“Harnessing the Power of Technology”

a workshop for the Council of American Jewish Museums
Toronto, Ontario, January 22, 2007

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Archives & Museum Informatics
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Schedule

- Introductions
- Review: Technologies in Museums
- Problems and Process
- Formal Documents
- Success
- Break
- Group Project: Requirements Analysis
- Discussion and Evaluation

your introduction

- current challenge for your museum
- project or activity that you’ve considered (or are) doing
- biggest problem you’ve encountered
challenges

• The Collection
  ➞ documentation, digitization, tracking
• Community Outreach
  ➞ greater engagement, ongoing involvement
  ➞ new constituencies
• In Gallery
  ➞ interpretation, immersion, interaction

technologies

• collections databases
• imaging
• content management systems
• web: publication and distribution
• participatory: blogs, wikis, podcasts, communities, interactions, virtual worlds

problems

• specification: not getting what we wanted
• budget: cost over-runs
• evaluation: not knowing if it's good
• management: who does what, when
• maintenance: care and feeding
• fit between goal, technology and budget
examples to explore

• successful ways that museums use technologies in different contexts
• see handout for references

tagging
multi-institution searching
databases
content

collections databases

Sunday, January 21, 2007
contributed content: wiki

blogging rss podcasting

getting the word out

podcasting
podcast in iTunes

blogging

rss [news syndication]

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3-D environments

3D environments

3D environments

3-D environments

gaming

second life?
in-gallery technology
cell phones

engagement

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Discover Babylon

Q.C.S.I.

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handheld devices:
Science and Technology Museum,
Rio Grande do Sul Brazil

hand held devices: cell phone tours

distance learning
on-line / on-site

accessibility

evaluation

issues

issues in technology projects

• requirements
• budgets
• process management
• maintenance
• appropriate scale

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**procurement cycle**
- stating concrete goals
- formal requirements documents
- test plan
- design process
- programming
- user acceptance testing
- evaluating impact
  - formative and summative evaluation

**formal documents**
- request for information (RFI)
- request for proposal (RFP)
- tender / bid document
- proposal evaluation model
- development + staffing plan
- deliverables and acceptance tests
- implementation plan
- evaluation plan
- contracts

**Request for Proposals**
- objective: problem statement and scope of work
- requirements: what the system is supposed to do
- constraints: budgetary, organizational, physical, technological
- desired response

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RFP: desired response

- technical solution
  - each functional requirement addressed
- plan
  - staffing and responsibilities
- schedule
  - with milestones and deliverables
- budget
- references including similar projects
- outline of foreseen issues and approach to resolution

RFP: evaluating responses

- formal marking scheme
  - required / optional
- assign weight to each area
  - total points available
- assign points to each response
  - mark
- compare responses
- beware of intangibles

project plan

- meaningful measurable stages
- distinct milestones
- assessable deliverables
- testing strategies
- maintaining the plan is an inside job
managing...

- internal expectations
- schedules
- contracts
- acceptance of deliverables
- implementation of change
- success?

success?

- ✓ meets requirements
- ✓ accepted by users
- ✓ satisfies objectives

Break
Group Project

- using ‘new’ or different technologies in particular contexts
- requirements outline
  - students aren’t engaged when they come to our museum
  - our community can’t explore the bulk of our collections, and can’t find the particular things of interest to them. Sometimes they know more than we do.
  - our exhibits aren’t engaging, people look bored, aren’t engaged. Our curators can’t agree.

reporting back

- group presentations
- comments and discussion

Questions

- what did we miss?
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