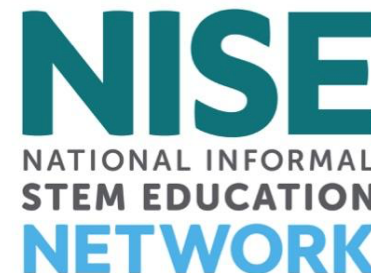


NISE Net Online Workshop

NISE Network Partner Reopening Strategies PART 2

Tuesday, June 30, 2020



Welcome!

Today's presenters are:

- **Brad Herring**, Museum of Life and Science, NC
- **Jayatri Das**, The Franklin Institute
- **Cheryl McCallum**, Children's Museum of Houston
- **Alex Eilers**, Pink Palace Museum
- **Jeannie Colton**, Arizona State University
- **Sari Custer**, Arizona Science Center



As we wait to get started with today's discussion, please:

Introduce yourself! Type your name, institution, and location into the Chat Box

Questions? Feel free to type your questions into the Chat Box at any time throughout the webinar or use the raise your hand function in the participants list and we'll unmute your microphone.

Today's discussion will be recorded and shared on nisenet.org at: nisenet.org/events/online-workshop

Workshop Overview



Brad Herring – Museum of Life and Science
& NISE Network – **5 min**

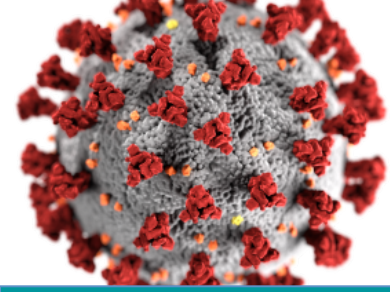
Jayatri Das, The Franklin Institute – **10 min**

Cheryl McCallum, Children's Museum of
Houston – **10 min**

Alex Eilers, Pink Palace Museum – **10 min**

Jeannie Colton, Arizona State University &
Sari Custer, Arizona Science Center – **10 min**

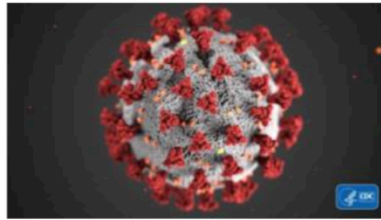
Q/A – **15 min**



COVID-19 NISE Network Resources

Coronavirus Museum Resources

We wanted to make sure you are aware of these resources in this rapidly changing situation:



- Association of Children's Museum (ACM)
<https://www.childrensmuseums.org/about/acm-in-the-news/307-museum-response-covid-19astc>
- Association of Science and Technology Centers (ASTC), including educational resources, policy and advocacy updates and tools, and business and operations resources
<https://www.astc.org/coronavirus/>
- Association of Science and Technology Centers (ASTC) Educational Resources
<https://www.astc.org/coronavirus/educationalresources/>

- Museum reopening resources (ACM, ASTC, AZA, IMLS, Dome Dialogues and more)
- Coronavirus resources (CDC, NIH, Johns Hopkins and more)
- NISE Network Online Workshops
- Viruses and Coronavirus videos and activities for the public
- Resources for digital public engagement
- Evaluation and research resources

NISE Net Online Workshop NISE Network Partner Reopening Strategies PART 1 Tuesday, May 26, 2020



Welcome!

Today's presenters are:

- Brad Herring, Museum of Life and Science, NC
- Laura Huerta Migus, Association of Children's Museums
- Aaron Pan, Museum of Texas Tech University
- Diane LaFollette, Mid-America Science Museum
- Meagan Downey, Robinson Nature Center

As we wait to get started with today's discussion, please:

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Online Workshop: NISE Network Partner
Reopening Strategies PART 1

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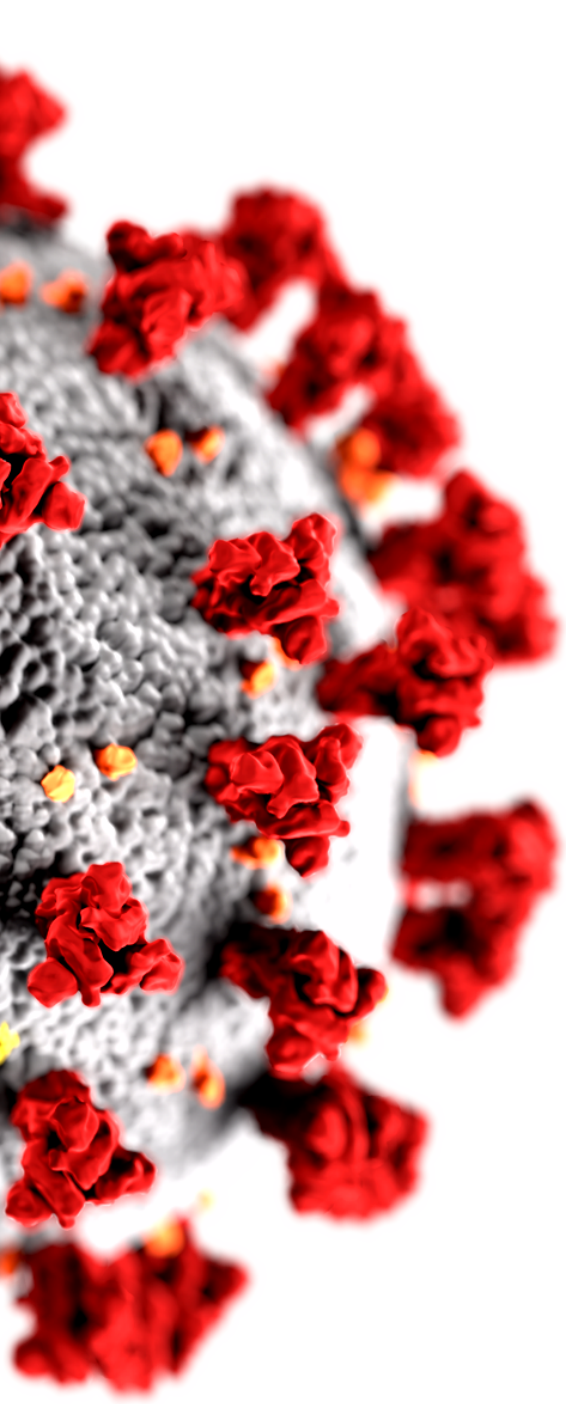
See video analytics

<https://www.nisenet.org/coronavirus>

<https://www.nisenet.org/athome>

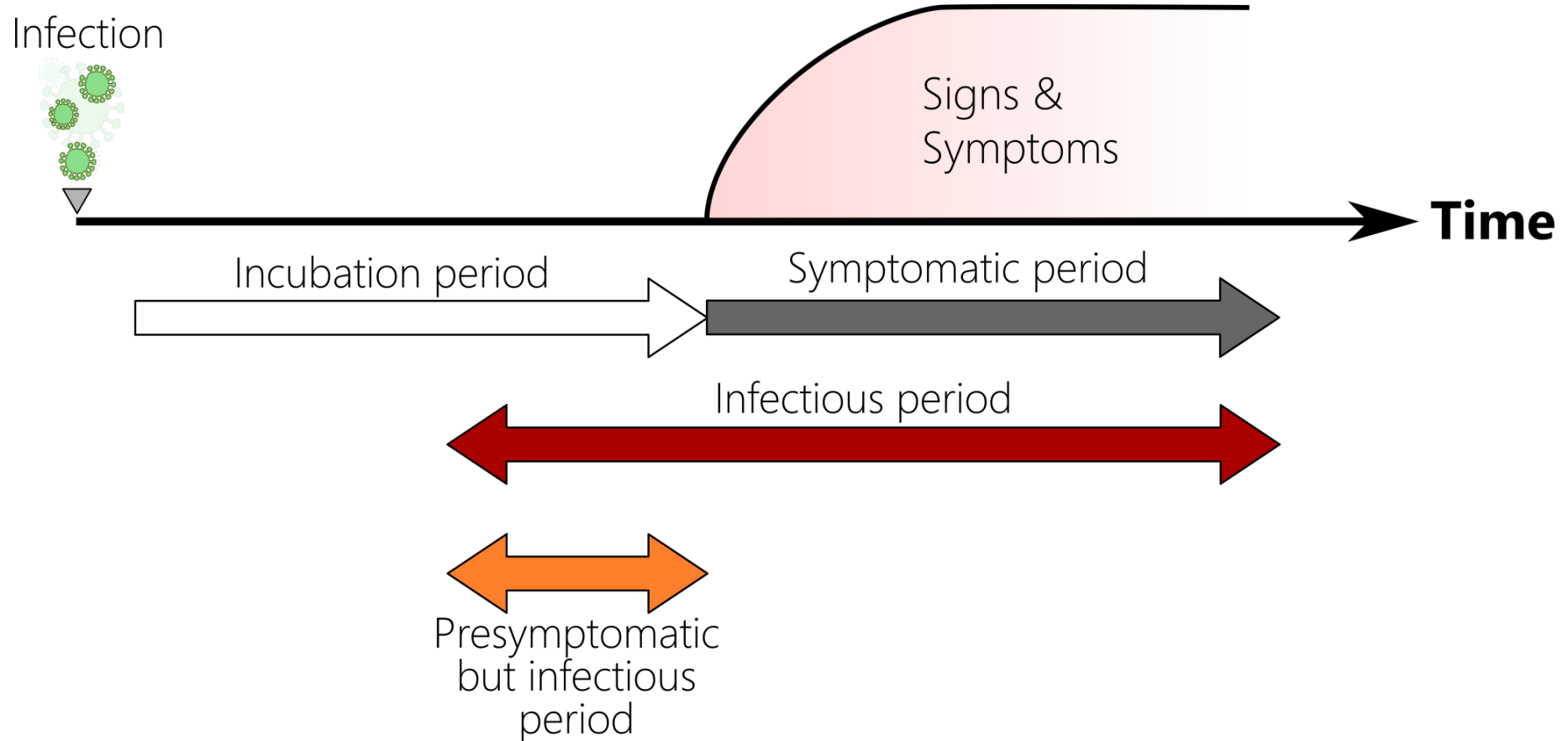
Discussion Topics from RSVP Form

- Lessons learned after reopening
- Keeping your front line staff safe
- De-escalation/customer service training with staff (unruly guests not following mask/social distancing guidelines)
- Surveying visitors to understand how they perceive the museum experience after reopening
- Attendance numbers after reopening
- Which types/category of exhibits are you pulling from your floor vs. what are you keeping
- Use of waivers
- Outdoor spaces vs. indoor spaces
- Maker Spaces

