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test

test

>> THIS IS A TEST OF THE
CAPTIONING SYSTEM.

>> THIS IS A TEST.

>>

>> HELLO EVERYBODY.

THIS IS MIKE FROM LEARNING
TIMES.

A PLEASURE TO BE HERE WITH YOU
FOR WEBINAR NUMBER TWO OF THIS
SERIES.

BEFORE WE GET STARTED, I JUST
WANT TO REMIND EVERYONE THERE'S
AN OPEN CHAT ON THE LEFT OF YOUR
SCREEN.

FEEL FREE TO LET US KNOW WHERE
YOU'RE JOINING US FROM TODAY.

MYSELF, I'M LOCATED IN SUNNY BUT
COOL CAL GARY, ALBERTA, AND I
KNOW WE HAVE OTHERS FROM WARM
IRCLIMATES AS WELL.

IT-NICE TO SEE YOU ALL.

TODAY'S SESSION WILL BE RECORD
ASKED THE RECORDING WILL BE
AVAILABLE IN THE NEAR FUTURE
FROM THE COLLECTIONS.ORG WEB
SITE.

IF ANYONE HAS ANY TECHNICAL
DIFFICULTIES DURING THE SESSION,
WITH THE ADOBE CONNECT PLATFORM
PLEASE FEEL FREE TO USE THE CHAT
WINDOW TO CONTACT US AND WE WILL
RESPOND AS QUICKLY AS WE CAN.

WITHOUT FURTHER DELAY I'M GOING
TO START THE REGARDING FOR OUR
SESSION TODAY AND I WOULD LIKE
TO INVITE OUR HOST, JENNY, FROM
HERITAGE TO PLEASE GO AHEAD WHEN
YOU'RE READY.

>> THANK YOU, MIKE.

WELCOME BACK EVERYONE.

IT'S SO GREAT TO SEE SO MANY FAMILIAR FACES SAYING HELLO IN THAT CHAT BOX AND IT ELEMENTARY SCHOOLS WE HAVE ABOUT 128 FOLKS LOGGED IN THIS MEETING ROOM RIGHT NOW.

AT MIKE SAID, CONTINUE TO SAY HELLO IN THE CHAT BOX AND THROUGHOUT FEEL FREE TO POST ANY TECHNICAL ISSUES.

IF YOU HAVE QUESTIONS FOR OUR SPEAKERS TODAY FEEL FREE TO POST THEM AS WELL AND I WILL HOLD ON TO THEM AND MAKE SURE WE ASK HER AS SOON AS WE HAVE BREAKS.

>> THIS COURSE IS ONE OF MANY IN OUR SERIES, INQUIRING FOR YESTERDAY'S TREASURES TODAY.

WE HAVE COMPLETED 6 COURSES WITH THE 7th ON THE WAY.

IF YOU MISSED ANY OF THE COURSES OR IF YOU'RE INTERESTED IN GOING BACK THROUGH THE MATERIAL, WE HAVE EVERYTHING FROM WEBINAR RECORDINGS TO RESOURCE LINKS ON THE ONLINE COMMUNITY TO MAKE SURE TO ECONOMIC THAT OUT.

TODAY'S COURSE IN THE ENTIRE SERIES HAS BEEN MADE POSSIBLE THROUGH LAURA BUSH 21st SENT TRUE GRANT FROM THE MUSEUM OF HIGH RATHER SERVICES SO WE OWE A HUGE THANKS TO THEM AND ALSO FORTUNATE TO HAVE MIKE ON BOARD WITH LEARNING TIMES TO HELP US WITH THESE WEBINARS AND ALSO OUR WEB SITE.

SO BEFORE WE MOVE ON TO OUR TOPIC TODAY LET ME QUICKLY REVIEW A FEW THINGS INCLUDING THE COURSE SCHEDULE.

AFTER TODAY WE WILL BE HALFWAY THROUGH THE COURSE IF YOU CAN BELIEVE IT.

WE WILL MEET AGAIN ON IN CONNECTION WEEK ON TUESDAY, NOVEMBER 2 AT 2:00 P.M. AT YOU

HAVE DONE TODAY.

TO COMPLETE THE COURSE WE ASK A FEW THINGS.

ONE THAT YOU REGISTER ONLINE SO WE HAVE YOUR INFORMATION.

WE ASK YOU WATCH ALL FOUR WEBINARS WHETHER YOU LOG IN LIVE LIKE NOW OR WHETHER YOU'RE WATCHING THIS AS A RECORDING.

AND THE FINAL REQUIREMENT IS TO COMPLETE ALL FOUR HOMEWORK ASSIGNMENTS AND WE WILL PROVIDE YOU WITH LINKS TO THOSE AND YOU WILL SEE THEM ON THE COURSE WEBPAGE AS SOON AS THEY BECOME AVAILABLE AND EVERYTHING IS DUE TO LATER THAN WEDNESDAY, NOVEMBER 21.

SORRY, THURSDAY, NOVEMBER 21.

AND EVERYTHING THAT YOU NEED, AS I SAID IS LOCATED ON THE COURSE HOME PAGE FORECLOSURES PDF OF THE HAND OUT TO RESOURCE LINKS TO THE HOMEWORK LINKS AND AS ALWAYS IF YOU HAVE QUESTIONS JUST LET US KNOW, E-MAIL US OR CALL US.

NOW TODAY WE HAVE A GREAT PRESENTATION PLANNED FOR GREW, A LOT OF FANTASTIC EXAMPLES ON HOW TO SHOWCASE CORRECTIONS CARE IN A LOT OF UNIQUE WAY I'M PLEASED TO BROWSE LE RAE UMFLEET FROM THE OFFICE OF ARCHIVES AND HISTORY AND SHE IS CHIEF OF COLLECTIONS MANAGEMENT IN BOTH HER ROLE AS SHE MANAGES HOW THE AGENCY CARES FOR, COLLECTS, STORES AND EXHIBITS THE OBJECTS IN ITS CUSTODY.

LERAE THANK YOU FOR JOINING US. I'M GOING TO MOVE THINGS OUT OF THE WAY AND HANDS THINGS OVER TO YOU.

>> THANK YOU, JENNY.

APOLOGIES AHEAD OF TIME.

I WAS SICK LAST WEEK.

AND I HOPE THAT I WILL NOT HAVE ANY PROBLEM WITH MY VOICE WHILE WE'RE TALKING BUT PLEASE ACCEPT MY APOLOGIES IN ADVANCE IF THAT HAPPENS.

I WANTED TO SHARE THINGS THAT I HAVE BEEN OBSERVING AND SEEING AND DOING AS I HAVE BEEN TRAVELING AROUND NORTH CAROLINA AND THE U.S. DISCUSSING OUT REACH TO IMPROVE CHECKSES CARE AND DISASTER PREPAREDNESS. IN MY WORLD DISASTER PREPARED AS SOON AS PART OF CARING FOR YOUR COLLECTION.

I WORK WITH MUSEUM AND LIBRARY PROFESSIONALS ACROSS THE BOARD. I'M A MUSEUM PERSON FIRST AND FOREMOST AND I HAVE WORKED IN THE LIBRARY SO I HAVE BEEN WEARING MULTIPLE HATS AND I UNDERSTAND ALL OF THE VARIOUS THINGS THAT GO ON AND ALL OF THE TYPES OF INSTITUTIONS.

INSIDE NORTH CAROLINA WE HAVE BEEN SEEKING METH OSDZ TO INCREASE OUR AWARENESS OF SMALL AND BIG THINGS THAT COULD BE DONE TO HIGHLIGHT THE NEEDS OF THIS STUFF WITH PHOTOGRAPHS AND OBJECTS.

UNFORTUNATELY I DON'T GET TO GO AND OUT ABOUT AND PLAY TOURIST BECAUSE I'M TOO BUSY DOING THE WORK I'M DOING.

BUT I WILL SHARE WITH YOU EXAMPLES OF THINGS THAT I HAVE MEAN IS NORTH CAROLINA AND IN OTHER SITES AROUND THE CROY AND EVENNIVE SAW SOME THINGS THAT I REALLY LIKED IN OTHER COUNTRIES. THIS PRESENTATION WILL BE PART ADVOCACY IDEAS, PART FUNDRAISING IDEAS AND ALL ABOUT HOW TO HIGHLIGHT OUR WORK TO SHARE AND SAVE THE WORK OF HISTORY.

THERE ARE ADDITIONAL WEBINARS ON

DEMOGRAPHIC ACTIVITIES AND
FUNDRAISING FOR COLLECTION CARE
BUT IN MY WORLD THESE THINGS ARE
ALSO TIGHTLY TIED TOGETHER THAT
I CAN'T SPEAK ON ONE WITHOUT THE
OTHER BUT I'M GOING TO REFRAIN
FROM DOING TOO MUCH ON
FUNDRAISING AND ADVOCATE BUT
SOMETIMES I WILL HAVE TO SAY
WATCH THE OTHER GREAT WEBINARS.
THERE'S MY LITTLE BUTTON.
I'M TECHNOLOGICALLY DISINCLINED,
EVERYBODY.

MY COMPUTER SKILLS SOMETIMES ARE
LACKING.

SO I'M GOING TO START OFF WITH A
POLL, JENNY IF YOU CAN THROW THE
FIRST ONE UP THERE FOR FOLKS TO
SEE.

I WOULD LIKE TO KNOW IF ANY OF
OUR INSTITUTIONS THAT
PARTICIPATING HAVE DONE OUT
REACH THAT FEATURED COLLECTIONS
CARE IN ANY OF THE FOLLOWING
EXAMPLES, EXHIBITS, BLOGS,
NEWSLETTERS?

WOW!

A LOT OF PEOPLE HAVE DONE
EXHIBITS.

SO I WANTED TO REVIEW SOME OF
THE FACTS AND CHALLENGES THAT
WE'RE FACING WHEN WE'RE DOING
THESE TYPES OF THINGS.

NICE.

SO MUSEUMS HAVE CONSISTENTLY
SEEN DECREASING IN FUNDING FOR
COLLECTION CARE WHILE
COLLECTIONS ARE INCREASING
EXPONENTIALLY.

I'M SURE EVERYONE SEES THAT
MUSEUM STORAGE ISN'T GROWING BUT
THE NUMBER OF THINGS COMING IN
IS GROWING.

WOW, IT LOOKS LIKE A GOOD NUMBER
OF FOLKS HAVE DONE EXHIBITS AND
ALSO WE'RE SEEING IN SOME PLACES
PARTICIPATION IS STAYING THE

SAME AND OTHER PLACES IT'S
DIPPING.

ARE WE TOUCHING A SMALLER
PERCENTAGE OF A SMALLER
POPULATION IN THOSE ARE
INTERESTING THINGS TO THINK
ABOUT AND HOW DO WE CONTINUE TO
CARE FOR OUR COLLECTIONS WITH
SHRINKING BUDGETS?

THOSE ARE ALL PROBLEMS THAT
EVERYBODY IS FACING.

AND THE HERITAGE HEALTH INDEX, A
PROJECT OF HERITAGE PRESERVATION
FUNDED IN 2005, THEY PUBLISHED
SURVEY STUDY CALLED THE PUBLIC
TRUST AT RISK HAIR CONTINUAL
HEALTH ON AMERICA'S COLLECTIONS.
AS A RESULT OF THESE SURVEYS
THEY TRAVELED AROUND THE COUNTRY
SURVEYING INSTITUTIONS: THEY
CONCLUDED IMMEDIATE ACTION WAS
NEEDED TO PREVENT THE LOSS OF
190 MILLION ARTIFACTS IN NEED OF
CONSERVATION TREATMENT.

AND THE REPORT GENERATED BY THE
HERITAGE HEALTH INDEX GAVE FOUR
RECOMMENDATIONS.

THAT EVERY COLLECTING
INSTITUTION MUST DEVELOP AN
EMERGENCY PLAN AND PROTECT THE
COLLECTIONS AND TRAIN STAFF TO
CARRY IT OUT.

EVERY INSTITUTION MUST DESIGN
RESPONSIBILITY FOR CARING FOR
COLLECTIONS TO MEMBERS OF ITS
STAFF AND INDIVIDUALS AT ALL
LEVELS OF GOVERNMENT AND IN THE
PRIVATE SECTOR MUST ASSUME
RESPONSIBILITY FOR PROVIDING
SUPPORT THAT WILL ALLOW THESE
COLLECTIONS TO SURVIVE.

FURTHER HERITAGE HEALTH
DISCOVERED MOST INSTITUTION HE
DON'T EVEN HAVE SMALL BUDGET FOR
COLLECTION CARE AND OF THOSE WHO
DO, MOST HAVE LESS THAN THREE
THOUSAND DOLLARS ALLOCATED

ANNUALLY.

SO TODAY'S TOPIC FITS SEVERAL OF THESE BROAD DECISIONS FROM THE HERITAGE HEALTH INDEX IN THAT WE'RE STRIVING TO SHARE WITH VISITORS AND STAKEHOLDERS THE THINGS TO WE TO DO PROVIDE SAYER CONDITIONS THROUGH PROPER HOUSING STORAGE AND EXHIBITS AND THE USE OF TRAINED STAFF.

FURTHER OUT REACH ACTIVITIES SERVE TO ENGAGE VISITORS BY EXPLAINING THE BACKING OF THE HOUSE ACTIVITIES SO THEY CAN ACCOMMODATE THE DIRECTIONS NEEDED FOR MAKING POLICY AND FUNDING DECISIONS: SO THE POLL DECISIONS WERE INTERESTING. GOOD NUMBER OF US HAVE DONE EXHIBITS.

I HIKE THAT.

THE NEXT POLL QUESTION IS A FOLLOW-UP TO THAT, JENNY.

DO YOU FEEL THESE PROGRAMS WERE SUCCESSFUL?

DO YOU THINK THESE CAN BE ANY NUMBER OF THINGS AND THE THING THEY SAY DID WERE SUCCESSFUL?

>> GETTING ON THE GOOD SIDE.

ABOUT 70 PERCENT OF YOU FEEL IT WAS A GOOD THING TO DO AN EXHIBIT OR BROCHURE OR OUT REACH TOOL TO SHARE OUR COLLECTIONS NEEDS.

OK.

GREAT.

MANY TIMES PROGRAMS HAVE GOALS AND IT'S NICE TO SEE PEOPLE VIEWED THAT YOU MET YOUR GOALS. SOMETIMES THESE POLICY ARE VISIT ARE PARTICIPATION, SOMETIMES IT'S AWARENESS AND SOMETIMES WE NEED TO RECRUIT VOLUNTEERS TO HELP US IN CAT HOGGING AND TOURS AND ALL OF THE THINGS THAT WE DO.

AND I WANTED TO TALK ABOUT

SHIFTS THAT WE'RE SEEING IN MUSEUM PARADIGMS RELATED TO WHAT VISITORS EXPECT TO SEE, WHAT -- THE STUFF THAT WE HAVE AND THEY WANT TO SEE ANYTIME NEW AND INNOVATIVE WAYS AND -- THERE'S A BLOG OUT ON THE WEB THAT I REALLY LIKE AND THEY HAD A POST ON SHIFTING MUSEUM BUSINESS MODELS, AND IT'S POTENTIALLY RADICAL BUT IT'S INNOVATIVE AND IT COULD SEND US SOME OF US THINKING ABOUT THE WAY WE DO IN A LITTLE DIFFERENT WAY.

