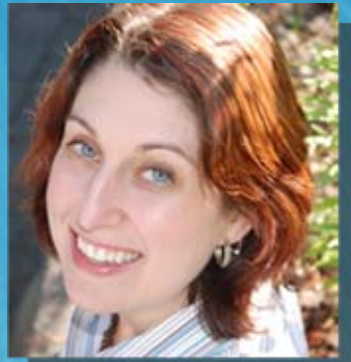


Harnessing New Technologies *for* *Arts Learning and Participation*



Alex Nelson, *Arizona Commission on the Arts*

Deb Vaughn, *Oregon Arts Commission*

Margaret Weisbrod Morris, *Kansas Arts Commission*

Michael Kosmala, *The Canoe Group, Inc.*

the web changed EVERYTHING

- *free information*
- *universal access*
- *constant stream = constant change*
- *leadership by collective wisdom*
- *word-of-mouth networks*
- *easy, readily available access*
- *no experts!*
- *influence & ability to share = power*



*everyone can consume
everyone can contribute*

it's pure democracy!

some interesting stats

- people age 18-44 use web based media and social networks **twice** as much as people age 45-64
- people who use the web **consume 70% more art** than non web users, and they use it to consume art twice as often as the average person
- web users **use the internet to purchase things** related to museums & galleries, live theatres, and concerts 3 times more than the average person
- in the last six months, web users spent in the range of **\$500-\$2500 each on the arts**



where are we as a group?



case study 1: web-based review panel



challenge

hold a high quality review panel, utilizing out-of-state panelists, while working within a limited budget and timeframe

solution

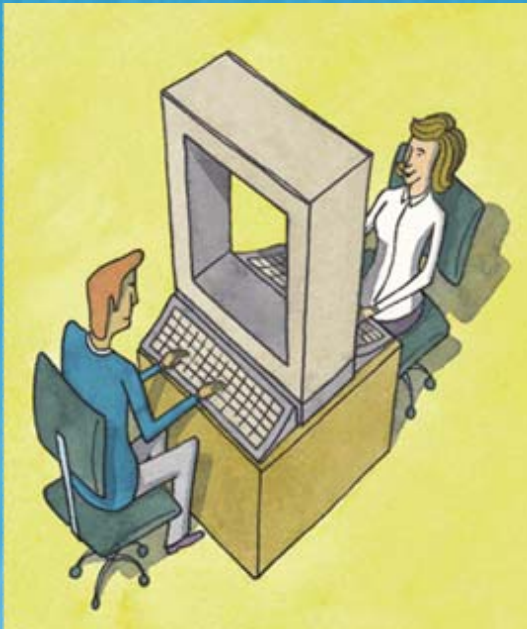
use technology!

solution part 2



results/takeaways

- successful panel with “face to face” interaction
- high level of engagement despite distance



Arizona
Commission
on the Arts

BETA

case study 2: second life project, university of kansas

Jessica Lea Johnson
Project Coordinator
University of Kansas
Spencer Museum of Art

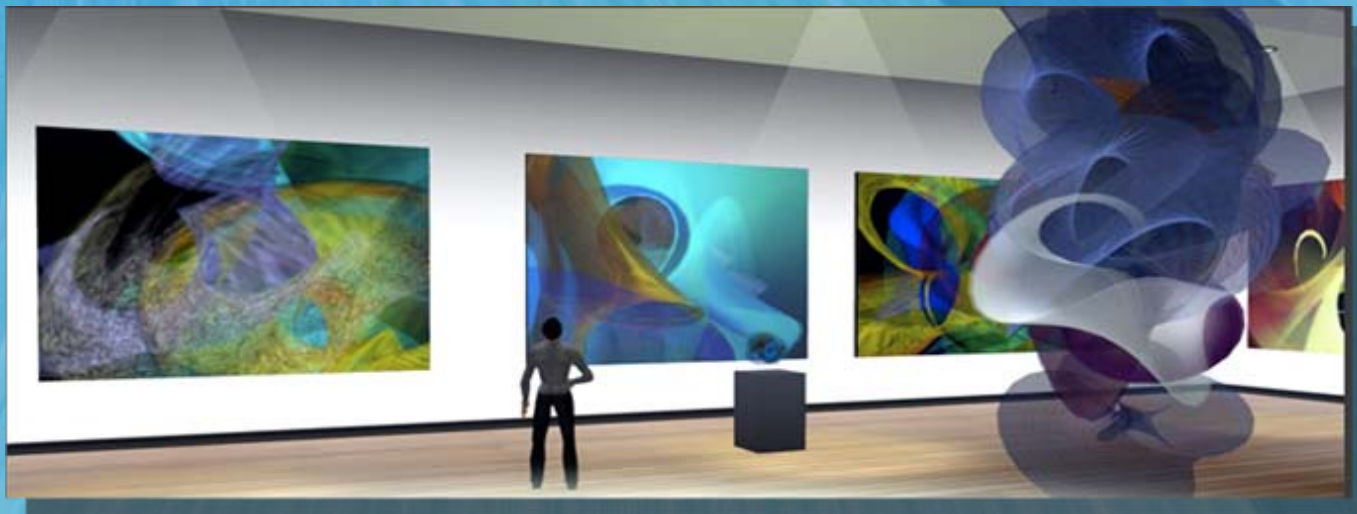


challenge

- how do we expand our current audience?
- how do we enhance our connections with students?