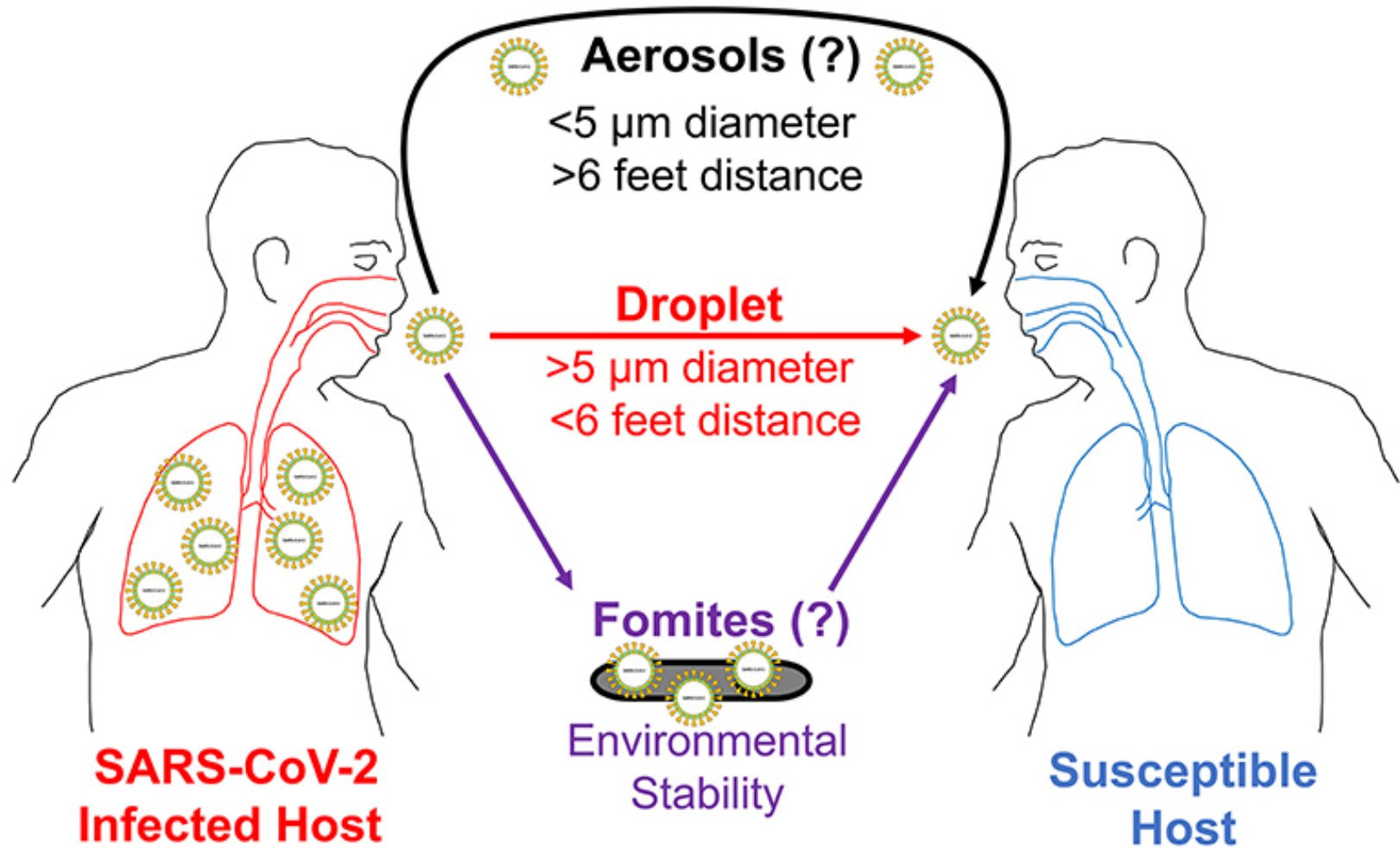


COVID-19 & SARS-CoV-2: What We Know

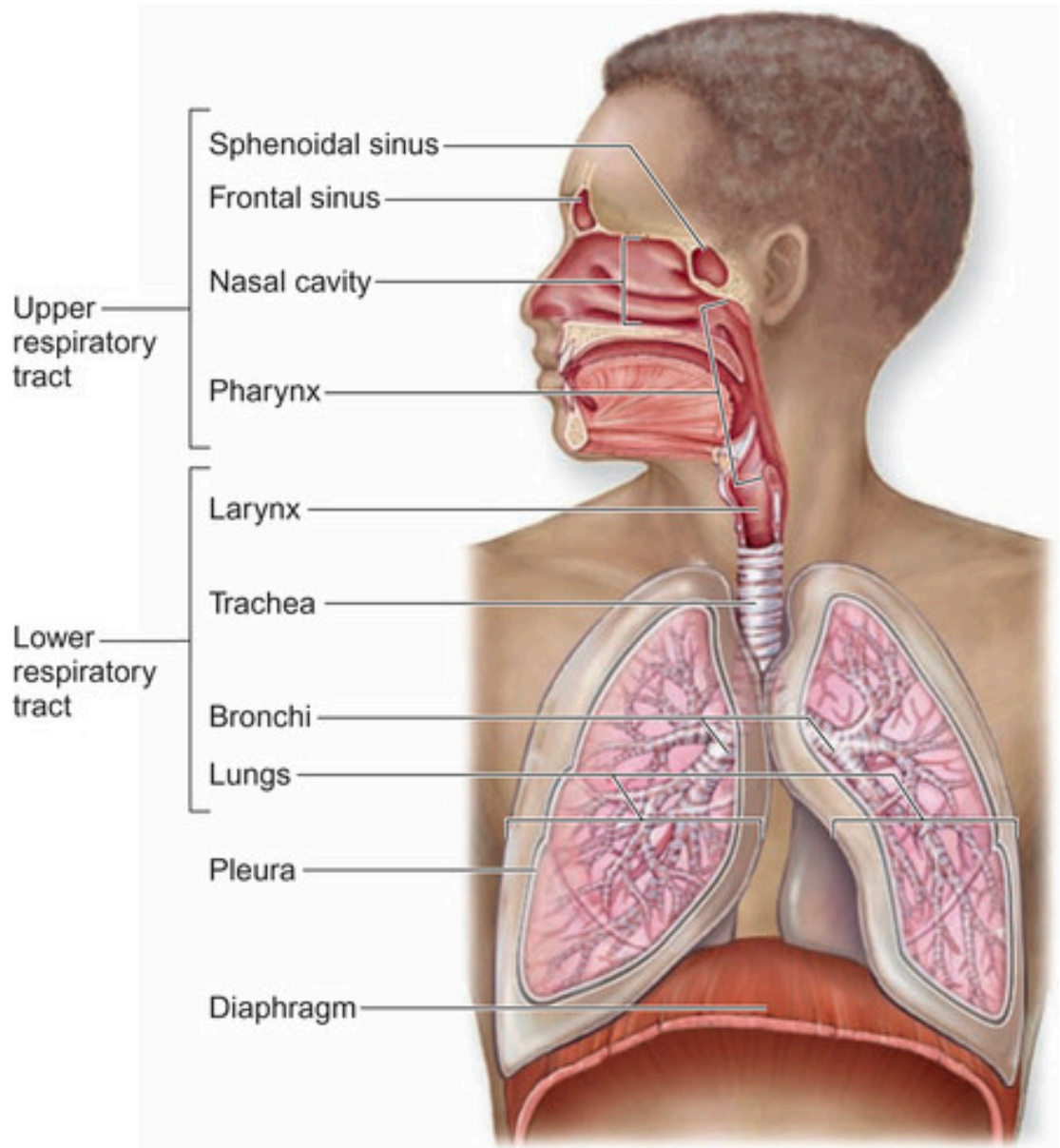
Presymptomatic spread



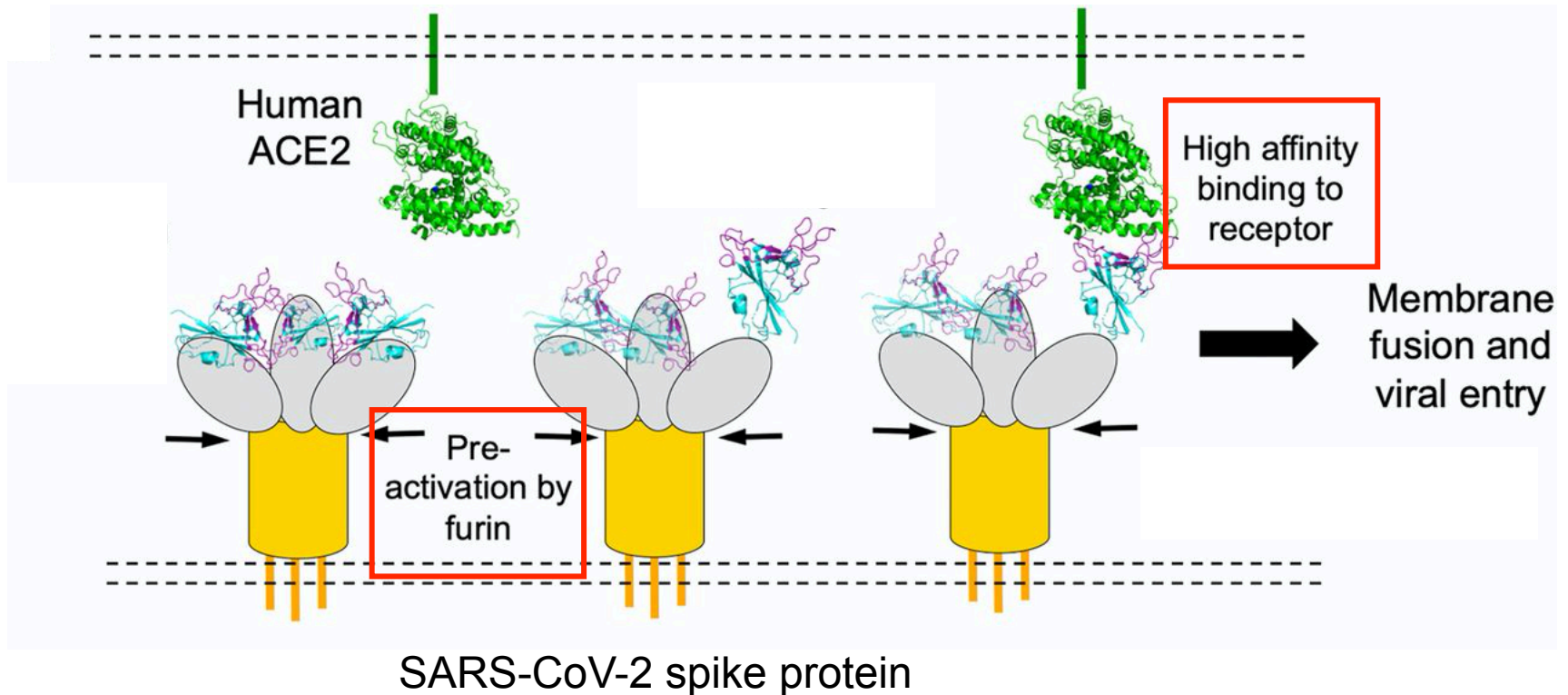
Primarily spread through close contact



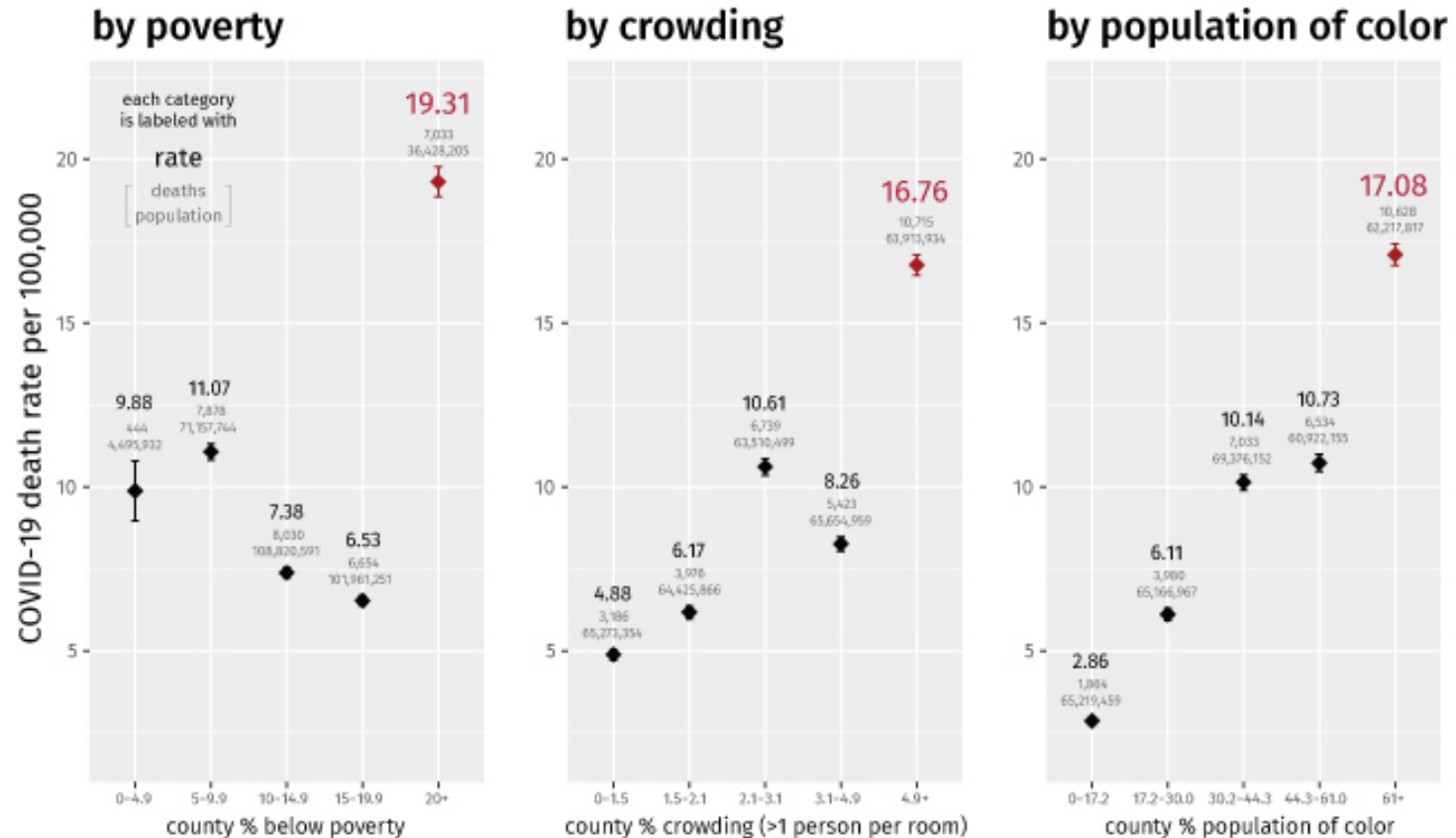
