

ask about art and we'll answer right now

Brooklyn Museum

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Why is graffiti featured
in the Museum?

Believe it or not, these works were made specifically for exhibition in an art gallery. In the early 1980s, graffiti art was everywhere, and some influential art dealers approached NYC graffiti artists and asked

How did Egyptians
manage to
preserve all
this stuff?

Great question! And one that has a few answers. Egyptians were very interested in the after life, believing that the world after death was very similar to the one they lived in. So they intentionally preserved their physical bodies (in the form of a mummy) as well as food, furni

How did Judy Chicago
make ceramic lace?

It's a pretty interesting process called lace porcelain. The lace is saturated with porcelain slip and fired, converting it into porcelain. Judy Chicago has studied this ancient art-making technique intensively over the course of her career.

ASK Brooklyn Museum

Team Engagement Manual

March 2016

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March 2016 Version: updated by Jessica Murphy with assistance from Stephanie Cunningham, Andrew Hawkes, Megan Mastrobattista, Zinia Rahman, and Elizabeth Treptow

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INTRODUCTION

ASK as a tool for engaging with Brooklyn Museum visitors

The ASK app is an app that allows visitors to exchange messages (very similar to texting) with members of the ASK Audience Engagement Team. When visitors send messages, the ASK Team has immediate access to the information on the objects the visitor is close to via the back end of the ASK app (the “Dashboard”). Team members additionally have access to information via the ASK Wiki.

The primary purpose of the app is to engage visitors with the art that they encounter on their visit.

ASK as an on-going experiment and driver of data

Because ASK is the first project of its kind it means that all who are involved will be part of shaping and defining what it is, and how it will be used. Data collection and analysis is inherent in this process. As a Team member you are on the frontlines of the project, and the interactions and experiences that you have with the project are integral to shaping the future of the project. As such, a large part of your responsibilities include documenting and analyzing your experiences. For example, as a Team member you will need to document data about where you are sitting; you will need to document when you’ve had a good chat; and contact Tech when you’ve encountered a bug on the Dashboard. While this type of data collection and analysis is time consuming, it is an essential part of the job, and elemental to the future of the project. This type of data collection has already helped to build this training manual, and will continue to help it will help to establish resources for best practices.

ASK as a tool for collection research

Creating easily accessible research tools and resources are essential to the ASK project. Each Team member is responsible for conducting research on collection areas and for preparing for special exhibitions. Each Team member shares that research by creating object wikis and exhibition wikis, by assisting fellow Team members with live chats, and by conducting follow-up research on previous chats through the creation of Snippets (see Snippet section, page TK).

GOALS for ENGAGEMENT

Once a visitor sends us a message, our goal is to engage them in way that supports and encourages:

- closer looking:
 - Visitor notices details
 - Spends time looking at the object

- deeper exchange with the art object
 - Visitor leaves with information they did not have
 - Visitor makes their own interpretations about the object

- personal connection with the art object
 - Visitor connects with prior knowledge/memory
 - Visitor remembers the object (we can't, of course, measure this! but we can hope for it...)

- making connections to other works in the collection
 - Visitor relates the object to another work in collection either on their own, or through our recommendation

ASK TEAM RESPONSIBILITIES

Wednesday – Sundays, when the ASK app is “live”

- Responding to visitors via app
- Generating Snippets (Phase I)
- Editing Snippets (Phase II)
 - Tagging snippets with + ADD OBJECT
 - Tagging snippets with + ADD TAG

As time permits

- Editing Snippets (see Snippet Instructions and Style Guide, page TK)
 - Editing for content/added research
 - Taking notes for later reflection (using this [template](#))
- Special exhibition research
 - Identifying source material, adding to [shared folder](#)
 - Generating special exhibition wikis
- Generating and collection area wikis

Tuesdays

- Editing Snippets (see Snippet Instructions and Style Guide, page)
 - Editing for content/added research
 - Taking notes for later reflection (using this [template](#))
- Special exhibition research
 - Identifying source material, adding to [shared folder](#)
 - Generating special exhibition wikis
- Generating and collection area wikis
- Planning and preparing for Time with Art session (Team member-led gallery sessions focusing on content and engagement strategies; see full description on page TK)
- Team Check-In Meeting
- Scheduled gallery/exhibition tours with curators

HELPFUL TERMS

Following are a list of terms that will be helpful to know when navigating this manual and in your experience as an ASK Team Member.

DEFINING TERMS

- **Dashboard:** the software/platform back-end of the ASK app. This is the portal through which the ASK Team sends messages to visitors
- **Chat:** a series of messages sent between ONE visitor and one or more Team members
 - Initial message
 - Opening prompt
 - First response
- **Message:** an individual message sent either by visitor or Team member
- **Snippet:** a series of messages focused around one object/idea between a visitor and Team that has been edited and attached to an object ID
- **Beacon:** small devices attached to gallery walls that use “location-aware technology” (via BlueTooth) to tell the dashboard which gallery a visitor is standing in and what works of art are nearby
- **Beacon results:** images of works in a specific gallery, tagged by accession number, that are shown on dashboard in order to contextualize a visitor’s chat messages

GETTING STARTED – Downloading the ASK App

Instructions for downloading the app, and troubleshooting for any challenges visitors may have downloading the app.

Step 1: Join Brooklyn Museum wifi and “accept” portal conditions

- Go to settings > wifi > brooklynmuseum

Step 2: Download ASK

- For iPhones: go to Apple App Store and search “Brooklyn Museum”
- If users have trouble remembering their apple ID
 - They can reset it here <https://iforgot.apple.com/password/verify/appleid>
 - Or Google “reset apple ID”
- For Android: go to Google Play Store and search “Brooklyn Museum”
 - Sign in through Google account

Step 3: Open ASK app

- At prompt, allow location services
- At prompt, allow notifications
- Turn on bluetooth (from system tray, swipe up)

ASK requires the following settings to work, so if ASK is not working check to make sure the following are enabled (or at least the two required are enabled):

- Bluetooth
 - REQUIRED
 - This tells us where a visitor is standing in the Museum and shows objects on the dashboard.
 - Settings > Bluetooth > On (or use System Tray)
- Location Services
 - REQUIRED
 - This service “activates” ask when a user comes inside the building. If it’s not on, users won’t see the start screen.

