

Innovative Audience Engagement

from

Outside

the

Museum Bubble



September 2017
AASLH annual conference

Beth Maloney

Director of Interpretation
Baltimore Museum of Industry

- **Specialties:**
Interpretation, program development, experience planning, museum education “kickboxing coach”
- **Side work:**
Consulting with museums, historic sites, cultural organizations (www.bethmaloney.com); Teaching undergraduate program about museum experiences



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Andrea Jones

Educational Experience Designer
Peak Experience Lab

- **Specialties:**
Immersive learning, role playing
+
Big picture content development
- **Awards:**
AAM “Innovation in Museum Education”
2016
AASLH “Leadership in History”
2012

Why this session?

- Today, categories = more blurred
- Definition of “museum” changing?
- Looking outside of our bubble = increasingly important.





1. What we mean by “outside the bubble” thinking?
2. Share some examples
3. How do we cultivate a mindset to look outside the museum bubble?
4. Throughout, we’ll be looking to you for questions and thoughts

Andrea's Inspiration Example



Big Idea:
Decision
Making




UNION

CIVIL WAR PROFILE

STUDENT NAME _____

NAME: Wilbur Fisk
REGIMENT: 2nd Vermont Infantry
RANK: Private
AGE: 22
MONEY IN POCKET: \$5.00
REASON FOR JOINING ARMY:
 He believed that slavery was wrong and disliked wealthy Southerners who supported it.
OTHER FACTS:
 He was a self-educated school teacher before joining the Army



FISK'S MORALE POINTS: 12
FISK'S HEALTH POINTS: 20

MISSION	MORALE POINTS: 12	HEALTH POINTS: 20
STOP 1: Introduction	Points +/- _____	Points +/- _____
STOP 2: Getting Ready for War <input type="checkbox"/> Bought <input type="checkbox"/> Mess Set \$5 <input type="checkbox"/> Canteen Filter 50¢ <input type="checkbox"/> Body Armor \$5 <input type="checkbox"/> None	Points +/- _____ New Total _____	Points +/- _____ New Total _____
STOP 3: The Battle of Antietam	Points +/- _____ New Total _____	Points +/- _____ New Total _____
STOP 4: Battlefield Doctor	Points +/- ____ O ____ New Total _____	Points +/- ____ O ____ New Total _____
STOP 5: Soldier Food My decision: <input type="checkbox"/> Wait <input type="checkbox"/> Raid	Points +/- _____ New Total _____	Points +/- _____ New Total _____
STOP 6: Missing Home	Points +/- _____ New Total _____	Points +/- _____ New Total _____
STOP 7: Battle of Atlanta My decision: <input type="checkbox"/> Stay <input type="checkbox"/> Desert	Points +/- _____ New Total _____	Points +/- _____ New Total _____
STOP 8: War is Over	Grand Total _____ <input type="checkbox"/> Sane <input type="checkbox"/> Insane	Grand Total _____ <input type="checkbox"/> Alive <input type="checkbox"/> Dead

Beth's Inspiration Example



Saved from
oppl.org

Visit

Tried this Pin?

