

# BUILDING A DIGITAL STRATEGY FOR YOUR MUSEUM



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**SCIENCE**  
CENTRE

# What is a Digital Strategy?

- A digital strategy is a roadmap, a tool that guides your organization through a thoughtful, deliberate plan to implement technology and digital processes that will help you reach your goals
- A strong digital strategy helps guide your efforts and provide focus for resources and staff, resulting in stronger and more impactful experiences and services



# The Opportunity and the Challenge



Digital technologies have become part of our everyday lives

Digital technologies can compliment and reinforce traditional ways of learning in museums and provide new forms of engagement for audiences



# The Opportunity and the Challenge



Digital technologies can help us organize, catalogue and create efficiencies in our day to day work...

...but they are also Expensive

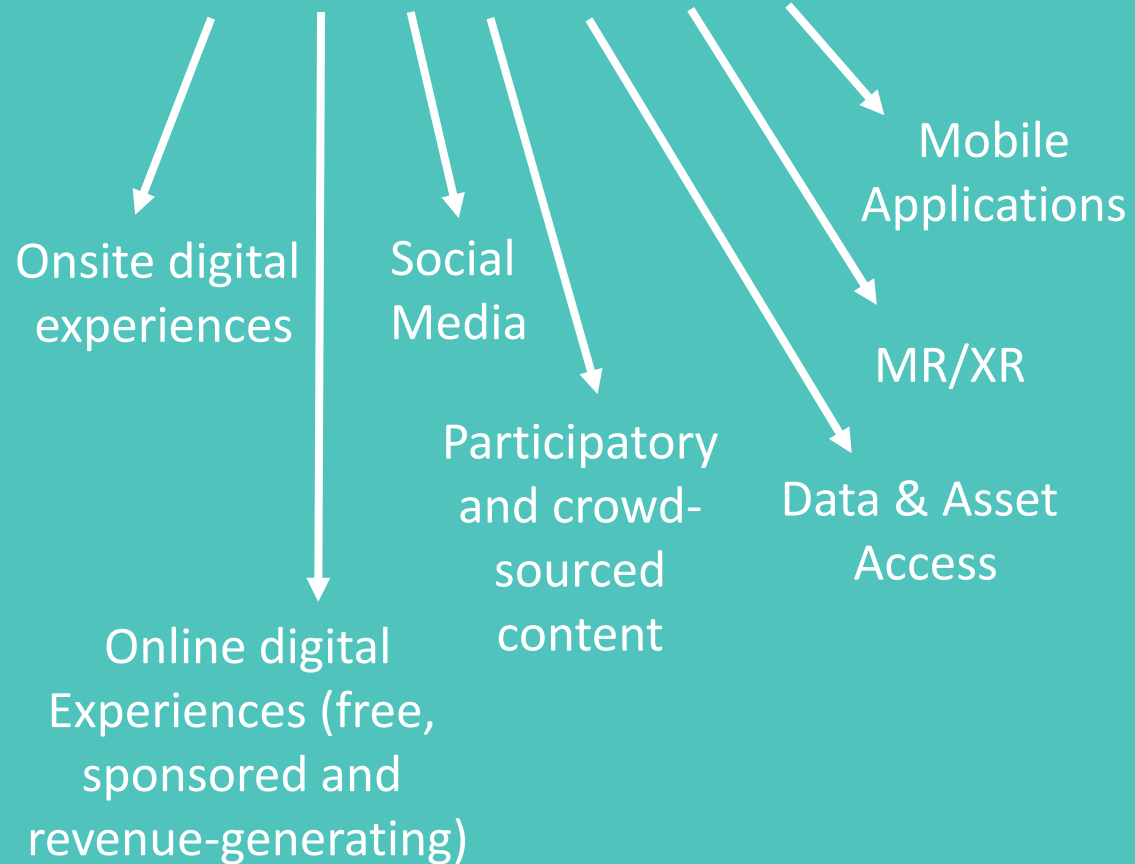


It can all seem overwhelming

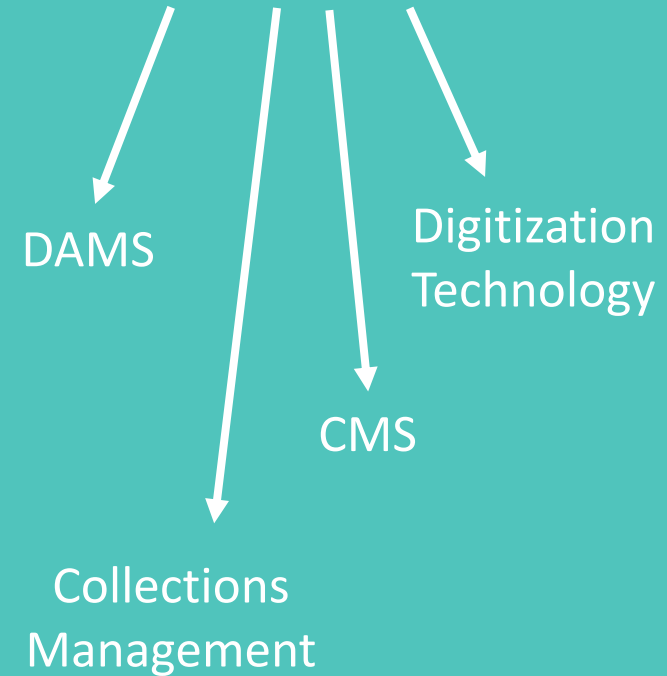
Communication

Storage/Management

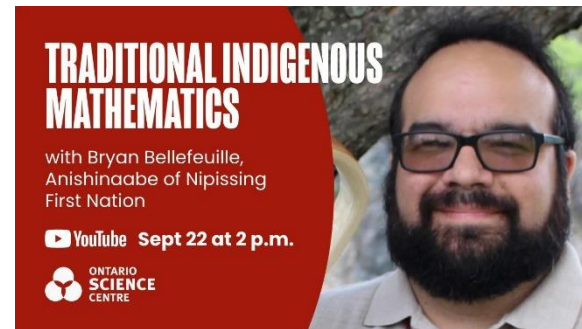
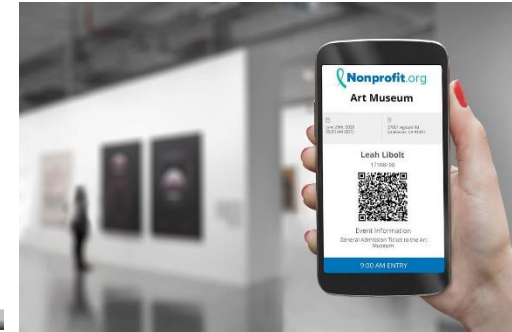
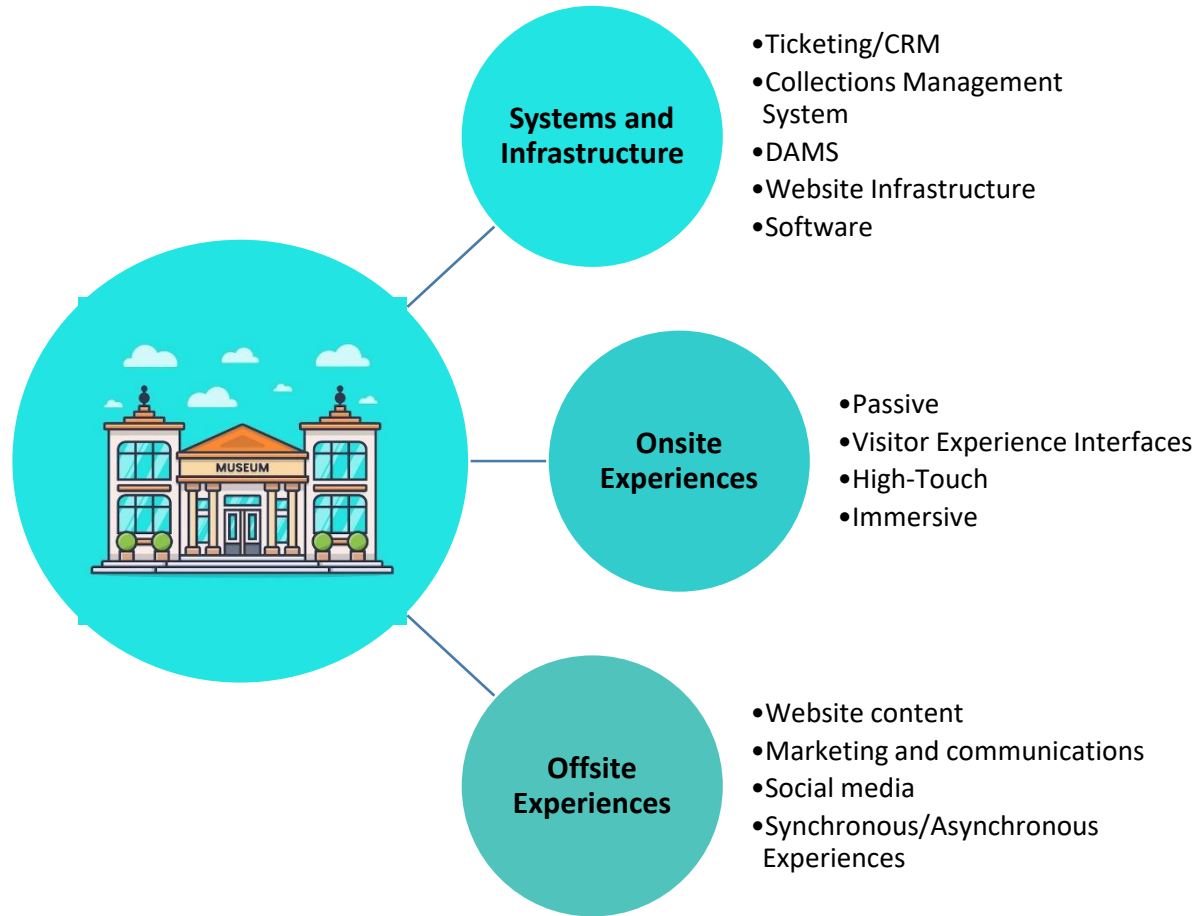
## Communication



