



Museum Learning Hub

Module 4: Managing Website Projects



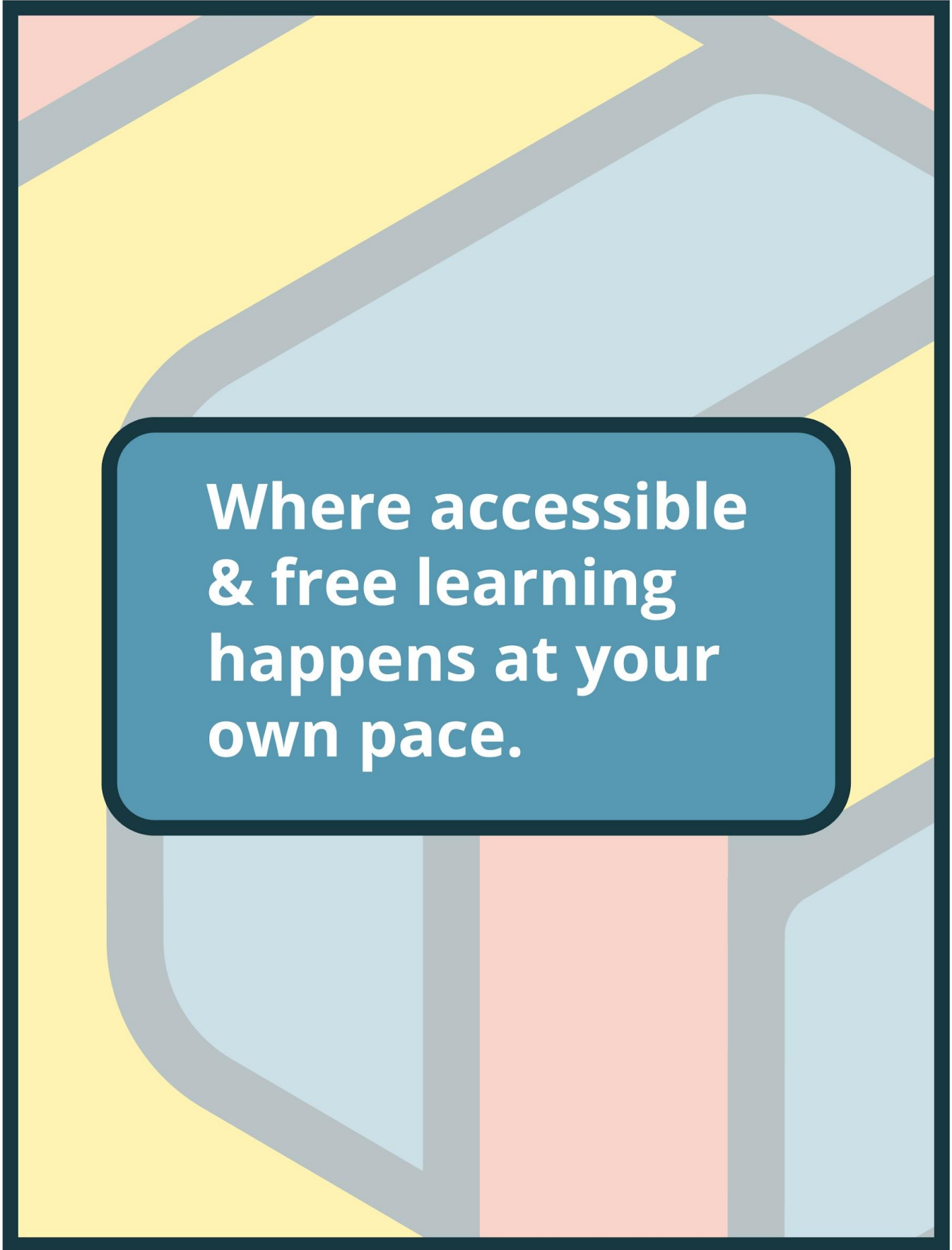
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& free learning
happens at your
own pace.**