AND THE POST -- THE WRITER BELIEVED THAT CHANGES SHOULD BE IN THE ENGAGEMENT BETWEEN PEOPLE AND THE MUSEUM, BREAKING DOWN TRADITIONAL BARRIERS BETWEEN THE INSTITUTION AND THE COMMUNITY, EMBRACING THE IDEA OF THE MUSEUMS AS A THIRD SPACE AND INVITING THE PEOPLE THAT WE SERVE TO SUGGEST NEW WAYS OF USING THE MUSEUM, PROMOTING PEOPLE TO SPARK NEW INTERPRETATIONS OF OLD COLLECTIONS.

I FOUND AN EXAMPLE OF THAT THIS WEEKEND.

I WAS TALKING TO 20-SOMETHINGS THAT ARE INTERESTED IN MUSEUMS GENERALLY AND I ASKED THEM A SIMPLE QUESTION: DO YOU GO TO MUSEUMS?

AND THEY THOUGHT ABOUT IT AND THEY THOUGHT ABOUT IT AND THE LAST TIME THEY HAD BEEN TO A MUSEUM WAS WHEN A FRIEND OF OURS GOT MARRIED AND HAD THE RECEPTION IN THE SCIENCE MUSEUM UNDER THE DINOSAURS AND THEY THOUGHT THAT THE MUSEUM WAS COOL ENOUGH TO WANT TO RENT A VISIT BACK THE NEXT DAY TO SEE THE REST OF THE MUSEUM.

SO WE HAVE TO THINK ABOUT HOW WE

CAN ATTRACT A YOUNGER VISITOR
MAYBE ONE THAT DOESN'T HAVE
CHILDREN BUT THAT IS DIFFERENT
INTERESTS, AND MUSEUM NEXT IS
HAVING HAD A 2014 ANNUAL
CONFERENCE IN ENGLAND.

I THINK WE ALL NEED A FIELD TRIP
AND THEY'RE GOING TO INVESTIGATE
SOMEWHAT NEXT FOR THE SECTOR,
HOW THEY CAN ADAPT TO CHANGING
AUDIENCE EXPECTATIONS AND HOW
TECHNOLOGY IS CLAIMING THE
MUSEUM AND THUS APPLIES TO LIAR
KIEFS AND LIBRARIES.

SOME OF MY COLLEAGUES HAVE
WONDERED WHAT IS THE FUTURE FOR
LIBRARIES, EVERYTHING IS GOING
TO DIGITAL FORMAT WILL PEOPLE
NEED BOOKS?

GENTLEMEN, BECAUSE MUSEUMS NEED
OBJECTS AND PEOPLE NEED BOOKS.
BUT THE YOUNGER GENERATION OF
MUSEUM GOERS WANT A DIFFERENT
EXPERIENCE AND WE HAVE TO ENGAGE
THE VISITORS WITHOUT HUESING
SITE OF THE ORIGINAL REASON WE
HAVE THE MUSEUM, WHICH IS IN MY
OPINION, AND I COULD HEAR
DIFFERENT THINGS FROM DIFFERENT
PEOPLE THAT WORK IN MUSEUMS BUT
THE OBJECTS, THE BOOKS BE THE
PHOTOS, PAPERS OF THE PAST ARE
THE REASON THEY'RE THERE.
WE NEED TO SAVE THOSE THINGS,
SHARE THOSE THINGS AND SHARE HOW
WE SHARE THOSE THINGS WITH OUR
VISITORS.

>> SO, NEXT POLL IS ONE WHERE I
WOULD LIKE TO SEE HOW PEOPLE
THINK THEIR PROGRAMS WERE
ORIGINATED, WAS IT FOR FUNDS
RAISING OR EDUCATIONAL REASONS
OR JUST TO BRING IN VISITORS:
ALL OF THOSE BRING IN DEMANDS ON
OUR INSTITUTIONS AND IT LOOKS
LIKE MOST PEOPLE ARE WANTING
JUST TO EDUCATE PEOPLE.

THAT'S GREAT.

BECAUSE IT SEEMS LIKE THE EXHIBITS AND THE PROGRAMMING THAT IS BUILT TO EDUCATE PEOPLE ABOUT THE PRESERVATION DO MORE THAN THOSE THAT JUST SEEK TO RAISE FUNDS.

LET'S GOOD.

SO WE STILL HAVE TO DO OUR JOBS WHETHER IT BE THAT WE'RE A REGIME STRAV STRAR OR CURATOR OR CONSERVATOR, WE HAVE TO DO ALBY NEED TO DO AND HAVE TO INCORPORATE ANOTHER THING INTO OUR PROJECTS TO SHARE THAT WITH OUR VISITORS AND OUR STAKEHOLDERS.

SO WHAT ARE OUR REASONS FOR DOING THESE THINGS?

IS IT FUNDRAISING OR EDUCATION? IT LOOKS LIKE MOST OF YOU BELIEVE IT'S EDUCATION WHICH I THINK IS, YOU KNOW, PREACHING TO THE CHOIR HERE AS MY MAMA USED TO SAY, AND SO WHEN WE THINK ABOUT FUNDRAISING IS IT TO FUND THE CONSERVATION AND THE ARTIFACTS?

ONE OF OUR MUSEUMS IN NORTH CAROLINA SPONSORED A PROGRAM CALLED "WHAT SO PROUDLY WE HAILED" PRESERVING HISTORYING FLAGS.

IT WAS AN EXHIBIT AND FUNDRAISER.

THE PRIMARY FOCUS WAS TO RAISE FUNDS AND IN THAT PURPOSE THEY CREATED A BRIE SURE TO SOLICIT DONATIONS AND THEN A WALL OF GIVERS.

THE MUSEUM SOLD STARS WITH THE DONOR'S NAMES ON THEM AND THEY WERE THEN MOUNT OOND U.S. FLAG GRAPHIC N. A STAIRWELL.

AT THE END OF THE EXHIBIT, THE ORNAMENT STARS WERE GIVEN TO THE DOORNTSES AS A THANK YOU.

THE PROJECT RAISED ENOUGH FUNDS TO COVER THE CONSERVATION OF SIX FLAGS AND IT'S EXHIBIT DID THE HAVE VIDEOS OF FLAG CONSERVATION WORK.

BECAUSE IT WAS SO SUCCESSFUL THE MUSEUM DID ANOTHER EXHIBIT BASED ON THE CIVIL WAR CALLED FRAGMENTS OF WAR AND.

NOW HERE IN NORTH CAROLINA, CIVIL WAR SELL.

>> IT'S SESQUI CONVERTIBLE, THE 150th OF THE ANNIVERSARY OF THE CIVIL WAR.

IN SOME WORLDS IT'S 1863 RIGHT NOW AND WE JUST FOUGHT GETTYSBURG AND HAD THOUSANDS OF MEN FROM ALL OVER THE COUNTRY DYING.

AND TO COMMEMORATE THE WAR, TO MEMORIALIZE THE WAR, THERE'S LOTS BEING DONE TO CONSERVE AN EXHIBIT CIVIL WAR COLLECTIONS SO ANYTHING TIED TO THE CIVIL WAR SEEMS TO BE SOMETHING THAT DRIVES IN THE VISITORS AND ALSO BRINGS IN SUPPORTERS AND ADVOCATES FOR YOUR COLLECTION.

NOW OTHER REASONS TO DO FUNDRAISING RELATED TO COLLECTIONS CARE IS SOMETIMES PEOPLE HAVE TO THINK IT FUNDAMENTAL THINGS OF KEEPING THE DOORS OPEN AND THE LIGHTS ON AT MUSEUMS AND DRIVING VISITORS IN THROUGH THE DOOR TO JUSTIFY YOURSELF BEING OPEN IF YOU'RE A COUNTY MUSEUM MIGHT BE SOMETHING THAT YOU HAVE 20 -- TO THINK ABOUT.

DO YOU UTILIZE FUNDS FROM EXHIBITS FOR OUR ASPECTS OF YOUR MISSION.

THOSE ARE OTHER CONCEPTS THAT YOU HAVE TO CONSIDER WHEN YOU THINK ABOUT SHARING OUT REACH FOR COLLECTIONS CARE.

>> NOW MOST OF US THINK THAT THE BEST REASON FOR DOING OUT REACH CONNECTED TO OUR COLLECTIONS IS FOR EDUCATION.

IS IT EDUCATIONAL TO TEACH OUR VISITORS HOW TO CARE FOR THEIR ITEMS AT HOME NO I HAVE SEEN SEVERAL SNIETIONS ACROSS THE COUNTRY THAT HAVE BEEN PROVIDING INFORMATION SESSIONS ON CARING FOR YOUR WEDDING DRESS AND CARING FOR THE SCRAPBOOK ASSOCIATED WITH YOUR WEDDING, AND THEN OUR MUSEUM HERE IN RALEIGH HAS TWO CONSERVATORS ON STAFF AND ABOUT TWICE A YEAR, WE GET THEM TO DO "MEET THE CONSERVATOR" EVENTS AND IT'S ALMOST LIKE THE ANTIQUES ROAD SHOW IN THAT PEOPLE BRING IN THEIR ARTIFACTS AND OBJECTS AND ASK THE CONSERVATORS WHAT THEY'RE MADE OF, HOW TO BEST CARE FOR THEM, WHAT STORAGE TOOLS AND METHODS SHOULD THEY USE AND YOU HAVE TO MAKE AN APPOINTMENT.

YOU BRING IN YOUR TREASURE, ONE OR TWO ITEMS PER PERSON AND THE CONSERVATORS WILL TALK ABOUT BASIC CARE FOR THOSE ITEMS. THEY ARE -- WE HAVE DONE IT FOUR TIMES NOW AND EACH TIME IT'S BOOKED SOLID, AND I DON'T THINK WE COULD DO ANY MORE THAN WHAT WE HAVE BEEN DOING ON THAT UNLESS WE JUST TOTALLY EXPLODED THE PROGRAM, BUST IT'S A YOUTHFUL EXCITING THING AND THE PRESS PICKS IT UP AND IT GETS GOOD PUBLICITY FOR THE MUSEUM. THAT TYPE OF EVENT WHERE WE TEACH THEM TO DARE FOR THE ITEMS AT HOME HAS AN UNDER HIGHING SELF SERVING GOAL IN THAT IF PEOPLE CARE FOR THEIR ITEMS AT HOME, WHEN AND IF THEY ARE EVER

DONATED TO A MUSEUM THEY WILL BE
IN A BETTER POSITION AND LESS
LIKELY TO NEED IMMEDIATE
CONSERVATION ONCE THEY COME INTO
OUR COLLECTIONS AND THAT'S
SOMETHING TO THINK ABOUT AND
VERY USEFUL SELF SERVING AND IT
HELPS THEM AND HELPS US IN THE
BIG PICTURE SORT OF THING.

ARE WE THERE?

DO WE NEED THE EXHIBITS TO TEACH
THOSE IN LINE HOW TIME CONSUMING
AND TEDIOUS OUR WORK CAN BE?

YOU TRAVEL AROUND WORKING WITH
COLLEAGUES AND HEAR CURATORS AND
OTHERS COMPLAINING ABOUT HOW
THEIR MANAGEMENT, DIRECTORS OR
BOARD OF DIRECTORS, THEY DON'T
UNDERSTAND HOW LONG IT TAKES TO
DO SIMPLE INVENTORY WORK AND HOW
LONG IT TAKES TO CONSERVE AN
OBJECT OR OVERSEE A LARGE
COLLECTION FROM ACCEPTANCE INTO
THE COLLECTION AND THEN TO
EXHIBITS, SO DO WE NEED TO DO
THINGS TO EDUCATE OUR
STAKEHOLDERS IN THE FORM OF OUR
BOSSSES WHAT WE DO AND HOW WOE DO
IT?

AND IT'S ALWAYS FUN TO SHOW
SOMEWHAT CALL BEHIND THE ROPES
AND IN THE STOOKS TO BOTH OUR
COLLEAGUES AND TO OUR BOSSSES AND
TO OUR VISITORS AND ONE REALLY
NEAT AND FUN THING.

HOOSIER HERITAGE ALLIANCE,
INDIANA, THEY HAVE A GRAPHIC
NOVEL THAT THEY DEVELOPED AND
IT'S AGENTS OF DETERIORATION.
THEIR DESCRIPTIVE BLUSH SAYS I
AM HERO AND ENTHUSIASTIC
VOLUNTEER BEGINS FIRST DAY AT
THE MUSEUM AND REALIZES IT IS
UNDER ATTACK BY TWO DETERIORA
AND HER AGENTS, WILL HE SAVE THE
MUSEUM?

WHO WILL HELP HIM?

FIND THE ANSWERS AND OTHERS IN THEIR GRAPHIC NOVEL ONLINE. IT'S A UNIQUE WAY TO SHARE NOT ONLY THE CHALLENGES THAT WE FACE IN CARING FOR OUR OBJECTS BUT ALSO TO ENGAGE OUR COLLEAGUES AND OUR VISITORS IN LEARNING THOSE KINDS OF THINGS TOO. SOMEONE ONCE SUGGESTED WE SHOULD DO A PROGRAM TO EXPLAIN WHAT MAKES THINGS FALL APART FOR KIDS.

WHAT SORTS OF THINGS DO KIDS UNDERSTAND AS FAR AS WHAT MIGHT CAUSE RUST.

WHAT MIGHT A MOTH DO TO A RUG AND THOSE SORTS OF THINGS AND GETTING KIDS TO THINK ABOUT THE DAMAGE TO EVERY DAY ITEMS THAT MOLD AND LIGHT AND MILDEW MIGHT CAUSE TO OUR COLLECTIONS.

SO.

NEXT, HOW TO SHARE MIND THE ROPES.

HOW DO WE THINK ABOUT DIFFERENT WAYS TO BRING PEOPLE INTO THESE AREAS GO THIS IS NOT GOING TO BE A LIST OF THE SUCCESSFUL THINGS. THESE ARE JUST THINGS THAT I FOUND OUT ACROSS THE COUNTRY THAT WILL BE USEFUL AND I HIGHLY ENCOURAGE PEOPLE TO DO SOMETHING THAT LORI FOLEY AND I HAVE CALLED R AND D, RIPOFF AND DUPLICATE.

IF THERE'S SOMETHING HERE YOU HAVE LIKE THAT YOU CAN ADOPT TO YOUR INSTITUTION, GO FOR IT.

RIP IT OFF.

AND DUPLICATE IT.

YOU DON'T EVEN HAVE TO GIVE US CREDIT.

BUT IF YOU'RE COPYING SOMETHING THAT ANOTHER INSTITUTION IS DOING, PLEASE POINT TO THEM AND SAY THIS WAS A GREAT EXAMPLE THAT THEY DID IN VIRGINIA AND I

THINK THAT WE MIGHT NEED TO TRY
THIS AT OUR INSTITUTION.

