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Good afternoon, everyone. Welcome to the Academy webinar. Government document exhibits, planning your own. My name is Kathy Carmichael and our presenter the government information librarian professor at the University of Montana. Before we get started I'm going to walk you through reminders and if you have any questions, if you'd like to ask the presenter or you have technical issues, please feel free to use the chat box which for people on desktop computers or laptops are located in the bottom right-hand corner of your screen. I will keep track of questions that come in as the end of the webinar and we will respond to each of them. We are recording today's session and will email a link to the recording and slides to everyone who is registered. We will also be sending you a certificate of participation using the email you used to register. If anyone needs additional certificates, because multiple people watch the webinar with you, please email us along with the names and email addresses of those needing certificates. Desktop computers or laptop users, you can click on the fullscreen button at the bottom of your screen to exit full-screen mode over the blue bar at the top of this screen and click on the blue return button to get back to the default view. At the end we will share the webinar satisfaction survey and will let you know when this is available in the URL will appear. We will appreciate your feedback on the session including comments on the presentation and value of the webinar. And we will screens are part of the presentation which means once you start talking, you will no longer see the chat box. If you want to ask a question or watch the chat, mouse over the blue bar at the top and click on chart to enable the chat box. I'm going to hand over.

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Great, thanks a lot. Just a quick introduction. My name is Ben, thank you for choosing to spend your time with me today. I am the government information librarian at the University of Montana and I function as the state of Montana's regional coordinator. I listed some of my professional and research interests. I teach information literacy instruction and I am also a certified carpentry instructor and provide instruction via workshop in boot camp regarding data science and things like the program and language. I want to get right into it. I'm going to give an overview of what they are and the Birdseye view exhibit and collections of objects in this case, documents put on public display. From the context of government information, this is a great outreach and promotional strategy for highlighting government information as it relates to the services and collection of your library. It is a strategy that attempts to overcome pre-existing perceptions of what government documents are, to your patrons and also addresses perhaps a lack of awareness of what government information is. If we think about our patrons when they think about government information, how it generally revolves around IRS forms, student loans, drivers license applications, I think it is worth asking a few questions about how these perceptions might influence our patrons view of our collection and services. The two pictures aha I have here, one on the left, I wouldn't call this necessarily a government document exhibit that it was part of the University of Montana's involvement in the Digital Library Federation endangered data week initiative. It is an initiative that sheds light on things of being in danger, repressed or lost, for this exhibit, government documents are not in the limelight, I incorporated government documents. Industrial statistics, I point this out from the get-go to give you a heads up that government document exhibits don't necessarily have to be exhibits that place them in the forefront. They can supplement, they can complement but of course you can also curate, develop and display a government documents exhibit that places government documents in the centerpiece. We will talk about this later but government documents exhibits can center around events, milestones, holidays, the picture on your right is the time when I visited Montana State University Billings, they were celebrating their 60th anniversary and asked