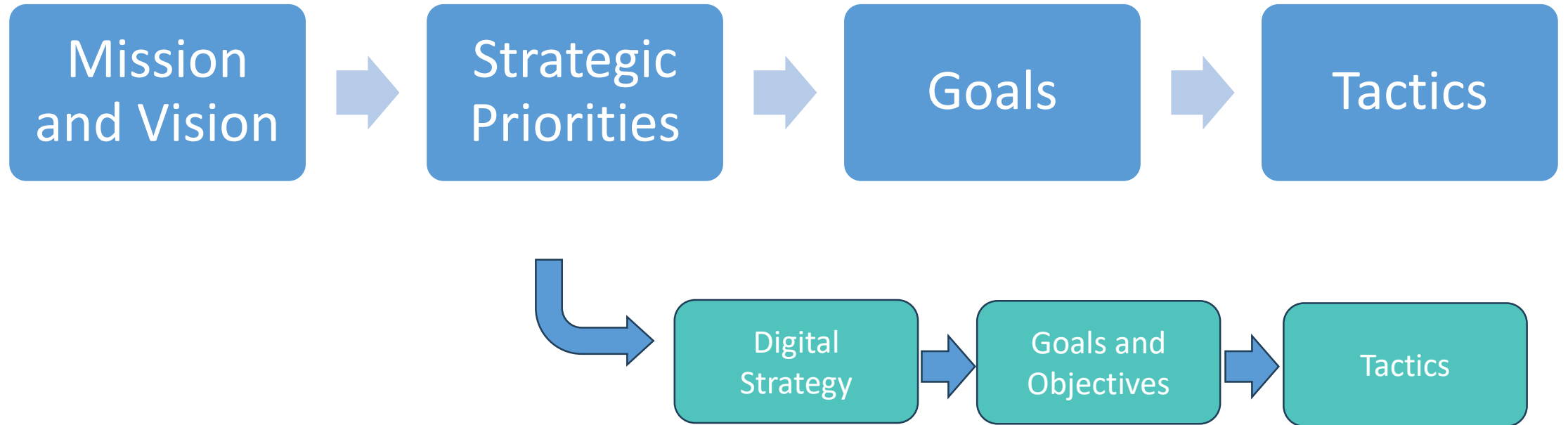
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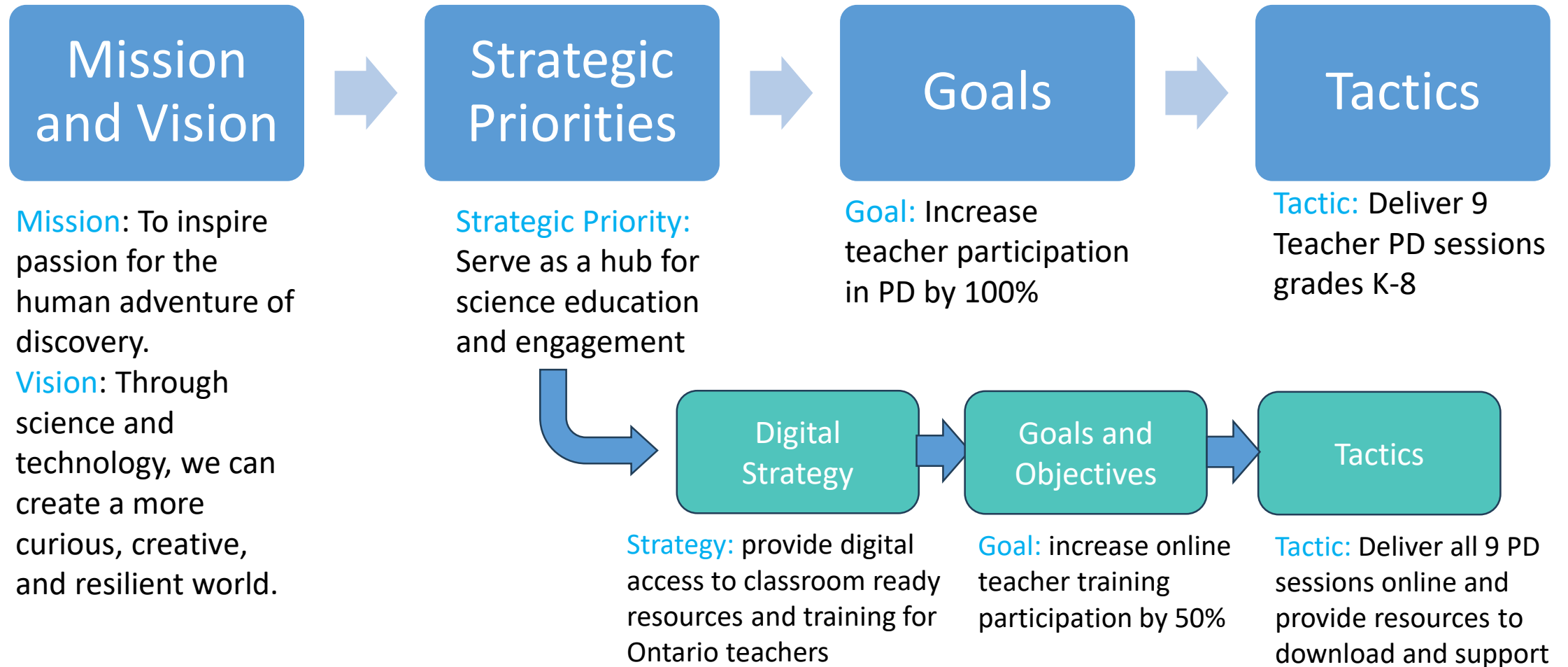
# How is Digital Organized in a Museum?



