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Docents Go Digital – Breakout Session

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SF Fine Arts Museum
Docent Website  http://famsfdocents.org

Resources and Applications

e-Newsletters ~
MailChimp  http://mailchimp.com/

e-Digital image library ~
Kapsul  http://www.kapsul.org/public

Image resources ~
FAMSF's Explore the Art
Artstor  http://www.artstor.org/

e-Surveys ~
SurveyMonkey  https://www.surveymonkey.com/

Scheduling ~
Google Docs  https://www.google.com/docs/about/

Website platform ~
WordPress  https://wordpress.com

See reverse
Tips for Success in selecting and implementing new platforms

Scheduling

1. Assess and prioritize your needs regarding scheduling and reporting tours.
2. Research online resources
3. Hire a professional to assist with implementation
4. Train scheduling team docents to monitor and to create reports
5. Train docents – use workshops, buddies, 1 to 1 tutorials and written reminders
6. Phase-in the new system over several months

Essential to building and maintaining a docent website

1. Develop your leadership, in our case a steering committee, and if you can, keep it in-place for at least two years - from the design phase through launch and beyond
2. Research and select your web platform
3. Create a modest budget to hire a website designer
4. Design a beta-testing strategy for evaluating the various stages of website development - using docents as the testers
5. Establish a communications plan for the transition
6. Launch with flare and celebration
7. Create a teaching and feedback system for the future

Ten Steps for Success for docents “going digital”

1. Assess important needs
2. Develop leadership
3. Research best practices
4. Consult with experts
5. Decide on the plan
6. Create a budget, timeline & communication strategy
7. Beta-test
8. Training
9. Launch
10. Input and feedback

See reverse