January 2022

Tuesday, January 18, noon EST

Going Virtual: Strategies for Engaging a Virtual Audience

Presenters:
Amanda Hilliard Smith



Museum Teaching Specialist, Fulton County Schools
Smith led the 2020 transition of all student programming at Fulton County Schools' Teaching Museum to a remote ready format. She has over fourteen years of experience working with public schools as well as a Master's degree in public history from North Carolina State University. Smith has received state teaching awards from National History Day, Gilder Lehrman Institute of American History, and the N.C. Historical Association.

Mike Santrock



Archivist, Fulton County Schools

Santrock earned a Master's in heritage preservation from Georgia State University. He currently works as an archivist in the Fulton County Schools Archives located at the Teaching Museum in Hapeville, Georgia, where he focuses on preservation and education through interpretive exhibitions. Santrock is a member of the Academy of Certified Archivists, the Society of American Archivists, and the Society of Georgia Archivists, where he serves as Chair of the Education Committee.

Carolyn Rice



Johns Hopkins University Museum Studies Graduate Student

Rice is a Johns Hopkins University Museum Studies Graduate Student and Derven Scholar Intern at the Historic New Orleans Collection.

Program synopsis:
The conversation around programming has shifted over the past couple of years to reflect the urgency for building a virtual audience. Museums have the opportunity to expand access to their collection through digital learning and programs. As we navigate what's next, community engagement remains a key component to the success of our programs. We would like to share strategies that can be used in museums and archives that can directly impact and reshape how, when, and where K-12 students learn.

The panelists' perspective reflects their experience working for various school systems. They will discuss ways they have engaged virtual audiences through school programs, online publications, and digital engagement strategies. Ms. Smith will share how she provides virtual field trips by creating video guides, digitizing exhibits, and organizing live Q&A sessions for prerecorded programs. Mr. Santrock will explore how he uses online publications to leverage the digital assets from the museum and archival collections. Ms. Rice will discuss digital engagement strategies to create an experience and provide accessibility features.

Resources and links: