

## **Group 15 notes - OPEN FORUM**

**Thursday, November 5, 3:30-4:30PM**

### ***Virtual Exhibitions and Programs at Academic Museum in the Time of COVID-19***

Andrea Ondrish, curator of education, Marshall Fredericks Museum, Saginaw Valley State University, Michigan – primarily sculpture. Got a turntable to turn 360 while videoing. Hired a guy who used to work for Google, his own business LunaTech – comes to do 360 views of the galleries. Videos of artist, art21 style – predated pandemic. Closed to public.

Andrea Rosen, curator, Fleming Museum, University of Vermont. After being allowed to be open to the public this semester, that won't be the case next semester. After urgency of making online offerings last spring, we intended to keep it up, but didn't once we were open in-person. So we have to go back to thinking about online offerings to engage our public, but we need a broader strategic / goals focused conversation to guide that work.

Jason, director, Mercer Gallery, Monroe Community College, Rochester NY. His first semester here. Also teach photography and video classes. Have been using my background to do videos at artists studios. Pop-up shows on campus. Trying to learn 3D camera. Gonna try it out with a faculty show for a virtual opening.

AR: q in the chat about audience evaluation. How do we know that our online offerings have impact

AO: online surveys, can put them in the chat of zoom meetings

Jason: with this online world, so much data that can be tracked – not just numbers, but duration, did they watch all the way through, etc.

AR: more philosophically – how to different type of tools provide depth of engagement, more than bells and whistles.

Jason: No different than in-person where people may spend different amount of time with the works. But with online you can measure it

AR: never thought of it that way – like that that doesn't put a value judgement, like being in the museum, people browse things in different ways. Other big questions like that you're grappling?

Jason: the college is such a mess, just trying to do my own thing and keep up. Why I wanted to connect and find out what others are doing.

AO: so many schools are floundering, and teachers are just trying to do their best, try things, adjust.

Jason: do you do student shows, and if so how did you handle in the shutdown?

AO: we have a large museum, 10K sq feet – gallery across the way for art department student shows. Hung them, photographed them, then posted photos on website. I teach a class for BFA majors - one of their assignments is to curate a show. Used a virtual tool ArtSteps.com

AR: artist I work with used a custom Wordpress template for his MFA students show. UVM had someone develop a special slideshow function which was a pain, we just ended up using Google slideshow.

From broader convo:

ArtSteps, Kunstmatrix, Adobe Spark, Juicebox, others???