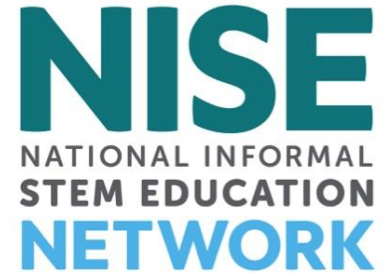


NISE Net Online Workshop

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:

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**

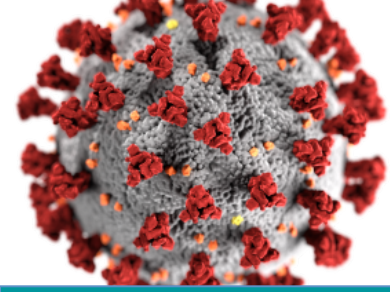
Laura Huerta Migus, Association of Children's Museums – **10 min**

Aaron Pan, Museum of Texas Tech University – **10 min**

Diane LaFollette, Mid-America Science Museum – **10 min**

Meagan Downey, Robinson Nature Center – **10 min**

Q/A – **20 min**



COVID-19 NISE Network Resources

NISE Net Online Workshop
Virtual Camps and Strategies to Reach Underserved Communities and Underrepresented Groups
Tuesday, May 5, 2020

NISE
NATIONAL INFORMAL STEM EDUCATION NETWORK

Welcome!

Today's presenters are:

- Brad Herring, Museum of Life and Science, NC
- Marta Beyer, Museum of Science, MA
- NISE Network Partners

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Online Workshop: Virtual Camps and Strategies to Reach Underserved Communities and Underrepresented Groups

More from NISE Network
Autoplay next video
Online Workshop: NISE Network

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/>

- Recorded Online Workshops
- Coronavirus museum resources
- Museum reopening resources
- Do science at home resources
- Creative Commons and copyright issues
- Resources for digital public engagement
- Evaluation resources

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

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

Discussion Topics from RSVP Form

OPERATIONS

- Social distancing
- "Policing" public health
- Temperature checks/
facemasks
- Tracking # occupants
- Signage/communication
- Appointment only visitation
- Timed tickets and timed exits
- Ticketing/fees/discounts
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PROGRAMMING/OUTREACH

- Field Trips
- Tours/audio tours
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- Programming waivers
- Community outreach/Events

STAFFING

- Staffing/Training
- Liability and safety of the staff
- Safety protocols (staff/visitors)
- Adjustments to offices/breakrooms
- Welcoming back furloughed staff

EXHIBITS

- Touch Screens
- Hands-on Exhibits/loose parts
- Maker spaces

Upcoming Online Workshop



**Online Workshop: NISE
Network Partner Reopening
Strategies – PART 2**

**Tuesday, June 30, 2020
2pm-3pm Eastern /
11am-12pm Pacific**

**Learn more at
nisenet.org/events**



Impact of COVID-19 Pandemic on Interactive Museums

Laura Huerta Migus
Executive Director, Association of Children's
Museums



Current State

- All children's museums and science centers closed their doors to physical visits by March 20, 2020.
- Economics have been devastating – March and April are typically largest revenue months (Spring Break camps and vacation visits)
- While most are still closed, some located in early-open states are opening in the coming 2 weeks:
 - Limited visitation capacity
 - Scaled-down camp programs



Impact Data

- ACM Survey distributed May 15, closed May 23. N=116 museums
- Funding
 - PPP Loans: 87% of museums who applied, received funding
 - Private Funds: 33% of museums reported success at receiving local, private gifts
- Workforce
 - 66% of responding museums indicated workforce reductions
 - More contractions are expected once PPP funds run out
- 33% of responding museums reported opening dates by the end of 2020. Most do not have a date planned yet.