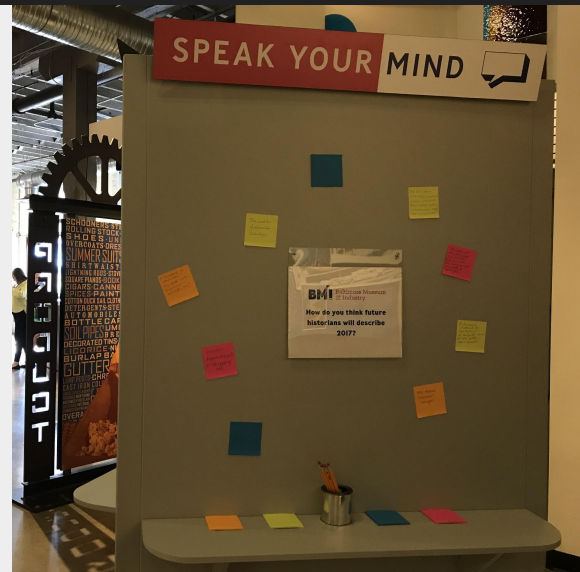
Be the first to share how it went

Add photo or note

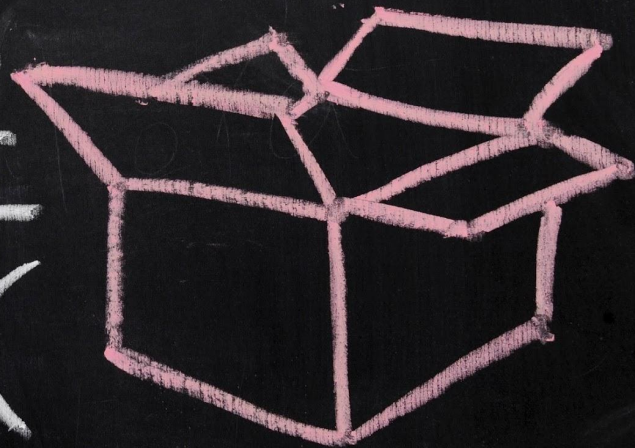


You saved to Visitor Participation

"Idea Box, located just inside the Oak Park Library's Main Library entrance, is a dedicated 9' x 13' space that each month provides a new and dynamic participatory community experience. Visitors are encouraged to learn through tinkering, fun, experimentation and play."



THINK
OUTSIDE
THE
BOX



Cognitive “Transfer” of Learning

Applying something you learn
in one context to a new
context.





High Road Transfer

Cool experience outside museum



Why do I like it? Conceptually



How can I apply it to the museum?

Example #1: Out of the Blocks Project

 WYPR - 88.1 FM
BALTIMORE

[news](#) [arts & life](#) [music](#) [programs](#) [shop](#)  



podcast directory

[categories](#) [wypr - 88.1 fm baltimore podcasts](#)



[podcasts](#) [arts](#)

Out of The Blocks on WYPR

From WYPR - 88.1 FM Baltimore

From WYPR 88.1 FM in Baltimore. This is the simple concept at the heart of WYPR's documentary series, Out of the Blocks. One block at a time, radio producer Aaron Henkin and electronic musician Wendel Patrick are sharing the stories of Baltimore in a way that's never been heard before. Out of the Blocks is made possible with grant funding from the William G. Baker, Jr. Memorial Fund and the Cohen Opportunity Fund [More from Out of The Blocks on WYPR »](#)

Story from Out of the Blocks

Leroy Alexander, recorded as part of Out of the Blocks podcast episode, co-produced by Aaron Henkin and Wendel Patrick, 1100 block of Ward Street.

<https://beta.prx.org/stories/211748>

Stories



What's working here?

Long form storytelling in a short attention span world

Intimate experience; focus on sound

Makes space for intent listening

Hyper local; one block

Democratic - everyone's story counts

Curation/musical production elevate the experience



Example # 2: Occupation of DJ



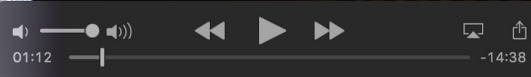
DJ Vicki Powell
Popular Atlanta DJ

How is a curator like a DJ?



Adriel Luis

Curator, Digital & Emerging Media
Smithsonian
Asian Pacific American Center



What do good DJs do well?

- Improvisation: Respond to audience in real time.
- Making familiar unfamiliar
And vice versa.
- Taking the audience on a journey
- Showing passion + Having point of view.



