

2016 Story of Texas Workshop: Know Thyself

Hosted by the Bullock Texas State History Museum and Texas Historical Commission (THC)
Austin—September 26, 2016

9:00 a.m. Registration Opens / Attendee Networking Activities

9:50 a.m. WELCOME—*Third Floor, Austin Room*

10:00 a.m. OPENING PANEL—*Third Floor, Austin Room*

Know Thyself . . . and Thy Neighbor

You think you know your local audience but do you? Consider how demographics reveal the personality of local populations, and how that information helps organizations reconnect to communities.

11:30 a.m. LUNCH—*Third Floor, Austin Room*

Grab a boxed lunch and enjoy discussions with workshop speakers and fellow attendees.

12:30 p.m. CONCURRENT SESSIONS—*First Floor*

Promotional Partnerships—*Room 136*

How can organizations work together to share and expand audience engagement through partnerships and promotional efforts? Presenters will discuss opportunities for outreach, marketing, and programming that have all developed when organizations came together with common goals that led to a joint strategy or initiative. Examples will come both from within Austin and outside of Texas.

Fundraising Case Study—*Room 137*

What are the best strategies for determining how to fund programs and initiatives? This session will explore how to match your institutional goals with donors, foundations, and government support. We'll also discuss fundraising strategies via building your membership support base.

1:30 p.m. BEVERAGE BREAK—*Classroom Lobby, First Floor*

1:45 p.m. CONCURRENT SESSIONS—*First Floor*

Program Design—*Room 136*

Once you've gotten a basic understanding of your community's demographics, where can you go next? How about asking questions of the audiences your demographics revealed? This session will discuss findings from recent focus groups held at the Bullock Museum and how that data will be used to inform future program planning.

Surveys and Strategies—*Room 137*

Surveys—when used strategically—can connect individuals to organizational missions and programmatic priorities. This session will discuss how thoughtfully crafted surveys contribute to organizational planning and improvement. We will also discuss how surveys can be used to cultivate tangible and intangible support for missions, programs, and events.

2:45 p.m. Snack Break, Closing Remarks, and Prize Drawings—*Austin Room, Third Floor*

3:00 p.m. DISCUSSION GROUPS—*Austin Room, Third Floor*

Discussions begin at 3:00 pm. Participants choose the discussion that reflects his/her primary interest. Participants may float from group to group during this discussion hour; however, latecomers may need to wait to have their questions answered, if those questions were already answered earlier in the discussion hour.

1. More about Understanding and Using Demographic Data—Ryan Robinson (City of Austin)
2. More about Rebranding—Stacey Kaleh (Sherry Matthews Advocacy Marketing)
3. More about Promotional Partnerships—Lani Gonzalez (Austin Museum Partnership) and Randi Ragsdale (Bullock Museum)
4. More about Program Development—Kate Betz and Angela Kennedy (Bullock Museum)
5. Texas Historical Commission Museum Services—Laura Casey and Tricia Blakistone (THC)
6. Expanding Your Audience through Online Collaboration—Stephen Cure (Texas State Historical Association)
7. Friends of the THC Development Workshops—Angela Reed (Friends of the THC)

4:00 p.m. WORKSHOP CLOSES

Visit museum exhibits and gift shop. Workshop attendees receive complimentary museum entry sticker at check-in.

THANK YOU

Thank you to the following organizations and individuals for their support and participation.

Austin Museum Partnership	Leslie Adkins	Carlyn Hammons
Bullock Texas State History Museum	Shelby Barrera	Rob Hodges
City of Austin	Kate Betz	Stacey Ingram Kaleh
Friends of the Texas Historical Commission	Tricia Blakistone	Angela Kennedy
Preservation Texas	Brian Bolinger	Lori Martin
Sherry Matthews Advocacy Marketing	Bob Brinkman	Sarah McCleskey
Texas Historical Commission	Laura Casey	Linda Miller
Texas State Historical Association	Ryan Craig	Sarah Marshall
	Stephen Cure	Randi Ragsdale
	Jeff Durst	Angela Reed
	Lani Gonzalez	Ryan Robinson
	Amy Hammons	Candice Thaler

Special thanks to our registrants for your continued efforts to enrich Texas communities. Enjoy your day at the Bullock Museum!



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real places telling real stories

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