More severe symptoms in the lower respiratory tract



Efficient mechanisms of infection

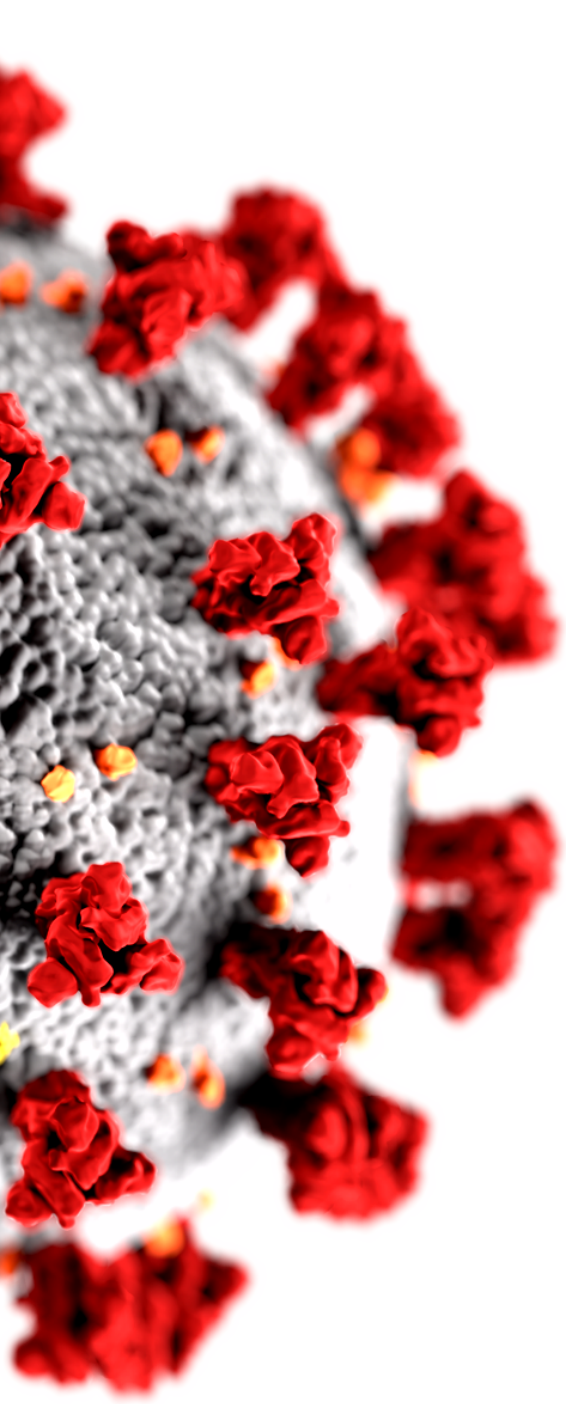


Inequities in impact



people living in the most disadvantaged counties
have the **highest** COVID-19 death rates