# Where Your Digital Strategy Fits

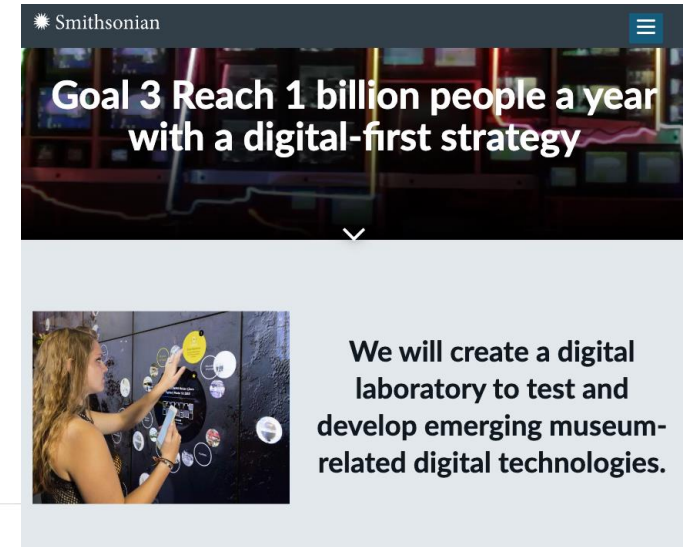


# Where Your Digital Strategy Fits



# Building a Digital Strategy for Your Museum

- It can take the form of a document
- It can be online
- It can be public or private
- But it must be:
  - Connected to your Strategic Plan
  - Short-lived (revisited frequently)
  - Attainable
  - Measurable
  - Integrated



Harness the potential of digital

## CONTEXT

### DIGITAL ENVIRONMENT

Museums operate at their touch points with their audiences. Digital is increasingly a component of all visits and a visit in its own right. Digital is changing audiences' behaviour and reshaping their museum experience:

- Audiences' experience of digital is increasingly seamless and breathtaking, and their expectations of digital in museums is accordingly high
- The lifecycle of digital is reducing, and technologies feel dated to audiences, ever

# Digital Strategy: The Ontario Science Centre

## **Mission:**

To inspire passion for the human adventure of discovery.

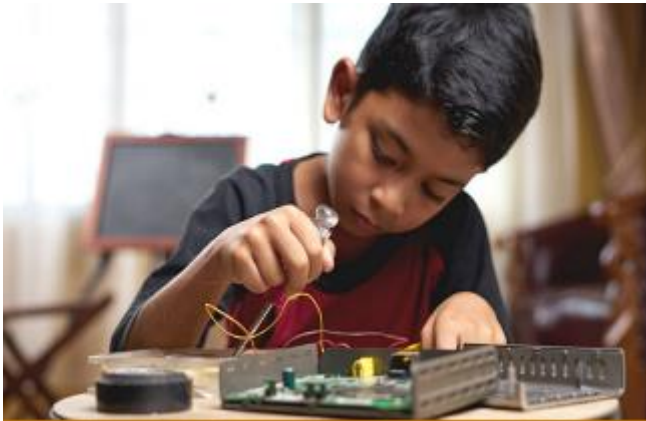
## **Vision:**

Through science and technology, we can create a more curious, creative, and resilient world.



# STRATEGIC PRIORITIES

## HUB FOCUSED ON SCIENCE EDUCATION AND ENGAGEMENT



Serve as a vibrant **hub of innovative partnerships focused on science education and engagement** – inspiring and engaging teachers and students with learner-centered approaches, and directly and measurably contributing to Ontario’s STEM and innovation pipeline.

## HELP TO BUILD SCIENCE CAPITAL



Drive awareness, engagement and participation in science and innovation in *everyone* we serve – **helping to build science capital in our society and supporting strong citizenship**

## BROADEN OUR REACH



**Broaden our reach** as a loved and trusted source of family-focused fun and interactive in-person and virtual science experiences – serving as a premier destination in the province’s cultural tourism landscape and contributing to a strong Ontario economy

## FINANCIAL RESILIENCY/SKILL ACQUISITION



**Build the team, culture and resources** to ensure financial resiliency and the ability to excel in achieving our mission and priorities.