- o Settings > Privacy > Location Services > Ask BKM > While Using
- Wi-Fi
 - o Optional
 - o We don't have cell signal in all areas of the building, so joining our free wifi means a fast and consistent connection throughout the museum.
 - o Settings > Wi-Fi > BrooklynMuseum
- Notifications
 - o Optional
 - o This lets us tell users when we've answered their question, so they can put the phone down during their visit and get a buzz when we've responded. They won't receive any other notifications other than "we've answered your question."
 - o Settings > Notifications > BklynMuseum > Allow Notifications

TROUBLE SHOOTING FOR CAMERA (ACCESSING PHOTOS)

CAMERA SETTING BUG

Some people (not very many) revoke the camera access to apps and/or inadvertently answer "no" when prompted that our app needs to use the camera. Next time this happens, check

Settings > Privacy > Camera > Ask BKM

Make sure that's set to ON (it should be green).

GETTING STARTED – Running the Dashboard

In order to run the Dashboard and interact with visitors through the ASK app, it is essential that you have the correct windows open, and sites available. It is best if you have TWO windows open: **one window with JUST the Dashboard**, and one window with your reference tools.

Window 1: Dashboard

- Dashboard: <https://dashboard.brooklynmuseum.org>

Window 2: Reference sites and open documents

- Wiki: <https://brooklynmuseum.atlassian.net>
- Collection online: <https://www.brooklynmuseum.org/opencollection/collections/>
- Special exhibition folder on Google Drive (ASK TEAM > Special Exhibitions):
https://drive.google.com/drive/u/1/folders/0B_cLN6uHPm0qflBGRXZqV1ZBN3VwMHFMZFBjUm9LQ0hDVUVUTIRrQTRhTk5GSGQ1RlhKc2s
- Brooklyn Museum website feature for Judy Chicago's The Dinner Party: https://www.brooklynmuseum.org/exhibitions/dinner_party
- Brooklyn Museum building history: <https://www.brooklynmuseum.org/features/building>
- ...and any other reference sites you might find helpful

ONBOARDING (Welcome) AND OFFBOARDING MESSAGES

Every morning that the Museum is open, the dashboard needs to be turned “on” for users. In the blue menu bar at the top of the screen, click “Admin.”

On days when the Museum is open, set just before 11 a.m.:

“We’re a team of art historians and educators here to answer your questions and chat about the art you see.”

Just before the Museum closes, at 5:55 (or 9:55 on Thursday nights)

“We’re a team of art historians and educators here to answer your questions and chat about the art you see.”

WHAT YOU'LL SEE ON THE DASHBOARD SCREEN

Left panel:

- Incoming chats enter the queue in the “Activity” pane. A new chat appears as a green rectangle. After two minute it turns red, as a warning that it needs to be answered quickly.
 - Each chat is assigned a number.
 - Each user/visitor is assigned a randomly generated ID number, visible at the top of the screen.
 - Each visitor is identified with an apple icon (for iPhone) or a green android icon (for Android).
 - If the user is a repeat visitor, the blue “Show History” button can be clicked to show that person’s past visits/chats.
- Two buttons at the bottom: “Return to Queue” and “Claim Chat.” If you wish to accept the chat and reply to it, click “Claim Chat.” If you wish to pass the chat to another team member, return it to the incoming chat queue so another person can claim it.
- After sending a reply, click the red button to “Close Chat.”
- If you’ve closed a chat but you want to make it active again, click “Chats” in the blue bar at the top of the screen. Then click “Unprocessed Chats,” find your chat, and click on it.
- If you claim a chat but do not type a reply, leave your desk, etc., after a few minutes you will see a message asking whether you’re still there.

Right panel:

- At top, the visitor’s Museum location appears in yellow type.
- “Preview” and “Next” buttons in blue. These allow us to toggle to beacon results in adjacent galleries. This feature is helpful in case the beacons are misfiring and the visitor’s given location is slightly incorrect.
- Images of works of art in the visitor’s current gallery location appear when a visitor sends a chat message). They are gathered by the beacon nearest to the visitor.
 - The images/works are arranged with the works that have generated the most snippets at the top of the panel.
- Each image can be clicked for further information about that object.
 - “Tombstone” information (artist, title, date, accession number, etc.) and label text drawn from the Museum’s Collection Online.
 - Snippets from any previous chats the Team has had with visitors about this object. A link to a research wiki about that object, if the Team has created one.
 - They are ranked by editorial status: “curator vetted” snippets will appear at top, with unapproved chats lower on the screen.
- You can also search the current beacon results with the “Filter Search Results: box at the top of the panel, e.g. if you are looking for a particular title or artist.

RUNNING THE DASHBOARD -- Strategies for Meeting Our Engagement Goals

Not every exchange we have with visitors will have all of these elements, but through the way we interact with visitors we hope to encourage at least one of the above with every exchange. How do we encourage this type of engagement through ASK? Through usage and experimentation, we have developed strategies (detailed below) that we will continue to develop and refine.

ELEMENTS OF CHATS:

- Opening prompts

These are the very first **auto-fire messages** a visitor receives when they open the app:

During Museum hours:

"We're a team of art historians and educators here to answer your questions and chat about the art you see." Followed by: "Find a work of art that intrigues you. Send us a photo."

When the Museum is closed:

"We're a team of art historians and educators here to answer your questions and chat about the art you see." Followed by: "ASK is available during Museum hours. We look forward to chatting with you during your next visit."

- Initial message from visitor

This is the first message the visitor sends, and our first contact with the visitor. The visitor will receive **two more auto-fire messages** acknowledging this:

"Got it! There may be a few people ahead of you. So, give us a sec to connect with you." Followed by: "Feel free to put the phone down and look at art. We'll send you a notification when we've responded."

- First response

This is the Team's first response back to the visitor.

