

National Docent Symposium, Cincinnati

September 18, 2015

Docents Go Digital – Breakout Session



Docent Presenters

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SF Fine Arts Museum

<http://famsfdocents.org>

Docent Website

Resources and Applications

e-Newsletters ~

MailChimp

<http://mailchimp.com/>

e-Digital image library ~

Kapsul

<http://www.kapsul.org/public>

Image resources ~

FAMSF's Explore the Art

<https://art.famsf.org/>

Artstor

<http://www.artstor.org/>

e-Surveys ~

SurveyMonkey

<https://www.surveymonkey.com/>

Scheduling ~

Google Docs

<https://www.google.com/docs/about/>

Website platform ~

WordPress

<https://wordpress.com>

See reverse

Tips for Success in selecting and implementing new platforms

Scheduling

1. Assess and prioritize your needs regarding scheduling and reporting tours.
2. Research online resources
3. Hire a professional to assist with implementation
4. Train scheduling team docents to monitor and to create reports
5. Train docents – use workshops, buddies, 1 to 1 tutorials and written reminders
6. Phase-in the new system over several months

Essential to building and maintaining a docent website

1. Develop your leadership, in our case a steering committee, and if you can, keep it in-place for at least two years - from the design phase through launch and beyond
2. Research and select your web platform
3. Create a modest budget to hire a website designer
4. Design a beta-testing strategy for evaluating the various stages of website development - using docents as the testers
5. Establish a communications plan for the transition
6. Launch with flare and celebration
7. Create a teaching and feedback system for the future

Ten Steps for Success for docents “going digital”

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|----------------------------|---|
| 1. Assess important needs | 6. Create a budget, timeline & communication strategy |
| 2. Develop leadership | 7. Beta-test |
| 3. Research best practices | 8. Training |
| 4. Consult with experts | 9. Launch |
| 5. Decide on the plan | 10. Input and feedback |

See reverse