a result they made an exhibit and I got to see it and it was wonderful. The picture on the second to left and far left is Jimmy Hayes, a research librarian that you may be familiar with or who has been in contact with you. So simply put, a government documents exhibit is a good way to promote government information. I say great and effective. Before I move forward I want to address the elephant in the room. On of which is, I recognize we are in unprecedented times, unique times with the pandemic and perhaps developing, creating and making available for our patrons of physical exhibit, might not be our highest priority right now. But is understandable. Towards the end of the webinar I will highlight some resources that may be in line when we think about virtual exhibits. How we can perhaps think about treating content for digital exhibits and in ways that are low steak and low learning curve. I recognize a lot of us might not be a digital initiative librarian. But I will point those out at the end. My second elephant in the room I want to address is thinking about the future of government information, how the federal government is embracing digital strategies and initiatives in response to consumer landscape about how government information is consumed and produced, I am all for the greater initiative, forward thinking and I like things like legislation like the over government data act which was instrumental to having our government agencies held more accountable and making government data sets and information more freely available and accessible. Via better standards for publishing. From making it all accessible. Where does this leave government documents? I want to say, I recognize this is a webinar that is part of the series so there may be some new depository coordinators. So I want to put out when we think about physical, tangible government documents, not everything is digitized. GTO is undergoing the effort to build this U.S. national collection via digitization but it is an ongoing process and another thing to keep in mind, on we find and look for information via browsing, it is going to be deployed or require different strategies than relying on broad ranges of metadata quality. And thinking about the local contacts of your physical collection, maybe your physical collection has really geographical context that is unique. Maybe you have embedded in your federal collection some state-level agencies documents that tie in and a lot of those, a fugitive document a lot of times are not digitized. Something definitely worth highlighting. Why bother with exhibits? Why invest the time, energy and maybe resources. We will get into later why this doesn't need to be a resource intensive endeavor. But again, how it is a good way to highlight gems in your collection both new and old. Just a great way to promote and remind your patients that it belongs in the library program and maybe your patrons have walked around various representations of the eagle insignia but at the end of the day they might not be fully aware of what that actually means. So I think displays do a wonderful job of answering the question of what is government information and what our government documents and why should I care? I think exhibits do a wonderful job of demystifying government information and documents. I work with patrons on a one-to-one basis on the reference desk and when they are seeking information and it aligns with -- they are looking for a government document and when I mention that phrase, a lot seem to squirm. It seems to conjure up imagery of maybe large stacks of paper with typewriter font. This will demystify maybe the stereotype of what this actually is. Exhibits do a wonderful job of maintaining, building and strengthening partnerships with your surrounding communities and stakeholders. Maybe you can get partners to get involved with the creation of the exhibit itself. Maybe there is a local museum who has the expertise in carpentry that can build or loan not objects. Partnerships through asking for contributions and not necessarily contributions of their personal documents collection if they have one but just three dimensional physical objects that align with what you are trying to showcase and the story you are trying to told with the exhibit. I think objects do a good job of enhancing your exhibit and we will get to that later. And partnerships in the form of providing programming. If you see those sorts of avenues being available. I also want to say, for those newer in the depository program, welcome and I want to say the act of aiding this exhibit is a good way to champion and advocate for the government. The act of actually putting your nose against the physical collection, getting accustomed to the collection strengths, learning more about the collection through