# The Pandemic: Digital Engagement



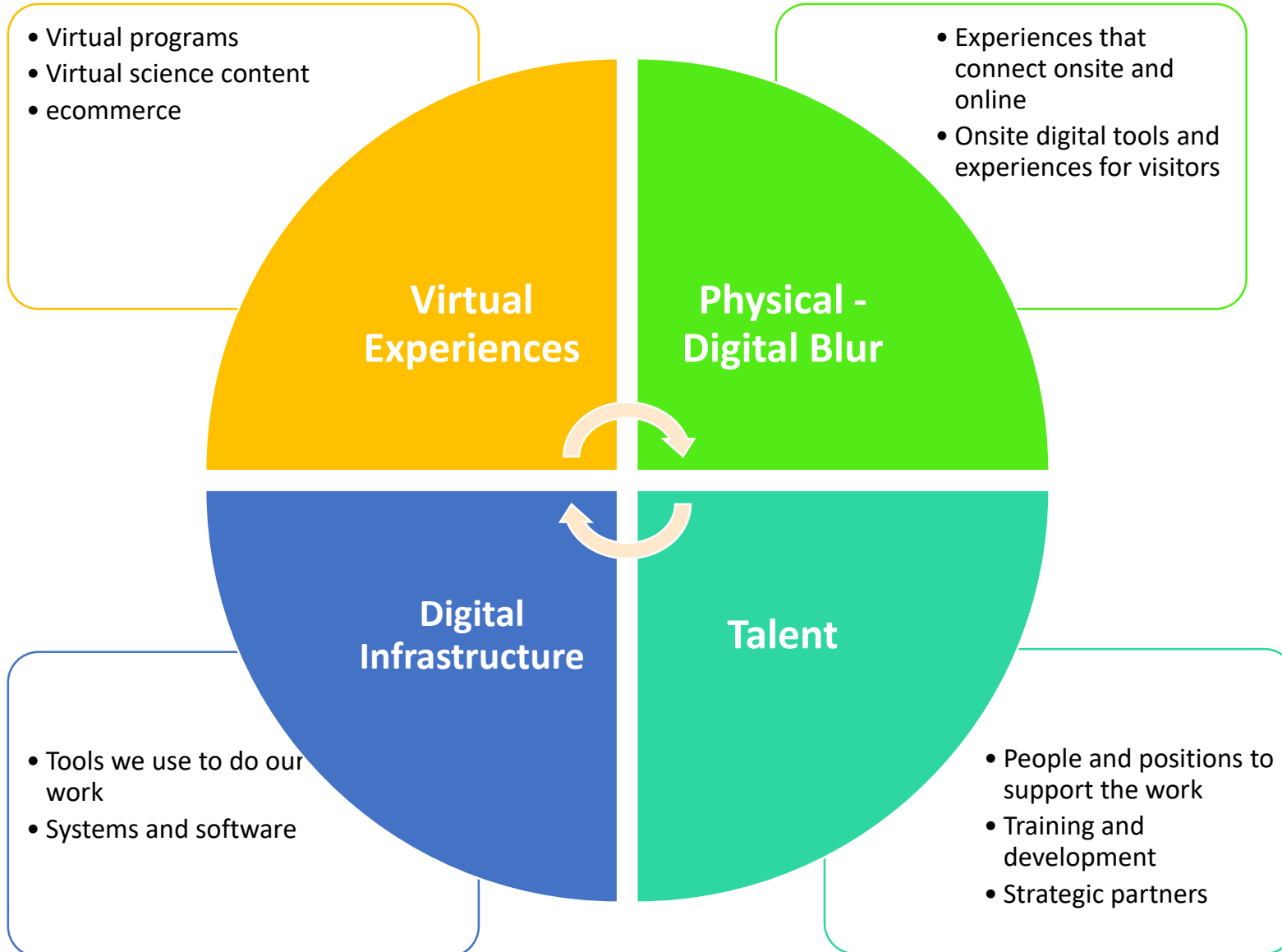
#城市串吧  
【城市串吧】 2021年11月13日



# Commitments

- We will produce virtual experiences for our audiences using our website and digital channels
- We will support our work with digital tools and services that allow flexibility and efficiency
- We will continue to produce physical digital content and experiment with new digital tools to be ready for reopening of the physical museum