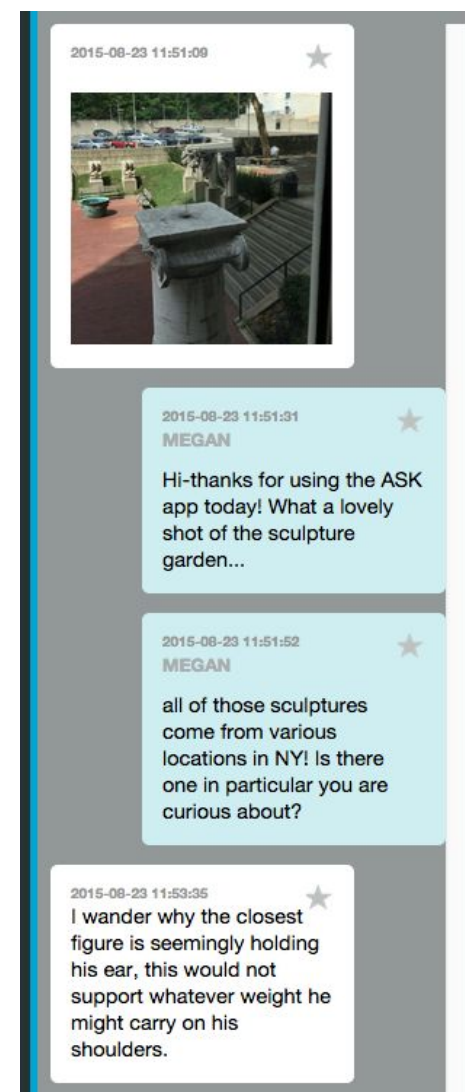
TYPES OF FIRST RESPONSE

We have used a consistent opening prompt from the start of using the app, “Find a work of art that intrigues you. Send us a photo.” Based on this opening prompt, we have identified three types of messages. Our strategies for our first-response and follow-up responses are based on these three types of initial messages:

- Visitor sends a photo without a question
- Visitor sends a photo with a question or comment
- Visitor sends a question or comment without a photo

Visitor sends a photo with no question – EXAMPLE 1

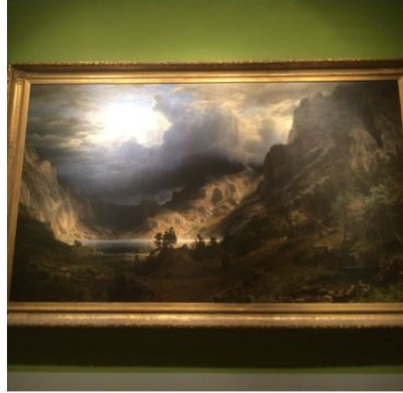
Opening prompt	“Find a work of art that intrigues you. Send us a photo.”
Initial message from visitor	Photo
First response from Team	Information OR (if you do not have immediate info to share) “I am going to send you some information in a minute. While I type that out is there anything in particular that intrigues you about it, or do you have any questions?”
Follow-up response from Team	Follow up with either: <ul style="list-style-type: none"> ● Detail for them to look for on object ● A question linking info to object, e.g. Does that info change the way you see it? ● “I have more information about it, and I would be happy to share, just let me know!”
When the exchange about the work of art has finished, or if there is no response	“If you have any other questions, thoughts, or opinions about any of the art you see, just send us a message and we’ll respond.”



Visitor sends a photo with no question – EXAMPLE 2

Opening prompt	“Find a work of art that intrigues you. Send us a photo.
Initial message from visitor	Photo
First response from Team	Information OR (if you do not have immediate info to share) “I am going to send you some information in just a minute. While I type that out is there anything in particular that intrigues you about it, or do you have any questions?”
Follow-up response from Team	Follow up with either: <ul style="list-style-type: none"> ● Detail for them to look for on object ● A question linking info to object, e.g. Does that info change the way you see it? ● “I have more information about it, and I would be happy to share, just let me know!”
When the exchange about the work of art has finished, or if there is no response	“If you have any other questions, thoughts, or opinions about any of the art you see, just send us a message and we’ll respond.”

2015-08-22 14:51:01 Major: 5315, Minor: 62188 ★



2015-08-22 14:52:33 ★

MONICA

Hi, thanks for trying out the app! I see you're at the Bierstadt. This painting was a result of an expedition that he took to Colorado. He made multiple sketches, and brought them back to his studio here in NY and completed the painting.

2015-08-22 14:52:58 ★

MONICA

Is there anything in particular that you wanted to know about the painting, or anything that intrigues you?

2015-08-22 14:54:16 Major: 5315, Minor: 8889 ★

I'm so blown away by the contrast of light and dark and the details I missed upon initial viewing in the foreground.

2015-08-22 14:57:44 ★

MONICA

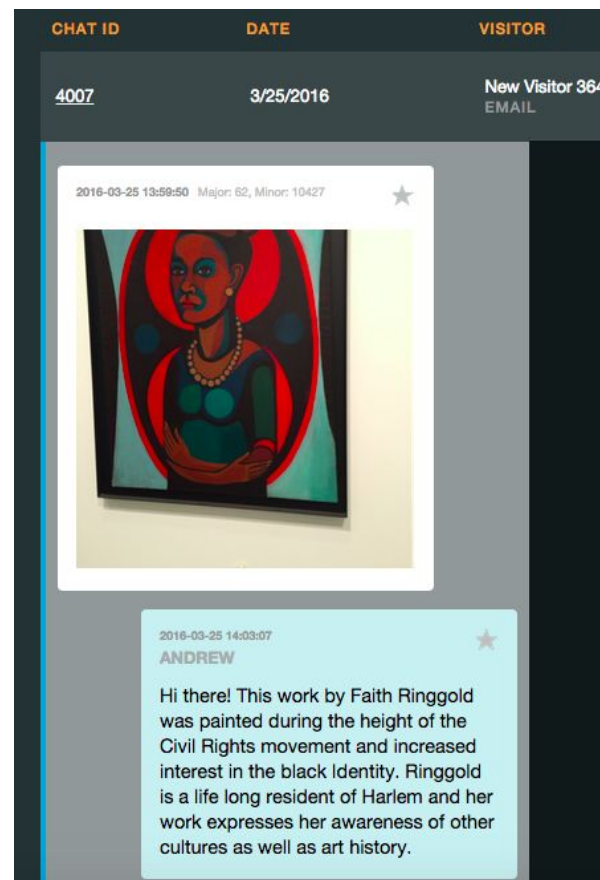
Yes, I love those details! Especially that you don't notice them at first. There is a fun trick to do when viewing this work - would you like me to share it with you?

2015-08-22 14:58:54 Major: 5315, Minor: 8889 ★

Yes please!