curating content, it is a great way in which you can get a sense of building maybe that elevator speech of why government information belongs and why it's important to you, your community, library, state and world. But I just wanted to highlight some good reasoning, justifications on why you can invest the time and energy into this work. So the steps involved, here is a generic process. I want to reiterate the brainstorming phase, where you figure out what the best exhibit is that any time, place or setting, this can take a while or it could be superquick. Maybe it is best to hold off on the idea for the time being and I think it is worthwhile to be flexible, be willing and ready to change plans and maybe even be willing to put up a display last minutes. Maybe there is something trending in the news for you have something relevant and you put it up in a day and this could be highlighting documents, placing them on a table, on book carts, etc. And then the brainstorming phase, looking and being cognizant of what is trending, what is in the news, building on feedback from your patrons, what are they actually interested in. And consulting and getting inspired by past examples. I will go over two particularly wonderful resources that act as a database for what other libraries have. So you don't have to feel you need to reinvent the wheel. And there is the curating, designing, implementation and a little in depth with the brainstorming, you develop the idea and ask what is the big idea that you want to communicate to your patrons, this is the moment when you decide on the central theme and start thinking about the flow, what do your patrons need to know, maybe this is also time to decide on the objects, what stories do they tell, why are they interesting, how do they contribute to the central idea and as I mentioned, I think objects and hands the exhibit. I think it is okay to just use documents but adding physical objects makes it more not only more pleasing and engaging but it might draw attention from further distances like literally further distances in the library where they see a big object, they are drawn to it and that is the moment when they actually engage with the documents and maybe labels that accompany the exhibit. Brainstorming is when you develop the exhibit narrative. Everything in the exhibit should contribute to what store you are trying to tell and audiences are important. For example I am an academic librarian and I work with students and faculty in a campus community that belongs in lots of different schools and departments and this all reflects different needs. Something we need to acknowledge when we develop our exhibit. You are chasing an impossible dream if you're trying to create or capture interests of everyone. Sometimes it's better to be more targeted, more strategic and that is okay if your exhibit doesn't target the broadest group possible. I would argue it gives you an opportunity and the argument to commit to doing future exhibits with other interests and perspectives. Ways to contribute and facilitate the brainstorm process., Boxes, ways for them to provide suggestions, the example I have here is something that was created for when our native voices, traveling exhibit came through the library, this is something I came through and asking what does this leave you thinking, what questions do you have and how could that potentially play out in the following exhibits. Looking at something trending is number 2. I have a UFO there because this aligns with my exhibit that I curated and developed last year. This was in response to a hashtag storm area 51 Facebook event that was trending all over the news. I wasn't condoning our patrons go storm area 51 but I did choose to highlight some rather unique and provocative physical items that align the library with current event trends. The interest in UFOs and aliens was on the rise so why not incorporate government documents. In this exhibit I highlighted some documents related to flying saucers with some interesting photos and also some FBI resources that talked about the Roswell exhibits. And resources for inspiration. Getting a sense of what has been done in the past. I am going to do a quick screen sure Swan second. This is one of three resources that I want to share right now. This is the promotion page and for the purpose of this webinar I want you all to look at the celebratory hyperlinks that are down here. I'm going to click on celebrating Halloween. This is detailed with the composed, maintained period where you can get a sense of what has been done by libraries of the past. And what other libraries have done to celebrate Halloween and incorporate government documents. The Cleveland Public Library made some sort of mad scientist lab right here. Very cute. And used a lot of -- I guess they are cloning right now. Which is hilarious. It is a great,

wonderful resource that target some specific milestones and holidays and events that you could use for inspiration for developing exhibits. The second resource I want to share is the federal depository Library program guides for coordinators. So for those who are new, this is a great guide managed that gives suggestions on what you could consider doing for every month for a year. For the purposes of this webinar I want to highlight in particular on the right hand column, there is holidays, special days and observances. We see in January, there is Martin Luther King Jr. day, national handwriting day and as we go down, the holiday box is there and it could give you ideas of what you might consider for using, tying in government documents for the holiday. And the third resource I want to point you to is something that is managed and developed by the Minnesota State University, the clearinghouse which has functions as a depository for past exhibits that have happened all over the country. And this is similar to the first resource I highlighted first but I love how this gets things organized by topic, theme so you see what does a display on ethics look like, holidays, maps, space exploration and this is a great resource where you can also download images, but also resource paper handouts that the library created that aligned with the exhibit that they are willing to share. And as we are looking at this, notice how there are different kinds of approaches where you can, it is as easy as putting out a table, putting things out for display or using glass cases, as well. Or using bulletin boards and having large-scale printing or focusing on the imagery and graphic design aspect of exhibits. That is just what I wanted to quickly show you all. We are back now. Some questions to ponder on the bottom as you continue the brainstorming phase. One thing I want to mention, when you are brainstorming I encourage you all to think about how you can amplify hidden voices in your collections. Be practicing reflexivity, why are we choosing certain things, I want to share a quick story. Last year, I put up a Mansfield library anniversary exhibit designed, curated, put it up, a few days later once it is showcasing, we received a comment from a patron saying the exhibit didn't really contain much material pertaining to Native Americans and the patron was wondering why. And it was a fair point. It was a fair and justifiable point. In the exhibit I was choosing to highlight various agencies and one of the agencies I dabbled in was national parks service. Because of Montana's history and we have national parks for example. I do question why didn't I choose more pamphlets connected to national historic places tied to Native American heritage. And go back further, widen I didn't -- especially given the geographical context I am in. Especially Missoula, Missoula, Montana where the University of Montana is at, we are on people's land and we should respect that and honor that and taking about Montana and how there are seven recognized tribes. Reflecting on why do we make the decisions we make, do we have our biases checked, the words are important for everyone's understanding for the material presented and how it impacts how people understand the exhibit. I also urge you to question why we feel uncomfortable with addressing certain issues that might arise when we are curating content and trying to tell a story. And not listed on the slide but again, I think if there are ways to really invite our community members to get involved with the creation of exhibits and providing feedback, I mentioned comment boxes but if you can think of better ways that are more engaging than that is even better. You are brainstorming, excited, you are ready to curate, install, get it up but for all that can happen you should be cognizant of any space related policies that are associated with your library. Especially if this is the first time you are developing your first exhibit. What are space requirements? Are you using existing display cases. Are you considering buying displaced cases, they are expensive, they can be thousands of dollars. Realizing that maybe that is not the option, what are other ways we can do this work without having it be a find -- financial burden. You can use carts, tables, there are other ways to promote and highlight government information. I would argue that the downside of display cases is that it literally creates a barrier between the patron and the documents. At the end of the day we are trying to encourage our patrons to engage with, to check out to really put their nose in these documents and sometimes cases are hard because it does give that professional field but they are not inclined to actually want to check out the book. I encourage you for those that do decide to use cases to be clear with signage that encourages your patrons to check out material that are hidden

