
 - Review your Digital Plans
 - What did you learn?
 - Offer suggestions to help you fill in the gaps
 - Discuss next steps
- Integrated Digital and Physical Experiences – **Session 3**, July 20, 2021
 - How to create an integrated and holistic visitor experience across your museum?

About Me

- Have worked in museums for 25 years at a senior level
 - Digital learning
 - Digital engagement
 - Museum Experience
- I have worked at very different types of museums, with diverse collections including:
 - Historic and contemporary art
 - History
 - Decorative arts and design
 - Performing arts and gardens
- Leadership development:
 - President, Museum Computer Network (MCN) in 2017
 - Oxford Cultural Leadership Programme alumna (2021)
 - Getty Leadership Institute (GLI) Fellow 2017





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What we're going to talk about today?

- Covid and changing conditions
- What do we mean by digital?
- Some museum examples
- Where to start?
- Elements of a digital strategy?

Impact of Covid and changing conditions

- World changed overnight
- Closed our doors
- Became museums without walls
- Greater reach and new audiences
- Digital only way to bring our collections and programs to those we serve

Some recent interesting examples

- Rijksmuseum – [Rijksmuseum](#)
- Mauritshuis – [virtual tour](#)
- Met – [Primer](#)
- Frick – [Cocktails with a Curator](#)
- MCN [digital resources](#)

Group discussion

- How has your museum responded to the pandemic and being closed?
- Have you tried anything new digitally?
- What have you noticed/learnt?
- What have been the challenges?

Creativity During Crisis

The vast majority of respondents express and challenge themselves creatively in quarantine.

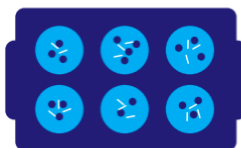
81%

report doing something creative during the pandemic.

Q

Some people are doing creative things during the pandemic. Have you done any of these things in the past 30 days? Please check any that apply.

#1



62%

Cooking a new recipe or baking something

#2

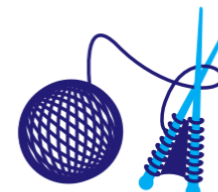


37%

Singing alone or with others

(Q: You shared that you did something musical and/or listened to music in the past 30 days. What kind of musical activities did you do?)

#3



27%

Making something by hand (quilting, pottery, woodwork, ceramics, knitting, metalwork, etc.)

#4



20%

Painting, drawing, sculpting, printmaking, etc.

#5



19%

Photography or photo editing (as a creative activity, not for work or school)

#6



16%

Creative writing, writing poetry, journaling



Tuning In to Digital Trends

Respondents sample a range of online cultural offerings, of which learning-based activities are seen as particularly valuable.

53%

report participating in one or more digital cultural activities.

Q

Have you done any of these online or digital cultural activities yourself in the past 30 days? Please check any that apply.

Q

How valuable to you personally were those activities?

