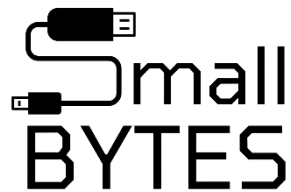# Asynchronous Virtual School Programming Workshop

Christina Sydorko, *Oil Museum of Canada*

June 8, 2022
2:00-3:30pm

Christina Sydorko

Oil Museum of Canada

Introduction to Virtual Programming - Part 1

Ontario Museum Association

Today's Goals

- What is Virtual Programming
- Types of virtual programs
- Considerations for school programs
- Defining the asynchronous program
- 360 tours
- Advertising
- Monetization
- Evaluation

What is Virtual Programming?

Designing online meetings or activities that may or may not replace in person activities.

Digital transformation can take many forms, from enabling museum visitors to use smartphones or tablets throughout the site to enhance their experience, to digitising the collection and making it available online, to engaging with people before or after their visits via online channels

Types of Virtual Programs/ Virtual Content

- **Asynchronous**
- **Synchronous**
- **Demonstrations**
- **360 virtual tours**
- **YouTube**
- **Virtual Talks/ Webinars**
- **Podcasts**

Virtual Field Trip in progress

Point to point - Museum to classroom or group setting

Point to multipoint - Museum to students or participants in individual homes

Fears when starting virtual programs

What are your fears and concerns with starting virtual programs?

Getting Started

You can adapt an already existing program for the virtual environment.

Figure out who your target audience is, who are you designing these programs for: teachers, seniors, students, families, general public and etc.

Really do the work of researching your topics and understanding your audience. Education programs need to be curriculum connected, focus on experiential learning, engagement, and be something that the teacher cannot do themselves.

Understanding the needs of your Audience

What are some things that you need to understand about your audience before building a virtual program?

Building programs for school/education based audiences

- Curriculum Connected
- Grade Appropriate
- Deliverable Outcomes
- Entertaining
- Interactive
- Build in Movement breaks

What is an asynchronous educational program?

- **Self directed**
- **Sits on your website or virtual platform**
- **Build it and forget it**
- **Records engagement - bitly**
- **Once built limited staff involvement**
- **Fancy slide deck**

So how do you build it?

- **Write and outline and a goal**
- **Focus on what is unique and interesting to your site that separates you from the crowd**
- **Make it accessible (audio)**
- **Include gifs, videos, images, hyperlinks**

Digital Platforms and tools

- **Google**
- **Microsoft**
- **YouTube**
- **Matterport - 360 tours**
- **Screencastify**
- **Slido**
- **Video editors - premiere pro, photoshop**
- **Bitley - link shortener**

You don't need a fancy camera but it does help

360 Virtual Tours

- Not as difficult or as expensive as you think
- You can borrow or share the camera with networks or schools
- Matterport subscriptions are about $10 a month for a starter
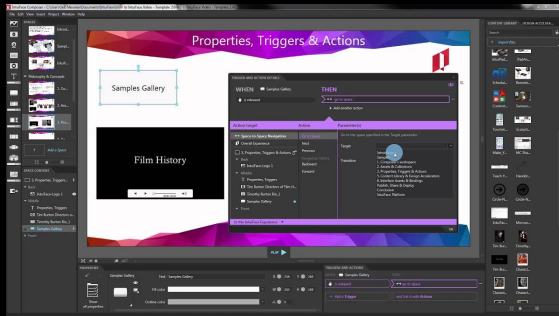- You can build it yourself and own your digital rights

$1000

Bring the virtual into the museum

Once you learn to build virtual experiences you can expand on these skills and incorporate virtual tools into the galleries. This can include:
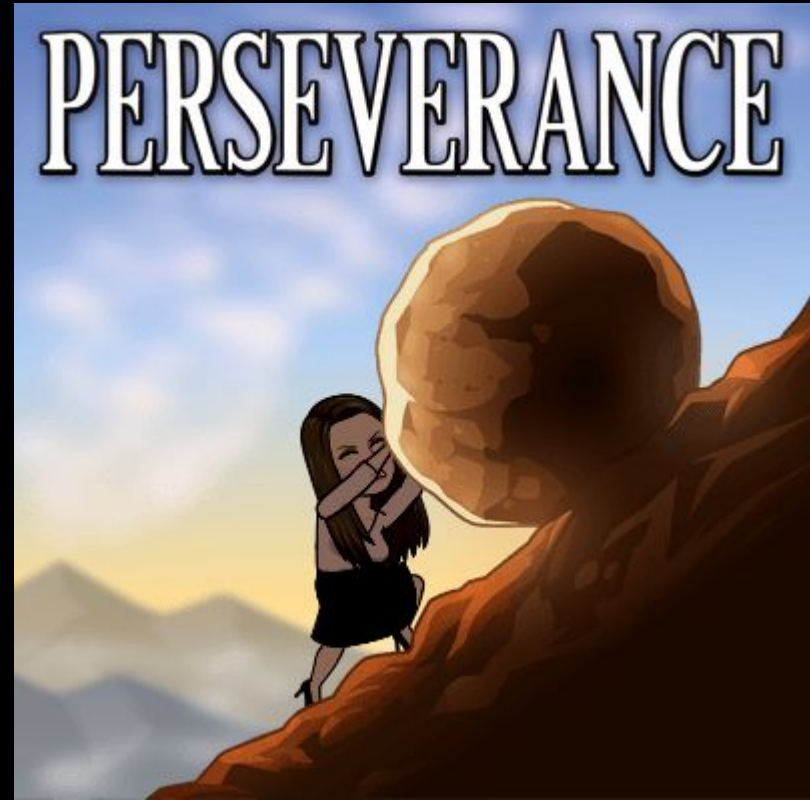
- Touch screens
- Virtual reality
- Touchless interactive walls

Digital Tools and Skill Sets

I am giving you permission to not be perfect to play, try and fail!!!

It takes time and energy to learn how to use tech especially video editing, photography, podcasting, etc.

When it rains, play in the puddles

Technology will fail you at some point.

Once it goes online it lasts forever - review before you post

Make friends with being embarrassed and silly - you might as well laugh at your mistakes.

Super secret tips to advertising

Build it and they will come??? Only works in the movies

Facebook, Instagram and Twitter are your best bets

Word of mouth is your best friend and worst enemy

Go after the professional organizations

Mine your previous program list of emails and send out e-blasts

Monetization of Asynchronous Content

- Teachers pay teacher
- Pay wall with passwords
- Subscriptions
- Sponsorships
- Teacher memberships
- Flat fee
- How much do you need to break even or generate profit?

Evaluation of Program Success

- Did the program meet your personal goals?
- Bit-ly links can track data point clicks
- Surveys
- Track YouTube videos embedded in programs
- Web traffic to website/ Google analytics
- Personal feedback from participants
- Active engagement during a program

Final Notes/Questions

- I built my avatar using bitmoji which is a google plugin
- Remove.bg will remove any background
- Make things accessible with audio recordings you can record for free using https://online-voice-recorder.com/
- You can create your own gifs using giphy.com

Contact Information

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Next Steps

- Please provide your feedback!

- The recording, slides, and worksheet will be made available shortly