Silver Linings

- Pivot to online engagement – preserving/strengthening relationships
- Innovative community partnerships IRL (physical kits, etc.)
- Opportunity to work with school districts to transform education
- Leveraging physical spaces for community needs



Reopening Resources

- IMLS REALM Project: Testing of various materials and surfaces unique to museums and libraries
 - <https://www.webjunction.org/explore-topics/COVID-19-research-project.html>
- ACM COVID-19 Resources: <https://childrensmuseums.org/about/covid-19>
- ASTC COVID-19 Resources: <https://www.astc.org/coronavirus/>
- AAM COVID-19 Resources: <https://www.aam-us.org/programs/about-museums/covid-19-resources-information-for-the-museum-field/>



Diane LaFollette, Executive Director
dianel@midamericamuseum.org

Preparing to Open

- Staff training: continual guest service training.
- Capacity limits as directed by Governor.
- Deep clean, order supplies.
- A staffing and volunteer schedule has been developed to maintain a constant presence on the gallery floors, to supervise guests, to clean the facility and exhibits and to monitor queue lines.
- Staff is required to wear masks, wash hands frequently and maintain a social distance from others.
- Staff handling money are required to wear gloves.
- Take temperature of staff and, if over 100.4 degrees, they will be sent home.
- If an employee tests positive for COVID-19, the ADH will be notified and the Museum will assist with contact tracing.

Opening rules

- The Museum will open normal business hours on May 18: 9-5, Monday through Saturday, 1-5 Sunday.
- A staff member will be stationed 20 feet before the front entrance of the Museum to:
 - Inform guests of the Governor's Directives,
 - Count guests to ensure we do not exceed the 33 1/3% capacity at any one time,
 - Remind guests to social distance,
 - Answer questions.
 - Communicate via radio with admissions desk to ensure capacity is not exceeded,
 - Gather names and phone numbers of heads of households for assistance in contact tracing. (Museum member information is already accessible via the Membership D cards.)
- All guests over 10 years old are required to wear masks and to social distance. Those without face coverings will be turned away.
- A staff member will be stationed at the front doors of the Museum, opening and sanitizing doors and door handles.
- Facility and all exhibits will be thoroughly cleaned and sanitized constantly throughout the day.
- Same day re-entry to the museum will not be allowed.
- The Museum will place 13 hand sanitizing stations throughout the buildings and specifically at the entrance and exit doors.
- Plexiglass barriers are placed at all registers.
- Snacks and drinks sold in the museum store will be moved behind the admissions desk.
- Post sign: No more than 5 people in Museum Store.

Stop the Spread of COVID-19

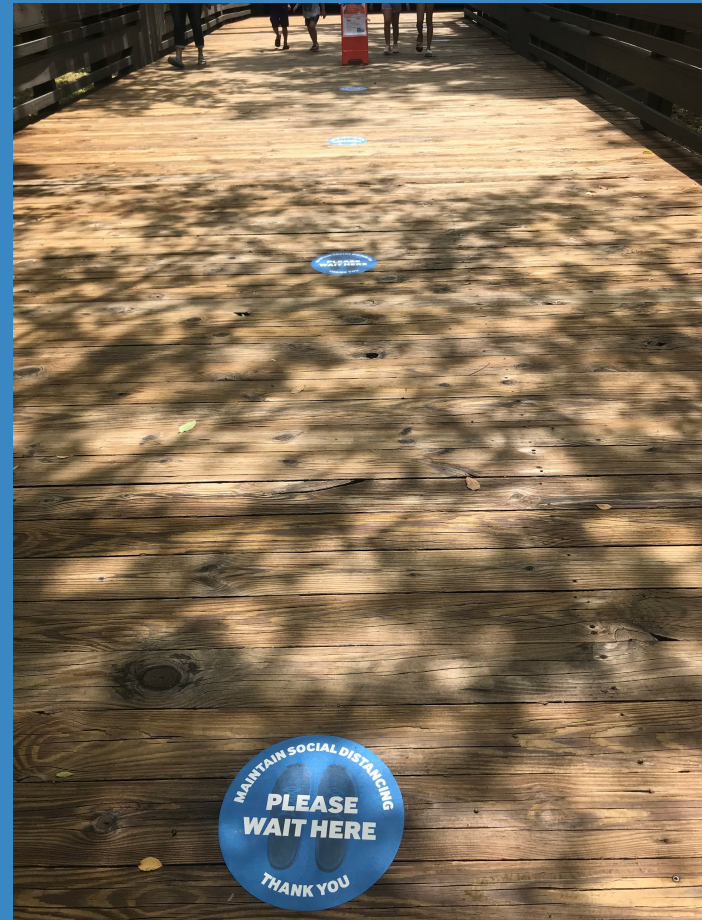


Do NOT enter if you:

- Have had fever of 100.4°F or greater in the last 2 days
- Have a cough, difficulty breathing, sore throat, or loss of taste or smell
- Have had contact with a person known to be infected with COVID-19 in the previous 14 days.