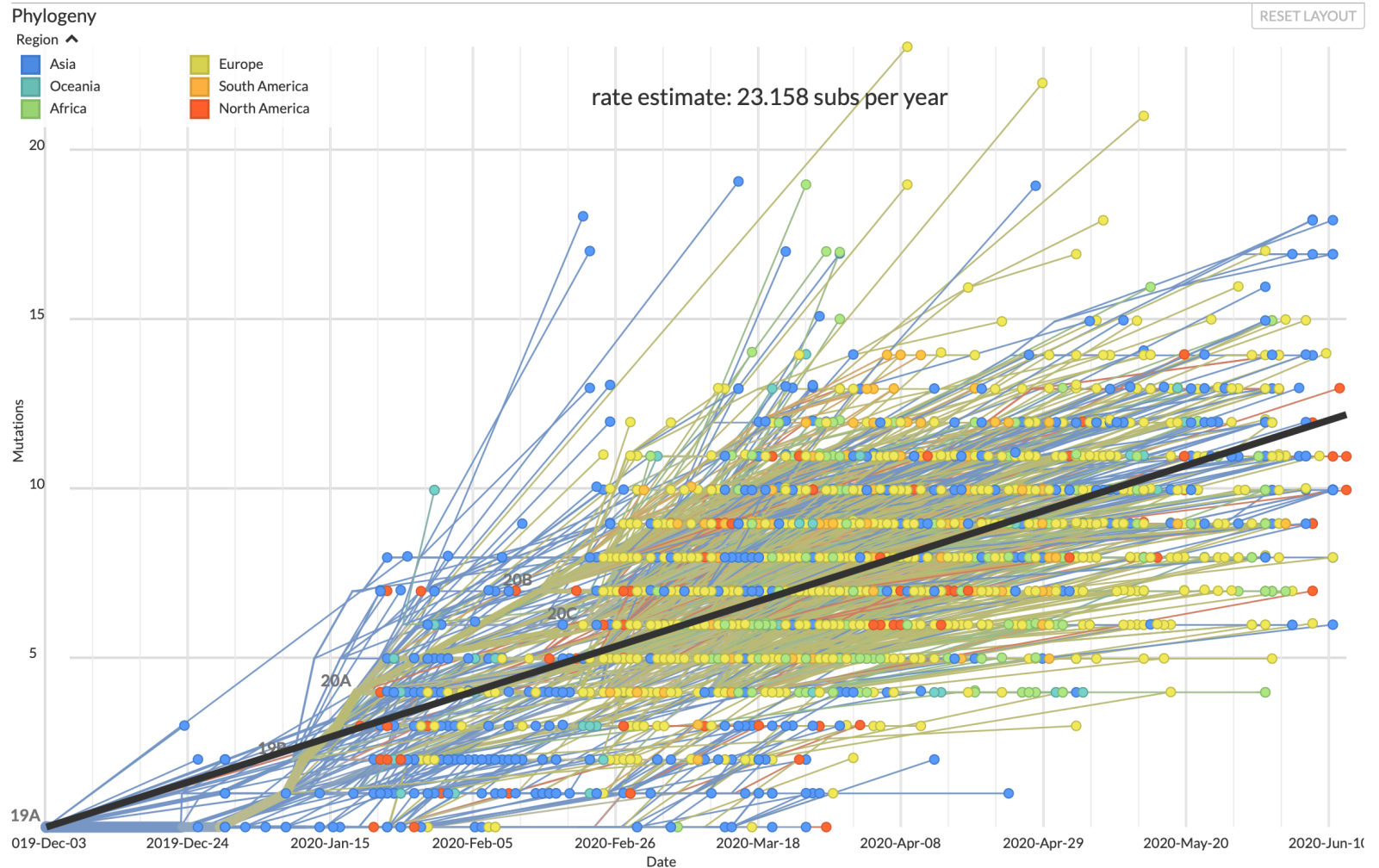


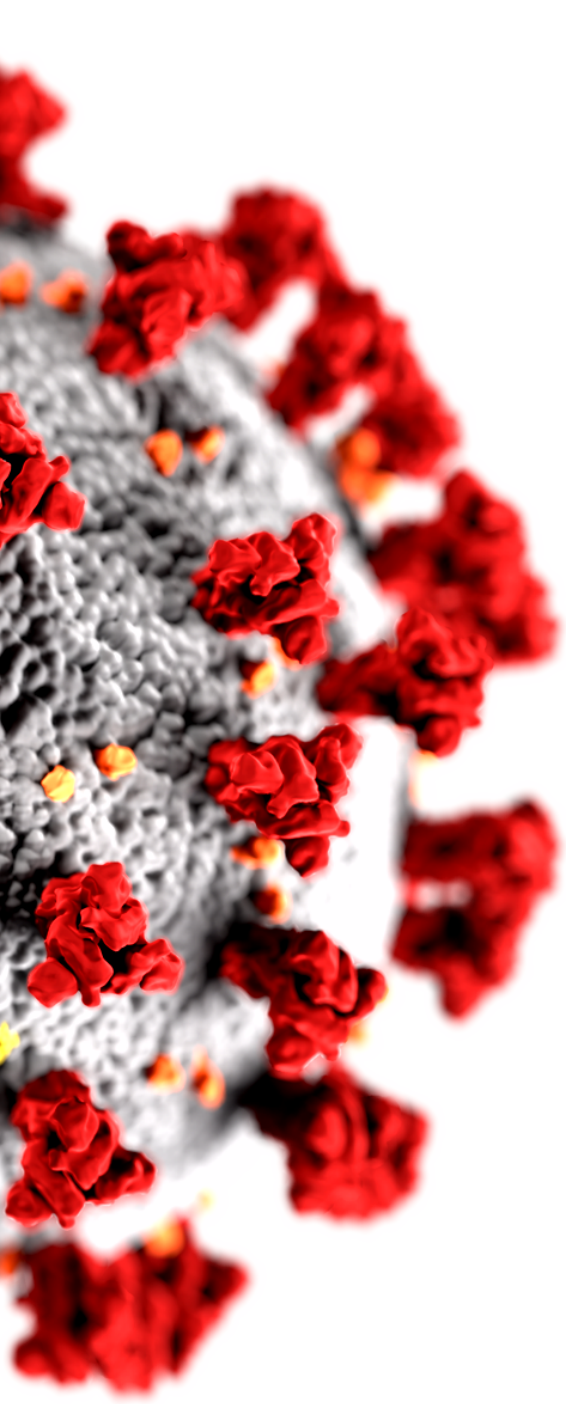
COVID-19 & SARS-CoV-2: What We Don't Know

What does immunity look like?



How will mutations affect infections?





COVID-19 & SARS-CoV-2: What's Ahead

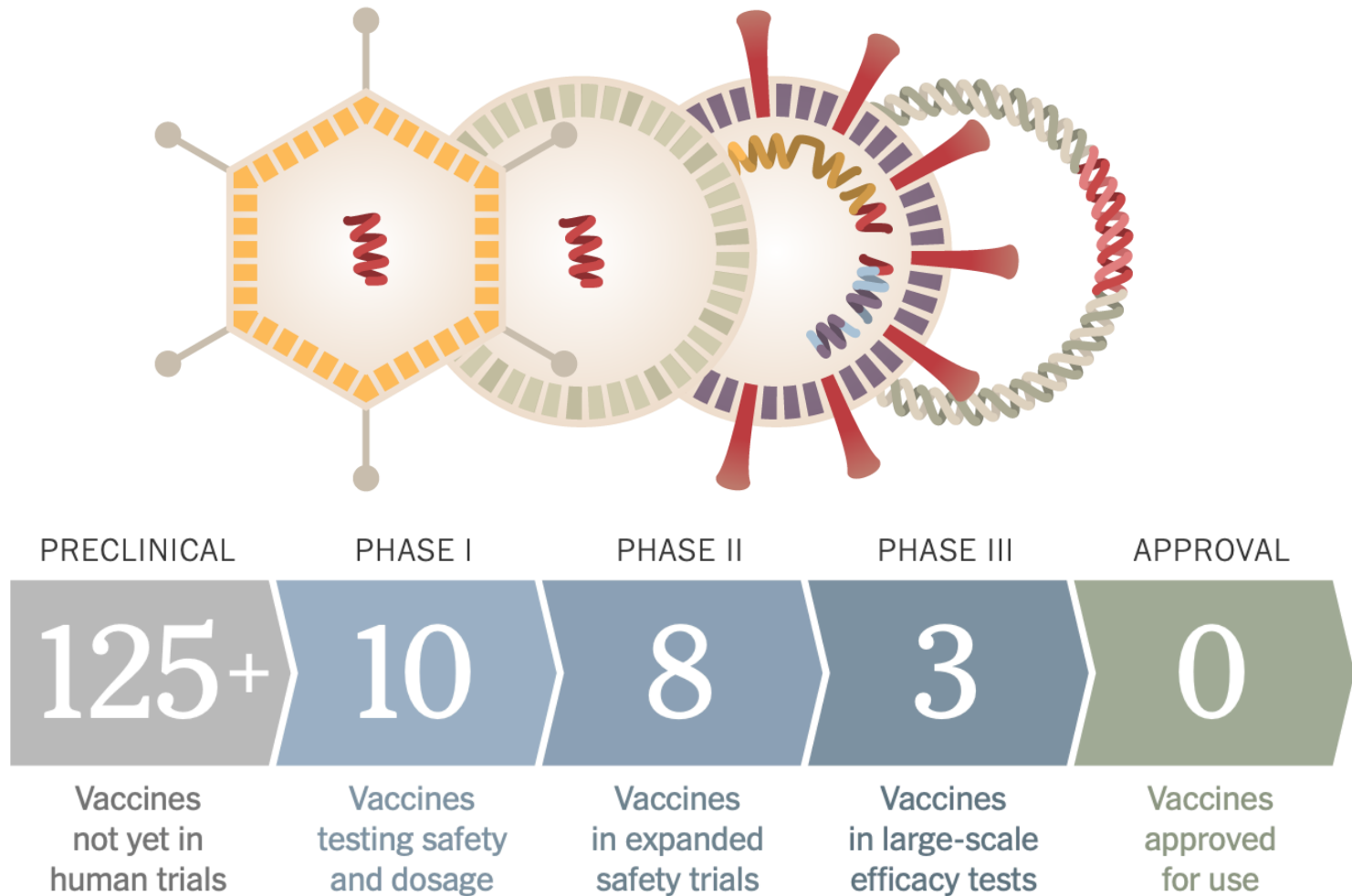
Therapeutic treatments

- Antiviral
(*e.g. remdesivir*)
- Convalescent plasma
(*from recovered patients*)
- Anti-inflammatory
(*e.g. dexamethasone*)



<https://www.recoverytrial.net>

Vaccine development





Resources

Yale Medicine COVID-19 Glossary

<https://www.yalemedicine.org/stories/covid-19-glossary/>

Johns Hopkins Coronavirus Resource Center

<https://coronavirus.jhu.edu>

STAT News

<https://www.statnews.com/tag/coronavirus/>



WHAT'S
BEHIND OUR
MASKS?

- smiles
- excitement
- adventure

minds
that want
to come
out to
play!