About This Module

Focus Area:	Module 4: Managing Digital Projects
Learning Level:	Beginner, Intermediate, and Advanced
Module Description:	A good project management process with a checklist of essential elements to cover can help organizations successfully create and/or optimize a website. Whether using a website developer or managing all website content in-house, this module will provide training sessions to help users develop a project with time devoted to planning and execution including collecting information (what are the purpose, goals and target audience), organizing a design (prototyping and wire frames), development, project schedules, milestones and future expectations.
Search Terms:	Project Management, Websites, Content, Audience

Sessions found in this Module:

Session 1	Get Inspired!
Technical Workshop 1	Plan for Success
Technical Workshop 2	Setting Content Priorities

Technical Workshop 3	Managing the Project
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The views, findings, conclusions or recommendations expressed in this series and toolkit do not necessarily represent those of the Institute of Museum and Library Services.

Learning Objectives

Upon completion of this module, you will have gained the skills and practical knowledge to successfully develop and maintain website projects.

Session 1: Get Inspired!	Does your museum's website allow you to rapidly adapt to changing circumstances? Can you easily create or update up a digital exhibit or oral history file? Are you able to cross promote events, stories, and objects on all of your pages? Join this session to hear from museum professionals who have managed website projects through times of great change using teams of volunteers, in-house staff and community partners. Learn about projects that have been agile, effective, budget friendly and forward thinking!
Technical Workshop 1:	What you need to get started with a website project. Presented with easy-to-follow, step-by-step processes that include helpful guides and checklists for goal setting, project phases, and team-building. Even if you are a staff of one.
Technical Workshop 2:	Learn about methods to streamline content planning with helpful tracking tools. Plus, we'll practice ways to identify content gaps, find creative ways to fill them, and explore innovative ways to tell stories online without breaking the budget.
Technical Workshop 3:	Get the inside scoop on how to manage technical resources with confidence. Plus, we'll identify common pitfalls that derail web projects and how to prevent or solve them. Learn how to plan a successful website launch and how to tackle post-launch maintenance.

Module Contributors

These are the experts and presenters who are involved in the development and presentation of each session, workshop, resource, and activity you find within this module.



Cathy Saunders
Lighting the Way
Coordinator, New
Bedford Whaling
Museum

Cathy Saunders has three decades of experience developing innovative programs with the Science Museum of Minnesota, Providence Children's Museum, Lippitt House Museum, and New Bedford Whaling Museum. At the Whaling Museum she coordinates Lighting the Way: Historic Women of the SouthCoast; the historic profiles housed on the project website, www.HistoricWomenSouthCoast.org, are inspiration for programming that explores and amplifies the impact of women from the region. Cathy earned her masters degree in Museum Education Leadership from Bank Street College. She currently serves on the New England Museum Association board.

Webinar(s)

Session 1: Get Inspired!



Dr. Fran Kaplan,
Co-Founder, Nurturing
Diversity Partners and
consultant, America's
Black Holocaust Virtual

Dr. Kaplan's fifty-five-year career has been spent working for social justice and peace locally, nationally, and internationally. She holds a Doctorate in Educational Leadership and a Master of Social Work degree. Her work as an adult educator, social worker and community organizer has taken her into various arenas, including farmworker rights, women's healthcare, child abuse prevention, parenting education, and public history. She has served as an executive, program, and training director. She is also a published author and filmmaker. From Spring 2010 through Summer 2017, Fran worked as a full-time volunteer with the community group working to re-establish America's Black Holocaust Museum. She was particularly involved in developing its virtual museum, public education programs, and interracial dialogues. Dr. Kaplan also helped launch the ABHM's publishing project, LifeWrites Press, and served as managing editor and contributor to its digital and print publications.

