

Meet us in the Austin Room (third floor) at 2:50 to divide into discussion groups. We'll explain your options and make sure that discussions start on time at 3pm.

We recommend that workshop attendees read through discussion descriptions during the lunch break but wait until sessions have completed before deciding which group will be most advantageous to attend.

1. More about Understanding and Using Demographic Data—Ryan Robinson (City of Austin). Spend more time with workshop panelist, Ryan Robinson, to answer your demographics-related questions. Ryan can address basic questions and tell you more about how he uses this data.

2. More about Rebranding—Stacey Kaleh (Sherry Matthews Advocacy Marketing). Stacey has expertise in the areas of rebranding, public relations, and marketing for nonprofits. Learn a bit more about how an organization such as yours may use rebranding to expand audiences, increase accessibility, and establish a strong identity.

3. More about Promotional Partnerships—Lani Gonzales (Austin Museum Partnership), Randi Ragsdale (Bullock Museum). Lani and Randi continue their session discussion about how promotional partnerships can expand audience engagement for your programs.

4. More about Program Development—Kate Betz and Angela Kennedy (Bullock Museum). Bullock Museum staff provide more information about how they work with the public to expand organizational programming. They can also address your questions related to their afternoon sessions.

5. Texas Historical Commission (THC) Museum Services—Laura Casey and Tricia Blakistone (THC). Learn about upcoming trainings and resources available through the THC's museum services program. Then brainstorm with museum services staff and other museums/historic sites about how to apply the strategies learned in this workshop to your own organization.

6. Friends of the THC Development Workshops—Angela Reed (Friends of the Texas Historical Commission). The Friends' provide development workshops once a year to help individuals understand how to secure financial resources for nonprofits. Share your fundraising and nonprofit development questions to ensure that future workshops respond to your needs and provide practical tools to help reach your organizational goals.

7. Expanding Your Audience through Online Collaboration—Stephen Cure (Texas State Historical Association). Discuss ways to grow your audience through your online presence. Whether you are using internal resources or are willing to collaborate with others, we'll discuss a variety of options to increase and identify your audience's interests. Numerous opportunities to collaborate with TSHA and other institutions will be shared.



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