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Faculty Advisor: Heidi Lung Date: May 2017

Edgewood Museum Project
Recommendations for
Content Managment and Communications

THE UNIVERSITY OF IOWA
IOWA INITIATIVE
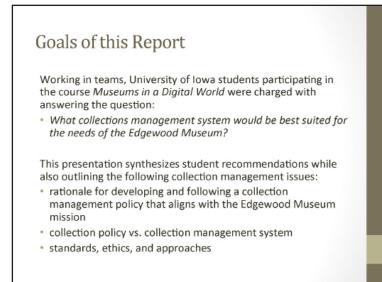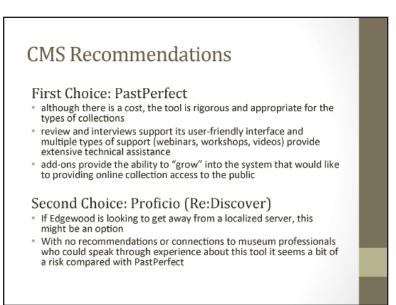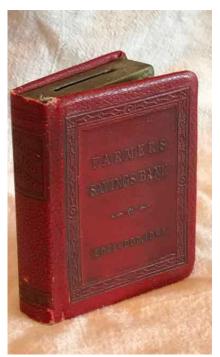FOR SUSTAINABLE COMMUNITIES

ECIA

PROJECT STATEMENT

The community of Edgewood has been working to establish the Edgewood Historical Museum, which will be the community's first opportunity to display their rich historical documents and items. A local non-profit group was recently gifted the use of a historical building in which to house the museum, and structural renovations are currently underway to make the museum a reality. The community desires to prepare exhibits for the new museum that provide interesting and educational interpretations of the documents and items they have to display.

Through the IISC partnership, students first conducted research to educate Edgewood Museum representatives about digital tools available for managing collections. Students developed a report that recommends a digital tool aligned with best practices in the field and the specific needs of the Edgewood Museum. For the second class initiative, students developed a comprehensive communications plan that includes social media. This plan will considered the Edgewood Museum mission and vision, audience, and communication strategies currently in use.

Top left: the future site of the Edgewood Museum; *Top middle and left*: Art Johnson visits with UI students during a site visit; *Bottom*: Examples of social media posts created by UI students.

Left: Three images of artifacts donated to the Edgewood Museum. *Right*: A post from the Edgewood Museum Facebook page.

KEY ACTIVITIES & CONCLUSIONS

- Each student team developed a Google Site that a platform for professionally presenting the reports to the collaborating organizations as well as a digital portfolio for students' work.

- The top recommendation for a content managment system is PastPerfect.

- A communication plan was designed to create a dialogue within Edgewood and the surrounding community about the museum. As the museum grows, the plan helps encourage active community participation in donating collection items and building exhibitions.

- "Heritage" and "History" are the two recommended themes for external communication. "Heritage" connects local residents to past residents and traditions, particularly for generational families. "History" focuses on sharing the geographical, social, and political history of the Edgewood area.

- An accompanying action plan provides and tasks for implementation.

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