#1 Pre-COVID recorded performances

60% valuable

#2 Live-stream performances

66% valuable

#3 Online activities for kids

76% valuable

#4 Online classes or workshops

68% valuable

#5 Podcasts

63% valuable

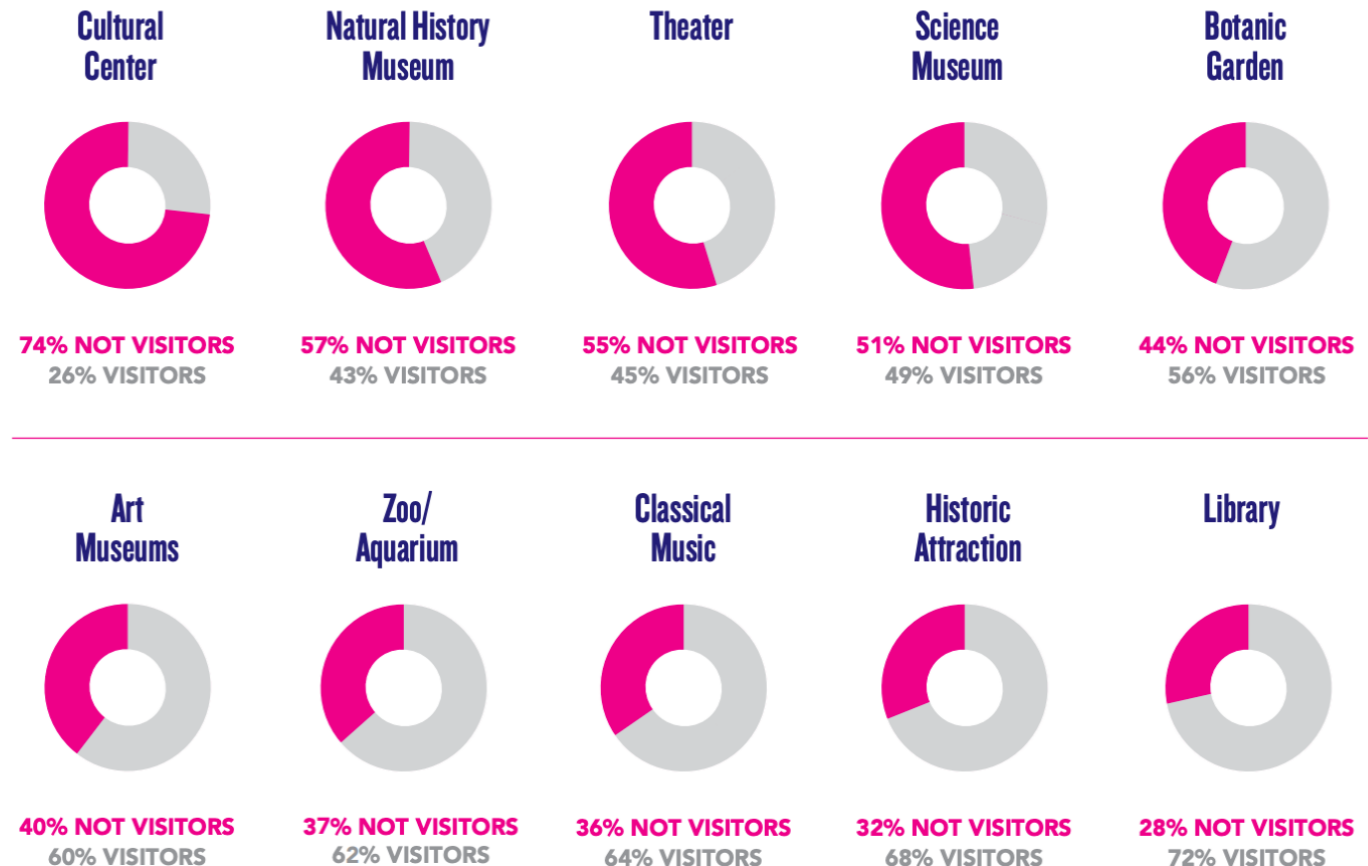
Only top 5 activities are listed.
Participation ranged from 17% to 12%.

Five point scale for value.
Top two responses are combined.

A Virtual Gateway

Many respondents who are using online cultural offerings had not physically visited the same kinds of cultural organizations in the past year.

Breakdown of Digital Users by Content Category and Prior Visitation



Out of a crisis comes opportunities

- Chance to pause and reflect on everything we do as a museum
- Introduce new ways of working
- Staff develop their digital confidence and skills
- Museums to become more relevant and resonant
- Continue to serve remote audiences even after we reopen our doors through equitable physical and virtual experiences

Developing your digital strategy

Digital strategy must be part of an integrated museum strategy

physical + human + digital = total museum experience

How does Digital fit into museum activity?

- Front and back of house
- Skills
- Technology
- Systems
- Visitor Experience

Digital permeates every area of the museum



Your digital strategy

- You're going to draft a digital strategy for your museum
- It will be very simple
- You will share and feedback in next session on July 14
- It should be a starting point for your to continue to work on with colleagues