>> I HAVE BROKEN IT INTO THREE
CAT GORES.

WE HAVE EXHIBITS, PROGRAMMING
AND SOCIAL MEDIA.

AND THESE ARE VERY BROAD TOPICS
THAT WE CAN THINK ABOUT IN AN
UMBRELLA TYPE OF WAY AND THIS IS
LIKE THE 30000 FOOT VIEW OF SOME
OF THESE THINGS BECAUSE THERE
ARE SOME INTERESTING WAYS THAT
WE CAN SHARE WHAT WE DO.

SO UNDER EXHIBITS WE CAN THINK
ABOUT CONSERVATORS UNDER FLOSS.
WE HAVE ALL SEEN IT: WE HAVE
SEEN IT WHEN IT DIDN'T WORK AND
WHEN IT DID, WHEN LARGES
INSTITUTIONS TO THE ARE ABILITY
TO HAVE CONSERVE FORS ON STAFF,
MANY WILL CONVERT TO EXHIBIT
STAYSES WITH POINT WINDOWS INTO
LAB PEACE AND SCHEDULING DAYS IN
THE GALLEY, DISCUSSING CARE FOR
THE COLLECTION.

SOME INSTITUTIONS THAT DON'T
HAVE CONSERVATORS ON STAFF WILL
BUILD INTO CONTRACTUAL
AGREEMENTS WITH CONSERVATORS
THEY HIRE THAT THEY WILL PROVIDE
HAD A PRESENTATION OWN THE WORK
DONE FOR THE INSTITUTION, EITHER
IN GALLERY TOURS, LECTURES OR
DEMONSTRATIONS, FOR THOSE SMALL
GUYS THAT HIRING THESE
CONSERVATORS TO DO SPECIAL WORK
WHILE YOU HAVE THAT LEVEL OF
EXPERT EXPERTISE AVAILABLE TO
YOU MAKE THE MOST OF YOUR TIME
AND SHARE WITH THE COLLECTIONS.
I SEE THE QUESTION OVER THERE
FROM JENNY, LORI FROM ST. PAUL
WAS ASKING IF WE CHARGE FOR THE
CARE FOR YOUR OWN ITEMS EVENT.
NO, WE DON'T.

WE DON'T DO ANY CONSERVATION
CARE FOR THEM.

WE JUST PROVIDE OUR EXPERTISE
AND EXPLANATION FOR WHAT YOU DO
WE HAVE THE THREE BOXES OF
TISSUES.

AND THE -- CINDY FROM BUFFALO
ASKED -- SHE SAID SHE HAS HAD
REQUEST TO APPRAISE ITEMS AND I
DON'T HAVE THE BACKGROUND IN
THIS AREA AND WOULD THIS BE
SOMETHING PROFITABLE OTHERS HAVE
DONE.

MEUMS PROFESSIONALS DON'T
PROVIDE APPRAISAL VALUES.
IT'S A CONFLICT OF INTEREST AND
YOU GET INTO A WHOLE WEIRD LEVEL
OF ETHICS ISSUES.

SOME INSTITUTIONS HAVE HAD THE
EQUIVALENT OF THE ANTIQUES ROAD
SHOW AT THEIR INSTITUTION AND
THEY CHARGE PER PERSON OR PER
ITEM FOR SOMEONE TO COME IN AND
BRING THEIR ITEM AND THEN THERE
ARE APPRAISERS THAT HAVE BEEN
BROUGHT IN, SOMETIMES THE
APPRAISERS DONATE THEIR
SERVICES.

SOMETIMES APPRAISERS WANT A FEE
TO SPEAK AND PARTICIPATE AND
THAT'S SOMETHING THAT YOU WOULD
HAVE TO NEGOTIATE WITH LOCAL OR
NATIONAL APPRAISERS AND THEN THE
PEOPLE BRING IN THEIR STUFF,
THEY HAVE IT APPRAISED AND
THAT'S BETWEEN THEM AND THE
APPRAISER AND IT'S THE VENUE FOR
THAT TO HAPPEN.

THOSE TYPES OF EVENTS SEEM TO
EBB AND FLOW AND SOMETIMES
THEY'RE VERY WELL ATTEND ASKED
OTHER TIMES THEY'RE NOT.

>> SOMETIMES AN INSTITUTIONAL
OFFER AT YEAR ONE AND YEAR TWO
IT DOESN'T DO AS WELL AND YEAR
THREE IS BETTER THAN YEAR ONE
EVER HOPED TO BE AND I DON'T
KNOW THAT WE KNOW WHY THOSE
THINGS HAPPEN.

WITH AMERICAN PICKERS AND SOME OF THE OTHER TV SHOWS THAT ARE COMING AROUND WITH REALITY TV IT DOES ADD AN EXTRA LEVEL OF CONSIDERATION WITH TELEVISION AND MASS MEDIA.

SO BACK TO OUR EXAMPLES OF SUCCESSES AND FAILURES.

WE HAVE CONSERVATION MATTERS. THAT'S THE TYPE OF EXHIBIT THAT WAS DONE HERE IN NATURAL AND SOME OF THESE INSTITUTIONS THAT I HAVE TALKED TO HAVE WISHTS FOR CONSERVATION CARE NEEDS PASS A WAY TO SEEK FUNDING FOR THE NEEDS AND SOMETIMES THEY WANT TOO SHARE THE COOL STUFF THAT YOU DO TO CARE FOR THE COLLECTIONS THERE'S A WIDE VARIETY OF SUCCESS AND FAILURE STORIES IN TERMS OF VISITATION AND FUNDS.

AND SOME OF THE EXAMPLES I WILL DISCUSS IN A WHILE TODAY, I WILL KEEP SOME ANONYMITY FOR THOSE WHO WISH TO PROTECT THE GUILTY. CONSERVATORS BY NATURE ARE RELUCTANT TO SHARE ALL OF THEIR SECRETS WITH THE LAY PEOPLE. BUT THERE ARE WAYS THAT THEY CAN TEACH WHAT WE KNOW FLORIDA BASIC WAY AND INSTRUCT WITHOUT ENCOURAGING VISITORS TO GO HOME AND TRY SOMETHING THAT MIGHT BE DETRIMENTAL TO A FAMILY HEIRLOOM.

THERE'S ALWAYS A POINT WHERE YOU CAN CAN'T DO ANYTHING ELSE TO AN OBJECT.

YOU HAVE TO HAVE THAT LEVEL OF KNOWLEDGE THAT A CONSERVATOR HAS.

SO KNOWING WHEN YOU HAVE REACHED YOUR LIMIT IN BOTH THE MUSEUM WORLD AND THE PRIVATE YOU KNOW WORLD IS VERY IMPORTANT THING. SO ANOTHER MUSEUM IN MY SURVEY

SOUGHT TO GENERATE AN EXHIBIT OF DECORATIVE ARTS IN THEIR COLLECTION THAT HAD EITHER BEEN CURVED OR NEEDED CONSERVATION WORK, SORT OF A BEFORE AND AFTER SET OF EXAMPLES WITH PHOTOGRAPHS AND THE ACTUAL ITEMS.

THE END RESULT OF THE EXHIBIT WAS THAT FUNDS WERE RAISED AND ITEMS WERE CURVED BUT THE STRUCTURE OF THE EXHIBIT MEANT THAT WAS A LOW TEENS.

AND MAYBE THEY DIDN'T DRIVE AS MANY PEOPLE THROUGH THE DOORS AS THEY HAD HOPED TO.

BUT THE GOVERNING BOARD BECAME MORE AWARE OF THAT ASPECT OF MUSEUM WORKS THAN THEY EVER HAD BEFORE.

SO THAT WAS A VICTORY.

WHEN YOUR POLICY MAKERS UNDERSTAND MORE SO WHAT IT MEANS TO DO THE THINGS THAT YOU DO, THAT'S A WIN.

>> ANOTHER MUSEUM INCORPORATED CONSERVATORS UNDER GLASS AGAIN. BUT TACTILE DEMONSTRATION MATERIALS HAVE AUGMENTED THE CONSERVATORS SO OUTSIDE OF THE CONSERVATION AREA THERE ARE HANDS ON ACTIVITIES WHERE PEOPLE CAN SEE AND FEEL AND TOUCH, ESTIMATE WHAT TYPES OF DAMAGE HAS OCCURRED TO AN OBJECT AND SEE THINGS CHANGE OVER TIME. WHY ONE EXHIBIT WORKS AND ANOTHER FLOPS IN TERMS OF VISITATION OR DONATIONS MIGHT BE RELATED TO EXHIBIT DESIGN OR THE PURPOSE OF THE EXHIBIT.

I'LL NOT GO INTO EXHIBIT DESIGN HERE BUT EXHIBITS MUST CAPTURE THE VISITOR'S ATTENTION AND KEEP IT REGARDLESS OF THE TOPIC FOR IT TO SUCCEED AND WHATEVER GOAL HAS BEEN ASSIGNED TO IT.

SO IN THE PROGRAMMING, WE HAVE A

VARIETY OF THINGS THAT HAVE BEEN
DONE IN PROGRAMMING.

ADOPT AN ARTIFACT PROGRAM, TOP
TONE ENDANGERED ARTIFACT
PROGRAMS AND YOU JUST GOOGLE
ADOPT AN ARTIFACT AND YOU WILL
GET HUNDREDS OF HITS.

SO MANY MUTUALS HAVEITION RATED
AN ADOPT AN ARTIFACT PROGRAM
INTO THEIR FUNDING ACTIVITIES.
MOST HAVE IDENTIFIED
FOREPOTENTIAL DONORS ON THEIR
WEB SITE A SERIES OF OBJECTS
NEEDING SPECIFIC COMPARE AND
THEY ALREADY HAVE DOLLAR AMOUNTS
ATTACHED TO THE DOLLAR AMOUNT TO
COVER THE CARE.

WHICH THAT'S AN EASY FIX FOR THE
DPOORN.

I DON'T WANT TO GIVE TO THIS
ARTIFACT, CLICK, CLICK, CLICK,
AND IT'S DONE.

IDENTIFICATION OF AN ENDANGERED
ARTIFACTs AT A INSTITUTIONAL
LEVEL HAS BEEN AMPED UP IN
SEVERAL STATES AS THEY EMBARK
ALONE ADVOCACY CAMPAIGNS.
CALLED THE TOP 10 ENDANGERED
ARTIFACTS PROGRAM.

THESE PROGRAMS GLOW OUT OF THE
NATIONAL CONNECTING TO
COLLECTION MOVEMENT SPONSORED BY
INSTITUTION OF MUSEUM AND
LIBRARY SERVICES IN RESPONSE TO
THE HERITAGE HEALTH INDEX THAT I
READY TO YOU EARLIER.

WE REFER TO IT AS THE HHI.

THE HHI SHOWS INSTITUTIONS DON'T
ADEQUATELY PLAN FOR ISSUES AND
SOUGHT METHODS TO HELP FIND
FUNDS FOR SHOWCASING ITEMS IN
NEED OF CARE ALONG THE LINE OF
THE ADOPT AN ARTIFACT PROGRAM.
WE LE DISCUSS THESE IN A LITTLE
BIT.

THEN WE HAVE CONSERVATOR CURATOR
TOURS.

IF I GOOGLE TOURATOR TOUR,
CONSERVATOR TOUR, THOSE THINGS
TO WILL START POPPING OUT, TOO,
AND THESE ARE SORT OF THE BEHIND
THE SCENES TOURS W. THE
CONSERVATORS AND CURATORS FOR
SMALL GROUPS.

IT HAS TO BE A SMALL GROUP F
YOU'RE TAKING THEM IN YOUR
CONSERVATION LAB OR COLLECTION
STORAGE IT HAS TO BE SMALL, IT
HAS TO BE INTIMATE AND THESE ARE
OFTEN SPECIAL INTEREST GROUPS
SUCH AS VETERANS, CIVIL WAR
REVOLUTIONARY WAR HISTORY BUFFS
OR COLLECTORS OF CERTAIN TYPES
OF THINGS, WHETHER THEY'RE CARS,
BOOKS OR PHOTOGRAPHS.

THESE TOURS ARE SOMETIMES
KWE79ED BY THE GROUP.

SOMETIMES ARRANGED AS TICKETING
FUNDRAISING EVENTS AND SOMETIMES
THEY'RE FREE AND SCHEDULED AS
PART OF THE DAY'S ADMISSION TO
INSIDE A MUSEUM AND IT REALLY
JUST DEPENDS ON WHAT THE GOAL IS
OF THE STAFF IN DEVELOPING THESE
BEHIND THE SCENES TOURS.

SPECIALIZED BEHIND THE SCENE
TOURS ARE INTIMATE AS I SAID
BECAUSE YOU CAN'T GET VERY MANY
PEOPLE IN THOSE SPACES.

BUT THEY ARE VERY VALUABLE IN
THAT YOU CAN INCUBATE DEDICATED
DONORS, VOLUME TEARS AND
BENEFACTORS.

THEN WE HAVE SOCIAL MEDIA.
AND THAT'S JUST EVERYTHING FROM
FACEBOOK TO BLOG POSTS TO
TWITTER AND FLICKR AND ALL OF
THESE THINGS OUT THERE TO HELP
US SHARE OUR STUFF.

AND MANY INSTITUTIONS ARE USING
THE POWER OF TECHNOLOGY TO SHARE
BEHIND THE ROPES STORIES.

THESE STORIES CAN BE -- AND HAVE
INNOVATIVE TOOLS THAT MAYBE WE

CAN'T PUT IN AN EXHIBIT FORMAL TECHNOLOGY REASONS OR FOR FUNDING BARRIERS AND YOU CAN EVEN DEMONSTRATE TECHNOLOGIES WITH OVERLAYS SUCH AS INFRARED LIGHTING, DIGITAL SCANNING AND REFRACTIVE IMAGING AND GIVE EVEN DEEPER VIEWS OF THE OBJECTS UNDER DISCUSSION.

BLOG POSTS ARE REALLY EASY TOOL TO AUGMENT WHAT WAS ONCE THE NEWSLETTER. S WERE ONCE A BIG AND POWERFUL TOOL.

THANK NOW THEY HAVE SHRUNK AND PEOPLE ARE MOVING FORMER SUPERINTENDENT ONLINE DELIVERY OF THAT INFORMATION AND BLOGS CAN EXPAND ON THOSE THINGS.

>> ANDA -- CURATOR IS TWITTER THING, TWITTER VERSE IDEA. AND TWITTER SEEMS TO BE A YOUNGER PERSON SORT OF THING, IN THEIR 20'S BUT I'M NOT SURE. I TWITTER ALL THE TIME, BEAT, TWEET, TWEET, TWO OR THREE TIMES A DAY AT LEAST.

YOU JUST HAVE TO USE 140 CHARACTERS OR LESS TO GET YOUR POINT ACROSS.

