Cultural Futures — Case Study Prep

NEW INC is partnering with MCN (Museum Computer Network) and the Knight Foundation to build a web-based collection of case studies documenting cultural organizations' uses of new technology. The goal is to create an open exchange of knowledge and insights that can help the whole sector grow into the future.

Use the below list of questions to prepare materials for your institution's case study. When you're ready to submit your responses, use this link: cultural-futures.org/submissions

Project Information

Project name
If it doesn't have a name, just describe it in a few words.

Summarize the project in a short blurb
Describe what you created and how it worked.

What were the goals behind your project?
Tell us more about what drove you to pursue this project, and what you hoped it would accomplish.

What technologies were used/created for this project?
You'll be able to choose from a list of technologies, or write your own.

Who helped make this project happen?
This is a space to shout out your key collaborators, vendors, and/or funders. If you'd like to shout out anyone directly, list their names, roles, and titles/affiliations. Or, you could simply list departments/teams.

What was this project's overall budget?
Ballpark estimate is fine.

How did you fund this project?
Existing budget, fundraising, grant, or another source…?

From start to finish, about how long did this project take?
Ballpark estimate is fine.

What keywords best describe the project?
You'll be able to choose from a list of keyword tags, or write your own.

Outcomes & Takeaways

Your answers to the next questions will help others who are considering taking on similar projects, so please share as much background information, analysis, and advice as possible. :)

Briefly describe your project's timeline and development.
How did you get started with this project, and how did the scope evolve as you moved it forward?

What do you think went really well?
Share examples of what felt smooth, positive, and effective with this project.

What were the outcomes?
We'd love for you to share any measurable outcomes that showcase your project's impact, such as audience engagement metrics, website visits, downloads, etc. Note: if you don't have access to these numbers, ask someone from your marketing/web team for help!

What was *most* helpful in pulling this project off?
Share what was fundamentally important in making this project a success, such as necessary staffing support, must-have integrations, or anything else that was key in making it happen.

Based on your experience, what advice do you have to share?
Hindsight is 20/20! For others considering a similar project, what would you advise them to look out for?

Do you plan to continue this project?
Let us know if what you created will become a regular part of your ongoing operations, or if it was a one-and-done experiment.

Media & Attachments

To make your submission shine, we'll ask you to include the following:

- 5-10 images and/or videos showing off the project, including a mix of process documentation and final installation shots if possible.

- A few links where people can learn more about the project. Things like the project's marketing website, app download link, news/press, and even Github repositories or other open-source materials are great.

...and that's it!

When you're ready to submit, head to: cultural-futures.org/submissions