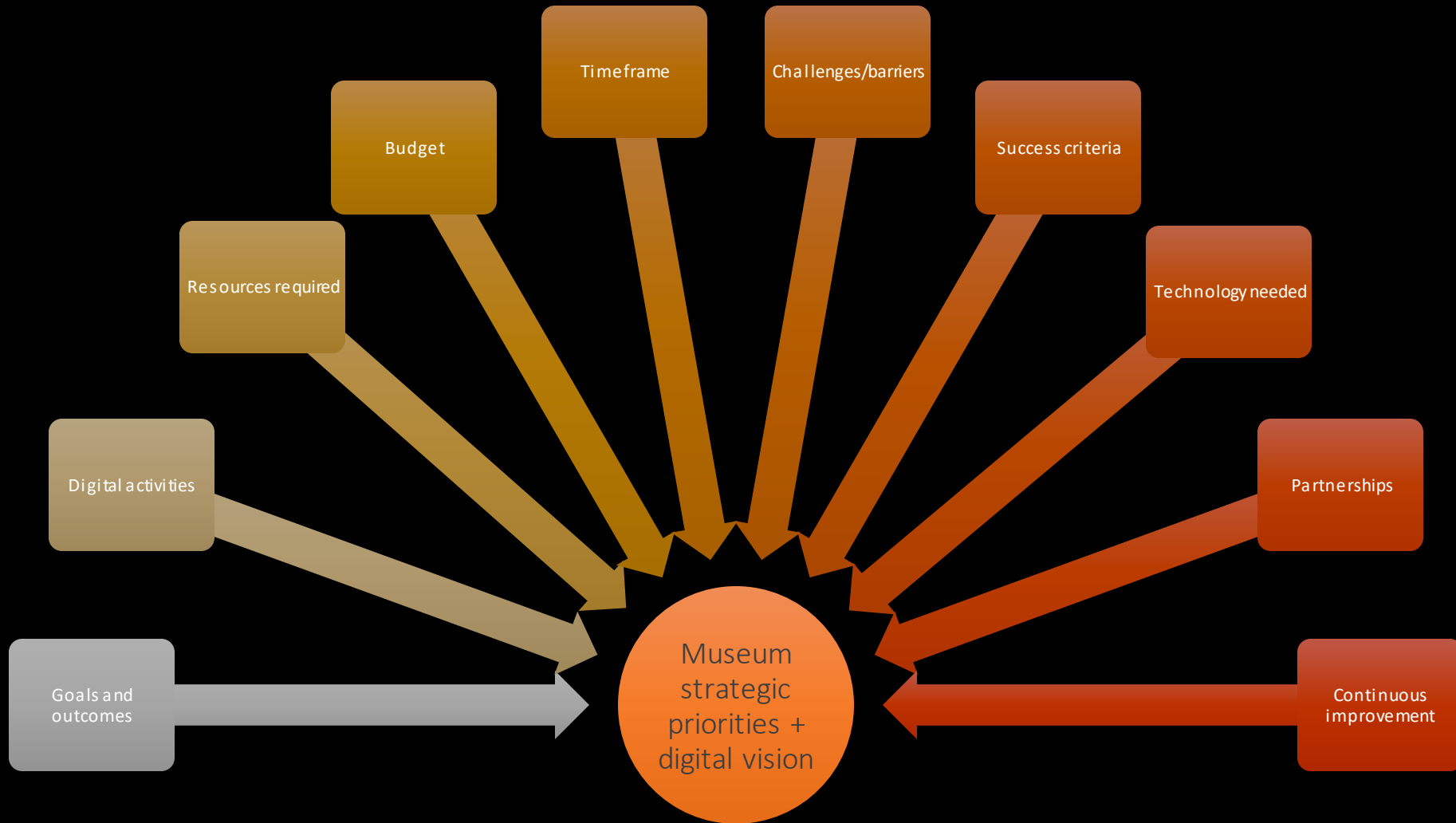
Start where you are...

- All museums are in different stages of digital maturity
- Your digital strategy should reflect where your organization is today
- Whether at the beginning or building on existing digital work – a strategy and roadmap are critical to success
- Digital strategy must be aligned with the museum's wider priorities and goals – and achievable and sustainable
- Good news – it's never too late to start!
- And the work never ends!

Important things to remember

- Every museum is unique, but we all share common characteristics – a collection, deliver programs
- Develop an approach that is appropriate for your capacity, capability and budgets – **small, impactful change is better than over ambition, inability to deliver or sustain activity long term**

What might your strategy include



Key elements listed

- Museum strategic priorities + digital vision and alignment:
 - Goals and outcomes
 - Digital activities
 - Resources required
 - Budget
 - Timeframe
 - Challenges/barriers
 - Success criteria
 - Technology needed
 - Partnerships
 - Continuous improvement

Your homework

- You are going to draft a simple digital strategy for the next session on July 14
- Work with colleagues in your museum or partner with other museums
- You will share what you have learnt at the next session

Start with an audit

- Do an audit of the digital activity that is going on in your museum

For each activity:

- Which department/staff are leading the activity? Who else is involved?
- Which audience is this activity aimed at (could be one or more)? For example, adults, children, families, schools and educators, local audiences, national or international audiences.
- Do you think it is successful? How do you know?
- What's missing? What would you like to be doing that you are not doing now?
- If you are not doing anything, why not? And do you want this to change?

Then move on to creating the strategy outline – remember the elements. At a minimum:

1. Include the overall vision for your museum. What are the key priorities?
2. How can digital help you to achieve the vision?
3. Include your digital audit showing what you are currently doing?
4. What other sort of activities do you want to include in your plan – short, medium, long term ambitions?
 - Digitization, online collection, educational resources, social media, eMarketing, academic publishing, online exhibitions & more

Other elements to consider:

- What resources will I need – staff, skills training?
- Who needs to be involved in writing this strategy and who needs to be responsible for different areas of delivery?
- What might be the biggest barriers to success? How can we tackle them?
- What funding/budget will I need to deliver this strategy and where might the opportunities be – government, EU, partnerships etc?
- What could we start tomorrow, next month, in 6 months, longer term?

Second session on July 14th

- Review your digital plans
- Offer suggestions to help you fill in the gaps
- Discuss next steps
- How can you support each other going forward?

Thank you