

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



THC Museum Services

- The Museum Services Program provides support, resources, and training to museums in Texas.
 - *Consultations*
 - *Webinars and workshops*
 - *Resources*



THC Museum Services

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

Five: **Find a logical place to start**

Build on current strengths

Understand what success looks like

Optimize for learning rather than technical success



Case Studies

Cleveland Museum of Art



Williams College Museum of Art



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Five: Find a logical place to start

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