Visitor sends a photo without question or comment – EXAMPLE 3


Opening prompt	“Find a work of art that intrigues you. Send us a photo.”
Initial message from visitor	Photo
First response from Team	<p>Identification of work PLUS information</p> <p>OR</p> <p>(if you do not have immediate info to share) “I am going to send you some information in just a minute. While I type that out is there anything in particular intrigues you about it, or do you have any specific questions?”</p>
Follow-up response from Team	<p>Follow up with either:</p> <ul style="list-style-type: none"> ● Detail for them to look for on object ● A question linking info to object e.g. Does that info change the way you see it? ● I have more information about it, and I would be happy to share, just let me know!
When the exchange about the work of art has finished, or if there is no response	“If you have any other questions, thoughts, or opinions about any of the art you see, just send us a message and we’ll respond.”



Visitor sends a photo with a question or comment

Opening prompt	“Find a work of art that intrigues you. Send us a photo.”
Initial message from visitor	Photo with question
First response from Team	A brief answer to the question
Following response	Information OR Personal opinion/interpretation OR Question
When the exchange about the work of art has finished, or if there is no response	“If you have any other questions, thoughts, or opinions about any of the art you see, just send us a message and we’ll respond.”

2015-08-23 14:38:37 Major: 55, Minor: 19402
What the name of the art? ★



2015-08-23 14:41:58
MONICA ★
Hi! Thanks for trying out the app. This is a fragment from the inside of the tomb. It shows two figures carrying offerings - Do you see what they are holding?

2015-08-23 14:43:53 Major: 15, Minor: 36548 ★
Yes

2015-08-23 14:44:35
MONICA ★
It's hard to tell what they are carrying, and scholars believe that they were food covered in cloth, to be used as offerings.

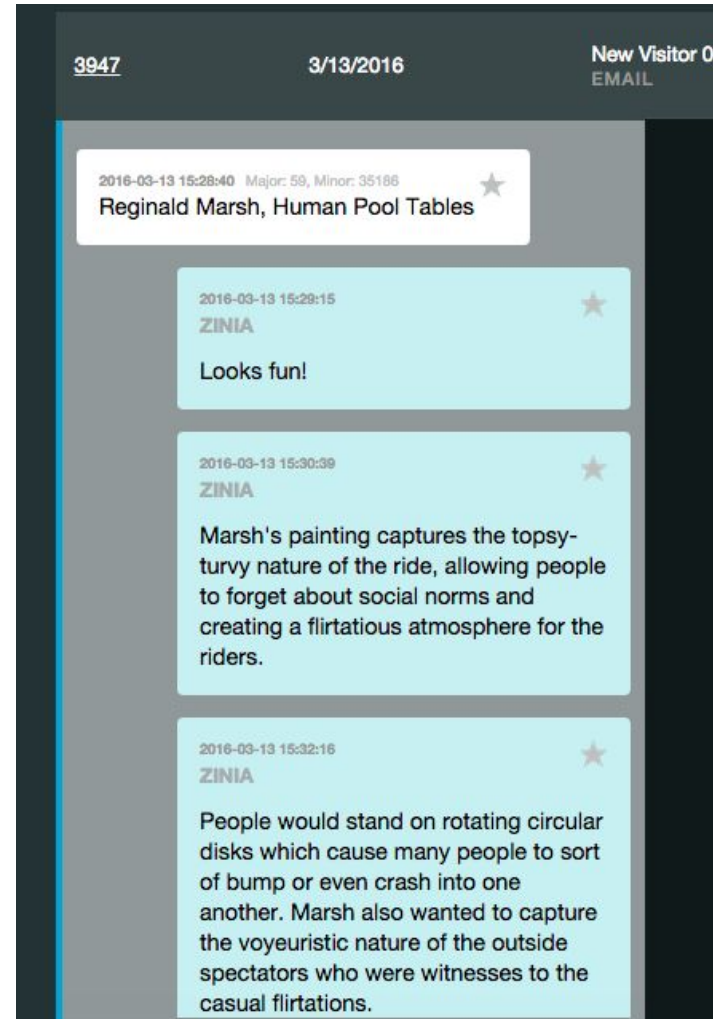
2015-08-23 14:48:00
MONICA ★
I really like this relief because you have a sense of what their whigs looked. It would have been part of painting that included a long procession of women.

2015-08-23 14:48:45 Major: 52, Minor: 40316 ★
Oh good to know Abt it

2015-08-23 14:48:04
MONICA ★
Let us know if you have any other questions as you're going through. Going through the Egyptian galleries you'll see many of the figures carrying or holding different offerings - and sometimes you can tell what type of food it is.

Visitor sends a question or comment without a photo, EXAMPLE 1

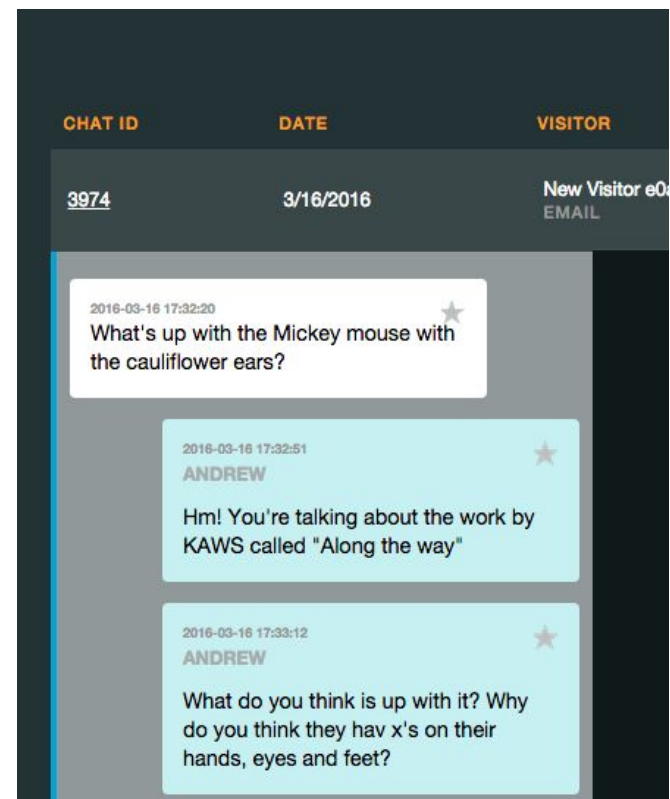
Opening prompt	“Find a work of art that intrigues you. Send us a photo.”
Initial message from visitor	Text with no photo: visitor has identified the work of art he/she is interested in
First response from Team	Brief information about the object
Following response	Information OR Personal opinion/interpretation OR Question
When the exchange about the work of art has finished, or if there is no response	“If you have any other questions, thoughts, or opinions about any of the art you see, just



	send us a message and we'll respond."
--	---------------------------------------

Visitor sends a question or comment without a photo, EXAMPLE 2

Opening prompt	"Find a work of art that intrigues you. Send us a photo."
Initial message from visitor	Text with no photo: visitor has not yet identified the work of art he/she is interested in
First response from Team	Identification of work: artist, title, era, etc.
Following response	Information OR Personal opinion/interpretation OR Question
When the exchange about the work of art has finished, or if there is no response	"If you have any other questions, thoughts, or opinions about any of the art you see, just send us a message and we'll respond."