AND ONE OF THE BEST EXAMPLES OF TWITTER THAT WE HAVE USED HERE IN THE DEPARTMENT OF CULTURAL RESOURCES IS WHEN WE'RE DOING RECOVERY PROJECTS TO BRING SUBMERGED CANNONS AND ANCHORS FROM A SHIPWRECK TO THE BOATS ABOVE THE WATERLINE WE HAVE USED TWITTER TO TRACK -- YOU KNOW, FIRST CANNON IS NEAR SURFACE ABOVE THE SURFACE, ALMOST ON THE BOAT, AND WE HAVE VIDEO STREAMING AND WE CAN POINT BETWEEN THE VIDEO STREAMING AND THE TWITTER TO ASK PEOPLE TO REALLY PAY ATTENTION AND FOLLOW.

>> ASK A CURATOR 1 A TWITTER FEED WHERE CURATORS HAVE

ATTEMPTED TO USE TWITTER ERRORS
AND CURATORS IN CONSERVATIONS
ABOUT WHAT IT MEANS TO BE A
CURATOR AND I WILL TALK ABOUT
THAT IN A LITTLE BIT MORE TOO.
MELISSA SAID SHE PARTICIPATED IN
ASK A CURATOR DAY BUT IT WAS
OVERWHELMING AND I'M NOT SURE WE
GOT ANYTHING OUT OF IT.

IS IT MEASURABLE AT ALL?

IN THE MATERIALS, THE FOR MORE
INFORMATION MATERIALS, I HAVE A
COUPLE OF LINKS ABSENT THE ASK A
CURATOR DAY INCLUDING A BLOG
POST WHERE THERE'S AN ANALYSIS
OF THE MOST RECENT ASK A CURATOR
DAY, IN SEPTEMBER OF THIS PAST
YEAR, AND UNFORTUNATELY IT LOOKS
LIKE IT WAS CURATORS TALKING TO
CURATORS AND COLLEAGUES TALKING
TO COLLEAGUES AND VERY LITTLE OF
JOE Q. PUBLIC ASKING A CURATOR
HOW COOL IS IT TO WORK IN A
MUSEUM.

SO I DON'T KNOW IN IT'S A
SUCCESS.

IT'S GREAT TO INTERACT WITH OUR
CLEEPTION BUT I DON'T REALLY
KNOW WHAT THE FUTURE IS FOR ANDA
THERE CURATOR.

MARIA ASKED IS THERE STATE OUR
GOVERNMENT FUNDING FOUR OUT
REACH PROGRAMMING?

THERE ARE SOME FEDERAL PROGRAMS
IN THE INSTITUTE OF MUSEUM AND
LIBRARY SERVICES AND NEA.

HAD, NATIONAL ENDOWMENT FOR THE
HUMANITIES WHERE YOU CAN DO OUT
REACH PROGRAMMING.

I KNOW THAT THE NEH THROUGH
THEIR INDIVIDUAL STATE
REGRANTING PROGRAM YOU CAN HAVE
HUMANITIES SPEAKERS COME TO YOUR
INSTITUTION AND SPEAK ON ANY
NUMBER OF TOPICS RELATED TO THE
HUMANITIES.

SO HAVING A CONSERVATOR OR A

HISTORIAN OR A CONSERVATOR
HISTORIAN DUO COME AND FEATURE A
SPECIFIC WONDERFUL ARTIFACT FROM
YOUR COLLECTION AND US AND, YOU
KNOW, WHAT IT IS, HOW IT WAS
MADE, WHAT IT MEANT TO WHOMEVER
USED AND IT CREATED IT AND THEN
HOW WE CARE FOR IT WOULD BE A
GREAT PROGRAM, AND MANY OF THE
SPEAKER SERIES PROJECTS CAN BE
FUNDED WITH FRONTS TO FUND
SPEAKERS TO COME TO YOUR
INSTITUTIONS.

SO I WANT TO ASK YOU A QUESTION.
THIS IS A NEW ONE, JENNY.
FOR THOSE OF YOU WHOSE SNIETIONS
HAVE FACEBOOK ACCOUNTS DOES THE
FEED FEATURE EVENTS OR DOES IT
INCORPORATE COLLECTIONS
ACTIVITIES?

I DON'T HAVE A POLL FOR IT.
I JUST THOUGHT OF IT TODAY BUT I
WOULD HIKE TO SEE WHAT COMES
THROUGH IN THE CHAT BOX TO SEE.
DO PEOPLE WHO HAVE TOOK ACCOUNTS
USE TO IT SHARE WHAT THEY'RE
DOING WITH THEIR ARTIFACTS AND
COLLECTION ACTIVITIES OR IS IT
MORE ABOUT, WELL WE'RE HAVING A
CHRISTMAS OPEN HOUSE COMING UP
THIS WEEKEND, PLEASE COME, OR
THINGS LIKE THAT?

SO WE WILL SEE WHAT COMES
THROUGH ON THAT.

>> ON WEBCASTS AND WEST CAMS AND
WEBINARS, WE'RE ENJOYING A
WEBINAR RIGHT NOW.

>> AND I DON'T NEED TO PREACH TO
THE CHOIR ABOUT THAT ONE.
BUT WEBCASTS AND WEBCAMS ARE TWO
THINGS THAT WE NEED TO
INVESTIGATE TO AND SOME
INSTITUTIONS ARE TOYING WITH THE
CONSERVATOR UNDER GLASS CONCEPT
USING WEB CAMS.E&

I'M NOT SURE HOW POP HAR IT IS
PARTICULARLY IF THE CAMERAS ARE

MOUNTED AT A DISTANCE FROM THE ACTION, AND WATCHING SOMEBODY DUTIFULLY WORKING AT THEIR DESK ISN'T REALLY RIVETTING AND HOW LONG WILL SOMEBODY WATCH THAT WITHOUT SOME INTERPRETATION AND I DON'T KNOW HOW GREAT THAT WOULD GO BUT I WOULD BE INTERESTED TO WATCH.

WE'VE ALSO TOYED WITH SCHEDULED TIMES TO TURN ON WEB CAMS IN THE LARGE LAB WHERE WE'RE CONSERVING SHIPWRECK PIECES.

BUT WE HAVEN'T GONE MORE BEYOND TALKING TALKING ABOUT IT MOSTLY BECAUSE THE KEVIN FORS ARE A LITTLE HESITANT TO THINK THEY WILL BE ON SCREEN 24 SEVEN SO MORE WORK TO BE DONE THERE AND I WILL DISCUSS OUR WENTS IN A COUPLE OF SLIDES FROM NOW.

>> SO WHY NOT SHARE?

FOR ALL OF THE REASONS I HAVE GIVEN SO FAR TO SHARE THERE ARE REASONS THAT WE PROBABLY SHOULDN'T SAYER.

NOW THIS LINK I HAVE HERE IS BLOG POST MAINLY ABOUT IMPROVING AND INCREASING ACCESS TO COLLECTIONS AND HOW LONG REPRO TUXES WHETHER THEY'RE PHYSICAL OR DIM TALL BY OUR VISIT TORTS OF OUR MUSEUM PIECES.

BUT SOME OF THE RELUCTANCE ABOUT OPENING UP IN THOSE WAYS ARE SOME OF THE SAME CONCERNS THAT'S WE MIGHT SEE IN THE EAR REALMS. THAT WE'RE WORKING FOR.

HERE IS A DEVOTE.

SOME COLLECTION STEWARDS, STEEPED AS THEY ARE IN PROTECTION STANDARDS ARE RELUCTANT TO SHIFT TOWARD MORE OPEN VERSION OF INSTITUTIONAL ACCESS THAT ENGAGE THE APPLICANT'S PROMOTE.

TO THESE TWO DIRECTIVES HAVE TO
BE AT ODDS?

CAN COLLECTIONS ACCESS BE A WAY
TO ENTICE NEW AUDIENCES?

SO SOME OF THE REASONS FOR NOT
DOING THESE THINGS.

IT'S A PERSONAL MANY INCREASE OF
RISK MUCH DAMAGE FOR OUR
OBJECTS.

IF YOU BRING SOMEONE INTO
COLLECTION STORAGE AND THEY TRIP
AND FALL AND KNOCK OVER A MING
VASE, THERE IS A NEW PROBLEM
THAT YOU DIDN'T HAVE BEFORE.

IT TAKES A LOT OF STAFF TIME TO
BUILD PROGRAMS.

EVEN OPEN STORAGE EXHIBITS NEED
MUCH IN THE WAY OF MANNING AND
LABELING TO MAKE IT
UNDERSTANDING FOR VISITORS.

AND THEN THERE'S THE REPUTATION.
AND THE ARTICLE SPEAKS ABOUT
INSTITUTIONS THAT ARE RUE LUCK
TANT TO SHARE WITH VISITORS FOR
FEAR THE REPUTATION OF THE
MUSEUM MIGHT BE AFFECTED BY THE
REPUTATION OF A PERSON THAT
COULD BE LESS THAN SCHOLARLY AND
THE SAME RELUCTANCE FOR OPENING
THE DOORS TO STORAGE AND SHOWING
DILAPIDATED PORTIONS OF OUR
COLLECTIONS.

COLLECTIONS DETERIORATE BUT SOME
ARE SPEAKED UP BECAUSE OF
IMPROPER HANDLING AND STORAGE
AND EXHIBITION.

DO YOU SEE THAT FAILURE AS
SOMETHING YOU WANT TO COVER UP
OR IF YOU'RE MAKING CHANGES AND
DOING IMPROVEMENTS DO YOU WANT
TO SHOW THAT YOU'RE ACAVERAGING
YOUR PAST WRONGS AND NOW THEY'RE
SHARING THE NEW SYSTEM.

A RISK ASSESSMENT MIGHT HELP
CURATORS AND CONSERVATORS DECIDE
IF OPENING UP COLLECTION
STORAGE, HABZ OR EXHIBITS FOR

COLLECTIONS CARE IS A FEASIBLE
OPTION OR IF THE SPACES ARE JUST
250 SENSITIVE OR INSECURE OR IF
THERE ARE OTHER LIMITS TO
ADDRESSING THOSE ACTIVITIES.
IT MAY BE A WAY TO CONSIDER
MOVING THE PACK OF THE HOUSE TO
THE FRONT OF THE HOUSE.

FROM MIGHT BE RESTRICTIONS ON
ACCESS TO YOUR COLLECTIONS,
PARTICULARLY WHEN IT COMES TO Ø
RESTRICTIONS PROVIDED BY DONORS.
FOR EXAMPLE, THE SMITHSONIAN
NATIVE AMERICAN MUSEUM HAS QUITE
A FEW SENSITIVE MATERIALS IN ITS
COLLECTION THAT, SOME THINGS
CAN'T BE VIEWD ABOUT WOMEN, SOME
THINGS CAN'T BE TOUCHED BY
WOMEN, SOME HAVE TO FACE A
SPECIFIC DIRECTION, AND OTHER
RISKS MIGHT APPLY TO PIECES OF
IN YOUR CHECKS SO YOU HAVE TO
ACKNOWLEDGE THERE'S THOSE
PROBLEMS AS WELL.

SO LOOKING AT SOME OF THE
FEEDBACK FROM MY EARLIER
QUESTION THERE HAVE BEEN A LOT
OF FOLK WHOSE HAVE HAD EVENTS AT
THEIR INSTITUTIONS AND THEY'RE
USING FACEBOOK TO SHARE THAT
INFORMATION.

SOME PEOPLE ARE USING FACEBOOK
HOWEVER TO SHOWCASE AN ARTIFACT
ON THE HISTORY MIND IT.

THAT'S COOL.

FACEBOOK IS VERY FRIENDLY FOR
QUICK BLUSHES.

HERE IS A GREAT ARTIFACT IN OUR
COLLECTION AND THIS IS WHAT WE
HAVE DONE FOIT, FOR IT, NOT TO
IT.

FOR IT.

SO THE BEGINNING OF WHY LORI AND
JENNY WROTE TO ME IN -- ROPED ME
IN TO TALKING TO YOU ABOUT
BEHIND THE ROPES.

BECAUSE OF OUR RECENT WEBCAST ON

COLLECTIONS CARE THAT WE PRESENT
ID.

THE QUEEN AN'S REVENGE IS A
SHIPWRECK OFF THE COAST OF
CAROLINA.

IT WAS A PIRATE SHIPPED THAT
BLOCKED TO BLACK BEARD.

IT WAS GROUNDED IN THE HARBOR IN
1718 AND IT TANK AS A RESULT OF
THE GROUNDING.

BLACK BEARD CALLED IT -- WELL,
YOU COULD HAVE THOUGHT OF BLACK
BEARD AS A MODERN CORPORATE 90
BECAUSE IT WAS A WAY FOR HIM TO
LOSE THE KREE AND ALL OF THE --
IT MEANT TO RUN THE SHIP.

WHAT HE LEFT BEHIND FOR US IS A
TREASURE TROVE OF ARTIFACTS AND
WE HAVE BEEN PULLING UP AND
CONSERVING PARTS OF THE SHIP FOR
10 YEARS NOW AND THERE'S HAVE
BEEN PROBLEMS WHERE FUNDING,
PROBLEMS WITH ACCESS AND ALL
SORTS OF DIFFERENT THINGS BUT
IT'S BEEN REALLY INTERESTING AND
GREAT EXPERIENCE.

AND FROM THE BEGINNING, WE HAVE
USED THE QUEEN ANNE'S REVENGE
AND THE ITEMS THAT HAVE BROUGHT
UP FROM THE QAR, A AS WAY OF
TEACHING CONSERVATION ACROSS THE
WAY: YOU CAN'T JUST PULL THE
ANCHOR OFF THE BOTTOM FLOOR, AS
WE'RE SHOWING YOU IN THE OCEAN
AND THEN SHOWING IT TO YOU THE
NEXT DAY.

IT HAS AT A TAKE LONG TIME TO --
THE CRITTERS HAVE CALLED IT HOME
FOR SO LONG AND TO MAKE IT READY
FOR EXHIBIT.

SO WE'RE TAKING THESE
OPPORTUNITIES TO EXPLAIN
CONSERVATION CARE ALONG THE WAY.
THE PHOTOGRAPH AT THE BOTTOM
RIGHT SHOWS YOU CONTRITION WHEN
A CLUMP OF STUFF FROM THE BOAT
MERGED ITS SHERIFF TOGETHER, AND

I'M NOT TECHY PERSON BUT THAT'S WHAT IT IS.

SO YOU CAN SEE THAT THERE'S APPROXIMATE CERAMICS AND LEAD SHOT AND CANNON SHOT ALL MERGED TOGETHER FROM THE SHIP WRECK AND IT TAKES OUR CONSERVATORS QUIETS A LONG TIME TO SEPARATE THESE THINGS INDIVIDUALLY AND TO MAKE THEM READY BE FOR EXHIBITION. AND WE HAVE BEEN WORKING ON IT FOR ALL OF THESE YEARS.

WE HAVE A DEDICATED CONSERVATION LAB.