To protect vulnerable people from COVID-19, ADH discourages you from entering if you:

- Are aged 65 or older
- Have chronic health conditions like diabetes, heart disease, lung disease and others
- Have a compromised immune system











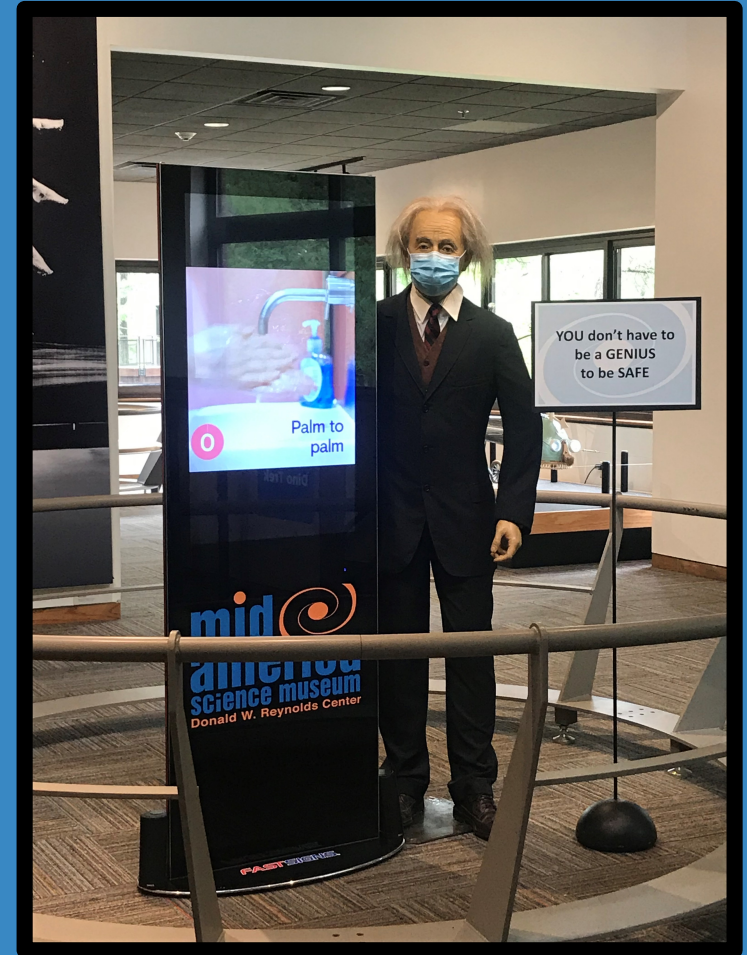
Closed Exhibits

- Alliance Rubber Company Tinkering Studio
- The Underground Cave
- Museum Snack Bar
- The Oaklawn Foundation Digital Dome Theater
- Drinking Fountains
- Tornado
- Wind Tunnel – Bionic Me

- Keva blocks removed completely
- Pendulum exhibit removed completely because it contains sand
- Spinning patterns exhibit removed completely because it contains sand
- Bernoulli Blower
- Sunscreen UV – Bionic Me

Removed Exhibits

Reworked: Peanut Fountain



Reworked: Rain and Terrain



Reworked: Block Pit



Tesla Theater Shows

- Shows are 11:00, 1:00, 3:00.
- A maximum of 50 people will be allowed in the theater.
- The first, lowest bench and every other bench after that will be marked off to prevent guests from sitting on them.
- A 12-foot distance will be maintained between educator and audience. (Educator may remove face mask during show only.)
- 6-foot distancing in seating, except for family groups
- Audience participation will not be a part of the program.
- Theater cleaned and sanitized after each program.

First Week

- Allow max 50 visitors at one time Monday-Thursday. Friday max = 100, Saturday max = 200.
- Monday – Thursday 1.3% capacity (20-26 visitors each day). Friday 3% capacity (48 visitors).
- Most everyone was compliant with the rules.
- Turned away people who did not have masks.
- Complaints – mostly about memberships, a few about having to wear masks.
- Big ticket items are selling in the Museum Store.