MARY GIBBS
JONES BUILDING
The world's largest
interactive playground
for children
1500
HOUSTON AND
THE NORTH
ALLEYWAY IN
THE MUSEUM
THE GALLERY

Mary Gibbs Jones Entrance
1500





closed: March 16
occupancy: 2,800
7 days open/week



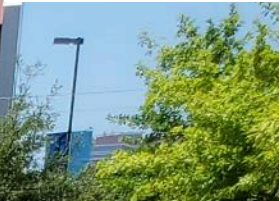
reopened: June 3
occupancy: 560
5 days open/week
+ timed tickets
+ masks



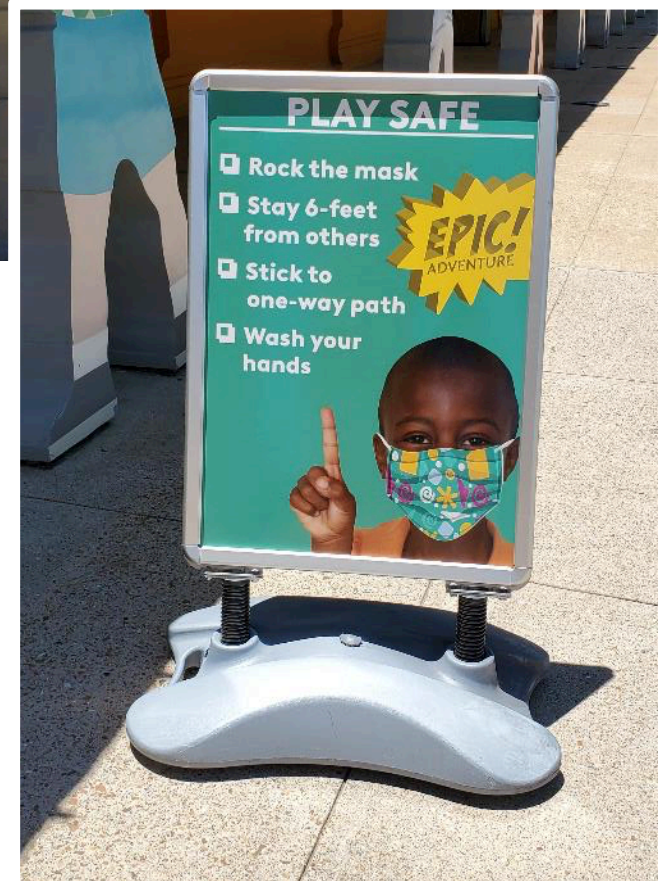


normalizing
the new normal





- ✓ Rock the mask
- ✓ Stay 6 feet from others
- ✓ Stick to one-way path
- ✓ Wash your hands



112 per half hr
for
2.5 hour visit
up to
560 total





BUY TICKETS
COMPRA BOLETOS

RESERVE TICKETS
RESERVA BOLETOS

SCAN ME

ESCANÉAME

EPIC!
ADVENTURE

CMH Timed Entry Free Family Night

PLAY SAFE

EPIC!

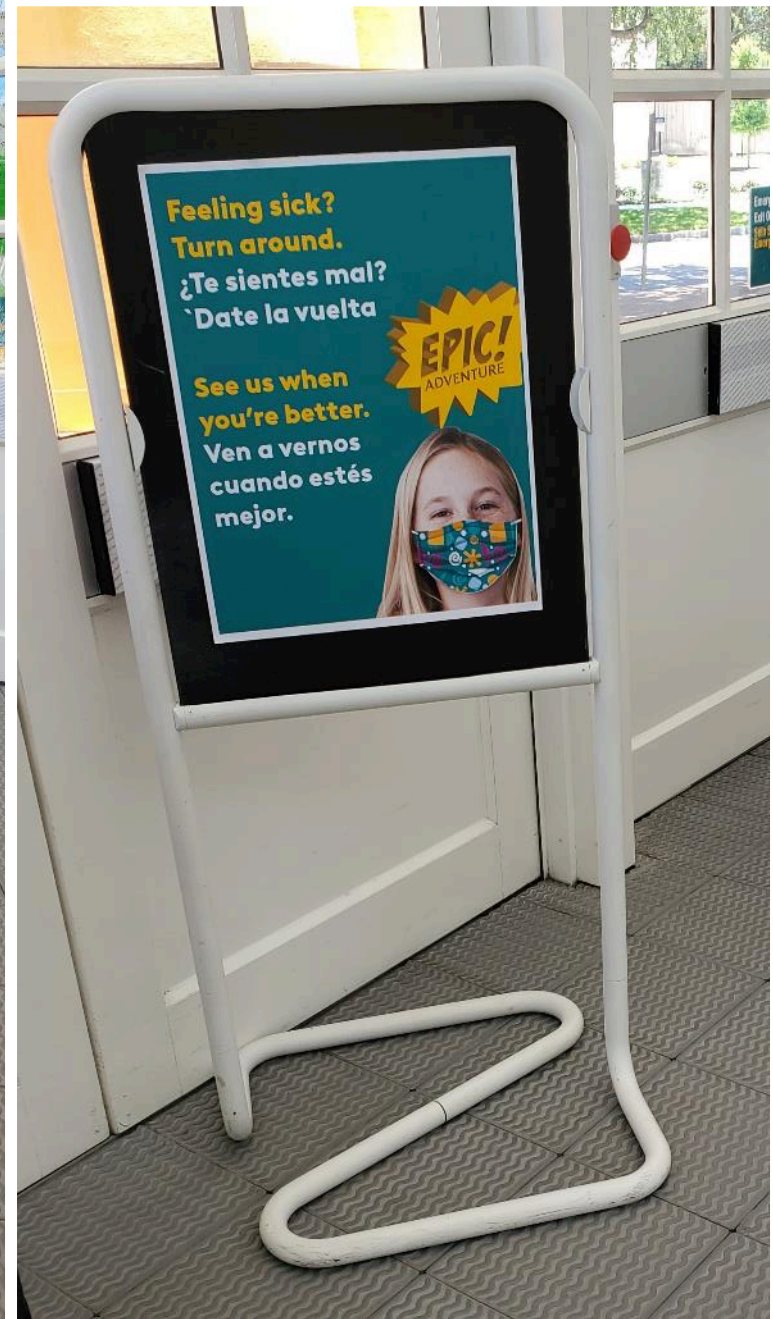
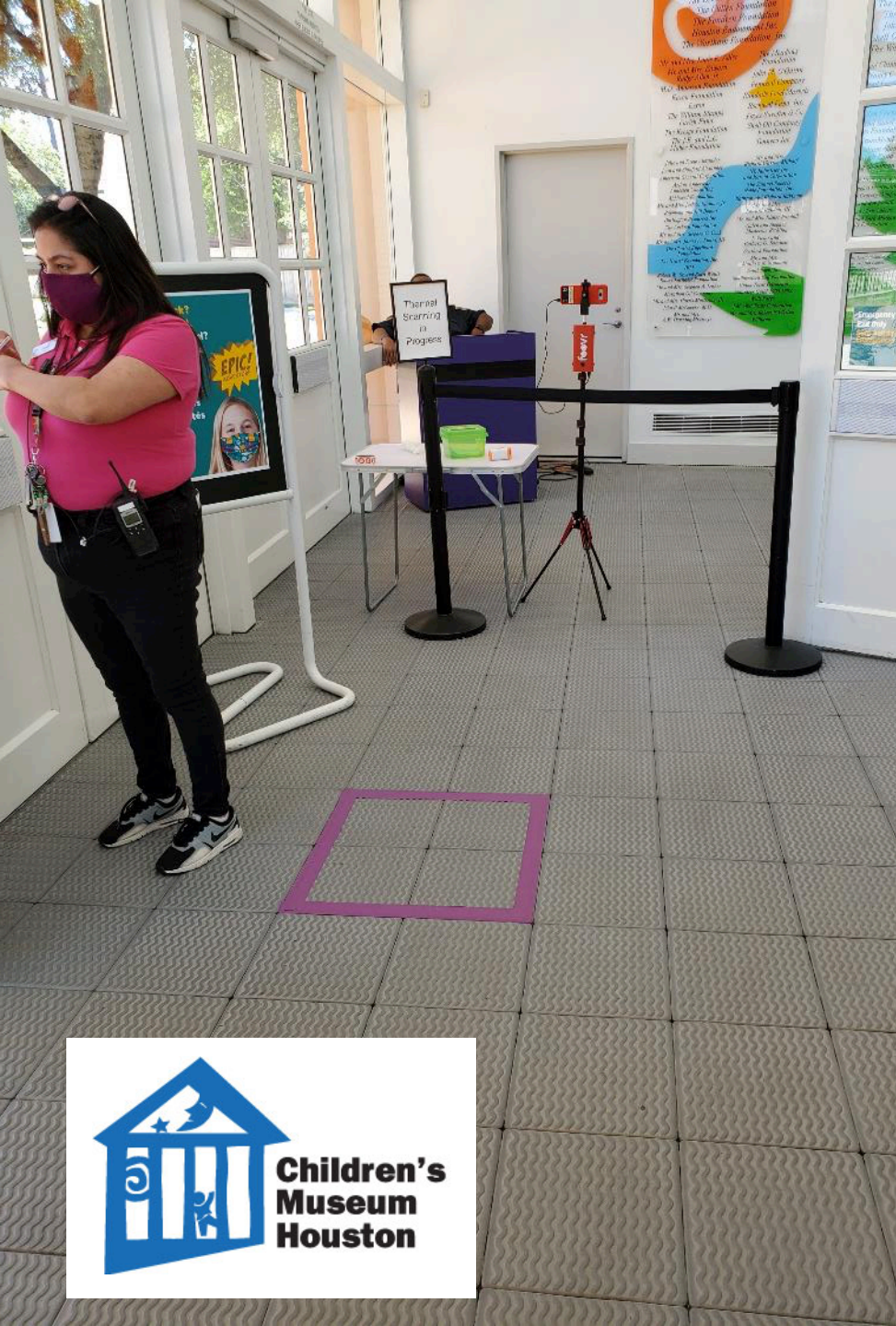
JUEGA SEGURO

1. Keep the mask on properly at all times.
2. Stay 6 feet apart.
3. Avoid touching your face.
4. Avoid coughing or sneezing into your hands.
5. Avoid sharing items with others.

1. Mantén la máscara puesta correctamente en todo momento.
2. Mantén una distancia de 6 pies.
3. Evita tocarte la cara.
4. Evita toser o estornudar en tus manos.
5. Evita compartir objetos con otros.



