Digital Strategy on a Budget

Welcome!

The webinar will begin at 10:00 a.m. C.T.
TEXAS HISTORICAL COMMISSION
real places telling real stories
The Museum Services Program provides support, resources, and training to museums in Texas.

- Consultations
- Webinars and workshops
- Resources
www.thc.texas.gov/museum-services

- On our webpage:
  - Webinars
  - Workshops
  - Grants and Fundraising
  - Helpful Resources
  - Connect and Learn
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Upcoming Free Webinars

• Creating a Community of Museum Colleagues
  • Wednesday, June 5, 2:00 p.m.

• Incorporating AR/VR Technology Within Your Museum
  • Tuesday, July 30, 11:00 a.m.

• Insurance Basics for Historical Collections
  • Thursday, August 22, 10:00 a.m.
Digital Strategy
On a Budget

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One:

Clarify your motivations

Assess where you already see impact
Beware of “case study envy”
Assess where the sector is headed
Two:
Understand what “digital” means for you

- Brooklyn Museum: engaging audiences
- Cleveland Museum of Art: best-in-class, cutting edge
- Blanton Museum of Art: agility, focus on need, usability
Three:

Find the center of your digital strategy

Your IT team
Your collections manager(s)
Your director
Your board
Four:

 Agree on the best methodology

 Funding models
 Staffing and role concerns
 Incremental, or all-up
Find a logical place to start

Build on current strengths
Understand what success looks like
Optimize for learning rather than technical success
Case Studies
Williams College
Museum of Art
One: Clarify motivations
Two: Understand what “digital” means
Three: Find the center of your strategy
Four: Agree on a methodology
Five: Find a logical place to start

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