Continuing the Conversation

Our first concern is to address the visitor's actual question. Any extra information we want to share needs to come after that.

And if you can't find information to answer the question, we should let the visitor know that, then offer to share other info instead (see p. 26, "What Happens When We Don't Know?")

Every response we give offers opens the visitor to continuing looking and make connections. This means that each we response send includes one of the below elements:

- Information with conversational elements
- Personal interpretation/connection
- Question
- Recommendation for other works of art to see
- Invitation for visitor to make his/her own interpretation or personal connection

Over the following pages, you will see examples of how different Team members have used the above strategies to continue the conversation.

Continuing the conversation, EXAMPLE 1: in this conversation you can see how Jessica used information with a conversational tone that invited the visitor to be part of the interpretive and experiential process (follow the conversation over this and the next page).

2015-09-02 15:06:41 Major: 47, Minor: 37690 ★
 The Egypt people believed that they were reborn after death. But what did they believe they were reborn to? The same person? To the same reality? Another "dimension" like Nirvana in Buddhism?

2015-09-02 15:08:09 JESSICA ★
 That's a big question! Please give me a moment to collect my thoughts. :)

2015-09-02 15:08:29 Major: 46, Minor: 18115 ★
 Of course :-)

2015-09-02 15:09:37 JESSICA ★
 They hoped to spend their afterlife in a place called the "duat," which meant "netherworld" -- which they thought to lie below the earth, and to have an entrance somewhere west of Egypt.

2015-09-02 15:10:21 JESSICA ★
 Each person had to undergo certain tests of character and a judgement of his or her life to achieve entrance to the netherworld.

2015-09-02 15:12:04 JESSICA ★
 Once there, the deceased supposedly lived a life very much like their lives in earthly Egypt -- they had the same societal rank that they'd had on earth, and they needed food, shelter, etc. In some cases, their work could even be performed by magical servants called "shabties." (Not too bad, right?)

2015-09-02 15:13:22 Major: 43, Minor: 63069 ★
 I need a shabti, too! ;-)

2015-09-02 15:13:27 JESSICA ★
 This is why food, jewelry, and other important objects were buried in the tombs with the body of the deceased. Even small "shabti" sculptures were included, to act as servants in the afterlife.

2015-09-02 15:13:33 JESSICA ★
 Agree -- I need one here and now!

2015-09-02 15:14:52 JESSICA ★
 Descendants of the deceased would visit the tomb to make offerings (including food), and even later, priests and other ritual experts could be assigned to continue making offerings so that the deceased would still be provided for.

2015-09-02 15:16:14 Major: 44, Minor: 50424 ★
 And why were the entrails of the deceased often stored in vases?


2015-09-02 15:16:48 JESSICA ★
 Those were very important! Did you find the canopic jars in the "mummy chamber" yet? (They're also just very beautiful.)

2015-09-02 15:18:04 JESSICA ★
 One reasons the vital organs, etc. had to be removed -- the body had to be made as dry as possible for preservation through embalming.

2015-09-02 15:18:06 Major: 44, Minor: 50424 ★
 Yes they are! But it seems awkward to store them separately, als they might need them in afterlife.

2015-09-02 15:19:52 JESSICA ★
 Yes -- they did need them later -- but I suppose they still had access, even though the body itself had been filled with herbs and spices and then was dehydrated in salt.

2015-09-02 15:19:56 Major: 39, Minor: 23974 ★
 Found you some shabtis!



Continuing the conversation, EXAMPLE 2: Per the previous page, in this chat you can see how Jessica used information with a conversational tone that invited the visitor to be part of the interpretive and experiential process.

The screenshot shows a chat interface with a dark grey background. The chat history consists of alternating light blue and white message bubbles, each with a star icon in the top right corner. The light blue bubbles are from 'JESSICA' and the white bubbles are from the visitor. The conversation starts with Jessica providing an interesting fact about the Egyptians' view of the heart. The visitor then asks a question about canopic jars. Jessica responds by checking research and providing information about the evolution of jar lids. The visitor expresses interest, and Jessica offers to pass the question to curators. The visitor thanks her, and Jessica provides an email address. The chat ends with the visitor expressing gratitude.

2015-09-02 15:23:32 JESSICA ★
An interesting fact -- the Egyptians thought the heart was the center of intellect *and* emotion, so it was left in the body. (The brain, as an organ, was not considered to have any importance! very different from our own culture.)

2015-09-02 15:23:57 JESSICA ★
I'd take even just one shabti, to help with housecleaning!

2015-09-02 15:24:45 Major: 40, Minor: 55020 ★
Is there a reason why the Middle Kingdom canopic jars had only human heads on it?

2015-09-02 15:28:53 JESSICA ★
That's a good question! I'm checking some publications and research here. The animal-shaped lids were a later innovation...the human-headed lids, as you noticed, began to appear in the Middle Kingdom. I'm not finding any specific explanation for that shift, however...

2015-09-02 15:28:48 JESSICA ★
Another interesting bit of information, however: the canopic jars were brought separately to the tomb, in their own procession, separate from the procession of the mummy. We don't know exactly why!

2015-09-02 15:29:25 JESSICA ★
For the question about the canopic jar heads, if you like, I could pass it along to our Egyptian art curators and e-mail you an answer in a few days.

2015-09-02 15:30:12 Major: 65, Minor: 52351 ★
That would be great!

2015-09-02 15:31:29 JESSICA ★
They are happy to help us out with questions like these, and they are super-specialists. If you'd like to share your e-mail, I can ask them and then reply to you. (We won't share the e-mail to any mailing lists, etc.!)