Children's
Museum
Houston



**Children's
Museum
Houston**

Temp Check





**masks required
2 and up**

Hand Sanitizer Bar



Sneeze Shields + Waistband PAs





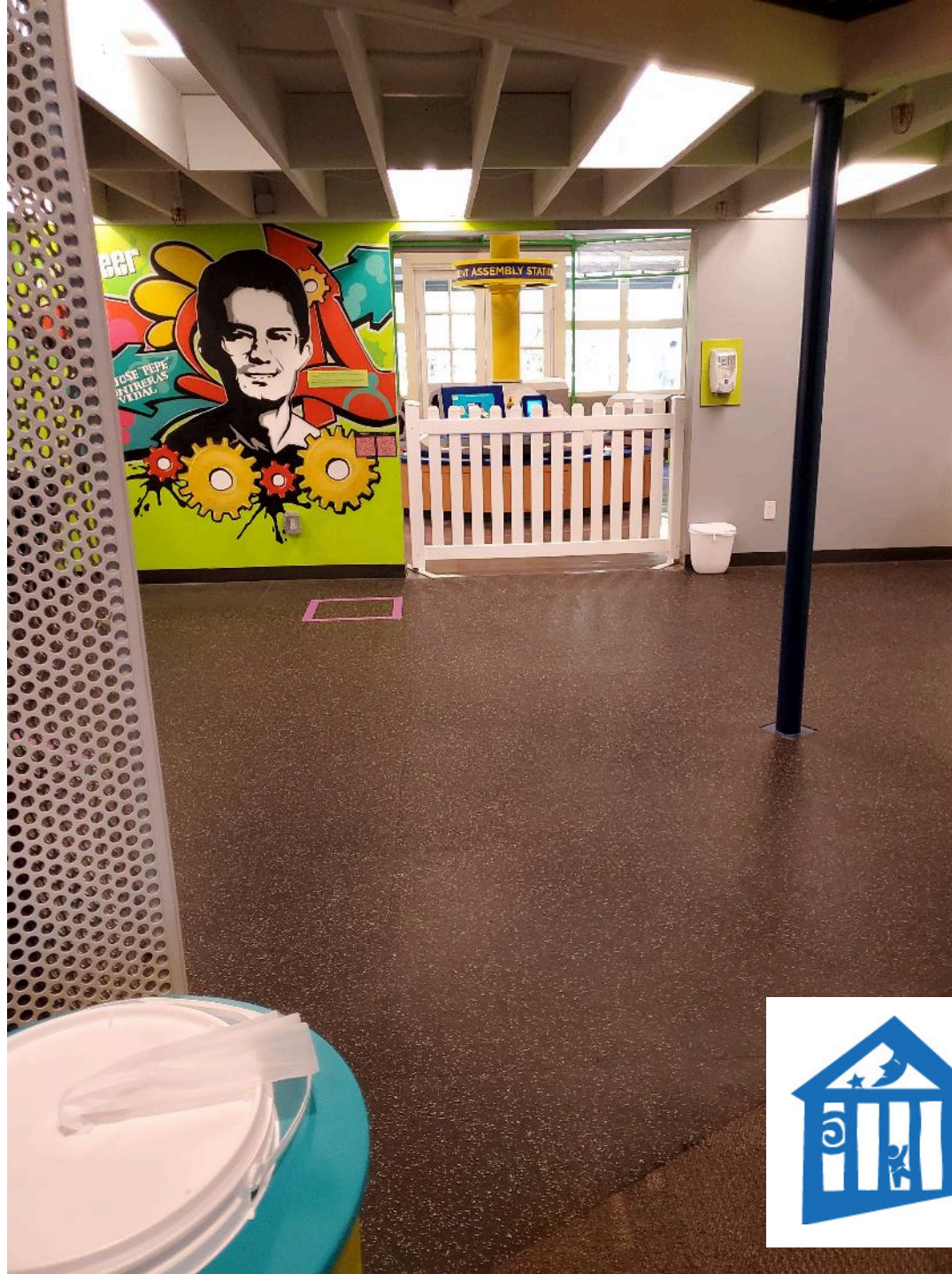
gaffers tape – touched up daily as needed







**Children's
Museum
Houston**



**Children's
Museum
Houston**



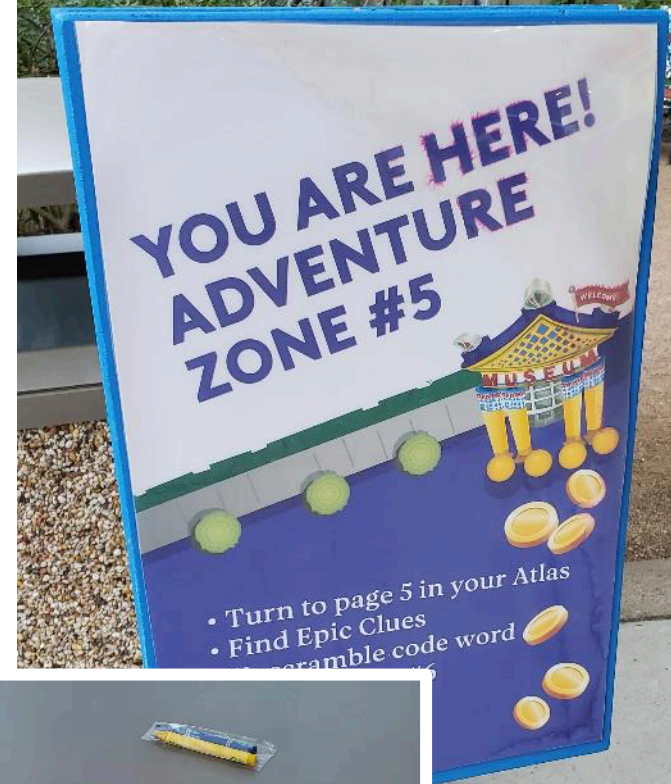
Find the 5 Epic Clues hidden in each Adventure Zone like this:



Read the letters with the Decoder Lens.

Unscramble the Clues to figure out the code word for that Zone!

Unscramble all the code words to earn your gold Adventure Society Membership Doubloon and 20% off purchases in Fiddle Sticks Toys and Fresh Cafe!



**Children's
Museum
Houston**



WHAT'S
BEHIND OUR
MASKS?

- smiles
- excitement
- adventure

minds
that want
to come
out to
play!



MARY GIBBS
BUILDING
The world's first
interactive playground
for children
MUSEUM OF THE FUTURE
THE NORTHAM
THE BROWN ST
THE KOSCIUSKO
THE COLLEEN
18

Mary Gibbs Jones Entrance
1500



PINK PALACE MUSEUM

CENTRAL

3050 Central Avenue, Memphis TN
memphismuseums.org



PINK PALACE
MUSEUM

CENTRAL

3050 Central Avenue, Memphis TN
memphismuseums.org

PINK PALACE
MUSEUM

LICHTERMAN

NATURE CENTER

5992 Quince Rd, Memphis, Tennessee 38119

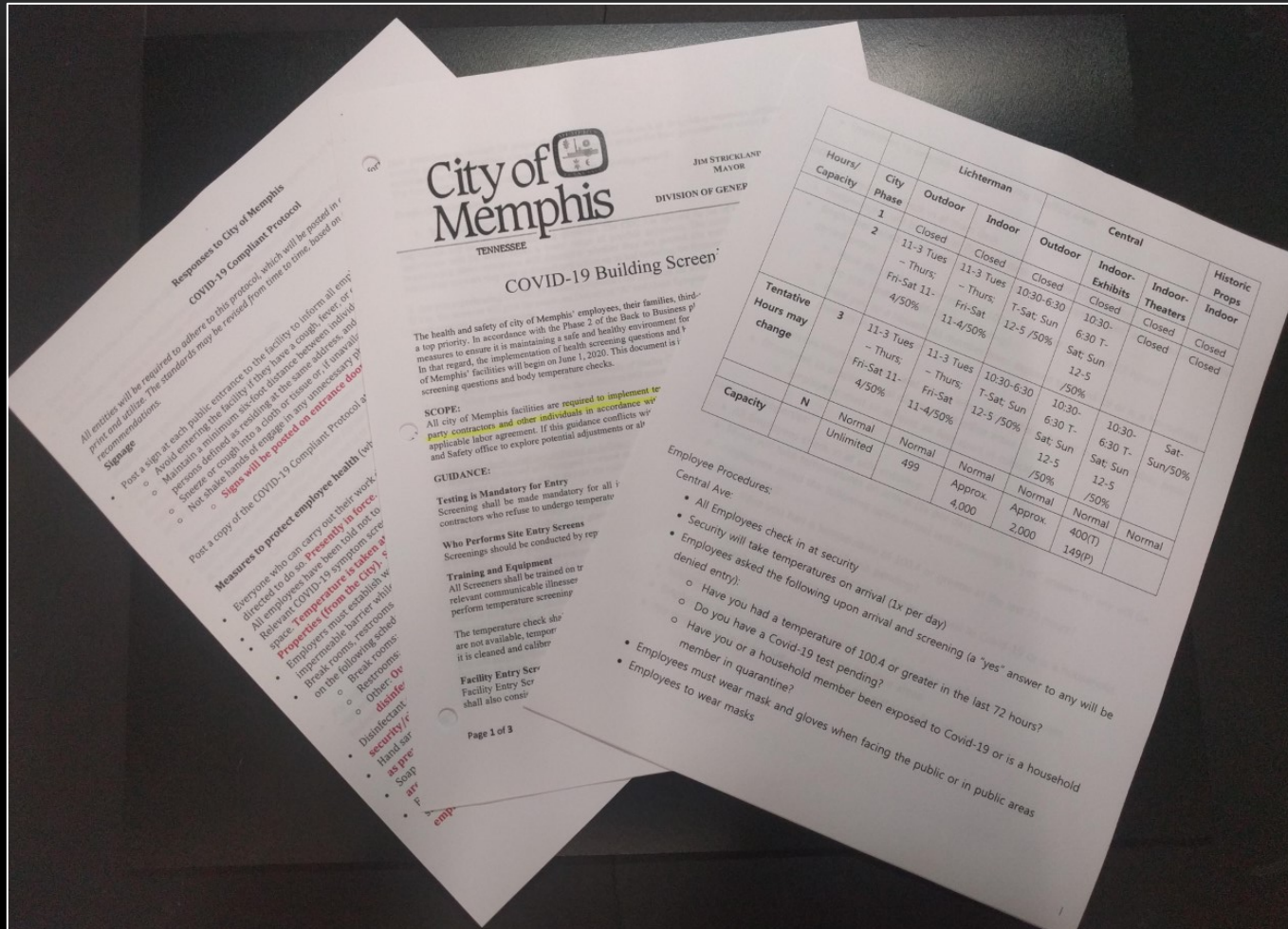
PINK PALACE
MUSEUM

HISTORIC

PROPERTIES

Mallory-Neely & Magevney House

PREPARATION



PREPARATION

PINK Detail - Cleaning and monitoring public areas

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Planetarium Restrooms							
Bodine Restrooms/ Wheel chairs							
Lobby and Doors							
Handicap ramp/Lobby tables							
Natural History - Front							
Natural History - Back							
Bodine							
Cultural History							
Mansion - Front							
Mansion - Back							
Circus							

