

Museums Beyond Reopening: Thriving in Your New Normal

May 27, 2020

Ellen Cone Busch, Director of Historic Sites Operations

Texas Historical Commission, Historic Sites Division

ellen.busch@thc.texas.gov

Texas Historical Commission Historic Sites:

<https://www.thc.texas.gov/preserve/projects-and-programs/thc-state-historic-sites>

Sources for Facts & Food for Thought

- **Centers for Disease Control and Prevention (CDC)**

General COVID-19 Information:

<https://www.cdc.gov/coronavirus/2019-ncov/index.html>

“CDC Activities and Initiatives Supporting the COVID-19 Response and the President’s Plan for Opening America Up Again” (May 2020)

<https://www.cdc.gov/coronavirus/2019-ncov/downloads/php/CDC-Activities-Initiatives-for-COVID-19-Response.pdf>

- **Federal Emergency Management Agency (FEMA)**

“Continuity Planning for Pandemics Brochure”

https://www.fema.gov/media-library-data/1537897784532-95e513b308bdcfb52711a97a9882507c/brochure_pandemic_ncp_508_082918.pdf

Emergency Management Institute Independent Study Course in Continuity Planning for Pandemics

<https://training.fema.gov/is/courseoverview.aspx?code=is-520>

- **Colleen Dilenschneider “Know Your Own Bone” Data-Informed Resource for Cultural Executives**

<https://www.colleendilen.com/>

“How COVID-19 is Impacting Intentions to Visit Cultural Entities” (May 25 Update)

<https://www.colleendilen.com/2020/05/25/data-update-how-covid-19-is-impacting-intentions-to-visit-cultural-entities-may-23-2020/>

- **Additional Articles on Industry Trends:**

“What does the future hold for the travel industry?” (See the white paper below in the Research section)

<https://agrifetoday.tamu.edu/2020/05/19/what-does-the-future-hold-for-the-travel-industry/>

“Cultural Heritage Tourism Trends Affecting Historic Sites” (2015 article)

<https://forum.savingplaces.org/viewdocument/cultural-heritage-tourism-trends-af>

COVID-19 Travel Sentiment Study – Wave 10 (Longwoods International)

<https://longwoods-intl.com/news-press-release/covid-19-travel-sentiment-study-wave-10-0>

- **Controlling the Risks:**

Elizabeth Merritt, AAM's Center for The Future of Museums Blog: "Three New Scenarios for Financial Survival"

<https://www.aam-us.org/2020/04/13/three-new-scenarios-for-financial-survival-in-2020/>

- **Thinking Longer Term:**

ICOM "Museums and COVID-19: 8 Steps to Support Community Resilience"

<https://icom.museum/en/news/museums-and-covid-19-8-steps-to-support-community-resilience/>

"Museums: Essential or Non-essential?"

<https://wunderkammer.blog/2020/05/07/museums-essential-or-non-essential/>

"The Museum We Closed Will Not Be The Museum We Reopen" (Philbrook Museum of Art, Tulsa OK)

<https://www.aam-us.org/2020/04/27/the-museum-we-closed-will-not-be-the-museum-we-reopen/>

"From Heirloom Harvests to Victory Gardens: Museums Feeding Communities During COVID-19"

<https://aaslh.org/museums-and-victory-gardens/>

"Moving Forward"

<https://aaslh.org/moving-forward/>

"As Museums Reopen, A Very Different Experience"

https://edition.pagesuite.com/popovers/dynamic_article_popover.aspx?artguid=60853a47-b817-4ecb-a146-a678c05b2ed0&appid=1165&fbclid=IwAR3nWMWu_DyyFt2klrM9UuxedOt_Dgrc19dmOQTVpjbqHE06oIXwPLvm5E

"Failure Failing Toward Success: The Ascendance of Agile Design"

<https://www.aam-us.org/2017/05/01/failure-failing-toward-success-the-ascendance-of-agile-design/>

"Design Thinking for Visitor Engagement: Tackling One Museum's Big Challenge through Human-centered Design"

<https://mw2013.museumsandtheweb.com/paper/design-thinking/>

"4 Ways Museums Can Successfully Leverage Digital Content and Channels During Coronavirus"

<https://www.aam-us.org/2020/03/25/4-ways-museums-can-successfully-leverage-digital-content-and-channels-during-coronavirus-covid-19/>

"The Ultimate Guide to Surviving & Thriving as a Cultural Organization in the 21st Century (e-book download, Cuseum will ask for your email address)

https://cuseum.com/ebooks?utm_source=Cuseum+Newsletter&utm_campaign=4854f9e2d3-Newsletter-May-22-2020&utm_medium=email&utm_term=0_27827bb7a3-4854f9e2d3-598760913