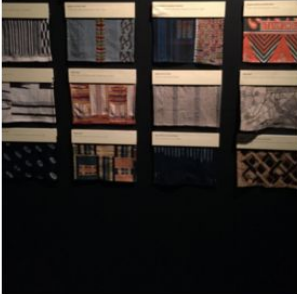
2015-09-02 15:32:36 Major: 65, Minor: 52351 ★
tankred@gmx.de

2015-09-02 15:32:36 Major: 65, Minor: 52351 ★
And thank you for all the information. I've learned a lot today!

Continuing the conversation, EXAMPLE 3: In this chat you can see how Megan shares a response to this installation, invites the user to share his/her personal opinion, and then suggests nearby related works for further viewing.

CHAT ID: 3930 DATE: 3/11/2016 VISITOR: New Visitor EMAIL

2016-03-11 15:24:20 Major: 30, Minor: 17488 ★




2016-03-11 15:24:56 MEGAN ★
Hi there! I love that textile wall--it's great to be able to use different senses in a Museum other than just looking at things.

2016-03-11 15:25:04 MEGAN ★
Have you found a favorite textile?

2016-03-11 15:25:11 Major: 30, Minor: 17488 ★
Ya

2016-03-11 15:25:37 Major: 30, Minor: 17798 ★




2016-03-11 15:26:44 MEGAN ★
Cool! That one has a great pattern too. If you head around the corner into the 'Double Take' installation, you will find Yinka Shonibare's 'Skipping Girl' and she wears traditional Dutch wax fabric.

Continuing the conversation, EXAMPLE 4: Here you will see how Andrew shared factual information, mentioned nearby related works, and invited further questioning.

Activity Chats Admin Snippets

2016-03-24 12:37:13 Major: 38, Minor: 51188 ★



2016-03-24 12:38:26 ★

ANDREW

Hi there! Thanks for using the Ask app today! You're looking at the mummy of Thothirides. His coffin is shown in a nearby case. As you can see, the body is covered in many shrouds of linen, and would then have been placed in the wooden coffin. The process of mummifying the body was incredibly elaborate, and involved many religious and medicinal rituals. This was to ensure the protection of both the body and the soul of the person as they made the long and difficult journey through the afterlife.

2016-03-24 12:39:24 ★

ANDREW

There are currently four mummies in the galleries: Thothirides, Hor, Gautseshenu, and the Anonymous Man. Let me know if you'd like any more information about the mummification process or any of the mummies on view

2016-03-24 12:41:07 Major: 39, Minor: 58223 ★

Before becoming mummies, most of them were important people ?

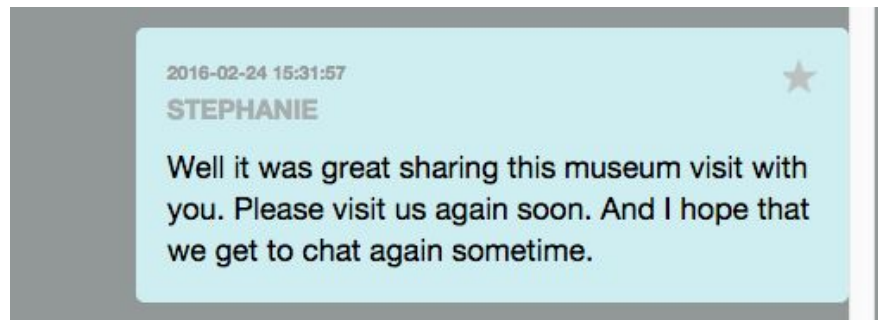
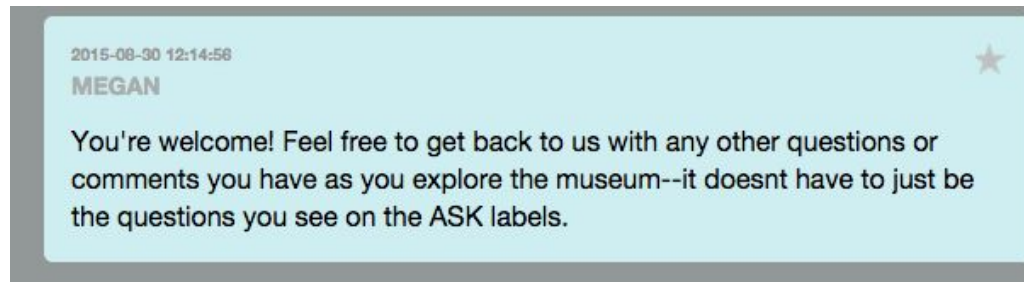
Continuing the conversation, EXAMPLE 5: Here you will see how Jessica used a closer-looking question and information to continue the conversation.

Continuing the conversation, EXAMPLE 6: In this chat you can see how Jessica shares her personal thoughts about the work, which opens it up to the visitor to do the same. In addition, Jessica asks questions, folds in new information to continue the conversation, and encourages the visitor to make connections to the artwork.



At the end of an exchange about a work of art:

Offer additional conversation by saying something like, “If you have any other questions, and even thoughts/opinions about any of the art you see, just send us a message!”



WHAT HAPPENS WHEN WE DON'T KNOW?

It's fine to say, "I don't know." Even curators don't have an answer to every possible query!

Inevitably, we will not have answers to every question that is asked. It is important to tell visitors when we don't know. Through many of our testing sessions we learned that ASK app users appreciated when the Team was clear and honest when we didn't know. They (the users) felt that it added to the human element of the ASK app. It is important at the same time to be clear about how we will go about getting the answer.

If it is an unanswerable question, be clear about this, and make suggestions how you might come to conclusion,

- E.g. "While the answer is unknown, and up for debate, we do know that two differing opinions include..."
- E.g. "While I am not certain, I do know that these chairs were symbolic, and reflected aesthetic values at the time; all of the other chairs that I have been able to locate from this time period are asymmetrical, to some extent. While I haven't yet found information as to whether this was symbolic of something, I can say it was deliberate..."

We can also offer to follow up with them by e-mail after their visit. "If you are comfortable sharing your e-mail address with me, I am happy to follow up with you once I find an answer to your question or have the chance to ask a curator."

Sample e-mail response to visitor (remember to cc Team Manager):

Dear VISITOR NAME,

Thank you for using the Brooklyn Museum's ASK app yesterday. It was a pleasure to speak with you. You asked me/us how the Kwakwaka'wakw *Baleen Whale Mask* ([08.491.8901](tel:08.491.8901)) came to be at the Museum. According to our Curator of Native American Art, Susan Zeller:

"Quote curator answer here..."

