

Education 1: Discussion Summary

This is about public outreach and education

- Institutional mandate
- Donor cultivation
- Budget cuts
- Budget issues
- Public inquiry
- Disaster
- Pr /marketing
- Opportunity to raise institution profile

Audience

Who is the audience will impact the way information is disseminated.

Next step

- What is the story you (we) want to tell?
- Information gathering
- Collaboration among department
- Decide on format
- Is there funding
- Identify inputs (documents like pdfs, web links, conservation records, films, audio, etc)
- Distillation of the information, translation, interpreting, clarification
- Production of the presentation (tour, workshop, web site, social media)
- Evaluation of presentation