behind those cases. Using book carts and tables, that doesn't become an issue in that strategy. And a reminder to seek advice from fellow colleagues who may have experience. Someone who has special collections, maybe there are some here now who have the expertise not only with this sort of work but what does this look like at your particular library? There are things that are unique to you that rather than go through the headache of dealing with it, maybe they have gone through that for you. Protecting documents. When we are working with documents, especially older ones we shouldn't overlook preservation consideration. We won't get too in depth here. I realize collection care can really create its own webinar. I want to highlight there was irrelevant collection care webinar through the Academy that was put on by the Northeast document conservation center. Is happened on June 5th. The recording was available through the Academy repository. They focus their talk on COVID-19 related risk mitigation for collections. They also provided good insight and resources on handling and caring of documents in general. A good resource that is pertinent to documents. I do want to point out two major things. One of which is light, light can be a serious problem for paper in particular. Paper is one of the most light-sensitive materials out there, especially older paper. It can darken, fade, all of that harmful things. Try to keep it at a minimum especially if this is pertinent if you are placing these documents in those glass cases. Be mindful of binding. Maybe you have a specific page that you want to highlight in a document that you want to use. If that is the case, it is ill-advised to lay it out flat at a 180 degree angle. These are low-cost investments, two dollars, three dollars, found on the web. I want to highlight this wonderful resource that was provided and this is the collection of resources that gives you ideas about or that could be a good jumping board if you are thinking about creating exhibit policies but also useful for when you are in the act of creating an exhibit. So we have done the planning and now we are ready to grab our document for our exhibit. So for those who are new depository coordinators, maybe you are going to realize a large portion of your collection may not be catalogued or embedded. These collections may be large percentages of stuff is just not findable other than the means of housing. But even with varying percentages of tangibles not being represented, I want to stress it doesn't dictate your collection is weak or dictating what they are. I wouldn't say that is the case. Maybe it requires more retrospective cataloging or that sort of effort. Again I want to point out the active curating itself is a good way for all of us to become more knowledgeable of our collection. So what is available, what isn't and maybe it can even inform what you do in regards to collection development. Again, this process, yes you will create an exhibit at the end but you also learn something about your collection. Which is really empowering. So as Jen said, every item displayed is another item catalogued. Exactly. Here is a trick and tip. Be mindful of --. For those of you who are new, departments and agencies represent offices, a one is for the Department of Agriculture, a 13 is for service. I want to point out the number after the period in these classified documents. This is part of what is known as series designation numbers and they can be limited. One I want to point out is the general publications. These are known as publications that are miscellaneous by nature and another way to put it is they are a last resort document or maybe the government agency produced and published something for just a one-time instance that might not fit with any other of their established series or content they are used to producing. There is no indication that this particular publication will be issued on a regular basis. And I think the point is a treasure trove for unique, different, provocative, the things that I would venture are worth highlighting. And things that make it fun to also do the browsing. Being mindful of the point is what I am trying to get across. Also getting organized is important. Using tools, spreadsheets to keep track of various projects and this is especially important. If we are thinking about creating exhibit that might get revisited at a later time, maybe you are creating a holiday exhibit that is annual, biannual, whatever you have in mind. Some useful fields to consider when you are planning and organizing, why the description of the item, why you chose to highlight that, tell your story, the agency name, obviously you are using simple tools like Excel and Sheetz, maybe some of you aren't familiar with her tables but this is like a hybrid of Excel and databases so this is more along the lines of project management. A good open source tool to look into if