Example #3: Themed 5k Runs

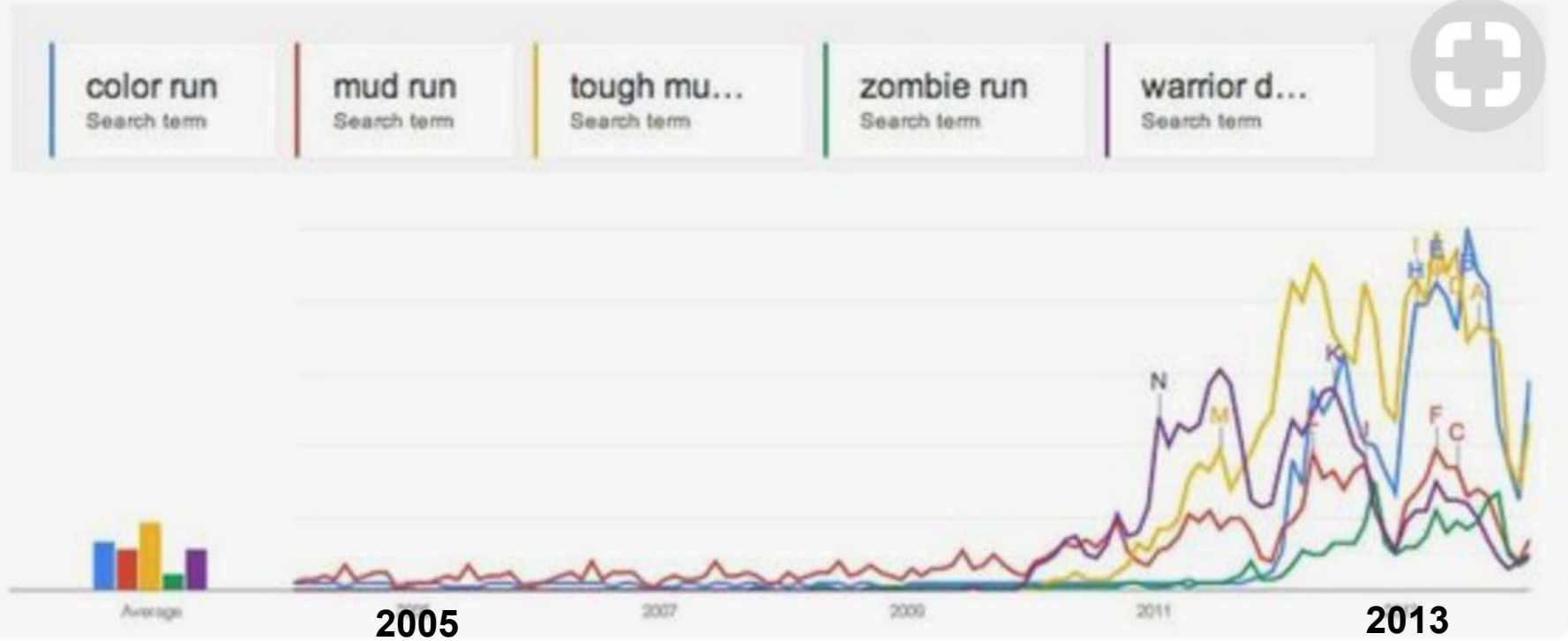
Zombie Mud Run



Blacklight Run



Increasing popularity of Themed 5k Runs



What's working with Themed 5K Runs?

- **Memorable experience.** “I was there.” Instagrammable.
Part of the movement towards Experience spending.



- **Feeling of being a part of a larger group**
- **Learning about ourselves through challenge**
HuffPost: “How Running a Tough Mudder Taught Me to Trust Again”
- **Appeal to novices through fun.**
More than 50% of those in Color Run are first-time runners.

Example #4: the Co-Op



FOOD BOOKS COFFEE CATERING  EVENTS ABOUT ORDER ONLINE



Welcome to Red Emma's.

We're a radical **bookstore** and a vegetarian **restaurant** and a **coffee** roaster and a space for public **events**.

Red Emma's is a worker cooperative and family of projects dedicated to autonomy, sustainability, participatory democracy, and solidarity. Since 2004, our space has been a grassroots answer to the collapse of civic infrastructure, a radical gathering place and experiment in self-organized education, all made possible by a horizontally organized collective of folks who own the underlying business cooperatively. We also serve some amazing ethically sourced food and a fine cup of transparently traded coffee.

What's working here?

Investment from all

Democratic in structure

Attention to process

Bonding and sense of shared community

Collective power

Meow Wolf
Artist Collective
Sante Fe, NM



Surprise Examples

Andrea surprises Beth

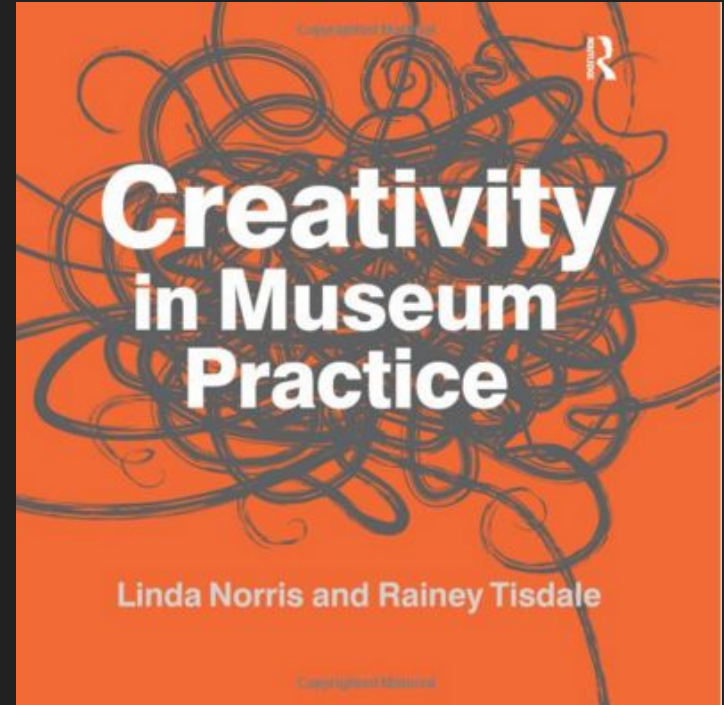


Beth surprises Andrea




How do you form a habit?