solution

- Second Life
- pre-service teacher workshops



Institute of Museum and Library Services (IMLS) funded the Second Life project

<http://www.youtube.com/watch?v=W77f9NOJ-XU>

case study 3: oregon days of culture

OREGON DAYS OF CULTURE

October 1-8, 2010

Register to submit your event | Login

Home

Events Calendar

Blog

Advocacy

Donate to the Cultural Trust and Get 100% Back!



CULTURE
MAKES ME
explore

Jack McGowan, Retired Executive Director of SOLV
Petroglyph seeker

Share your Cultural Confession! >>



Oregon Days of Culture celebrates the role of the arts, humanities, and heritage in our everyday lives. You may be a medical researcher or a marketer or a student—but that's just a small part of the story. Confess: you love to dance; or you're working on a genealogy of your family; or you find comfort in the writing of timeless, old philosophers.

www.OregonDaysOfCulture.org

oregon cultural trust



reflecting pool. photo, courtesy portland classical chinese garden.

- since 2002, oregonians **have contributed over \$17 million** to the trust.
- the trust **has awarded over \$8 million in grants** to every corner of the state.
- **over 31,000 cultural trust license plates** are fueling the trust's efforts in all regions.

challenge

create a sustainable \$200 million permanent endowment for oregon's culture.

solution

- create annual weeklong fall event
- raise awareness of oregon's arts, heritage and humanities
- increase participation (tickets/donations)
- increase donations to oregon cultural trust

challenge for 2010 - reach outside 'the family'

event history

fall 2008

- location-driven events throughout the state
- hosted/planned by oregon cultural trust/partners

fall 2009

- created an event 'microsite', oregondaysofculture.org
- primarily an event calendar
- content generated by arts, cultural, heritage organizations

event history (cont'd)

fall 2010

- leveraged bottom-up content creation across the state
- expanded use of technology to provide additional 'entry points'/value
- integrated with existing cultural trust communication systems
- improved content provider interface

results: 2010 vs 2009

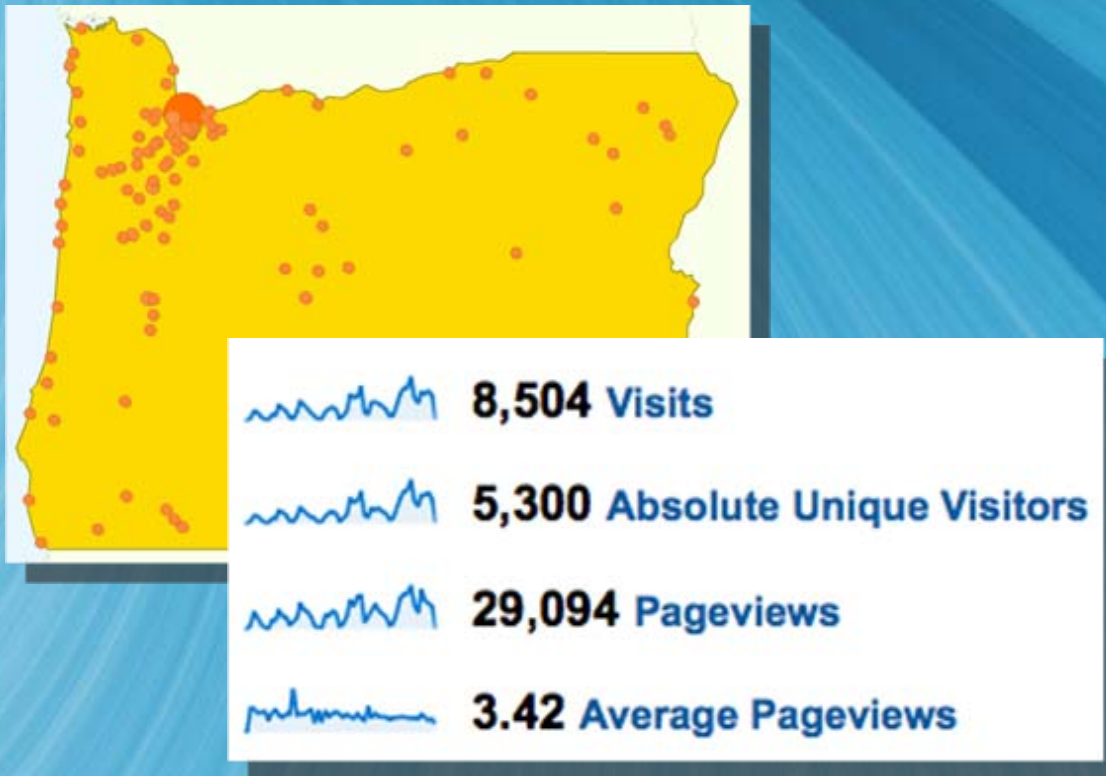
increased participation/content



- ✓ 36% increase in events (599 vs. 440)
- ✓ 37% increase in registered users/content providers (300 vs. 219)