you are interested in that sort of thing. So when we are coming to the design phase when designing, it is a good idea to have someone run ideas past you, maybe proofreading labels and getting feedback. The component of the design phase, does it include the placement, thinking about the images in the graphic design that you want to incorporate. Partnering with your coworkers if you are able to. Making their jobs easier. Because they would be helping you. Remembering to provide them with dimensions, images, graphics, thinking about other team members who may be they do social media postings, consider advertising your exhibit through that channel. Is there anyone who does graphic design? We want to highlight partner with coworkers if you are able to, I recognize some of us are spread thin and we sometimes have to do all this by ourselves but if you have a team, coworkers who are willing and by all means this is a good opportunity to delegate. Recognizing that where I don't consider special artists, maybe spending three hours to create something on Photoshop equates to someone else making that same thing in 15 minutes. Why not consider finding partners. This is a slide of emphasizing all of your components of the display should tie in with what you are trying to get across from the objects, the signs, the graphics and this image highlights how government documents is the centerpiece. Similarly to what I mentioned in the beginning of the webinar about how government document exhibits don't necessarily have to play as the centerpiece. They can supplement, they can complement, and this is the data exhibit again. Just a quick thing. The toys, Tonka trucks, those were made available by me asking coworkers if they had anything they could contribute and those belonged to fellow coworker librarians whose husband's father owned those. Those are childhood, especially the ones to the the middle and the right, those are antiques.Labels and signage, the shorter the better. It should be about what you are looking at, why and also recognizing people don't often read labels. That is why they should be short, that is why they should tell the viewer something interesting about the documents or the objects on display. Also consider angling your labels. Labels are more easily read on an angle so consider maybe placing them on label rest. This is contextual, as well. For example, at the marina we have a lower standing glass case that invites exhibit goers to hang over the glass so that is one maybe we can consider having the labels flat versus having it on an angle. So something to consider, it will be contextual but if you can and it makes sense, it becomes more easily read. Using clear font, it is common to use Helvetica and Arial with the minimum point size of 12. And labels can be printed on plain paper, adhesive paper mounted and I recommend trimming that paper with a knife to ensure you have those really nice straight edges. So putting it all together. This may require multiple ways to rearrange, take photos and mockups to help you decide on what the best option is. I just wanted to showcase some things I have worked on before, the top photo and the bottom left are part of the 110th anniversary of the library, the top one highlights forest service documents, the bottom left is a NASA display, I think someone was asking about that earlier on the chat. Also it took a village in away. I curated the documents but I had some of my unit employees help with the cutouts with providing some of the Legos and this is one of the low standing glass cases so the labels are flat. The photo on the bottom right is actually not at my library but it is something I worked on. This was at the Fort Missoula historical Museum and I like this picture because it highlights the power of large objects and format graphics. When we think about it from a distance, patrons see that poster of not going the right way, a welding mask, this was an exhibit on welding. But maybe they are engaged and it sparks curiosity so they are drawn in and that is when they do the act of engaging with labels. We don't really engage with the labels from afar. But it is these bigger eye-catching things that draw our patrons in two then engage with the documents themselves. So just wanted to highlight why in that instance is it feasible that we implement those objects to enhance the visibility and enhance the number of patrons engaging with the content. So I guess other objects to consider, SLP has free handouts and giveaways that those coordinators that belong in the program can order. So the idea of the slide is to showcase how there are other ways for them to engage other than looking at the content. Maybe they get free takeaway, for our anniversary celebration we had some coloring pages strewn about. This is made possible by Suzanne over at North Dakota State