WE'RE PARTNERING WITH THE EAST CAROLINA UNIVERSITY AND EASTERN PART OF THE SAIT SO THE LAB IS NOT GENERALLY OPEN TO THE PUBLIC BUT WE DO HAVE VISIT THE LAB TAKES WHERE WE HAVE AN OPPORTUNITY TO SHARE A SECTION OF THE LAB WITH THE VISITORS. WANT OF THE COOLEST THINGS PEOPLE FEEL LIKE TO SEE ARE ALL OF THE CANNONS.

THERE ARE 20 SOMETHING CANNONS THAT HAVE BEEN PULLED OFF THE BOTTOM OF THE OCEAN.

AND THEY'RE ALL STILL IN HUGE TANKS BEING CONSERVE ED SLOWLY AS THEY GET THE THE IS THE IS THES OUT.

>> VISITORS -- AND THE CONSERVATORS TAKE SMALL THINGS AROUND AND SHARE THE CONSERVATION DISCUSSION IN TABLE TOP DISPLACE WHEREVER THEY CAN, TO A SCHOOL OR HOLE HISTORY DAY AND A FEW CONSERVE PIECES ARE ALSO THERE IN THE CUSTODY OF THE CUSTOMERS.

WE USE THIS A AS DISCUSSION FOR FUBILITY.

WE HAVE WEBCASTS AND PRESS DAYS. THE PRESS GETS TO GO OUT ON THE BOAT AND FLOAT ABOVE THE SITE AND WATCH THE CANNON BREAK THE

SURFACE OF THE OCEAN.
MAGAZINE AND NEWSPAPER ARTICLES,
WHENEVER SOMETHING NEW HAPPENS
WITH THE QUEEN ANNE'S REVENGE,
IT GETS COVERAGE WORLDWIDE AND
THAT TRANSLATES INTO MORE CARE
FOR OUR COLLECTION IN THE FORM
OF XOIEMENT, VISITATION,
DONATIONS AND THOSE THINGS.
OUR BIGGEST BENEFIT IN THIS
PARTICULAR TOPIC IS THAT IT HAS
TO DO WITH PIRATES.

PIRATES ARE COOL.

I DON'T CARE IF YOU'RE 5 OR 50,
PIRATES ARE COOL.

SO WE HAVE THE BENEFIT OF THE
TOPIC RELATED TO THE ARTIFACTS
AND WITH JOHNNY DEP AND THE
PIRATES OF THE CARIBBEAN IT WENT
OVERTHE TOP FOR THE LAST FEW
YEARS.

>> WE HAVE TAKEN THE QUEEN
ALONE'S REVENGE AND WE MOVED
INTO A NEW REALM IN JUNE OF THIS
PAST YEAR AND OFFERED A WEBCAST
OFTEN THE CONSERVATION OF THE
ARTIFACTS TO CLASSROOMS.

WE CHOSE AT A DAY IN JUNE WHEN
IT WAS THAT LITTLE SWEET SPOT
BETWEEN WHEN THEY REALLY STOPPED
TEACHING INFORMATION AND THEY
START TESTING THAT INFORMATION
AND WE TESTED 493 CLASSROOMS
FROM 196 SCHOOLS AND IT WAS IN
51 COUNTIES IN THE STATE PLUS
THE OUTSIDE STATE.

WE ASSUME WE REACHED 12,000
STUDENTS IN THE 45 MINUTE
WEBCAST.

AND THE WEB SITE ROTATED THROUGH
WITH HISTORIANS AND CONSERVE
TORSO THE HISTORIAN SET IT STAGE
FOR BLACK BEARD AND THE
GROUNDING OF THE SHIP.

THE ARCHAEOLOGIST DISCUSSED HOW
THEY DO UNDER WATER ARCHEOLOGY
INCLUDING DIVING EQUIPMENT.

SOME OF THE FEEDBACK WAS ASKING ABOUT THEIR DIVE GEAR, AND THE ARCHAEOLOGISTS EXPLAIN THE PROCESS.

AND THE CONSERVATOR DISCUSSES THE BASICS OF THE SUB PERSONALLED ONLINE IN THE TIME IT TAKES TO REMOVE THE SALT, CLEAN AWAY THE INCREASED MATERIAL AND MAKE THE -- AND HE SHOWED IT TO THE CAMERA AND HOW SHE DID IT AND WHAT SHE DID. IT'S NOT PERFECT.

IT WAS OUR FIRST TRY.

AND WE USED LIVE STREAM AS A BASIS TO OFFER THAT WEBCAST AND WE CAN STREAM THE VIDEO LIVE AND SPONSOR A CHAT LIVE IN THAT LIVE STREAM BROADCAST.

WE TRANSFER THE VIDEO TO YOUTUBE AFTER ITS IN THE CAN.

WE JUST NEED MORE FUNDING AND WE WILL BE ABLE TO TOGGLE BETWEEN SCREENS, INTERJECT DIGITAL MEDIA AND TO OTHER THINGS TO TO MAKE US LOOK MORE LIKE YOUR NIGHTTIME NEWS BROADCAST.

WE'RE WORKING ON IT AND THE PROGRAM RESULTED IN INCREASED ATTENDANCE AT THE MUSEUM THE NEXT COUPLE OF WE THINK.

THE CHIRP THAT HAD WATCHED THE PROGRAM VISITED THE MUSEUM TO SEE THE STUFF THEY HAD BEEN HEARING ABOUT ON THE SCREEN.

MUSEUM STAFF HAD MULTIPLE ANECDOTES ABOUT CHILDREN AND FAMILIES COMING TO PROGRAMS ABOUT THE QAR, AND IT WAS SO SUCCESSFUL THAT WE DISEUDED TO NEEDED TO DO IT AGAIN.

SO WE DID IT AGAIN.

AND OUR HOOK WAS THE CIVIL WAR. AS I SAID, THE CIVIL WAR SELLS IN NORTH CAROLINA, AND THE REST THE EASTERN PART OF THE COUNTRY, AND IT'S THE 150th, AND WE HAD

MULTIPLE TARGET AUDIENCE FOR THIS PARTICULAR PROJECT. WE HAD MUSEUM WORKERS THAT WERE COMPARING FOR TEXTILE IN THEIR COLLECTION. WHEN WE GO AROUND THE STATE TALKING ABOUT COLLECTION CARE, TEXTILES ARE ONE OF THE BIGGEST CHALLENGES FOR OUR INSTITUTIONS. >> SO WE PROVIDE INFORMATION ON MANNEQUINS PADDING OUT, SUPPORTING WEAK AREAS OF THE TEXTILES AND MANAGEMENT. ANOTHER TARGET AUDIENCE WERE CIVIL WAR HISTORY BUFFS. WE CHOSE STRATEGIC PIECES THAT REFLECTED MAJOR CHARACTERS IN THE STORY OF NORTH CAROLINA, THE CIVIL WAR, AS WELL AS UNIFORMS AND ICONIC BATTLE AND WE MADE SURE THEY ALSO HAD BLOOD ON THEM TO APPEAL TO THAT FASCINATION. THE UNIFORM ON THE LEFT, IT'S ALL ARROW. IT'S NOT WANTING TO MOVE. I'M NOT TO GOCALLY INCLINED. THE UNIFORM ON THE LEFT. YOU CAN SEE WHERE IT'S DISCOLORED AND THAT'S BLOOD WHERE THE PHYSICAL OWE WHO WORE THIS TO WAS SHOT. AND IT RESULTED IN HIS DEATH. AND PEOPLE JUST GRAVITATE TO THAT KIND OF MORBID STUFF. AND WE HAD TO ACKNOWLEDGE THE BLOOD IS PART OF THE STORY, THE UNIFORM AND IF OUR CONSERVATOR REMOVES THE UNIFORM, WE WOULD REMOVE, YES, SOMETHING THAT IS GOING TO DETERIORATE IN THAT UNIFORM AND ALSO WHAT MAKES IT SO INTERESTING. AND WE DIDN'T CHARGT CHILDREN SO MUCH. THIS WASN'T SOMETHING THAT WE COULD SEE THROUGH TO THE OTHER SIDE TO MAKE IT ACCESSIBLE TO

THE KIDS IN THE CLASSROOM.
WE HAD PEOPLE REGISTER FOR THE
WEB KAFTS.

MANY DID ASK SPECIFIC ABOUT
QUESTIONS THE MATERIALS AND THE
TECHNIQUES AND THEN WE HAVE HAD
A GOOD NUMBER OF HITS OPEN THE
YOUTUBE VIDEO, SO I COULDN'T
OFFER A TEXTILES WORKSHOP AND
REACH 200 PEOPLE IN 45 MINUTES
BUT OUR WEB SITE IS ABLE TO DO
THAT.

AND THE CHANCE TO ASK QUESTION
IN THE E-MAIL AND LIVE CHAT GAVE
ANOTHER LEVEL OF INTERACTION.

AND WE DID GET SOME PEOPLE
NEEDING MORE SPECIFIC
INFORMATION HOW TO CARE FOR
SOMETHING IN THEIR COLLECTION
AND THAT WAS ABLE TO HELP US.
IN LARGE, WHAT THE PROGRAM MEANT
FOR US AND FOR OTHERS.

SO IN OTHER LITTLE FEEDBACK
AREA, LET ME CHECK, LAURA, FROM
WHEATON, ILLINOIS, SAID ONE OF
THE MANAGEMENT CONCERNS WITH
HIGHLIGHTING OR MAKING MATERIALS
MORE ACCESSIBLE OFF SITE IS THE
FEAR THAT SUCH ACCESS WILL
DISCOURAGE INPERSON VISITS TO
OUR COLLECTION.

THE FEAR BECOMES THAT THE MORE
ITEMS THAT WE HIGHLIGHT THE MORE
WE UNDERMINE OUR PHYSICAL AND
INSTITUTIONAL EXISTENCE.

ANY IDEA HOW I CAN BETTER
EDUCATE OUR MANAGEMENT ABOUT
THIS FEAR?

I'M A LEARN BY DOING TYPE OF
PERSON AND MAYBE IF YOU TAKE A
SMALL EXAMPLE AND DO IT WELL IT
MIGHT PROVE AND DEMONSTRATE HOW
THINGS CAN BE USED IN THAT WAY.
I DON'T KNOW.

AND MARCIA WANTED TO ASK FOR
NORTHERN CALIFORNIA WHAT ARE THE
COSTS FOR THE QAR PROMOTION AND

DISPLAY.

WE'RE LUCKY IN THAT MOST OF THE THINGS THAT WE DO ARE DRIVEN BY STAFF THAT WE HAVE EXISTING ON-SITE, AND IN OUR DCR, DEPARTMENT OF CULTURE RESOURCES REALM WITH CONSERVATORS AND VIDEOGRAPHERS

VIDEOGRAPHERS AND WEB PEOPLE, AND SO THE ACTUAL COSTS ARE MINIMAL FOR US AND IT WOULD BE -- I WOULDN'T KNOW HOW TO BEGIN TO GO ABOUT EXPLAINING THAT.

NOW FOR THE EXHIBITS THAT WE HAVE DORTCH, WE HAVE DONE EXHIBITS IN THE MUSEUM OF HISTORY IN RALEIGH WHICH IS ABOUT 3 HOURS AWAY FROM THE SHIPWRECK, AND IN THE MAIFER TIME MUSEUM WHICH IS WHERE THE SHIPWRECK IS WE HAVE A PERMANENT EXHIBIT AND A TRAVELING EXHIBIT THAT IS GOING AROUND THE STATE RIGHT NOW AND THAT'S JUST BASIC COSTS FOR WHAT AN EXHIBIT WOULD BE TO SHOW ARTIFACTS FROM THE SHIPWRECK.

WE DO HAVE A COUPLE OF TANKS THAT WE SEND AROUND WITH STUFF IN IT WAITING CONSERVATION AND IT'S STAGE THINGS THAT CAN HAM THAT TYPE OF TRAVEL AND OUR CONSERVATORS ROUTINELY VISIT THE ARTIFACTS ON EXHIBIT TO MAKE SURE THAT THEY'RE WEATHERING THE EXHIBITS WELL AND THAT DETERIORATION ISN'T STARTED BECAUSE OF HIGHER HUMIDITY AND THINGS LIKE THAT SO IT WOULD BE HARD FOR ME TO COME UP WITH A COST ESTIMATE ON THOSE THINGS. SO GOING ON TO OUR NEXT SLIDE, WE'RE GOING TO DO ANOTHER ONE, COMING SOON TO A COMPUTER NEAR YOU WILL BE OUR NEXT WEBCAST ON FLAG CONSERVATION.

AND NORTH CAROLINA HAS THE THIRD LARGEST NUMBER OF CONFEDERATE FLAGS IN THE COUNTRY AND IT'S A HUGE COLLECTION TO CARE FOR. SOME OF THEM ARE LIKE THE SHATTERED SILK FLAG AT THE TOP LEFT.

SOME OF THEM ARE LIKE THE WOOL COTTON FLAG TO THE RIGHT, AND THERE ARE DIFFERENT COSTS ASSOCIATED WITH EACH ONE OF THOSE AND IT'S TIED TO A FUNDRAISING PROGRAM WHICH IS OUR NEXT SLIDE.

OUR ADOPT A FLAG PROGRAM AT THE MUSEUM OF HISTORY AND THIS IS A SCREEN SHOT FROM THE 26 NORTH CAROLINA REGIMENT. IT'S A REENACTOR GROUP THAT HAS BOATS PEOPLE THAT DO REENACTMENTS OF THE CIVIL WAR AND ALSO PEOPLE THAT ARE DESCENDED FROM MEN WHO FOUGHT IN THE 26 NORTH CAROLINA IN THE CIVIL WAR.

SO AS I SAID, NORTH CAROLINA HAS A LARGE FLAG COLLECTION.

AND WE HAVE 112.

AND OUR FOUNDER, BACK IN THE EARLY TIME PERIOD FOR OUR MEUMS BEGAN COLLECTING FLAGSES IN MILITARY IN THE 1880'S, 33 CAPTURE FLAGS WERE GIVEN BACK BY THE WAR DEPARTMENT.

IN HIS PROCESS OF COLLECTING, MR. OLS PROMISED A FIREPROOF DISPLAY AREA SO HE WAS AHEAD OF HIS TIME.

MUST HAVE BEEN A GREAT SALES PITCH BECAUSE HE MANAGED TO GET LOTS OF FLAGS AND UNIFORMS.

>> WE ARE PARTNER GOING A VARIETY OF CIVIL WAR GROUPS FROM SONS OF CONFEDERATE VETERANS TO REENACTMENT GROUPS.

BASICALLY A WAY TO RAISE FUNDS ON OUR BEHALF.

AS I SAID THE 26th IS THE MOST COORDINATED AND OTHER STATES HAVE SIMILAR CIVIL WAR ORIENTED ARTIFACT PROGRAMS.

ILLINOIS, I FOUND THEY'RE DOING THE SAME THING WITH SOME OF THEIR FLAGS.

AND THERE'S BATTLEFIELD PRESERVATION GROUPS THAT ARE SEEKING TO PRESERVE BATTLEFIELDS BY THE AGE RIDGE AND PREVENT DEVELOPMENT HON THOSE PIECES OF PROPERTY.