PINK Detail - Cleaning and monitoring public areas

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Planetarium Restrooms							
Bodine Restrooms/ Wheel chairs							
Lobby and Doors							
Handicap ramp/Lobby tables							
Natural History - Front							
Natural History - Back							
Bodine							
Cultural History							
Mansion - Front Mezz/Escalators							
Mansion - Back							
Circus							

Cleaning Areas	Date			Comments
	A.M.	Mid-day	P.M.	
Staff person/people				
Entry				
• Doors				
o All door handles				
o Windows				
• All stanchions				
• Counters				
• Handrail - Planetarium				
• Handrail - Handicap ramp				
• Handrail - Parallel to Handicap ramp				
• Exhibit cases - 3				
• Penny Press - 2 (if they haven't been pulled)				
Café Lobby				
• Tables				
• Chairs				
Outside				
• Bench				
• Handrail - Handicap ramp				

PREPARATION



PREPARATION



PROTECTING STAFF - Ticketing



PROTECTING STAFF - Membership



PROTECTING STAFF - Store



PROTECTING STAFF - Crew



PREPARATION

PINK PALACE MUSEUM

SAFETY MEASURES

3050 Central Avenue, Memphis TN 38122
memphismuseums.org

REQUIREMENTS FOR ENTRY



Wellness Screening/Questions



Temperature Check



Face Coverings Highly Encouraged



Wash or Sanitize Hands



Maintain 6-Foot Distancing



Sneeze & Cough into Tissue or Arm



No Hand Shaking or Unnecessary Physical Touch

PINK PALACE MUSEUM

SAFETY MEASURES

3050 Central Avenue, Memphis TN 38122
memphismuseums.org

COVID-19 WARNING

We have taken enhanced health and safety measures for our guests and staff. You must follow all posted instructions while visiting the Pink Palace Museum and other Museum properties.

An inherent risk of exposure to COVID-19 exists in any public place where people are present. COVID-19 is an extremely contagious disease that can lead to severe illness and death.

According to the Centers for Disease Control and Prevention, senior citizens and guest with underlying medical conditions are especially vulnerable.

By visiting the Pink Palace Museum and other Museum properties, you voluntarily assume all risks related to exposure to COVID-19.

Please help keep each other healthy and safe.

PREPARATION

PINK PALACE MUSEUM

SAFETY MEASURES

3050 Central Avenue, Memphis TN 38122
memphismuseums.org

REQUIREMENTS FOR ENTRY



Wellness Screening/Questions



Temperature Check



Face Coverings are Required



Sanitize Hands Upon Entry



Maintain 6-Foot Distancing



Sneeze & Cough into Tissue or Arm



No Hand Shaking or Unnecessary Physical Touch

PINK PALACE MUSEUM

SAFETY MEASURES

3050 Central Avenue, Memphis TN 38122
memphismuseums.org

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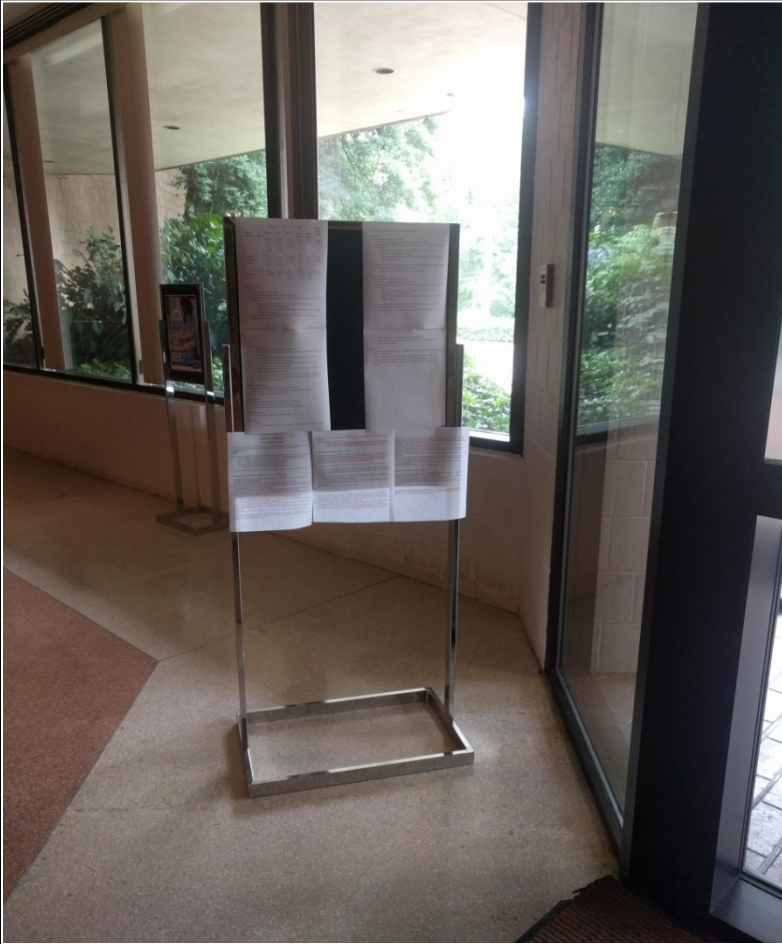
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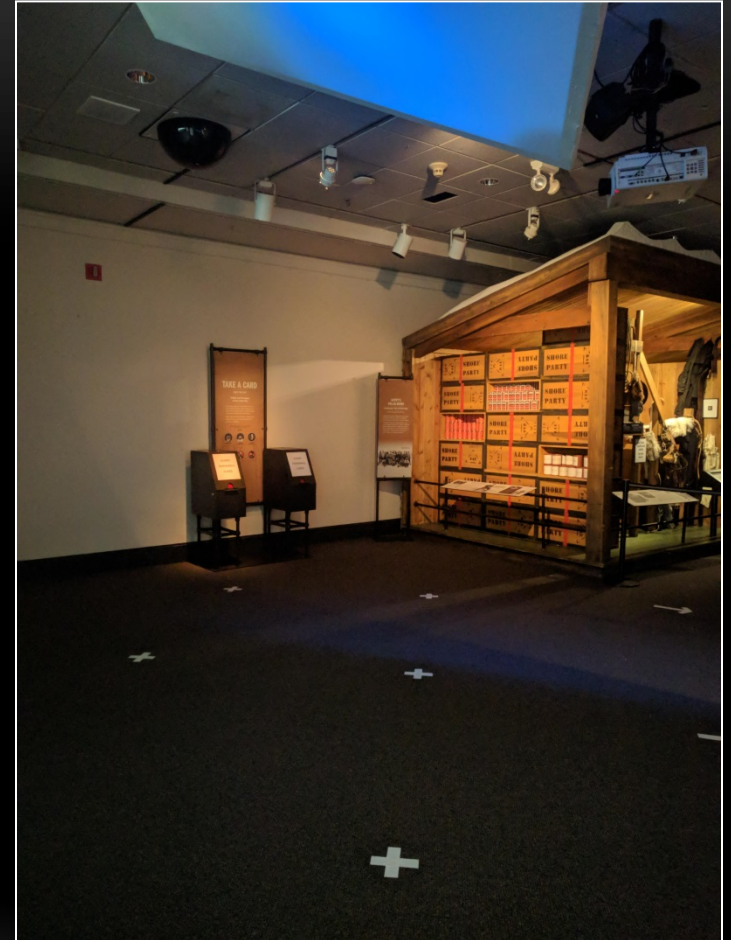
ENTERING THE MUSEUM



ENTERING THE MUSEUM



ENTERING THE MUSEUM



PINK PALACE
MUSEUM

CENTRAL
3050 Central Avenue, Memphis TN
memphismuseums.org

INTERACTIVE HANDS-ON MATERIALS



LICHTERMAN NATURE CENTER



LICHTERMAN NATURE CENTER

Special considerations and outcomes of Nature Center outdoor assessment



LICHTERMAN NATURE CENTER

Outcomes of Nature Center outdoor assessment



ATTENDANCE

ATTENDANCE

- Open since June 2
- Changed hours from 9-5 to 10:30-6:30
- Week one - Members only – 3%
- Week two – Members a.m.; general public 12:00-6:30 – 8%
- Week three – Opened to all – 10%

IDEAS TO KEEP AUDIENCES ENGAGED

MUSEUM
TO — GO

PINK PALACE MUSEUM



MUSEUM TO GO

- Activity to Go – posted daily; some Spanish translation
- Curator's Choice – posted weekdays
- Closer Look – Blog – monthly series posted 1 to 2 times per week
- Digital tour – posted monthly
- Tributaries Podcast – posted monthly

ACTIVITY AT HOME PINK PALACE MUSEUM	
CREATING CRATERS Study how craters are made and what they teach us about the Earth.	
Materials A large box or pan A trash bag Sand, sugar, rice, or catmeal Flour Cocoa powder Several objects to be impactors of different weights and sizes. Marbles, bouncy balls, golf balls, rocks, etc. Ruler Paper and pencil	Procedure • Spread a trash bag under the pan or prepare an area outside. This experiment can get messy! • Fill the pan with sugar, rice, catmeal, or sand. • Add a layer of flour. • Sprinkle a very thin layer of cocoa on top of the flour. • Drop your "impactors" into the pan one by one. Try dropping impactors from different heights, or dropping a lighter and a heavier object from the same height to create different results. • Carefully remove the impactors (so the crater isn't disturbed). Make observations about the craters - the depth and width, how many layers were disturbed or exposed, the shape, etc. - and record them on your piece of paper.
Results You have created several impact craters similar to ones found on Earth.	Why? Impact craters are bowl shaped holes that form when a meteorite crashes into the surface of a planet or moon. Most meteorites burn up in the atmosphere, but depending on the size and velocity of the meteorite, it may make it to the surface. Studying craters can help scientists understand geologic processes on planets, moons, asteroids and other worlds. Craters can help reveal the composition and history of the planet or moon upon which it is formed. It is easy to see all the craters on the Moon's surface, but it is a little harder to find craters on the Earth's surface. This is because natural processes like weathering and erosion can erase and change the crater over time.
<small>To learn more about Earth science, check out the Redless Earth exhibit at the Pink Palace Museum.</small>	