I hope you enjoyed using ASK. We look forward to chatting with you again during your next visit to the museum!

Sincerely,
TEAM MEMBER NAME

RECOMMENDED RESEARCH RESOURCES

These can be used for wiki research or for speed-research during chats.

INTERNAL RESOURCES

Permanent Collection Objects

In a chat, always begin with these resources for Brooklyn Museum collection objects:

1. Snippets from previous chats
2. Object wiki (if available)
3. Related object wiki for context, when applicable
4. [Collections Online](#) on BKM website for general quick reference info

Collection Areas & Installations

For example:

[ECANEA](#), [Arts of the Americas](#), and [Arts of Africa](#) wikis

[Egyptian Art](#) sub-wiki

[Connecting Cultures](#) exhibition wiki

[The Dinner Party by Judy Chicago](#) website feature and [The Dinner Party](#) installation wiki

Luce Visible Storage and Study Center has its own search page/tool: <https://www.brooklynmuseum.org/opencollection/research/luce/>

Brooklyn Museum Building:

[!Brooklyn Museum](#) wiki (Timeline of Brooklyn Museum history)

[Brooklyn Museum Building](#) on BKM website

[Building Facade Lobby Elevators](#) folder on Google Drive (works in main lobby, first-floor elevator lobby, etc.)

EXTERNAL RESOURCES

*For quick non-BKM-specific info not found in the ASK wiki, Google Drive, or BKM website

All collection areas

[Oxford Art Online](#) (Artist biographies, summaries of styles and movements)

[The British Museum](#) (Highlights from various cultures)

[The Metropolitan Museum of Art](#): Timeline of Art History (excellent thematic essays)

[The Metropolitan Museum of Art: The Collection Online](#) (Searchable and cross references with other resources available at the Met)

[Tate](#)

[V&A](#)

[Louvre](#)

Modern and Contemporary Art

[MoMA](#) (Modern and contemporary art and artist bios)

[Art21](#) (Contemporary artist bios and resources)

[The Art Story](#) (Artist bios, style/movement summaries, timelines, ideas & critics)

[Whitney](#) (Modern and contemporary American art)

SPECIAL EXHIBITIONS

ASK Wiki:

Special exhibitions have special exhibition wiki pages: see the [*Special Exhibitions](#) section). These are not object specific. Each Special Exhibition wiki is retired to the [Special Exhibitions Archive](#) when the show closes.

Temporary exhibitions organized entirely from BKM objects *do not* have special exhibition wikis. Refer to the BKM website for information about the exhibition and individual object wikis.

Google Drive:

We also have a dedicated Google Drive folder for [Special Exhibitions](#), with individual folders for every special exhibition. These include any or all of the following (compiled by the ASK Team, unless otherwise noted):

- Exhibition catalogue PDF
- Notes from curator's tour of the exhibition
- Exhibition checklist (shared by Exhibitions)
- Label copy (shared by Exhibitions)
- ASK label texts (shared by Exhibitions)
- Teacher's Guide (shared by Education)
- In-house study guide (shared by Education, or created by ASK Team)
- Exhibition reviews
- Other recent/related articles about the exhibition or artist(s)
- Biographical entries, e.g. Oxford Art Online, Benezit
- Key essays or articles from scholarly publications or journals

TIPS/THOUGHTS FROM THE TEAM

- "Walk through the galleries on a regular basis to familiarize yourself with works on view and new rotations."
- "Take time to read through exhibition catalogues before the exhibition opens to the public."
- "Don't be afraid to tell the visitor that you need a second to gather your information and type it out."
- "Make sure you answer the visitor's question first. Any extra info you want to share has to come after that."
- "Feel free to share some info about yourself as the chat progresses, like your favorite works on view."
- "Avoid cutting-and-pasting from external web resources (e.g., other museum sites, gallery sites, online encyclopedias). Find the info that answers your question, then adapt and reword it."

WIKIS

When writing or editing, label the top of the page with the “stage” of the wiki:

This wiki is a STUB

This wiki is IN PROGRESS

COMPLETE

STUB

A placeholder that includes basic facts:

1. Label and tombstone information
2. Basic information about the artist from the Brooklyn Museum website and other online sources, including [Heilbrunn Timeline](#), [Oxford Art Online](#), websites of other large institutions (e.g. [Metropolitan Museum](#), [MoMA](#), [Tate](#), [V&A](#), [British Museum](#), [Louvre](#), [Whitney](#))

IN-PROGRESS

A more developed wiki that incorporates information from such sources as:

1. Brooklyn Museum collection catalogues
2. Brooklyn Museum exhibition catalogues and other publications
3. Curatorial files from appropriate department
4. TMS (ask Jessica or full-time colleagues)
5. Further online sources, e.g. [JSTOR](#)
6. Collection area bibliography (located at the bottom of each Collection Area wiki)

Note: At this stage, you can “share” a wiki with the team member supervises that collection area. Use the “Share” feature at the upper right of the screen.

COMPLETE

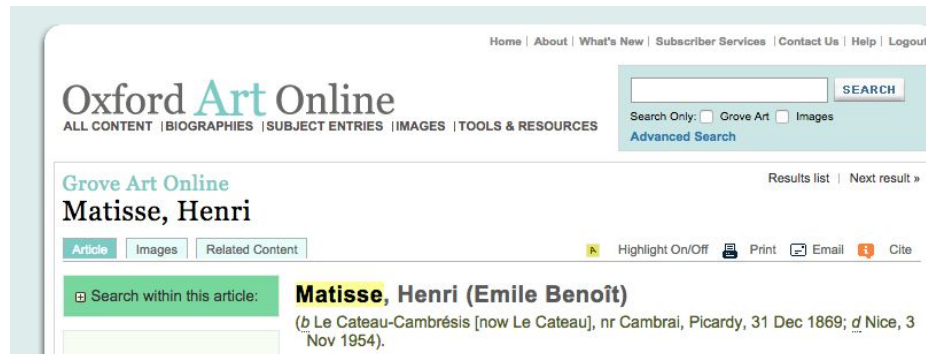
Curator-vetted: the work has been read and approved by the appropriate curator. Of course, the very nature of a wiki means that nothing is ever truly “complete.” Update wikis as new information is presented or shared by curators.