>> WHICH IS A WHOLE 'NOTHER SET OF ISSUES.

>> SO WE SCHAB RATE WITH THE GROUPS THAT ARE INTERESTED IN OUR FLAGS AND WE HAVE A GROUP OF ENTHUSIASTIC BACKERS.

YOU NEED TO FIND WHO YOUR BACKERS ARE AT YOUR MUSEUM OR INSTITUTION AND CONSULTIVATE THEM AND FIND A GREAT TIME TO MAKE SOMETHING HAPPEN, AN AVERSERY OF SOMETHING OR OTHER SUCH -- ANNIVERSARY OF THE FOUNDING OF THE INSTITUTION OR THE ANNIVERSARY OF THE EVENT REPRESENTED BY THE ARTIFACT. AND GIVE THEM AN EXCITING PRODUCT.

THE TBRAWPS THAT HAVE BEEN RAISING FUNDS, PREVENTLY THERE WAS A 12-MILE HAR TO RAISE FUN FORFLAG CONSERVATION AND I THINK THEY FOLLOWED HISTORIC ROOT FOR THE MEN UNDER THE FLAG AND COLLECTED FUNDS FOR EVERY PERSON THAT WALKED "X" NUMBER OF MILES. ONCE THE FLAGS ARE CURVED WE GIVE THEM A GREAT DEDICATION AND CEREMONY AT THE MUSEUM MANY OF THESE FREUPS BRING MUSICIANS AND COSTUME FOLKS INTO THE MEUMS FOR THE DAY AND IT TURNS INTO A WIN WIN FOR THEM AND OUR MUSEUM BECAUSE THEY GET TO CELEBRATE

THE SAVING OF A FLAG AND WE GET GREAT AND WONDERFUL DEDICATED INDIVIDUALS PLAYING MUSIC AND WALKING AROUND IN THEIR UNIFORMS FOR THE DAY AT THE MUSEUM. THAT'S A GREAT EXAMPLE OF HOW THESE PARTNERSHIPS CAN WORK FORWARD TOGETHER.

NOW I'M GOING TO LOOK AT OTHER SPECIFIC THINGS OTHERS HAVE DONE.

AND EXHIBITS PROSECUTE ONE OF THESE THINGS THAT ARE GREAT TOOLS FOR SHARING THESE SORTS OF THINGS.

AND THE AUSTRIAN MUSEUM OF FOLK LIFE AND ART IS A GOOD ONE.

THEIR MEFS IS NOT ON DEMONSTRATING ACTION BUT ON DISCUSSIONS ABOUT THOSE SKILLS AND ACTIONS AND OBJECTS.

THEY CHOSE TO PUT THE EXPERIENCE OUT ON THE EXHIBIT FLOOR RATHER THAN BRINGING PEOPLE INTO THE CONSERVATION AND REGISTRATION AREAS.

MAYBE A LODGE STOICAL CHOICE. GAM REESE ARE BETTER SUITED FOR PUBLIC ENGAGEMENT.

BUT IT'S ALSO GREAT BECAUSE THEY'RE TAKING THE EXPERIENCE TO THE VISITOR, ALTHOUGH THE VISITORS LOVE TO SEE ALL OF THE NEAT STUFF IN OUR ROOMS, MAYBE IT WOULD WORK BETTER TO TAKE IT OUT TO THEM.

>> THE PEP PENNSYLVANIA ANTHROPOLOGY MUSEUM, HAS AN ARTIFACT LAB, BOTH A BLOG CALLED IN THE ARTIFACT LAB AND KEVIN FORS UNDER GLASS AND EXHIBITS THAT ALL WORK TOGETHER AND THEY SAY IT'S PART EXHIBITION CAN, PART WORKING LABORATORY, A GLASS ENCLOSED CONSERVATION LAB THAT BRINGS VISITORS RIGHT INTO THE MUSEUM CONSERVATOR'S WORLD.

SEE THE TOOLS OF THE TRADE AND WATCH AS CONSERVATORS WORK ON A WIDE ARRAY OF EGYPTIAN ARTIFACTS SO YOU GET PEOPLE THAT A LOT OF EGYPTIAN STUFF AND MUMMIES INCLUDED.

SO IT'S A 2000 SQUARE FOOT EXHIBIT THAT INCORPORATES THE LAN AND THE EXHIBIT AND HANDS ON MATERIALS.

THEY SHOW FOLKS THINGS AT VARYPS STAGES OF CONSERVATION AND DECISIONING HOW IT MOVES FROM STUDY, PREPARATION, CLEANING, MENDING, CONSERVING TO THE EXHIBIT, AND THEY HAVE SCHEDULED ASK QUESTION TIMES DAILY, TWICE A DAY, AND THAT REALLY HELPS PEOPLE PLAN WHEN THEY WANT TO BE IN THE GALLERY TO ASK QUESTIONS AND IT IS COMPLIMENTED BY THE BLOG SO IF YOU'RE REALLY INTERESTED IN WHAT YOU SAW YOU CAN READ THE BLOG AND READ MORE ABOUT IT SO IT'S A DOUBLE WHAMMY THING THAT GIVES YOU LOTS MORE INFORMATION ABOUT THAT SORT OF EXPERIENCE WITH BOTH THE WEB AND VISIBLE IN THE SPACE.

EVERYBODY I'M PRETTY SURE IS FAMILIAR WITH THE STAR SPANGLED BANNER.

THAT WAS ONE OF THE FIRST ONES I WENT, WOW, A LONG TIME AGO.

IT WAS A THREE YEAR PROJECT TO HOUSE IT FOR EXHIBITION.

THERE'S LOTS OF GREAT INFORMATION BOTH IN THE SMITHSONIAN AND ON THE WEB ABOUT THE CONSTRUCTION OF THE FLAG, THE CONSERVATION OF THE FLAG HISTORICALLY AND NOW AND PART OF THE EXHIBIT MAKES IT CLEAR THAT WE'RE WORKING TO SAVE THIS TO FOR FUTURE GENERATIONS.

>> THAT WAS PART OF A SMALLER EXHIBIT, WHERE I VISITED AN

EXHIBIT AND THE EXHIBIT GALLERY
WAS DARK AND THERE ARE LOTS
TEXTILES AND STORAGE SPACE AND
YOU TO PULL THE TRY OUT TO SEE
THE OBJECTS IN THE TRAIL AND
THERE ARE LABELS IN THERE, AND
IT WAS PART CABINET OF
PRESERVATION AND IT WAS A USEFUL
INFORMATIONAL TOOL JESSICA
WASSING AND IS THERE A WAY TO
GET THE NUMBERS ON HOW EXHIBITS
HAVE BENEFITED THE MUSEUMS, WITH
THE STATUS IT MATE BE EASY TO DO
PROPOSE FOR OTHER MUSEUMS.

>> I DON'T KNOW IF THERE'S A
NATIONAL SET OF STATISTICS.
WE HAVE SEEN NATIONALITY
STATISTICS ON VISITATION AND I
DON'T KNOW IF ANYONE HAS SEEN
ANYONE ABOUT TRAVELING WITH
THESE TYPES OF EXHIBITS.

IT MY BE THAT WE NEED TO -- IF
THERE'S AN EXHIBIT THAT YOU LIKE
THAT YOU HAVE SEEN AT OTHER
INSTITUTIONS YOU MIGHT WANT TO
CALL AND ASK ABOUT STACKS

>> JERCHY IS SAYING HURRY UP.
SO QUICKLY, A CASE STUDY.
AND I HAVE ALREADY DISCUSSED IT
A LITTLE BIT ON THE CONSERVATION
MATTERS EXHIBIT.

THIS IS A BEFORE-AND-AFTER SHOT
FROM THE MUSEUM.

LIKE I WAS SAY, ASK THE
INSTITUTION THAT YOU'RE
VISITING, ASK A COLLEAGUE, HOW
DO YOU THINK THE EXHIBIT WENT?

SO I ASK THE DIRECTOR OF THE
MUSEUM THAT SPONSORED THE
CONSERVATION MATTERS EXHIBIT,
WHAT SHE THOUGHT ABOUT IT.
SHE SAID EVERY THE SUCCESSFUL
FLAG EXHIBIT THAT RACED FUNDS
FOR CONSERVATION, THEY THEN
COMMITTED TO DOUBLING AND
INCREASING THEIR OVERALL ANNUAL
CONSERVATION BUDGET SO THE SOLD

THE IDEA OF CONSERVATION BUDGET
TO THE BOARD AND TO THE
VISITORS.

THEY DID THE CONSERVATION
MATTERS EXHIBIT THAT FEATURED
MANY OF THE PIECES OF WOOD
FURNITURE IN THE EXHIBIT AND
POSTED PICTURES OF PRE AND POST
IMAGES.

YOU COULD SEE THE PREIMAGE AND
THEN THE ACTUAL ARTIFACT WAS IN
FRONT OF YOU.

THEY ALSO DEVELOPED INTERACTIVE
CARDS WITH VISITORS,
PARTICULARLY YOUNGER ONES,
ASKING QUESTIONS LIKE, WHICH
PIECE OF FURNITURE APPEARS TO BE
GUILDED, WHICH WAS THE HEAVIEST?
HOW MIGHT YOU CONSERVE THIS
PIECE?

AND THEN WHY DON'T WE RESTORE
OUR FURNITURE?

THEY SOUGHT TO DELINEATE THE
DIFFERENCE BETWEEN RESTORATION
AND CONSERVATION, WHICH IS, YOU
KNOW, A BIG DISCUSS THAT I WILL
NOT GO INTO HERE, PUT BUT WE ALL
UNDERSTAND THAT CONCEPT.

AND SHE ALSO SAID THAT THE
EXHIBITION CENTERPIECE WAS A
19th CENTURY THREE CARD TABLE
THAT WAS IN DESPERATE NEED OF
CONSERVATION BEFORE IT COULD BE
PUT ON EXHIBIT.

THEY DID A VIDEO OF THE OBSERVER
EXAMINING THE PIECE AND
IDENTIFYING THE TREATMENT NEEDS.
THEY INCLUDED TREATMENT
ESTIMATES AS LABEL COPY AND THEN
THEY HAD A DONOR WHO GAVE THE
FULL COST OF THE TREATMENT FOR
THE TABLE.

AND IT WILL BE INSTALLED IN A
LONG-TERM 19th CENTURY
DECORATIVE ARTS GALLERY SOON.
IT DIDN'T TURN OUT TO BE A DRAW
FOR VISITORS.

THANK YOU DIDN'T THINK THE TITLE HELPS -- CONSERVATION MATTERS. WE GET IT.

WE GOT WHAT THEY WERE GOING FOR. BUT I DON'T KNOW THAT JOE Q. PUBLIC DID.

I ASKED THE CURATOR ABOUT THE SAME EXHIBIT AND SHE CONSIDERED IT A PASSIVE APPROACH. THEY HAD HOPED THAT DOING THE EXHIBIT WITH LABELS THAT EXPLAINED WHAT CONSERVATION IS, WHY WE DO IT AND ASKING FOR CONTRIBUTIONS WOULD RAISE MORE FUNDS THAN IT DID BUT THE RAT CAR THEY DEVELOPED AND THE OTHER TOOLS THEY DEVELOPED DIDN'T RAISE AS MUCH AS THEY HOPED FOR BUST EVERY BIT THAT GETS RAISED IS MORE THAN YOUR HAD IN MY OPINION.

>> AND I'M A VISITOR WHO PAID ATTENTION TO SUCH THINGS.

I VISITED THIS EXHIBIT AND I ENJOYED IT AND I SPENT LONGER THAN ANYONE ELSE IN ANY GROUP AND THEN I WENT TO THE GIFT SHOP.

IN THE GIFT SHOP THERE WAS A CORNER WHERE VISITORS COULD PURCHASE ACID FREE BOARDS, FOLDERS, BOXES AND TISSUE PAPER AND THE CURATOR AND HER STAFF DEVELOPED A FLYER TO TEACH THE BASICS OF STORING YOUR TREASURES.

SO THIS IS MORE OF THAT HOW TO CARE FOR YOUR PERSONAL ITEMS THAT HOME, AND TRANSLATING WHAT THE MUSEUM DOES IN THE PROFESSIONAL WORLD INTO THE PRIVATE WORLD, AND THAT WAS A REALLY, REALLY GREAT THING TO HAVE THAT STUFF IN THE GIFT SHOP, AND IT WAS JUST A LITTLE CORNER AND IT REALLY WASN'T A WHOLE LOT BUT IT WAS THERE, AND

I THOUGHT IT WAS SUPER COOL.
>> SO LET'S SEE WHAT THE NEXT --
SO CONSERVATORS UNDER FLOSS.
THIS IS FROM THE MARILYN
ARCHAEOLOGICAL CONSERVATION LAB.
THE DIRECTOR THERE, SHE TOLD ME
THAT THE CONSERVATORS PUT THAT
UP BECAUSE PEOPLE GIFT TOURS IN
THE LAB, THEY DON'T STAY OPEN
FOR TOURS REGULARLY BUT WHEN
GIVING TOURS IN THE LAB THE
CONSERVATORS TOLD HER THE
CONSERVATOR'S ATTENTION WAS VERY
OFTEN FOCUSED ON THE OBJECTS
THEY WORRY WORKING ON AND
THROUGH MICROSCOPES IN WITH
MACHINERY THAT MAKES NOISE AND
UNEXPECTED GROUPS SUDDENLY
SURROUNDING THEM AT THE
MICROSCOPE CAN BE VERY STARTLING
AND COULD CAUSE THEM TO
INADVERTENTLY DAMAGE THE ITEMS
THEY WERE WORKING ON.
SO THE STAFF WHO PROSECUTE THE
NON-CONSERVATORS TAKING PEOPLE
THROUGH THE LABS HAVE STARTED TO
OBEY A GREATER PERSONAL SPACE
AROUND THE CONSERVATORS WORKING
THE LAB.
>> IT'S REALLY CUTE.
DON'T TAP THE GLASS.
IT SCARES THE CONSERVATORS.
BUT I HEARD THE SAME THING TO
FROM ANOTHER CONSERVATOR THAT
WAS WORKING AT GROUND ZERO FOR
STEEL BEAM.
AND SHE WAS OFTEN -- SHE WASN'T
THERE AS A CONSERVATOR UNDER
GLASS AND THERE WERE FLOSS
WINDOWS WHERE PEOPLE COULD LOOK
IN AND SEE WHAT SHE WAS DOING
AND SHE WOULD LOOK UP AND SEE A
WHOLE THE PEOPLE HOOKING UP A
WHAT SHOOT SHE WAS DOING.
JUST BECAUSE OF THE NATURE OF
THE SYSTEM THAT SHE WAS WORKING
ON.

ANOTHER PART OF CONSERVATORS UNDER GLASS IS THE WEBCAM. THE CONSERVATOR WORKING IN THE BACK-OF-THE-PICTURE IS ONLY INTERESTING IF YOU GET AN INSIDE SCOOP ON WHAT SHE IS DOING.