Going Forward

- Stay closed on Mondays, but regular hours on other days
- June summer camps canceled, but will have them in July
- Will gradually increase capacity limit; take it week by week
- Wait for Directives from Governor

Diane LaFollette, Executive Director
dianel@midamericamuseum.org

MODIFYING PROGRAMS FOR CO-VID AT A NATURE CENTER & PLANETARIUM



THE JAMES & ANNE ROBINSON NATURE CENTER MISSION STATEMENT

The mission of the Robinson Nature Center is to facilitate the enjoyment and understanding of our natural resources and to bridge the gap between people and nature. By inspiring sound environmental awareness, we promote responsible stewardship of all of our natural resources and strive to connect people of all ages with nature through experience-based education.

Robinson Nature Center, Columbia, MD

Who We Are



- Located in Columbia, MD



- Facility includes 50-seat planetarium; over 450 public programs and field trips each year pre-CO-VID.
- Over half self-sustaining budget through programming revenue.

Programming Questions for Moving Forward



- What is the reality in our State/County?
- What do participants want/need?
- Can we safely modify (in-person)?
- How easily can content be produced (virtual)?
- Is there staffing available?
- Can we cover our costs/recoup lost revenue?

What is Our Reality?

Closed March 15th. Closure likely to extend into mid-summer.

Maryland Road Map to Recovery recommends:

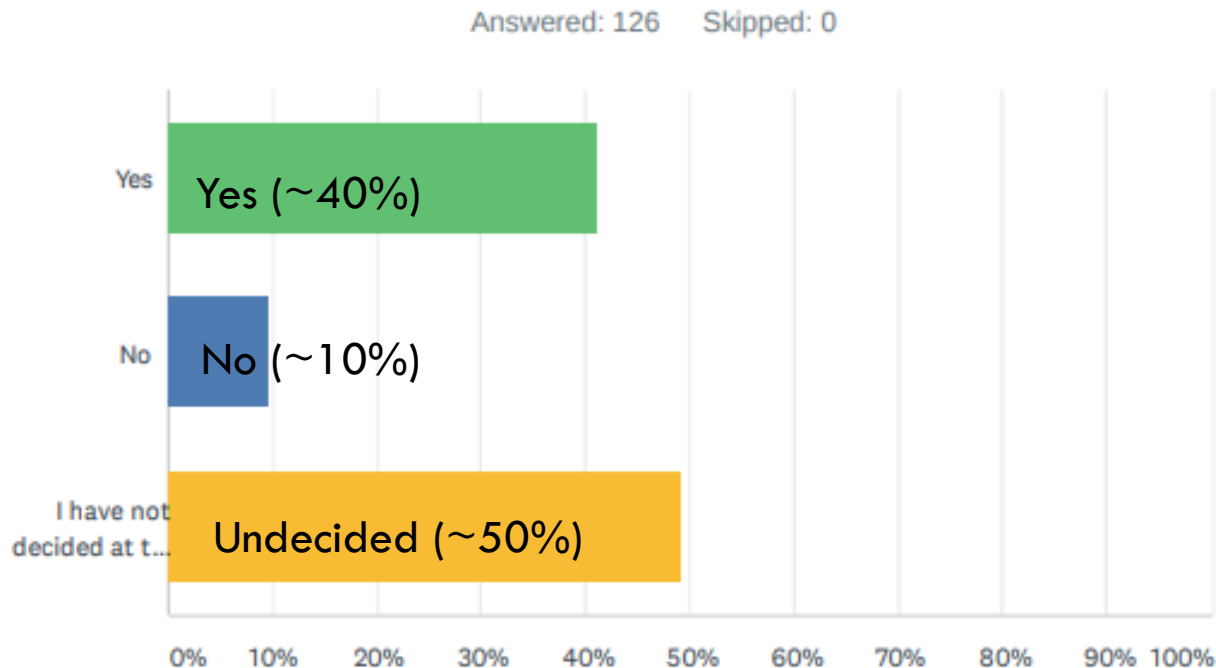
- Continued **telework**
- **Face Masks** in public settings for all adults (required for county employees reporting to work)
- **Physical distancing** practices of 6 feet or more

What is allowed at this stage that affects us:

- **Curbside pick-up** and delivery is approved
- **Parks are open**
- People are under the "**Safer-at-home**" directive rather than a "Stay-at-home" order
- Local **schools providing devices** for students for online learning

Participant Surveys – Will they come?

