

Welcome! We will begin shortly.



Spotlight on Digital Engagement

What works, what doesn't, and how the pandemic changed the game

Presented by



CANADIAN
MUSEUMS
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LEE GROVES
CONSULTING

December 7, 2021

INTROS & BACKGROUND

Interviews with 18 museum leaders in digital engagement

Representing a cross-section of roles, types of institutions, sizes of institutions, and locations. Also spanning a wide spectrum in terms of re-opening.



INTROS & BACKGROUND

FIELD ART ACROSS CANADA TRIP

Field Trips. Art Camps. Partners. Contact. 

EVERYWHERE WE'VE BEEN. EVERYTHING WE'VE SEEN.



The Power Plant - June 17, 2021

Aden Solway about Howie Tsui

Aden Solway is an artist and curator. He will discuss The Power Plant's Fall 2020 exhibition *Howie Tsui: From swelling shadows we draw our bows*.

[Continue —>](#)



The Power Plant - June 11, 2021

THE POWER PLANT PRESENTS: Stanzie Tooth in conversation with Joséphine Denis

Stanzie Tooth is an artist working primarily in painting though she also makes collages, sculptures, and installations. She will discuss her artistic practice and recent works with The Power Plant's TD Curator of Education and Outreach Fellow, Joséphine Denis.

[Continue —>](#)



Phi Foundation - June 3, 2021

Lee Bae: UNION – Curator's Tour: At a Distance

See the exhibition *"Lee Bae: UNION"* at a distance, through the eyes of the show's curator in this guided tour led by Cheryl Sim.

[Continue —>](#)

What is digital engagement?

Every digital touchpoint with a museum's audience

Who is responsible for digital engagement?

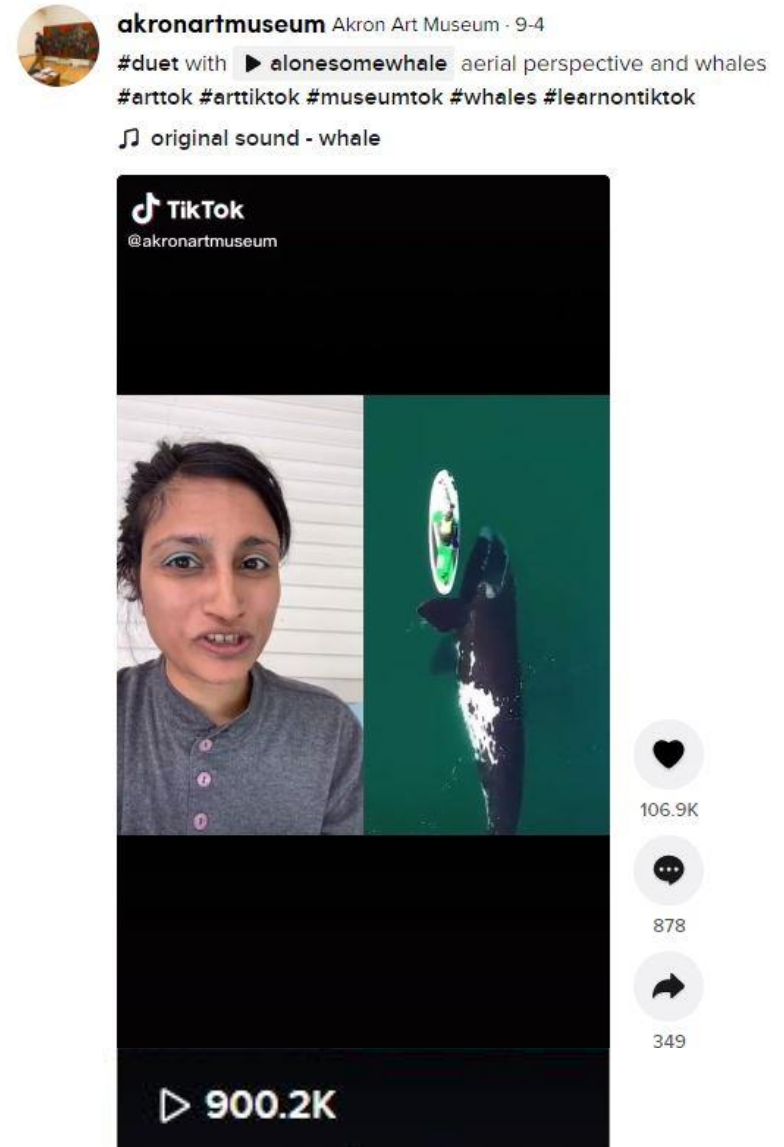
Based on inherited functions but moving towards a cross-functional support role

THE DIGITAL SHIFT

Initial rush of digital content

Huge increase in appreciation of digital work and digital literacy at museums

However, online audiences have waned and limited staff capacity for digital upkeep



CORE PRINCIPLES OF ENGAGEMENT

From the 2019 AGO visitor research, we summarized **three mutually reinforcing principles** for supporting audience engagement digitally and beyond:

Be approachable

Make connections

Design to be user-friendly

How do these resonate in the COVID era and how should these be updated?

BE APPROACHABLE

Pre-pandemic

- Close feelings of “distance” between notions of high-brow “Art”/complex content and visitors
- Offer a welcoming and accessible experience
 - For content through interpretation, storytelling, etc.
 - For gallery spaces through interactive, multi-sensory, informal spaces, etc.



Current Considerations

- Provide more convenient, easier points of entry
- Broaden geographic reach and accessibility for people with disabilities
- Promote equity and increase diversity of voices/viewpoints
- Consider touchless interactives

MAKE CONNECTIONS

Pre-pandemic

- Guide audiences to more meaningful art experiences through connections to:
 - Context of the art
 - Relevance to themselves
 - Others people for social connection
 - Other ideas to expand perspectives



Current Considerations

- Build a relationship with audiences outside of visitation
- Empathize with your audiences and evoke emotions
- Collaborate with partner institutions and share on other platforms

DESIGN TO BE USER-FRIENDLY

Pre-pandemic

- Lower barriers to engagement by providing an easy, clear visitor journey from pre-visit to post-visit
- This applies to digital tools and beyond



Current Considerations

- Integrate digital considerations from the beginning to provide a seamless user journey
- Employ design thinking process based on user experiences and an iterative process
- Plan your infrastructure

Key Takeaways

1. It's still a learning process for digital engagement.

It's a time of experimentation and success looks different for every museum.

2. The pandemic forced huge strides forward in digital and museums need to keep the momentum going.

With audiences operating in a hybrid world, there's no "going back."

3. Institutions need to be intentional about the purposes and target audiences for digital engagement.

Digital is just a tool, not the end goal itself.

Thank you for joining



Field Museum, Wild Color  Michelle Kuo

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