>> IN A GUIDE TOUR SCENARIO IT'S EASY FOR THE DOSE HE WENTS TO BE PREPPED DAILY AND WEEK I HAD WITH THE SCHEDULE LIKE THE PEN MUSEUM, INC. RATES THE TECHNOLOGY WITH THE BLOG AND OTHER INFORMATION IN THE EXHIBIT SPACE TO TELL YOU WHAT THE CONSERVATOR IS DOING. YOU NEED TO DO THE SAME THING WITH WEBCAMS IF YOU EVER CONSIDER DOING A WEBCAM SITUATION.

AND THIS IS PROGRAMMING, BEHIND THE SCENES TOURSES TOP ENDANGERED PROJECTS, THOSE ARE THE THINGS I'M TALKING ABOUT WITH PROGRAMMING.

HAVE YOU INCLUDE ADD VARIETY OF THINGS UNDER THE BROADHEADING FROM TOURS TO ADVOCATE CAMPAIGN, ANYTHING YOU CAN DO TO SHARE WITH THE WORLD OF PERSONAL VISITORS, VOLUNTEERS, SUPPORT AND OTHERS DOORNSSES WHAT YOU HAVE DONE AND ARE DOING TO PREPARE THE HERITAGE IS WORTHY OF CONSIDERATION AND ANALYSIS. YOU SHOULD ALSO SUCCESS AND FAILURE STUDY AND ESTIMATE THE COST ASSOCIATED WITH THE ACTIVITIES.

I ENCOURAGE YOU TO TRY A SMALL THING TO TRY THE SHARE THE CHALLENGES AND SUCCESSES.

I HAVE A FEW EXAMPLES HERE. THE OLD ROYAL FLAIFL COLLEGE, THAT'S THE RESTORATION OF THE HISTORIC INTERIOR WITH GUIDED TOURS AND SCAFFOLDING AND THERE'S A LOT OF DETAIL ONTARIO

THE WEB SITE ABOUT MOBILITY AND SAFETY ISSUES FOR THIS PARTICULAR TOUR THIS IS A HISTORIC HOUSE MUSEUM AND HAVING A UNIQUE ROLE NOT TYPE OF PROGRAMMING BECAUSE IN MANY INSTANCES THE HOUSE OR THE BUILDING IS THE GREATEST ARTIFACT.

WHEN THE WORKER SO DONE ON THE EXTERIOR INTERIOR ELEMENTS, TOURS SHOULD SEEK TO GAIN INFORMATION ON WHAT MATERIALS ARE BEING USED, WHAT WORK IS BEING DONE AND HOW THEY'RE SAVING AND AUGMENTING THE ORIGINAL ELEMENTS AND HOW THE ELEMENTS ARE BEING PRESERVED.

ONE OF THE HISTORIC HOUSE MUSEUMS WHERE I WAS A CURATOR, WE OPTED KEEP THE HOUSE OPEN WHILE WE REPAINTED AND WE INCORPORATED THE UPSIDE DOWN NATURE OF THE REPAIRS IS IT RENOVIATION TO STAY AND BEHIND THE SCENE CURS WITH THE PAINTERS.

WE WERE UNIQUE AND MIXING OUR PAINT FROM SCRATCH.

WE WERE KEEP EPIDEMIOLOGY THE FURTHER IN THE HOUSE RATHER THAN TRANCE PARTING IT AND OUR DRAWING LOOM.

VISITORS ENJOYED SEEING THE BACKS OF THINGS AND LONG TIME SUPPORTERS THAT SAW THE SAME HOUSE FOR THE SAME WAY NO 20 YEARS.

IF YOU MOVE IT AROUND, THEY FIND IT INTERESTING.

SO THERE ARE UNIQUE WAYS TO DO WHAT THEY DO, IN ADDITION TO TALKING ABOUT THE HOUSE AS THE ARTIFACT, MOVING OF THE STUFF AROUND, TALKING ABOUT DUST COVERS ON FURNITURE COLONIAL

WILLIAMSBURG DOES THE THINGS CAN
SEASONAL INTERPRETATIONS AND
MOVING THINGS OUT OF SUNLIGHT
AND WINDOWS AND THEY ALSO HAVE
AS PART OF THEIR TICKET PRICES
SCHEDULED TOURS WITH CURATORS
AND NO RESERVATIONS ARE
NECESSARY.

THE NATIONAL WORLD WAR II MUSEUM
DESCRIBED.BEHIND-THE-SCENES TOUR
AS A CHANCE TO DISCUSS THE
AMERICAN WORLD WAR II EXPERIENCE
WITH YOUR GUIDE WHO CARES
FOREMUTUAL ARTIFACTS, CREATES
EXHIBIT SUCCESS IS APPEAR
EXPERIMENT IN WORLD WAR II.
THE TOUR DOESN'T COME CHEAP BUT
FOR THE TRUE FANATIC IT'S AN
AMAZING ADVENTURE.

HOW BETTER TO SELL THAT?
THAT'S KNEES.

I COULD NOT FIND HOW CHEAP THAT
TOUR IS ON THEIR WEB SITE AND I
DIDN'T HAVE THE GUTS TO CALL
THEM AND ASK THEM THAT EITHER
BUT THEY DID HAVE A SECTION
DEDICATED TO TOURS FOR VETERANS
THINGS LIKE THEALT.

SOMETIMES THE CONSERVATOR TOURS
ARE ADDITIONAL TICKETED EVENTS
THAT ARE TBEERD TO INTEREST
GROUPS AND BENEFACTORS.

THESE INTIMATE TALKS ENGENDER
SUPPORT FOR WHAT WE DO BEHIND
THE REAPS TO SAY THE TREASURE OF
OUR INSTITUTIONS.

I ORIGINALLY SAW A BLOG POST OF
AN INDIVIDUAL WHO TOOK A BEHIND
THE SCENE TOUR, THE PHOTOS SCOTT
DESCRIPTIONS OF WHAT HE SAW AND
LEARNED CONVEYED HOW SPECIAL THE
EXPERIENCE WAS FOR HIM AND ALSO
MADE ME WANT TO GO FOR A VISIT
TO THAT INSTITUTION AND TRY TO
GET BACK THERE.

BUT IT REALLY IS A MULTIPLE
AFFECT ONCE SOMEBODY TAKES THAT

EXPERIENCE TO THE INTERNET AND GETS OTHER PEOPLE ENTHUSED ABOUT YOUR SITE.

THEN THE TOP 10 ENDANGERED ARTIFACT PROGRAM.

VIRGINIA STARTED IT IN 2011 WITH THEIR FIRST SET OF NOMINEES AND HONOREES AND IT GREW OUT OF THE PROJECTS AND THE STAFF ENVISIONED THE MEDIA NEEDED A HOOK FOR STORAGE AND SUSTAINING THE CHECKSES.

THEY ARE ASKED TO NOMINATE AN OBJECT THAT IS NO DANGER OR NEED OF CARE AND IT'S VETTED BY PROFESSIONAL CONSERVATORS AND THEN THE TOP 10 ARE SELECTED FOR ADDITIONAL PUBLICITY AND ADVOCACY.

THEY RECEIVE TELEVISION AIR TIME AND MANY OBJECTS FEATURED NOW HAVE BEEN CURVED USING FUNDS REALIZED AS PART OF THE PUBLICITY.

ONE OF THE QUESTIONS, IS THIS BAD THING TO BE ON THE LIST? ALL OF THE ARTIFACTS IN THE CARE OF THE INSTITUTIONS ARE THREATENED AND THIS IS A WAY TO SHARE AND HIGHLIGHT THE IMPORTANT WORK DONE AT THE INSTITUTION AND THE GOALS THEY HAVE FOR MAINTAINING THE COLLECTION SO IT'S NOT A BAD THING.

AFTER VIRGINIA'S LEAD OTHER STATES FOLLOWED SUIT.

PENNSYLVANIA HAS A SUCCESSFUL PROGRAM.

AND THEY HAVE TAKEN IT TO A NEW LEVEL AND THEY ARE ASKING PEOPLE TO DONATE FOR THEIR FAVORITE ITEMS ON WEB SITE AND THE FUNDS GO TO THE INSTITUTION WHO ARE FEATURED.

AND NORTH CAROLINA IS ONE OF THOSE WE'RE NOT SURE WHERE WE ARE IN THE GRAND SCHEME OF

THINGS YET BECAUSE AN
INSTITUTION IN NORTH CAROLINA IS
THE NORTH CAROLINA PRESERVATION
CONSORTIUM HAS STARTED A TOP
TONE PROJECT IN NORTH CAROLINA.
HOWEVER, VIRGINIA AND
PENNSYLVANIA HAVE BENEFITED FROM
GRANTS TO SPEND LARGE CHUNKS OF
MONEY ON MARKETING DOLLARS.
NORTH CAROLINA PRESERVATION
CONSORTIUM OFFERED THEIR PROJECT
WITH LITTLE FUNDING AND LOTS OF
EXCEPTCISM.

WE'RE FACING MORE OF, THIS ISN'T
A PAD THING TO SHOW OFF YOUR
DANGER THE GOODS AND WE JUST
DON'T HAVE THE MARKETING STAFF
TO HELP US.

BUT WE WILL GET THERE AND WE
WILL FIND A WAY TO MAKE IT WORK.
JENNY IS TELLING ME I HAVE 10
MINUTES.

>> THE ADOPT AN ARTIFACT
PROGRAM.

WE HAVE A POLL QUESTION, DOES
YOUR INSTITUTION HAVE AN ADOPT
AN ARTIFACT PROGRAM.

I SAW ONE INSTITUTION SELL IT
AS, YOU KNOW, HERE IS SOMETHING
THAT YOU CAN DO FOR YOUR
HARD-TO-BUY FOR INDIVIDUAL.

YOU MAY NOT BE ABLE TO FIND SONG
AT THE MALL FOR YOUR INDIVIDUAL,
BUT YOU CAN CERTAINLY DONATE TO
OUR MUSEUM AND WE WILL SEND THEM
A NOTE ANYWAY HAVE ADOPTED OUR
ARTIFACT.

SOME ARE PASS AND I HAVE SOME
ARE AGGRESSIVE PUT WE ALL NEED
TO DO SOMETHING TO FIND SOMEONE
INTERESTED IN THE COLLECTION TO
ADOPT AN ARTIFACT AND THIS STEPS
INTO THE FUND RAISING WORLD AND
I'M NOT GOING TO GO INTO A LOT
OF DETAIL BUT IT'S A WAY TO
SHARE WITH POTENTIAL DONORS WHAT
YOU HAVE IN YOUR COLLECTION THAT

NEEDS SOME CARE AND DEMONSTRATE
HOW YOU ARE HOPE EPIDEMIOLOGY
THAT YOU CAN CAROL FOR NOINGS IN
A MULTIPLE OF DIFFERENT WAYS.

>> TIEING IN TO NORTH CAROLINA'S
ADOPT A FLAG PROGRAM WEE ALSO
HAVE HAD ISSUES BECAUSE WE HAD
LARGE NUMBERS OF FLAGS IN FRAMED
CASES NOW, AND WE NEEDED SOME
WAY TO STORE THEM IN STORAGE
WHEN PEOPLE CAME TO LOOK AT THEM
SO WE HAVE A NEW RACK SYSTEM,
AND THE LITTLE SIGNAGE UP ON THE
RACK IS AT THE RIGHT SIDE OF
YOUR SCREEN IF I TELL YOU ABOUT
IT.

THERE'S THE ADOPT A FACT
PROGRAM.

I'M SORRY.

AND THERE'S OUR ADOPT A FLAG
THING RIGHT THERE ON THE RACK IS
A LITTLE NOTE THAT SAYS FUNDS
FOR THE PURCHASE OF THIS FLAG
WERE GIVEN BITCH THE SONS OF
CONFEDERATE VETERANS AND IT
SHOWS THE BENEFIT OF ADOPT A
FLAG MA'AM.

SO -- HERE WE ARE, HERE IS
ANOTHER CASE STUDY.

KERCHTION LAB TOURS.

SO WE HAVE SEVERAL ARCLOGICAL
COLLECTIONS THAT ARE REPRESENTED
IN OUR CONSERVATION TOURS THAT.
THE MARYLAND ARCHAEOLOGICAL LAB
DOES HANDS ON ACTIVITIES WITH
SCHOOL GROUPS, NOT WITH ACTUAL
ARTIFACTS BUT ONES TO SHOW HOW
IT'S DONE WITH NON-ARTIFACT
THINGS.

AND THESE ARE A COUPLE OF
PHOTOGRAPHS OF THE SOME OF THE
WORK THAT THEY DO.

THERE'S A CONSERVATOR TALK DOUG
A SCHOOL GROUP ABOUT
CONSERVATION IN HAD A GROUP OF
ARTIFACTS FROM JAMES DOWN AND
ANOTHER IS STUDENTS LOOKING AT

SHIP TIMBERS THAT ARE SUBMERGED
IN WATER RETRIEVED FROM THE SIDE
OF THE WORLD TRADE CENTER.

SO THAT'S AN INTERESTING WAY TO
BRING IN PEOPLE WHO MAY NOT COME
ANY OTHER WAY TO LEARN ABOUT
CURVESWORK.

ALL RIGHT.

SO WE HAVE MEDIA AND THIS IS
EVERYBODY FROM TWITTER TO
FACEBOOK AND BLOGS BLOGS AND BACK
AGAIN.

SO WE TALKED ABOUT ASK A CURATOR
A LITTLE BIT EARLIER AND THE
STATISTICS WERE 366 MUSEUMS AND
37 COUNTRIES PARTICIPATED WITH
OVER 26,000 TWEETS.

SOME OF THE SUMMERS SHOWED THAT
IT WAS COLLEAGUES NOT LAY PEOPLE
INTERACTING AND ONE ANALYSIS I
GAVE YOU THE LINKS FOR MORE
INFORMATION SECTION SAID THE
MOST IMPORTANT QUESTION WAS, IN
CASE HE OF ZOMBIE ATTACK WHAT
OBJECTS WOULD YOU GRAB TO ENSURE
SURVIVAL.

SO WHAT DO YOU HAVE IN YOUR
COLLECTION THAT WOULD HELP YOU
SURVIVE A ZOMBIE ATTACK?

I THOUGHT THAT WAS INTERESTING.
NOT A GOOD USE OF THE COLLECTION
BUT IT MIGHT BE.

WHO KNOWS.

>> BUT FACEBOOK.

WE ALL SAW WE HAVE FACEBOOK
POSTS AND I WAS JUST LOOKING
AROUND FACEBOOK FOR CONSERVATION
PROJECTS AND I FOUND THE PEABODY
MEUMS AND THIS IS AN IMAGE FROM
THE PEABODY MUSEUM FACEBOOK PAGE
AND THEY'RE DOING WORK ON
ALASKAN KAYAKS AND THEY FOUND
ALASKAN DIE YAK BUILDERS WHO
WERE VERY USEFUL IN HELPING THEM
UNDERSTAND HOW THE KAYAKS WERE
BUILT, WHAT'S THEY WERE MADE OF,
WHY THIGH WERE BUILT THE WAY

THEY WERE BUILT AND WHAT NEEDED TO BE DONE TO PRESERVE AND CONSERVE THEM.