Q1 If camps are allowed to open this summer, do you still plan on sending your school-aged child (6 -13 years old) to camp at the Robinson Nature Center?

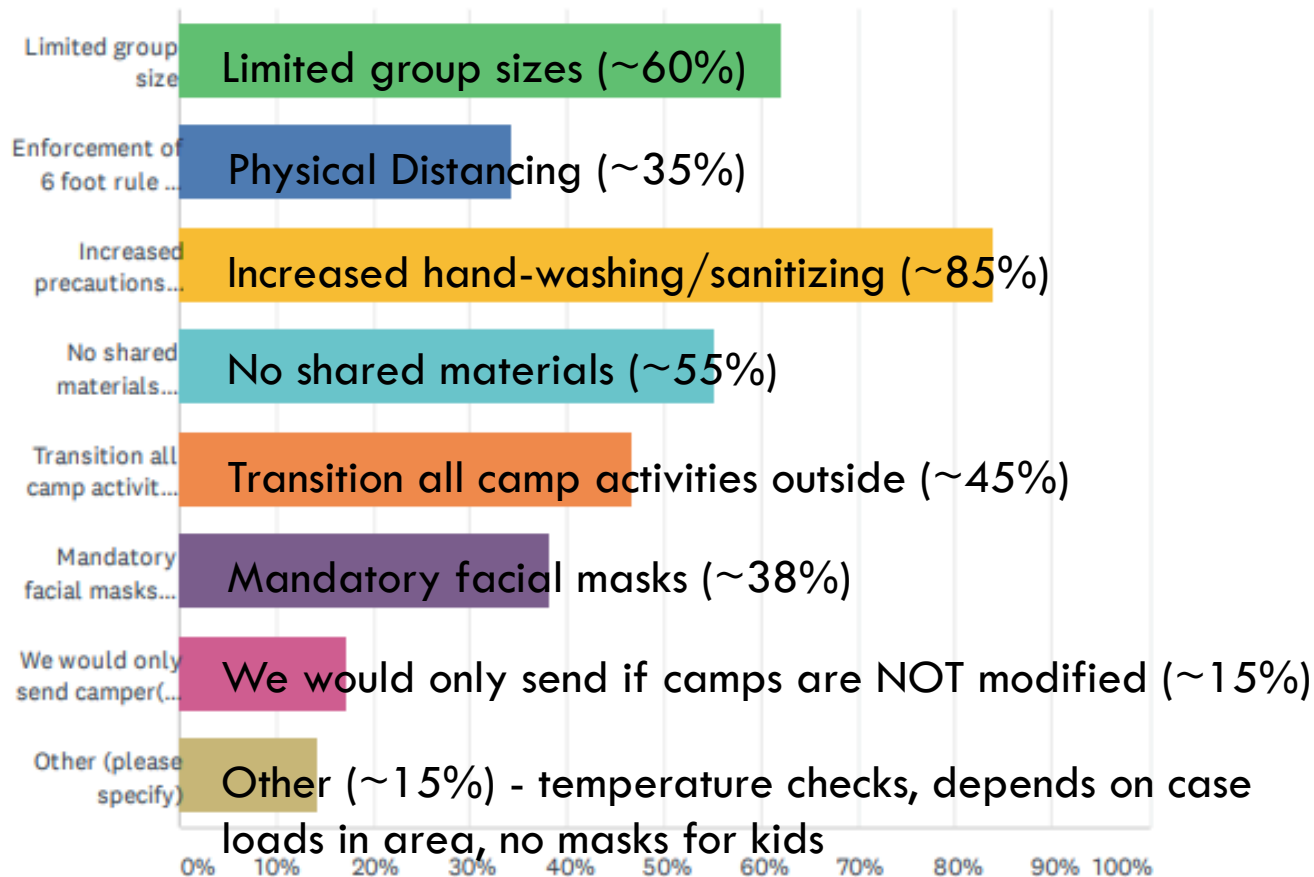


*Percentages similar for parent/child (2-3 yrs) camps and 4-5 yr old camps

Participant Surveys – Modified Camps

Q2 Though our camp policies will be guided by recommendations from the CDC and local health authorities, please help us understand which conditions you would want to see in place if sending your school-aged child to camp at Robinson Nature Center? (check all that apply) *

Answered: 105 Skipped: 21



Participant Surveys – What would they want in Virtual Camps?