# Creating a Strategy



# Translating OSC's digital ambition into portfolio of digital initiatives



## Firepit

Set the foundation for all digital efforts



Develop foundation and enablers as needed



## Tinder

Small fixes and wins that help create a spark



Move fast to create quick value



## Kindling

Bridge to your broader digital ambition



Take time to shape these initiatives & then execute



## Firewood

Long-term experiences & offerings that deliver on aspiration



Explore opportunities in more detail, and then shape and execute

**Balanced:** Portfolio must be balanced across 4 categories and must align with aspiration meaning a focus on performance optimization and experience innovation and just a small sample of market reinvention

**Realistic based on capacity:** Portfolio timeline must be sanity checked against OSC's capacity for change and ability to deliver on digital initiatives

# Wave 1 Initiatives - Get started and prove that digital is possible for OSC

## Digital initiatives



### Performance Optimization

- Digital signage
- Website improvements
  - Up to Date Website with Showtimes and Info on Live Events
  - Virtual tour
  - Online Exhibit Descriptions / Translations
- QR code-based locker payment



### Experience innovation

- Bring AR into existing exhibits
- Online DIY Activity Packs
- Visit Planning and Itinerary App
- Facilitate sharing of OSC Experience on Social Media



### Market reinvention & Alternate Business Models

- Online and Physical OSC Store
- Sell Science Kits with Activity Plans

## Enablers

### Core Tech

- Financial System Replacement
- Ticketing System Upgrade
- Digital Asset Management System (DAMS)
- Cloud foundation and architecture

### Enterprise agility

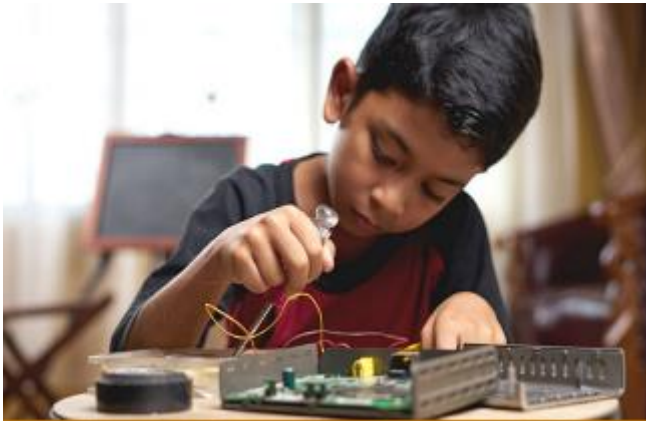
- Digital Procurement Process Transformation
- Culture transformation
- Agile & design centric methods & spaces