- Diversify your content
- Get outside your comfort zone
- Talk to your non-museum friends
- Have an inspiration buddy
- Look for patterns; be an observer
- Collect and organize your inspirations



Diversify your content

Twitter's "List" Feature



Experience Economy

A public list by [Andrea Jones](#) ⚡

Tweeps that expand my thinking about experience design

Members

23

Subscribers

0

Edit

Delete

Tweets >

List members >

List subscribers >


More lists by [@MuseumJones](#)

View all

Experience Economy

Create new list


List members



The Flying Raccoon [@flyraccoonfly](#)

On a mission to reintegrate Play into the lives of all adults, and in the process recapture a bit of the humanity that has been lost.


Following



Flash Forward ⚡ @flashforwardpod

A podcast from [@roseveleth](#) in which she overthinks possible, and not so possible futures. Named one of the Best Podcasts of 2016 by iTunes! 🚀


Following



Alexia Charoupa [@AlexiaCharoupa](#)

Creator of The Storytelling Hotel. Former Concierge at [@costanavarino](#).


Following



StoryMiners [@storyminers](#)

We design great experiences and helping cos build capabilities to deliver them. [#custexp](#) [#servicedesign](#) [#designthinking](#) [#storytelling](#) [#strategy](#) [#cxdesign](#)


Following



FutureOfStoryTelling [@FoSTorg](#)

Reinventing the way stories are told. [#FoSTSummit](#) Oct 4-5 & [#FoSTFEST](#) Oct 6-8 in [#NYC](#)

Following

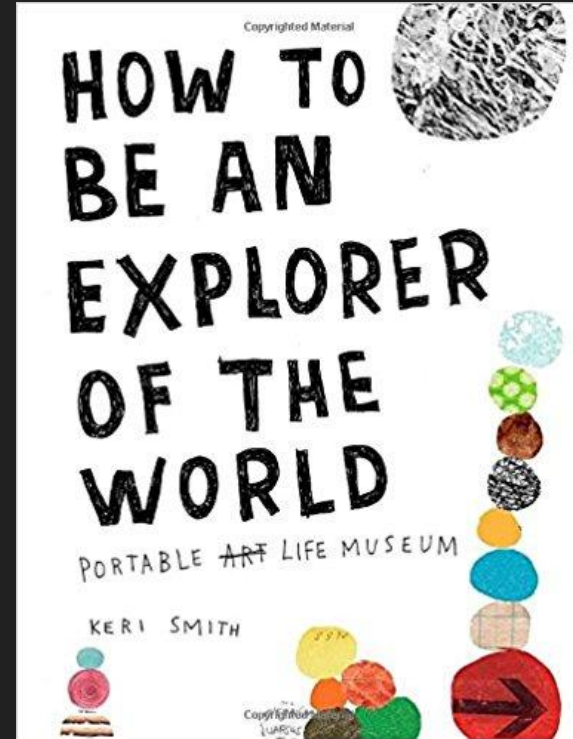


GamesLearningSociety [@GLScenter](#)

