

MEMO

TO: Casey Kemper
FROM: Courtney A. Haff
SUBJECT: NAHC Audience Analysis/Review Update
DATE: August 25, 2009

This memo addresses the audience analysis activities that are underway as it is related to NAHC's educational outreach.

A. NAHC Outreach to the Educational Community

The NAHC Collections Committee has commented favorably on the planned educational outreach to New York City museums such as the New York Historical Society, the Museum of the City of New York (MCNY), the Wyckoff Farmhouse Museum (Wyckoff), the South Street Seaport Museum (Seaport) and the New Netherland Institute (NNI). I have begun the outreach to these museum's education departments, to determine their interest in collaborating with the NAHC, as a partner in professional development activities, rather than NAHC developing its own education department.

NAHC Asset Development Progress

The initial success has been with the MCNY, NNI and Wyckoff, wherein, the MCNY's Amsterdam/New Amsterdam exhibit has been digitized, the Wyckoff has allowed the NAHC to digitize their artifacts, building and grounds, providing authentic 17th century building form and material culture to the VNAP and NNI has lent the LONL exhibit to NAHC for its installation at Federal Hall, to enable the evaluation of the type of visitor interest the NAHC is likely to gain from having the LONL exhibit, as its permanent exhibit .

Capture of attendance levels and NAHC asset development from the MCNY exhibit and other exhibits also expected to be opening soon, such as the South Street Seaport and others mentioned above, will also provide evidence of the potential interest in the Dutch period by educational institutions, students and other individuals. The potential value of the use of these assets over the long term by the NAHC is expected to be evaluated by the measurement of current attendance in 2009. The NAHC's outreach needs to continue on a timely basis, so that analysis of audience characteristics and attendance levels can be measured while the exhibits and various lectures are being held during 2009.

These data will be useful in projecting the level of demand likely to occur at an NAHC site that is delivering these exhibits in digital form after 2009. In summary, HAI expects to obtain additional visitor information from MCNY, NYHS and the South Street Seaport Museum for the exhibits and events held at these institutions during the 2009 Celebration period.

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The July 16, 2009 Update of the NAHC Work Plan dealing with the development of educational products deliverable, established the time frames for audience analysis that will be required for decision-making on how best to proceed with the further development of the NAHC On-Line Exhibition that was presented at the August 6 event at the Down Town Association as well as the measurement of attendance at the Light on New Netherland (LONL) exhibit.

B. NAHC Audience Analysis

The Audience Analysis deliverable began on July 1, 2009 and is expected to end on February 1, 2010.

1. LONL Exhibit

I have developed measures of visitor demand for undertaking the Audience/Analysis to be applied, for example, to the “Light on New Netherland Exhibit”, at locations where the exhibit has been or will be held as noted in the preceding paragraph.

A plan to measure attendance levels at the Federal Hall National Memorial site was prohibited by the National Park Service due to their internal regulations. I have been working with NNI to contact and measure attendance levels at the traveling museum sites such as the New York State Museum, the Connecticut Historical Society and others who have already shown or plan to show the LONL exhibit at their sites. These data will be useful in estimating the potential demand for the LONL exhibit, once it becomes part of the permanent collection of the NAHC.

2. MCNY/NAHC Educational Collaboration

Ms. Franny Kent, Director of the Frederick A.O. Schwarz Children’s Center, Museum of the City of New York, has invited the NAHC to be part of their outreach to the educational community. Discussion has begun with MCNY on the the potential relationship between the NAHC and MCNY as we enter Phase II of the development of the 3D model of New Amsterdam. MCNY is currently in the planning stages of two events at MCNY that involve the NYC Department of Education, Social Studies Department.

a. First Meeting

On August 27, 2009, I will participate on behalf of the NAHC in a meeting with a focus group of key teachers from the NYC Department of Education. The NAHC is on the agenda for 10:30AM -12Noon to present the NAHC On-Line Exhibition to this group.

A brief description of the NAHC presentation and its goals for the first meeting on August 27th are:

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1. Brief demonstration of the 3D model and underlying Drupal database – 30 mins.
2. Question and answer session – 15mins
3. Request for feedback from the educators: 45 mins.

The following as a questionnaire that will be used at the meeting to determine how the educational community currently uses tools to teach its students and their level of use of technology in the classroom.

New Amsterdam History Center Virtual New Amsterdam Project

Question and Response Form

1. How do you currently teach about New Amsterdam?
2. What resources do you currently use?
Textbooks? DVDs/Videos/Movies? Books? Music?
3. Do you currently use Internet Resources like MAAP or Google's Rome in your classroom or homework teaching?
4. How are you using online technology in general? Are you using Moodle? Wiki's? or other application? If so, what applications are you using?
5. Does this educational tool as it currently exists serve your needs in the classroom? Yes/No
or as a component of a homework assignment? Yes/No
6. If not, what kinds of improvements would you like to see?
7. How would you plan to use this kind of tool?

b. Second Meeting

On September 4, 2009, on behalf of the NAHC, I will also attend a meeting at MCNY, the host of a Professional Development Workshop with 30- 50 teachers. This group is likely to be quite diverse in its interests.

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It is expected to include the Head of the Dept of Social Studies and Gifted and Talented programs of the NYC Department of Education. Both of these educators have an excellent history with the MCNY, and a proven interest in New Amsterdam during the Dutch period. Both were previously teachers, but are not currently directly involved in the classrooms in a daily way. They do advise teachers within the school system and have written the Scope document for their recent new curriculum, which is available on the NAHC website www.localarchives.org/nahc.

The NAHC will present its On-line Exhibition to this group and I will be developing a similar questionnaire for this event

Further detail on the HAI approach to the Audience Analysis, Cash Flow Analysis and Market Study can be found under the Feasibility Presentation in www.newamsterdamhistorycenter.org website.