June 2024 to  
Present



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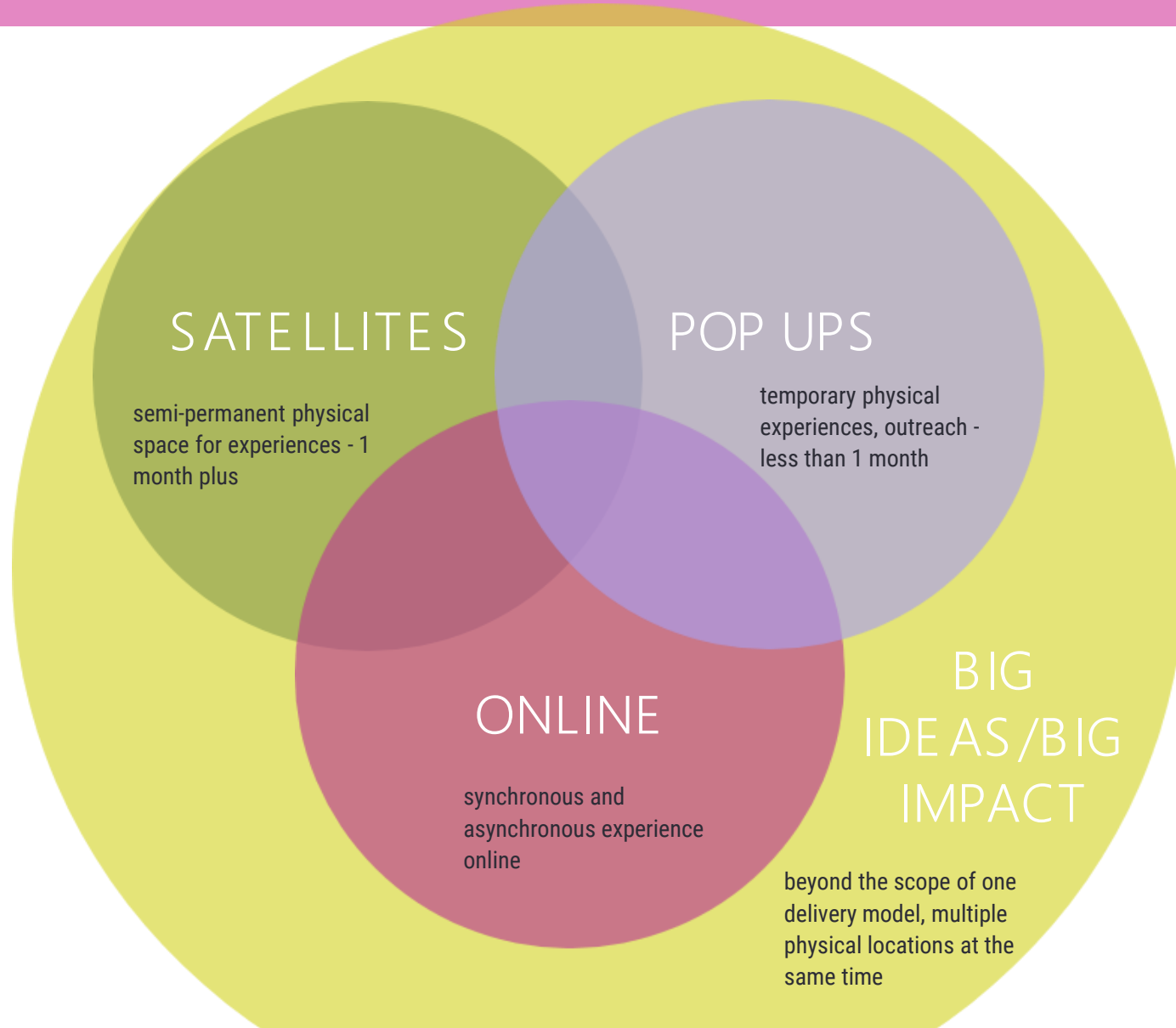
# Broaden Our Reach

## Guiding Principles

- Enhance Accessibility and Engagement for Core Audiences
- Strengthen Community Connections with a Focus on Learning
- Embrace Audience-Centric Innovation for Learning and Play
- Secure Resilience and Partnerships

## Who We Serve

- Children
- Families
- Caregivers without Children
- Educators
- Students (K-12)



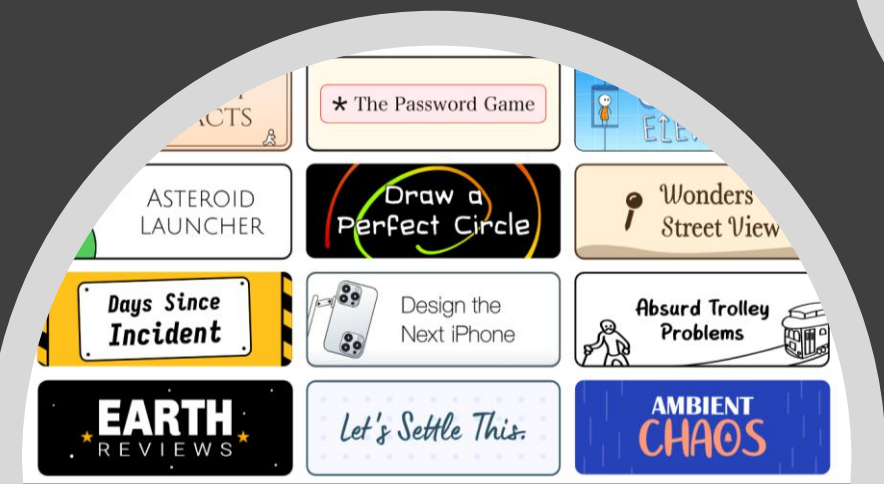
BROADEN our REACH



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# Online

synchronous and asynchronous experiences online (website, social media, co-creation platforms, teacher resources)



# Questions

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