University. She made these and they are wonderful and popular and amongst the coloring pages, there are pamphlets about government information and thinking about other activities that we can do to get people actively engaged with the content. Whiteboards for example. Augusta University for their constitution day, they had a whiteboard out and they asked the question of do you feel the federal government gives American citizens equal protection under the law. So they were able to voice their opinions. And large-scale formats, I like a broken record but a good idea. Good if you have the budget for printing, consider three-dimensional cutouts and other large format. Or maybe even thinking about your map or poster collection. Some tools for design, if your workplace has Adobe products licenses then great. Illustrator, Photoshop, etc. -- Is another alternative that is open source and free and arguably in my opinion I think it is easier to use than Photoshop and it is free. Definitely worth looking into. And there is also the promotional toolkit that provides you with graphics and things like the eagle insignia that you can embed in some of your graphic design work. Large-scale images, etc. And the photo I have right here, this was strewn about throughout my library. It was just these lollipop signs, they point users to a guide about the midterm elections that happened in 2018. And I chose this picture because we want to highlight in finance, the act of creating a sign, big signs that grabs attention is sort of like an exhibit where it engages our patrons to be aware of the government information, aware of how government information is pertinent to our livelihood and every piece of societal component so the act of creating this large-scale images good work that raises awareness. If you don't perhaps in a situation don't have the time to create an exhibit. So ways to promote your exhibit. Bookmarks. Something sneaky but effective we do, with our bookmarks is when we do, maybe I create a bookmark that promotes the exhibit and I hand it to our circulation stuff. And when a patron comes and checks out a book and circulation staff scans the book in and desensitizes, they would put in the bookmark in the book itself and Hannah back to the patron without the patron asking for the bookmark. I guess they have no choice but to look at the bookmark and what we are trying to advertise. Just a strategic way to raise awareness but for anything you are trying to promote. Floorstanding sign holders, the 22 inch wide, 28 high is the example I showed earlier. It was these signs so you can get a sense of dimension. If your library has these outlets, take advantage of that. Newsletters and blogs. Here is a tip that is pertinent for academic libraries. If you are doing, planning ahead of time before each semester, quarter, whatever your system undergoes, do an environmental scan of the courses being offered for your students. This is a good way to maybe find connections between your exhibit and a course being taught in the near future. It opens up the opportunity to partner with a faculty member, maybe the faculty member could come up with an extra credit opportunity to visit the exhibit, an opportunity to create Andy -- an assignment but also ways to promote and get your exhibit out there and promote a new way to engage with the exhibit. I think someone was asking about and I will do questions at the end. Someone was talking about online exhibits. I just wanted to point out some resources you may consider. That are more along the lines of low learning curve. Thinking about how maybe these are solutions that are not long-term but could be short-term but it could influence how you treat exhibits in the future. Certainly It is getting me a moment to think about how we do exhibits at the library. One resource is a web publishing platform for sharing digital collections and creating media rich online exhibits. This is more on the super learning curve. You can go full on all out but it is generally easy with tutorials or you can perhaps upload some image, digitized version of a document and use a simple metadata input like date and description but the magic happens when you exhibit functionality, it brings together items in relation to these and if you happen to be a programmer you also have the backend capabilities and templates similar to word press. But again, that might require more time for those who might not be used to creating digital collections. Some lower learning curve stuff to consider. Open source digital humanity tools, these are created by Northwestern University lab which is a community of designers, developers, students and educators that are working to experiment with ways to push journalism into new spaces. Admittedly I have not used timeline as much but I definitely use it in some of my