- Pre-Camp meeting to test technology/meet counselor (~80%)
- Instructions/Videos of activities that could be completed outdoors (~60%)
- Projects/crafts using household items (~60%)
- Projects/crafts using kits picked up from the Center (75%)
- Virtual meetings with camp counselor/other campers (60%)
- Virtual presentations (animal feeding/presentations (50%)
- Pre-recorded videos (animal presentations, activities instructions) (55%)

Modifying in-person programs

- ❑ Co-hort model recommended by ACA (8 campers + 2 staff in each space)
- ❑ Visible cleaning efforts during programs
- ❑ Increased hand-sanitizing stations
- ❑ Increased use of outdoor spaces
- ❑ Converting activities with shared materials to those with personalized "kits" of materials
- ❑ Smaller in-person public program maximums
- ❑ Timed-tickets for events
- ❑ Flexibility to turn events virtual (written guides with icons)

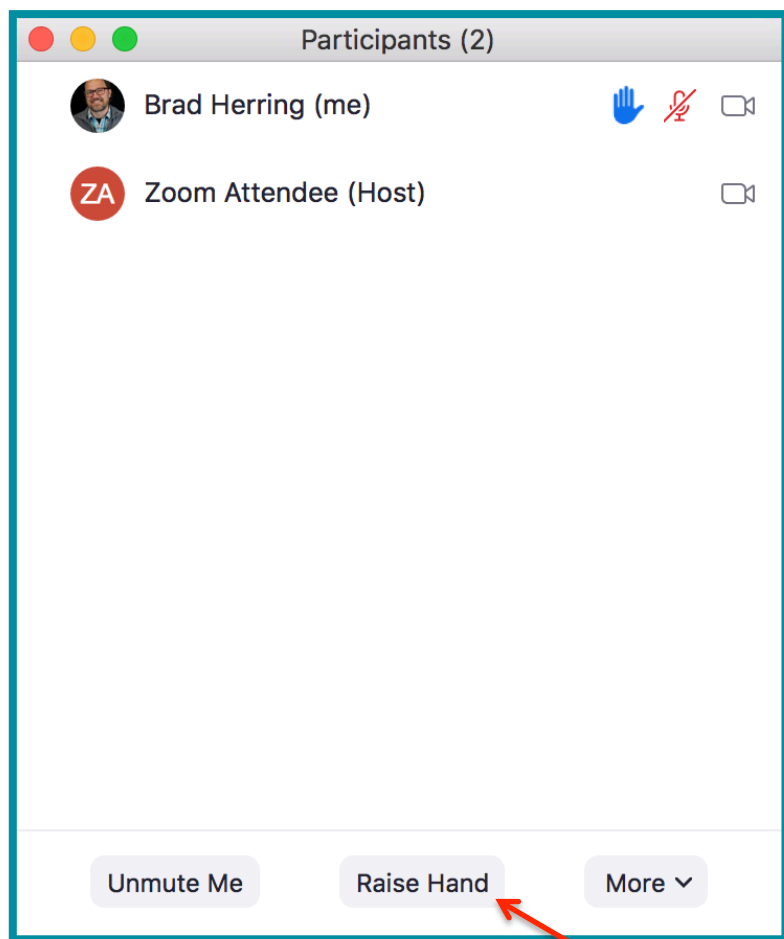
Offering Virtual programs

- ❑ Planetarium-based programs with option to pick up telescope from our telescope lending program
- ❑ Adult-based programming
- ❑ "Repeatable" Virtual experiences (birthday party animal visits, field trips)
- ❑ Subscription-based content to increase membership benefits
- ❑ Camps-in-a-box



Questions?

How to Participate in the Share-Out

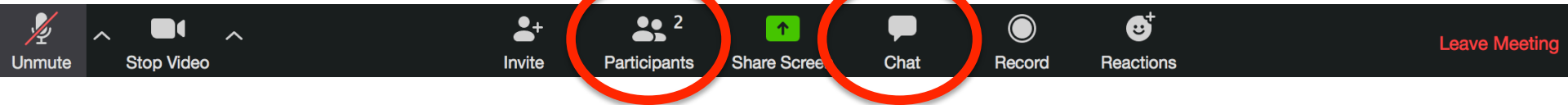


How to talk

- 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



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Get Involved

Learn more and access the
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Thank You