AND THIS IS ONE OF THOSE DISCUSSIONS ABOUT USING CONSTITUENT COMMUNITIES TO HELP YOU WITH YOUR PROJECTS, AND I WILL TAWCIALGHT THAT MORE ON THE NEXT SLIDE.

NOFER BLOGS, MANY MUSEUMS HAVE BLOGS AND I HAVE INCLUDED SAMPLE BLOGS COULD THE MORE INFORMATION DOCUMENT AND SOMETIMES BLOG POSTS ARE FOR THE POWK TO LOOK IN THE BACK ROOM.

SOMETIMES THEY'RE TO SHARE COOL STUFF THAT HIGH SCHOOL BEEN UNCOVERED, DONATED AND SOMETIMES THEY'RE FOR OUR MUSEUM COLLEAGUES, MUCH LIKE TODAY'S WEBINAR.

MULTIPLE AUDIENCES CAN BE DIFFICULT TO NAVIGATE BUT YOU CAN DO IT.

>> FOR EXAMPLE, THE SMITHSONIAN HAD A MEET THE CONSERVATOR BLOG POST SPECIFICALLY GEARED TO GIRL SCOUTS PART OF A GIRL SCOUT PROGRAM AND IT DESCRIBED WHAT THE CURATOR DID IN THE EXHIBIT AND THE LAB, WHAT HER BEST MOMENT WAS AND ADVICE FOR CAREERS AND SHE TOOK TIME TO SPEND TO COMMENTS SO SHE POSTED HER BLOG POST, TALKED WITH THE GIRL KOWTS AND THEN THEY ASKED HER QUESTIONS THROUGH THE BLOG A AND IT WAS A NICE ENTER CLAIMS. SHE TEAK THE TIME TO RESPOND EVEN OVER A PERIOD OF DAYS TO THE QUESTIONS OWN THE BLOG POST.

>> AND THE SHAKE FOLDGER SHAKESPEARE LIBRARY HAD ONE UP ON WHAT IS THAT SMELL IN? THEY GENERALLY FOCUS ON BOOKS AND PAPERS BUT HAD AN ARTIFACT EXHIBIT IN THE FORM OF COSTUMING

ASSOCIATED WITH SOME OF THE MAYS
THAT WERE PUT ON.

AND SO THE STAFF OF THE FOLDGER,
NOT TYPICALLY HANDLING TEXTILES,
WAS VERY INTRIGUED BY WHAT THEY
SAW WHEN THE TEXTILE CONSERVATOR
WAS DOING THEIR JOB AND THEY
WROTE ABOUT IT IN THEIR
APPROXIMATE BLOG POST AND TOOK
LOTS OF PHOTOGRAPHS AND THEN
THEY DISCUSSED HOW THEY INSTEULD
THE EXHIBIT AND THEN A FEW DAYS
AFTER THE INSTALLATION OF THE
EXHIBIT, AND THE CASES, ONE OF
THE PEOPLE THAT THE FOLDGER HAD
TO UP UP THE CASE TO CHECK ON
SOMETHING AND IT SMELLED
HORRIBLY LIKE BODY ODOR IN THERE
AND IT WAS RESIDUE FROM THE
COSTUME.

THAT WAS NEED.

WE CAN LEARN FROM OURSELVES TOO.

>> AND I HAVE BEEN TALKED

WEBCAST AND WEB CAMS PLENTY.

HAVE A QUESTION, NOT A POLL QUO,
JUST IF YOU HAVE EVER WATCHED A
WEBCAM DO YOU WATCH IT FOR MORE
THAN TWO MINUTES?

IS IT REALLY USEFUL TO HAVE
CONSERVATORS UNDER GLASS WITH
WEB CAMS?

YOU CAN JUST REPLY IN THE SIDE.

JENNY WILL PATCH WHAT IS GOOD.

NEXT WEEK WERE TALK ABOUT THE
CONSTITUENT COMMUNITIES.

BY THAT I MEAN NATIVE AMERICAN
TRIBES AND AFRICAN-AMERICAN
COMMUNITIES AND WOMEN'S GROUPS
OR MASONIC GROUPS, SOMETIMES
THERE MAY BE ADDITIONAL
SENSITIVE IN THE CARE FOR THOSE
OBJECTS.

THIS ISN'T CENTRAL TO OUR
PRESENTATION BUT I SAW CERTAIN
CULTURE GROUPS HAVE RULES ON
HANDLING COLLECTIONS,
ORIENTATION, CARE, AND

NAVIGATING THAT CAN BE DIFFICULT
WHEN YOU THINK ABOUT OPENING UP
YOUR STORAGE.

SO ON THE PHOTOS HERE I HAVE ON
THE LEFT, A PROJECT THAT WAS
DONE WITH THE NATIVE AMERICAN
TRIBE FROM NORTH CAROLINA, AND
THERE WAS A MASSACRE OF
TESCARORA TRIBE AFTER THE WAR IN
1711 AND A COLLABORATIVE EFFORT
IMPROVED UNDERSTANDING BETWEEN
THE WHITE COMMUNITY AND THE
TESCARORA COMMUNITY AND YOU CAN
SEE THE TESCARORA HOOKING AT HAD
A MAP AND A PROFESSOR HAPPY THEY
ARE COLLABORATING AND SHARING
THEIR COMMUNITY HERITAGE.

AT THE TOP RIGHT WE HAVE AN
IMAGE OF THE KING KAMAYAMAYA
STATUTE IN HAWAII UNDERGOING
REPAIR AND GLENN WHARTON
SEARCHED THE SIGNIFICANCE TO THE
COMMUNITY AND IT CHANGED HIS
VIEWPOINT.

WHO WAS HE RESPONSIBLE TO?
THE FUNDERS OR THE COMMUNITY?
THAT CAN TRAVEL THROUGH TO OTHER
OBJECTS FOR OUR WORK.

WHO ARE WE HOLDING OUR OUT REACH
REALM TOO?

IS IT OUR OBLIGATION TO THE
OBJECT IN PRODUCING IT WHILE
WE'RE SHARING IT?

IS IT TO CHOSE WHOSE MONEY WE
ARE SEEKING CARE TO FUND A NEW
RACK OF SHELVES OR TO THE
GREATER COMMUNITY THOUGHT OUR
MUSEUM SERVES IN OFFERING A
WINDOW TO A COLLECTION.

THOSE ARE ALL QUESTIONS THAT WE
NEED TO ASK OURSELVES WHEN WE'RE
WORKING ON THESE THINGS.

>> ALWAYS CONSIDER YOUR
CONSTITUENT COMMUNITIES AS A
VALUABLE ASSET.

THEY OFFER KNOWLEDGE ABOUT THE
ACCUSE, CREATION AND HISTORY OF

OBJECTS TIE TO THEIR PARTICULAR INTERESTS.

>>

>> A QUICK POLL, HAS YOUR INSTITUTION INVOLVED CONSTITUENT COMMUNITIES REPRESENTED BY YOUR COLLECTION?

WHILE WE DO THAT I WILL MOVE TO THE NEXT SLIDE, I'M ALMOST DONE. PUSHING MY LIMIT HERE.

THIS IS A FUNDRAISING LITTLE BIT OF SLIDE HERE.

OH, YEAH, GOOD, THAT'S NOIRNLGING.

CONTROLLING THE STORY IS IMPORTANT.

YOU NEED TO HAVE A COMMITMENT TO THE CONSERVATION NEEDS OF YOUR COLLECTION AND THAT NEEDS TO PERMEATE ALL OF YOUR FAMILIES AND IT NEEDS TOBACCO HAIRNT AND CO-HE SAY AND I HAVE BUILD SUPPORT ACROSS YOUR REALM, INSIDE YOUR MUSEUM, INSIDE YOUR LEADERSHIP, AND INSIDE THE COMMUNITY AS A HOLE.

GOOD.

60 PERCENT, IT LOOKS LIKE, HAVE SOUGHT TO INVOLVE THE SECRETARIEIS.

GOOD.

THANK YOU.

THE PLAN AND MANAGE YOUR PROJECT, YOUR COMMITMENT NEEDS TO PERMEATE MESSAGING.

I THOUGHT, GOSH, THAT IS A SAD CHAIR IN THAT PICTURE.

WHAT BETTER PIECE OF THEIR COLLECTION TO SHOW THAN THAT ONE, TO SAY, PLEASE TAKE YOUR PHOTOGRAPH WITH US AND HELP US SAVE OUR STUFF.

VERY NEAT.

>> AND FINALLY, FIND WHAT SALES IN YOUR COLLECTION AND PROMOTE IT.

ONE OF THE FOLKS I WAS ASKING

QUESTIONS OF, SHE SAID, IF YOUR ONLY GOAL IS TO DRIVE VISITORS THROUGH THE DOOR, CONSERVATION EXHIBITS MAY NOT BE THE RIGHT CHOICE, HOWEVER I HAVE SEEN INSTANCES WHERE THEY WORK. THE KEY IS TO FIND WHAT SELLS IN YOUR MUSEUM.

SHE TOLD ME IF IT WASN'T PIRATES, ZOMBIES OR DINOSAURS PEOPLE WOULDN'T COME. BUT I THINK IN WE DO IT RIGHT, THEY WILL COME.

THE KEY IS TO FIND WHAT SELLS, WHETHER IT'S THE CIVIL WAR, PIRATES, TEA POS OR CONSTITUENT COMMUNITY AND HIGHLIGHT THAT TO YOUR VISITORS, AND YOUR FUNDERS AND PARTICIPATION AND OWNERSHIP OF THE MUSEUM WILL INCREASE. AND ONE LAST SLIDE I WANTED TO SHARE IS PRESERVATION WEEK. THAT'S APRIL NEXT YEAR AND THERE ARE MANY NATIONAL MOVEMENTS TO BRING ATTENTION TO PRESERVATION CONCERNS.

PRESERVATION WEEK WAS STARTED BY THE AMERICAN LIBRARY ASSOCIATION TO HIGHLIGHT WHAT CAN BE DONE TO PROTECT BOTH PERSONAL AND SHARED COLLECTIONS AND IT'S GROWN BEYOND LIBRARIES AND INCORPORATES MUSEUMS AND ARCHIVES AND I ENCOURAGE EVERYONE TO SEE WHAT YOU CAN DO TO PARTICIPATE.

IT'S NOT TOO LATE.

THEY HAVE A GREAT DEAL IN THE FORM OF PRESERVATION RESOURCES. AND ONE PLUG FOR HERITAGE PRESERVATION MAY DAY, IT'S JUST DO ONE THING TO IMPROVE YOUR DISASTER PREPAREDENCE.

SO I'M GOING TO WRAP IT UP. DOES JENNY OR LORI HAVE ANYTHING THEY WOULD LIKE TO SAY ABOUT PRESERVATION WEEK?

>> WELL, IT'S A FANTASTIC RESOURCE AND ALSO YOU WILL SEE -- THIS IS JENNY, ALSO SEE YOU HAD OPEN THEIR WENT, FOLKS AND SPEAKER WHAT THEY'RE DOING AS THEY PARTICIPATE, A LOT OF GREAT IDEAS.

I AM GOING TO LARRY.

I JUST QUICKLY PULL OVER THE ASSIGNMENT FOR TODAY SO YOU HAVE THE LINK, AND I'M ALSO GOING TO ASK, IT LOOKS LIKE, FOLKS WATCHING IN GROUPS, IT HASN'T BEEN AS INFREQUENT BUT IF YOU ARE WATCHING IN A GROUP, GO AHEAD AND LIST YOU BE GROUP IN THE CHAT BOX.

AND LARRY WE HAVE ABOUT FIVE MORE MINUTES SO IF WE HAVE ANY LAST MINUTE QUESTIONS, YOU WILL SEE ONE FROM CINDY OVER HERE. SHE IS CURIOUS, AND THESE PUBLIC VENUES AND EVENTS HOW DO YOU PREVENT THIEFRY?

SHE KNOWS THERE'S A CONCERN WITH THEIR PAPER ARCHIVES.

>> RIGHT, YES.

>> THE CASUAL THIEF IS THE 21 YOU HAVE TO WORRY ABOUT, AMY, TO KEEP THINGS SO THAT IT'S SECURE. I GUESS IT WOULD DEPEND ON YOUR SPACE.

AND HOW YOU FRAME YOUR EXHIBIT OR YOUR OUT REACH ACTIVITY. YOU DEFINITELY NEED TO HAVE -- IF IT'S JUST ON A TABLE AND YOUR TALKING ABOUT IT WITH FOLKS YOU NEED TO HAVE GOOD COMMAND OF YOUR SPACE AND PERHAPS MORE THAN ONE INDIVIDUAL AT THE TABLE TALKING ABOUT ABOUT THE ITEMS THAT YOU'RE SHARING WITH THE PUBLIC.

I HAVE ENCOURAGED PEOPLE TO HAVE HIGH QUALITY REPRODUCTIONS OF SOME OF THE PIECES THAT THEY'RE SHARING, PARTICULARLY IF WHAT

THEY'RE TALKING ABOUT IS
FRAGILE, AND LIGHT SENSITIVE,
THAT HIGH QUALITY REPRODUCTION
OF THE PIECE OF QUESTION SERVES
AS A METHOD TO CONVEY HOW
IMPORTANT IT IS TO PROTECT THAT
ITEM THAT YOU'RE TALKING ABOUT.
SO IF YOU HAVE AN IMPORTANT
DOCUMENT FOR YOUR REGIONS
HISTORY AND HAVING A HISTORY DAY
SESSION, AND YOU NEED TO BRING
THE DOCUMENT, BRING A COPY AND
PART OF THE DISCUSSION NEEDS TO
BE, THIS IS A REPRO TUX AND THIS
IS WHY IT'S A REPRODUCTION, BUT
THIEFRY DOES POSE PROBLEMS AND
ID DEPENDS ON THE SNAREIO YOU'RE
IN AS TO HOW YOU PREVENT SUCH
THINGS.

>> ALL RIGHT.

WELL, IT LOOKS LIKE WE ARE ALL
OUT OF QUESTIONS.

WHAT A FANTASTIC PRESENTATION.
I'M SURE EVERYONE IS WALKING
AWAY WITH GREAT IDEAS, SOME
THINGS TO TRY.

SO THANK YOU VERY MUCH.

>> YOU'RE WELCOME.

THAT WAS FUN.

>> WE WILL SEE EVERYONE BACK
HERE ON TUESDAY AT 2:00 FOR OUR
THIRD WEBINAR WHICH WILL BE
ABOUT TALKING TO THE MEDIA SO
SHARING ALL OF THIS GREAT WORK
THAT'S YOU ALL ARE DOING, AND WE
WILL SEE YOU THEN.

EVERYONE HAVE A FANTASTIC
AFTERNOON.

>> THANK YOU!