instruction. It is wonderful and if your exhibit has a geographical context with -- it is cool, you put a marker and it functions like slides essentially and you click on the next and it goes to the new location and embed media like YouTube and images and very easy to use. I teach students how to use it within 45 minutes. Something to consider. And don't forget about guides. I think it is something that a lot of us are familiar with if you have access to it. And it could be a way to highlight government documents and a way to highlight those electronic resources. So the geographical tool is the story map. Some major takeaways. Helps advocate for your affiliation, exhibits help you learn more about your library collection especially for those newer to the depository program and those that have been in for a long time. We learn something new all the time especially with the collection ties that could be big. And at the end of the day you are trying to tell a story with limited space, words matter, placement of objects matter, thinking about how that gets put together and it really doesn't need to be resource intensive. Leverage what exists in your library. So the tools you have available, the people you have available, I don't want to encourage you to say I want to spend that or you can't even have the authority to do so but I don't want to discourage you to invest in those expensive cases right away. There are ways to do this minimally with minimal resources. That is all I have right now. I see we have a couple minutes left. I forgot one thing. These are some things on the horizon. The Western states government information conference is happening in August. And this conference is a free biannual conference that is hosted by government information librarians across the Western states but is open to all of you. And why I am pointing this out on August 5th, we over at Utah State University and North Dakota state University, we are putting on a session about traveling exhibits. We have this idea of being in development right now about a traveling exhibit, not that only travels but when it goes to different libraries, that is an opportunity where libraries can add local content to enhance the narrative and the story and offer an opportunity to contribute to the bigger picture. Which is an idea that we are thinking about and would love to hear community input. And also another resource, the government documents and the Roundtable has this guide that is in the works right now but a good resource for thinking about ways to use guides for and complement of physical exhibit or to use as a way to have a digital book. As I said, now we are at the question phase. Thank you everyone for your time and I was side eying the comment, chat so I might have missed a ton of questions. For now is the time where we can go into it.

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Thank you. mostly we had comments. You mentioned the comment about items displayed is another item catalogued. J Canfield says it's a great way to run a portion of the correction -- [Distorted Audio]

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That is a question. Hold up, let me so how do online and in person exhibits differ, how do we tell the story and what to tell. I would argue that what I have noticed is there are a lot of components. I think when we think about asking about the user interface that our patrons would engage with in a digital landscape. For example, we can encourage our patrons to scroll. Thinking about what story you are trying to tell, how do we engage our patrons to interact with the site, rather than clicking on a hyperlink, going there, get disinterested and leave. That is something to think about. How do we tell the story in a way that makes sense but in a way that is engaging, impactful and encourages them to stay. And in a way that is aligned to with the physical exhibit. So thinking about the labels we are using, interesting facts, things that are maybe even provocative, facts that are timely, things that are mind-boggling. Those are the sorts of things that we think about. How do we get our patrons to even click on to enter the website.

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-- A link here for information on NASA and by the way, this information is also going to be available on the recording. If you want to come back and look at the chat and grab this link or you can do that later. And then forgive me if I pronounce this wrong. -- [Distorted Audio] then a lot of thank youse for a great

session. I want to say thank you for all of the resources you included in today's webinar. We appreciate it.

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There are some great ones, for sure. Thanks so much everyone, if you have any other questions, feel free to reach out to me. You want to brainstorm with me, feel free. It was a pleasure, everyone.

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Kelly, would you get the survey link out? Thank you.

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We are going to email that to everyone with a link to the recording. So that you don't have to rush now and you will have it waiting in your email.

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If there are no more questions, say thank you once again to them and also to everyone who attended today and have a great rest of the day.

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[Event Concluded]