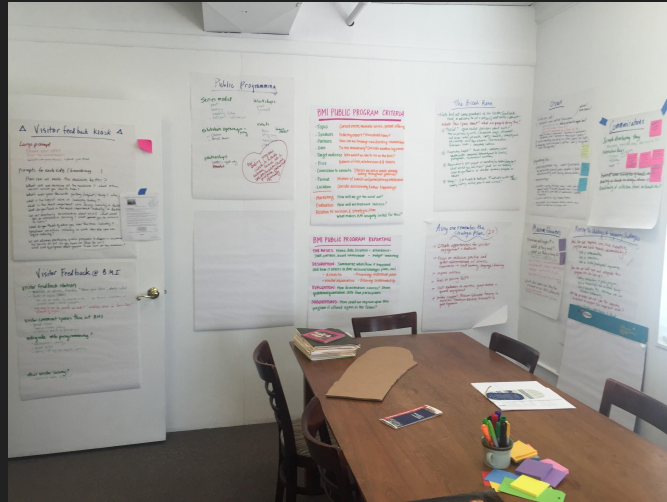
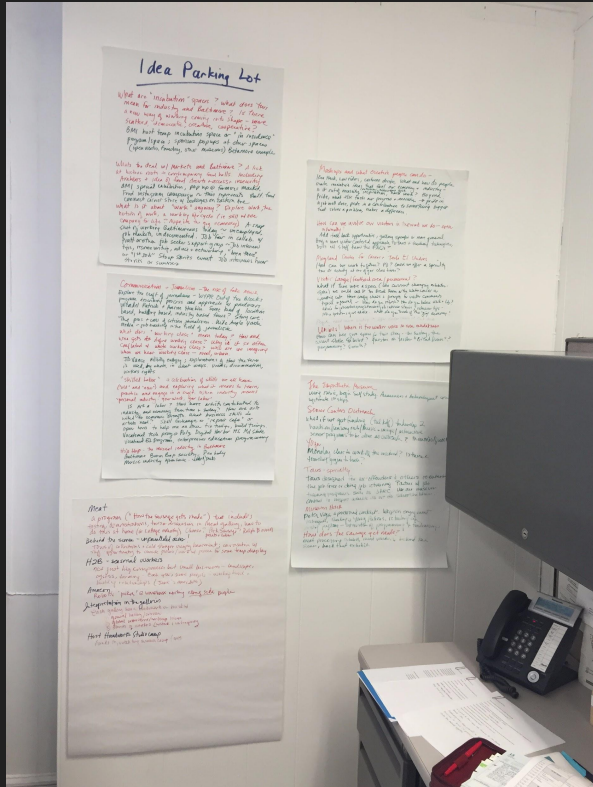
Following

Look for Patterns, Be an Observer

“Sit in a public location and document people you see for one hour. Take detailed notes. Make sketches of one item that stands out most about each person.”




A photograph of a cluttered desk and bulletin boards. The desk features a computer monitor, keyboard, mouse, and various papers. The bulletin boards are covered with colorful notes, including a pink one with two hearts and a green one with a quote, as well as a calendar for August 2017. A poster titled 'LANGUAGE' is also visible on the wall.



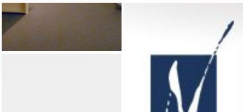


Electronic Organizing




Andrea Jones

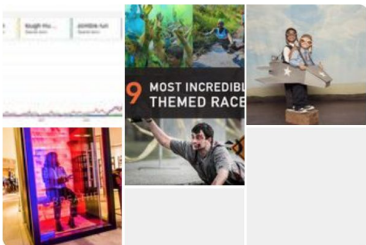
Using Essential Questions in M...
5 Pins



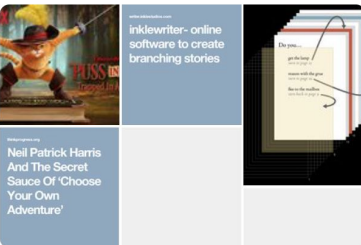
Museum/Ed Inspiration
8 Pins



Outside the Museum Bubble
4 Pins



Choose Your Own Adventure
4 Pins




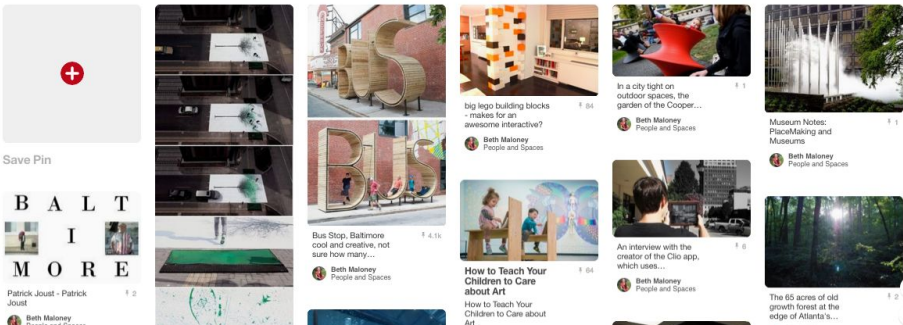
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New
Contexts
Expand
Thinking

Thank you!



Beth Maloney

Baltimore Museum of Industry

www.bethmaloney.com



@MaloneyBeth



Andrea Jones

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www.peakexperiencelab.com



@MuseumJones



Peak Experience Lab