TRIBUTARIES
Episode 01

PINK PALACE
MUSEUM

CENTRAL
3050 Central Avenue, Memphis TN
memphis museums.org

PINK PALACE
MUSEUM

LICHTERMAN
NATURE CENTER
5992 Quince Rd, Memphis, Tennessee 38119

PINK PALACE
MUSEUM

HISTORIC
PROPERTIES
Mallory-Neely & Magevney House

IDEAS TO KEEP AUDIENCES ENGAGED

















Revenue

- Explorers Challenge
- Trivia Nights – Families and Adults
- Scavenger Hunt
- Collections workshops
- Behind the Scenes tours

Pink Palace Trivia Tracking Sheet

<p>Round 1 (1 point each)</p> <p>1. _____</p> <p>2. _____</p> <p>3. _____</p> <p>4. _____</p>	<p>Round 4 (1 point each)</p> <p>1. _____</p> <p>2. _____</p> <p>3. _____</p> <p>4. _____</p>
<p>Round 2 (1 point each)</p> <p>1. _____</p> <p>2. _____</p> <p>3. _____</p> <p>4. _____</p>	<p>Round 5 (1 point each)</p> <p>1. _____</p> <p>2. _____</p> <p>3. _____</p> <p>4. _____</p>
<p>Round 3 (1 point each)</p> <p>1. _____</p> <p>2. _____</p> <p>3. _____</p> <p>4. _____</p>	<p>Round 6 (1 point each)</p> <p>1. _____</p> <p>2. _____</p> <p>3. _____</p> <p>4. _____</p>
<p>Half Time Question (3 points)</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>Final Question (3 points)</p> <p>_____</p> <p>_____</p> <p>_____</p>


LICHTERMAN NATURE CENTER | **EXPLORERS CHALLENGE**
ALL ABOUT POLLINATORS

ITEM:	IMAGE:	CHECK:	ITEM:	IMAGE:	CHECK:
A hummingbird			Stigma of a flower		
A butterfly			Anthers of a flower		
A beetle			A moth		
A big, brightly colored flower			A garden		
A patch of wildflowers			A tree with nuts		
Pollen in a flower			A Black-eyed Susan or Sunflower		
A bumblebee			Milkweed		
A flowering tree			Honeysuckle		

PINK PALACE MUSEUM | **EXPLORERS CHALLENGE**

Won't You Be My Neighbor?

A community scavenger hunt



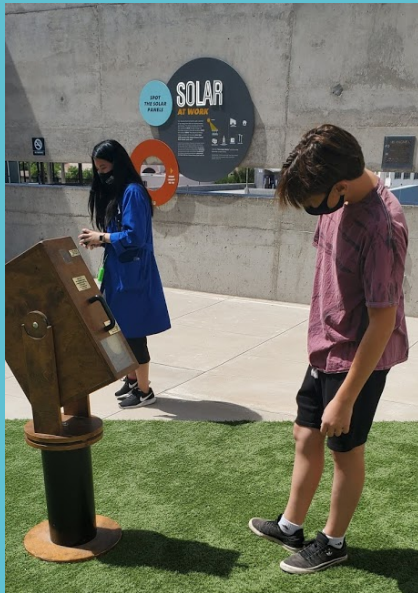
Thanks for supporting the Pink Palace Museum and joining us for our Community Scavenger Hunt!

The challenge is divided into three sections consisting of three neighborhoods, loosely geographically grouped. To complete the hunt, you must finish all four questions in two of each section's neighborhoods.

DOWNTOWN/ WEST SIDE	MIDTOWN	SOUTH MEMPHIS
Soulsville	Vollintine & Evergreen	Orange Mound
Victorian Village	Cooper-Young	Whitehaven
Frayser	Binghampton & Broad	Chickasaw Gardens & East Buntyn

Mark your progress on the challenges on the following sheets and when you have completed the hunt, email images of the completed challenges to _____

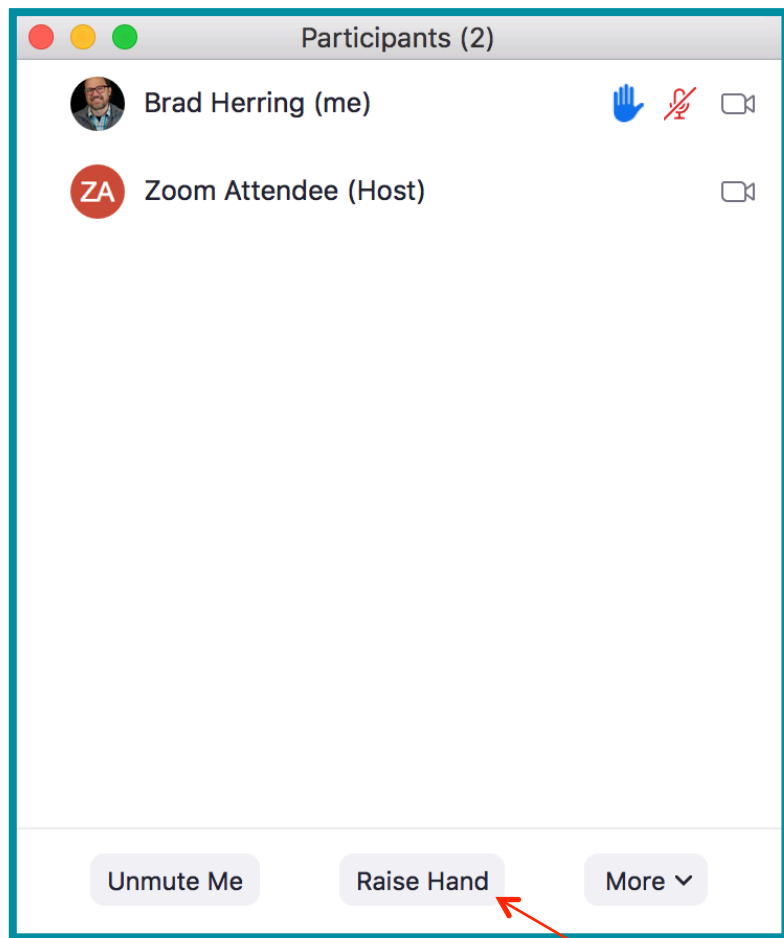
Jeannie Colton, Arizona State University - visiting Arizona Science Center



Discussion Topics from RSVP Form

- Lessons learned after reopening
- Keeping your front line staff safe
- De-escalation/customer service training with staff (unruly guests not following mask/social distancing guidelines)
- Surveying visitors to understand how they perceive the museum experience after reopening
- Attendance numbers after reopening
- Which types/category of exhibits are you pulling from your floor vs. what are you keeping
- Use of waivers
- Outdoor spaces vs. indoor spaces
- Maker Spaces

How to Participate in the Share-Out

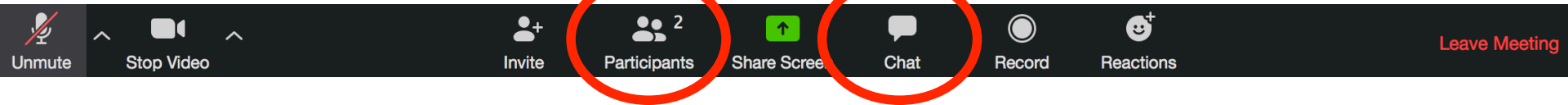


How to talk

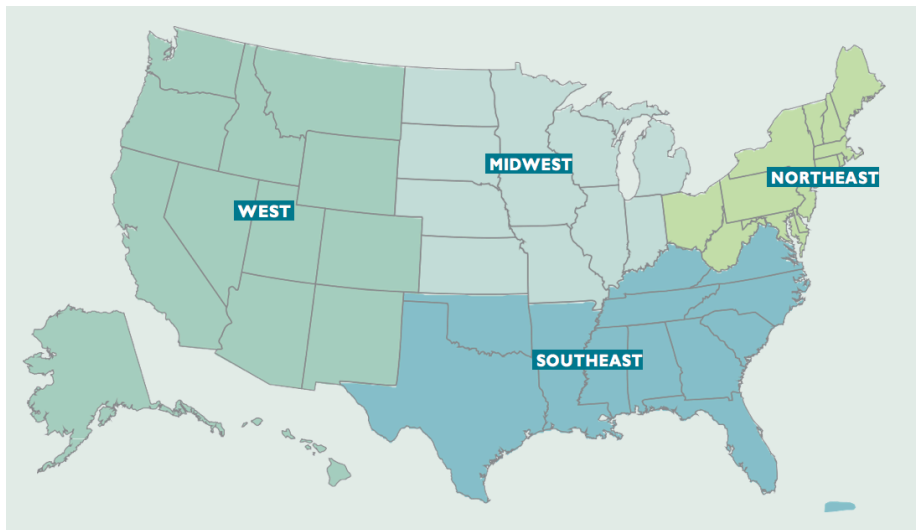
- Raise your hand
- Keep yourself muted
- Keep the conversation constructive
- Reminder that today's session is being recorded

How to chat

- Enter your comments and questions into the chat box



NISE Network Regional Hubs



<https://www.nisenet.org/contact>



<https://www.nisenet.org/events>



NORTHEAST

CT, DC, DE, MA, MD, ME, NH, NY, NJ, OH, PA, RI, VT, WV

Ali Jackson

Sciencenter, Ithaca, NY



SOUTHEAST

AL, AR, FL, GA, KY, LA, MS, NC, OK, SC, TN, TX, VA,

Puerto Rico & US Virgin Islands

Brad Herring

Museum of Life and Science, Durham, NC



MIDWEST

IA, IL, IN, KS, MI, MN, MO, ND, NE, SD, WI

Christina Leavell

Science Museum of Minnesota, St. Paul, MN



WEST

AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY,

American Samoa & Guam

Frank Kusiak

UC Berkeley Lawrence Hall of Science, Berkeley, CA

Get Involved

Learn more and access the
NISE Network's online digital resources
nisenet.org



**Subscribe to the
monthly newsletter**
nisenet.org/newsletter



**Continue the online
conversation**
bit.ly/nisenetryver



Follow NISE Net on social networking
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Thank You