results: 2010 vs 2009

increased traffic and use of site



- ✓ 60% increase in unique visitors (5,300 vs. 3,311)
- ✓ 27% increase in pageviews (29,000 vs. 22,000)

results: 2010 vs 2009

increased donations



- ✓ 10 % increase in 2009 (over 2008)
- ✓ 2010 ?

portland youth philharmonic bassoonist midori samson. photo: pete stone.

takeaways

- leveraged the field to create content/value
- integrated site with existing communications
- designed to minimize ongoing staff maintenance and support
- developed analytics to measure success
- marketing, marketing, marketing

Michael Kosmala | The Canoe Group, Inc.
michael@thecanogroup.com
www.thecanogroup.com

group brainstorm



broadcasting

- free, or minimal cost
- real-time
- create a web archive
- broader reach
- constituent building

- ✓ *Ustream*
- ✓ *Livestream*

The screenshot shows a Ustream broadcast page. At the top, the Ustream logo is on the left, followed by a search bar and a 'Broadcast' button. The main title of the broadcast is 'Realizing the Promise of Arts Education in Arizona 07/29/10 07:45PM'. Below the title is a video player showing a panel of five people seated at a table with a 'MEM' banner. The video player includes a progress bar at 00:00:10 and social media sharing icons for Facebook and Twitter. To the right of the video player is a sidebar with the channel name 'azcitizensforthearts', the date 'July 29, 2010 129:34', and a 'Join Crowd' button. Below this is a quote from the video and an 'Embed' section with a text input field and a 'Copy' button. At the bottom, there is a 'URL' field with the address 'http://www.ustream.tv/recorded/85' and another 'Copy' button. The page also features a 'Go to Show Page' button and a '131 views' indicator.

collaboration space

- free, or minimal cost
 - eliminates cost and time devoted to physical space and items: *travel, room rentals, equipment rentals, paper materials / handouts, mailing*
 - inclusive
 - can build audience especially when integrated with social networking
-
- ✓ *Ning*
 - ✓ *Scribblar*
 - ✓ *Moodle*
 - ✓ *Second Life*
 - ✓ *Indiegogo*
 - ✓ *The Point*



evaluation

- real-time measurement, collection, documentation, analysis and reporting
- more informed decision making
- accelerated adaptation/optimization
- keeps you honest, fast

- ✓ *Online Surveys
(SurveyMonkey,
SurveyGizmo,
Zoomerang)*
- ✓ *Google web analytics*
- ✓ *Email/Social Media*



knowledge bank

- allows top-down, bottom-up and cross-sector accumulation of knowledge
- provides a resource to the larger field
- easily updated to accommodate changing circumstances
- communicates value of the work
- synthesizes group knowledge

- ✓ *Wiki(pedia)*
- ✓ *Wordle*
- ✓ *Survey Monkey*
- ✓ *Zoomerang*
- ✓ *Second Life*



media production

- free
- makes “professional” media technology accessible
- boosts ability to create high quality products
- facilitates participation in multiple media vectors
- lowers costs related to marketing

✓ *Audacity*

✓ *Wax*

✓ *Vuvox*

✓ *GIMP*

✓ *Tux Paint*

✓ *Pencil*

✓ *Juice*

✓ *iPhone / Droid apps*



online learning

- easy delivery of information to a large market
- replicable technical assistance
- interactive presentations
- group meetings for very low cost
- archive of past information for those not in attendance

✓ *Webinar software*
(AT&T
Webconnect, Goto
Meeting,
Readytalk)

✓ *Wiz IQ*
✓ *Wonder How-To*
✓ *Teacher Tube*
✓ *Second Life*
✓ *Moodle*



social networking

- stay in contact with your community
- network as an individual or group
- build credibility and trust
- viral marketing on the cheap (sometimes)
- provide instant updates

✓ *Facebook*

✓ *Twitter*

✓ *LinkedIn*

✓ *BigTent*

...and many more



virtual communication

- free, or minimal cost
- multi-person communication/collaboration

- ✓ *Big Tent*
- ✓ *Skype*
- ✓ *Google Voice and Video Chat*



review: types of technologies

broadcasting

collaboration space

evaluation

knowledge bank

media production

online learning

social networking

virtual communication

what else can you think of?

technology offers the opportunity to fail

don't be afraid of failure: it's a chance to solve problems

- experimentation
- project-based learning
- constructivist environment



We hope we've modeled failure for you today!

Thank you!