Museum	In Summer 2017, Fran and her ABHM colleague, Reggie Jackson, formed Nurturing Diversity Partners. Their training and consulting practice provides diversity, equity, and inclusion education and training regionally and nationally. Fran continues to project-manage the Virtual Museum and consult for ABHM. She shepherded the virtual museum through a major redesign in 2020. Dr. Kaplan has received numerous community service awards, including the 2016 Eliminating Racism Award from the YWCA of Southeast Wisconsin and the 2021 Unity Award from Milwaukee Magazine. On her 70th birthday in 2017, the Honorable Gwen Moore, Representative of Wisconsin's 4th District, read an extended tribute to Fran into the US Congressional Record.
Webinar(s)	Session 1: Get Inspired!

 <p>Despi Mayes, Founder & Lead Strategist, Bluebird, Indianapolis, IN</p>	<p>Despi Mayes is the founder and lead strategist of Bluebird, a marketing consultancy focused on serving solopreneurs, startups, and non-profits. Her marketing career has spanned nearly two decades and crisscrossed through nonprofits, consumer brands, agencies, and the startup world. She has led digital marketing and interactive technology projects in collaboration with museums ranging from the Terre Haute Children's Museum to the Musée du Louvre, plus many corporate clients from local farms to Fortune 500 companies.</p> <p>Despi is a below-average guitar player, an above-average mixologist, loves beekeeping, prefers listening to music on vinyl, and reading books in hard copy. She also founded Give and Take Indy in 2019, a completely volunteer-led effort helping neighbors in Indianapolis facing food insecurity by hosting mini food pantries. In 2021, Give and Take Indy is in 4 neighborhoods and has launched a community donation garden.</p>
Webinar(s)	Technical Workshop 1: Plan for Success. Technical Workshop 2: Setting Content Priorities, Technical Workshop 3: Managing the Project

Created by the Museum Learning Hub.

Made possible by the [Institute of Museum and Library Services](#).

Supplemental Resources

These supplemental resources are designed to deepen your understanding on the module's subject matter and help you to complete this module to the best of your ability.

Websites

- ⦿ Content Creation Tools
 - ❑ [Canva](#)
- ⦿ Project Management Tools
 - ❑ [Trello](#)
 - ❑ [WOOP](#)

Guides & Books

- ⦿ Website Project Templates and Worksheets
 - ❑ [Content Tracking Spreadsheet](#)
 - ❑ [Website Goals Worksheet](#)
 - ❑ [Website Project Requirements Checklist](#)
 - ❑ [Website Project Timeline Template](#)
 - ❑ [Web Team Job Descriptions](#)
 - ❑ [Sample Webpage Content Template](#)
 - ❑ [Website Bug Reporting Template](#)

Media

- ⦿ [Technical Workshop 1 Powerpoint](#)
- ⦿ [Technical Workshop 2 Powerpoint](#)
- ⦿ [Technical Workshop 3 Powerpoint](#)
- ⦿ Inspiration Example: [Creative Video Content](#)
 - ❑ A funny example of how you can explain mysterious objects to young visitors, and a chance to think creatively about how you can present your museum's content in a relatable way.

Related Training

Interested in learning more on related topics?

On the Museum Learning Hub, you'll find a variety of free sessions, workshops, and resources that are similar in subject matter and content. We recommend the following Museum Learning Hub sessions and modules:

Using Technology to Identify and Reach Target Audiences	This module will cover how to ensure you are delivering the right message to the right people at the right time. Identifying a target audience is essential for knowing where to focus your communication efforts.
How to Create/Present Virtual Exhibitions	Digital exhibitions can offer unprecedented access to museum collections that might never be seen otherwise except by those with physical access. This module will explore how to build an online exhibition and introduce open-source and free software tools available to create exhibition narratives and layouts for online display
How to Create and Maximize Social Media Pages	How can you use different social media platforms to build awareness of your organization, programs, and online resources? This module will cover common social media sites, how they appeal to different audiences.



Learn.

Apply.

Repeat.

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