

Planning for Interpretation:
Stoutsburg Sourland Mountain
African American Museum

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Agenda

- ▶ Visioning/goal setting for 5 years from now
- ▶ Stories to tell
- ▶ Interpretive methods to use
- ▶ How will we pay for interpretation?
- ▶ Wrap up and next steps

Visioning/goal setting for 5 years from now
Small group exercise

- ▶ Pair up
- ▶ Discuss handout and your question to answer, 15 minutes
- ▶ Write down as many things as you can, a word a phrase, one per sheet
- ▶ Decide who will present for your group
- ▶ Each group presents
- ▶ Whole group discussion, what to add, move around, delete

Questions to answer

1. How will the site be owned and managed?
2. What will be the operating budget 5 years from now?
3. How many visitors per year, will we have 5 year from now?
4. Who is our audience? Neighbors? School children? Tourists? Others?
5. What physical projects will be complete in five years?

Questions to answer

6. How many and what type of volunteers will be working with us?
7. When will we be open? Seasonal? All year? Weekends only?
8. What kind of educational programming will we offer in 5 years?
9. Who will be our key partners 5 year from now?
10. What marketing tools will we use to communicate to our audience?

Stories to tell small group exercise

- ▶ Change Partners
- ▶ Make a group of three people
- ▶ There may be 2 or more groups talking about the same thing
- ▶ Discuss handout and your question to answer, 10 minutes
- ▶ Write down as many things as you can, a word a phrase, one per sheet
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- ▶ Whole group discussion, what to add, move around

Stories to tell

1. Discuss key documents/ stories about historic site, what documents are in hand, what do we need to find?
2. Key people's stories to tell, list names of 12-15 people associated with the site, what documents do we have in hand, what do we need to find?
3. Timeline of site, what is missing? What key dates need to be included?

Interpretive methods small group exercise

- ▶ Change Partners
- ▶ Make a group of two people
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Interpretive methods: some examples

1. Self-guided Exhibitions: wall panels, QR codes, physical objects and labels, short videos, others?
2. Self-guided: other types walking tour brochures, cell phone tours, podcasts, driving tour (if relevant), exterior interpretive signage, exhibit brochures, object books in each room, web site information, others?
3. Guided: Educational programming: tour guides (costumed or not), educational programs for school children at the site, or in their classroom, adult lectures, story hour for small children, guided tour of exhibition, guided tour of historic site, others?

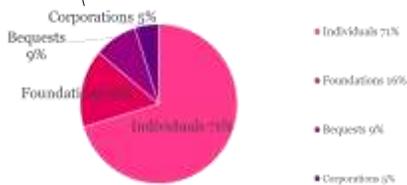
NOW and SOON: Group discussion

- ▶ What kind of programming could we do now, soon, later? Before much of the restoration or new construction?
- ▶ Divide up the methods to determine what we can do NOW or SOON

How will we pay for interpretive program development?

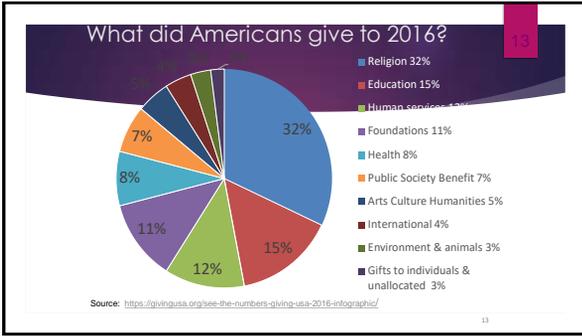
1. Capital costs for interpretation, exhibits and educational planning
2. Operating costs for the new museum
3. Endowment for the organization as a whole

Charitable giving in 2016 \$373.2 Billion



Source: <https://givingusa.org/see-the-numbers-giving-usa-2016-infographic/>

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- ### How will we pay for it? Small group exercise
- ▶ Change Partners
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- ### How will we pay for it?
- ▶ Identify as many **public or corporate** grant sources you know about or where to get information
 - ▶ Identify how to approach **individuals** for gifts to this effort, or where to get information

Wrap up

- ▶ Items with consensus
- ▶ Items that need more discussion/research
- ▶ What's been left out?

Next steps

- ▶ Items to tackle NOW
- ▶ Divide into committees based on interests
- ▶ Set a next meeting date
- ▶ Report to come from us in Mid may

Thank you!

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