Wiki Citations

- MUST be consistent and follow [Chicago Style guidelines](#)
- Keep in-line citations short and sweet and be sure to format them to be “Subscript” text on the wiki
 - When in “Edit” mode, type the full citation, highlight with cursor, click on “More” button at top and select “Subscript”
 - Use direct quotes less as you get further into the editing process and various phases of finish
 - It’s acceptable to insert direct quotes (cited!) when you begin the wiki, then paraphrase it as you progress (keeping citation)
 - Keep in mind that essays on the Heilbrunn Timeline of Art History and Oxford Art Online offer ready-made citations.
 - [Heilbrunn](#) are at bottom of page



- [Oxford Art Online](#) has a “Cite” button at the top right of page next to orange box



- When citing from Google Books, cite as a normal “book” as per the Chicago guidelines and then note “Google Books” hyperlinked

*Also: remember to remove blank template line (“Author, title...”) once you start making actual entries in this field

Image Captions

- Pull a photo of the work from the Brooklyn Museum website and use the website's recommended caption (in object information).
- If there isn't a good image for a work on the website (this often happens with short-term loans), take one in the gallery with your phone and use it in your wiki. Note in the caption, "Photo by ASK Team Member."
- If using an image from another website or a book, create a caption that's as complete as possible. At minimum, include title, artist, date, and your source, and hyperlink its text to the source.

Also, you can remove any "tags" that say "incomplete" and "complete" that are left at the bottom of the page when not in edit mode

****but: DO NOT DELETE LOCATION/INSTALLATION TAGS: connecting_cultures, american_identities, et al.**

TIPS AND THOUGHTS FROM THE TEAM

- "For each special exhibition, look through the exhibition catalogue, checklist, press release, etc. before the exhibition opens."
- "Always use credible sources for research."
- "There is always something that needs a wiki!"
- "You might not be comfortable making a wiki outside your area of expertise -- but try anyway."
- "Don't be afraid to start a stub wiki. Don't be afraid to expand a stub that you didn't start."
- "Slow day? Chats got you down? Make a wiki for an object *you'd* want to chat about!"
- "When you get stuck in your research, go look at the work and think in the gallery."

SNIPPETS -- Instruction and Style Guide

Snippets are recorded exchanges (comprised of a series of individual messages) between the Team and visitor around one object or a specific idea (e.g. “Why are the noses broken?” or “What is Rococo?” or “How did Buddhism spread?”). Snippets are linked to object(s) from the permanent collection. When an object is pulled up on the Dashboard, the object’s tombstone information, label copy when available, and associated snippets will appear.

Snippets are very useful when engaging visitors around a specific object, and we use them as immediately accessible information just as we might use the wiki. All snippets will eventually be vetted by curators and may become public-facing. Please keep this in mind when deciding upon language and other edits when generating snippets.

Snippets also function as a way to track data. Specifically, we can find out how many times visitors are asking about specific objects based on the number of snippets generated around objects (since we are tagging them with accession numbers).

Once a snippet is created and “retired,” it is immediately linked to the object on the dashboard and will be accessible every time that object is pulled up on the dashboard.

GENERATING SNIPPETS: A Step-by-Step Process

PHASE I - Generating snippet drafts

(This is the first phase, to generate a snippet. You are not editing for content or language in this step.)

1. In the Dashboard, go to the “Chat” tab
2. Click on a chat
3. Review the entire chat, and decide how many snippets (if any) you will create from this chat
4. Important tip! To look back at the context of a chat by seeing the visitor’s original location, unretire the chat click the small text of the time-stap/date in a chat bubble. This will cause the right half of your screen to fill with the original beacon results from that chat message.”
5. Begin to create your first snippet by clicking once directly on the the message that you would like to appear first in the snippet.
 - a. Once you click on a message, you will see that it will appear in the right hand column.
 - b. If you decide that you DO NOT want that message to appear, go back to the message (on the left hand side) and click it again (you will see it disappear from the right hand column)

6. Click on the subsequent messages that you would like to appear in the snippet. **IMPORTANT:** Do this in the order that you would like them to appear. You cannot reorder them once the snippet is saved.
7. Sometimes it is necessary to click on the chat “bubbles” in a different order than they appear in the original chat, to structure the snippet so that it has a more coherent flow. (e.g., if a visitor has sent a second question before the team has answered the first question)
8. Once your snippet is complete, click “Save”
9. If you have another snippet (or snippets) to create from this chat, repeat steps 3 to 5
10. Once you are done creating snippets from the chat, hit the “Retire” button and move to the next chat

PHASE II - Editing snippets

(This is the final phase which you will use to edit for language and content within the snippet.)

1. In the Dashboard, go to the “Snippet” tab
2. Click on the first snippet you wish to edit and you will see the full snippet appear on the right
3. Review the complete snippet (see below for style guide)
4. Edit for language (see below for style guide)
5. Review the content for accuracy and include any additional necessary information
6. Tag the object using the + ADD TAG button with the collection area and exhibition (see below for EXACT tags)
7. Add relevant accession numbers using the +ADD OBJECT button
 - a. If you do not know the name of the object, and you cannot find it by searching the Collection Online, you can find the object title and accession number by putting it back in the queue. It is a somewhat lengthy process, and suggest you open a separate Dashboard window
 - i. Open a new Dashboard window
 - ii. Go to the “Chat” tab
 - iii. Find the Chat ID, click into it
 - iv. Scroll to the bottom of the Chat, “Return to Queue”
 - v. When the Chat appears in “Activity” click on it
 - vi. Find the individual message associated with the object that you need
 - vii. Click on the top of the message (not the photo)
 - viii. Objects will populate on the right hand side, click on the object that the message is referencing, copy the accession number into your Dashboard window where you are editing the snippet
8. **IMPORTANT:** Once you have completed reviewing and editing the chat, click “Save” then hit “Retire.”
9. Each snippet has an editorial status: Draft, Team Approved, or Curator Approved. They all begin as Draft. When you have finished editing a snippet to your satisfaction, change it to Team Approved; this way, it will be pulled into a future snippet report for review. (If it is left as Draft, it won’t be pulled into those reports.) Once a curator has viewed the snippet as part of a “snippet report,” it can be upgraded to Curator Approved.

BULK SNIPPET EDITS

The dashboard has a feature that allows us to enter a long string of snippet numbers (112, 134, 157, 346) and then issue a bulk action of changing status flags (e.g., change a large number of snippets from Draft to Curator Approved after a snippet review). This feature can be accessed from the blue bar at the top of the screen, under the section **Admin -> Bulk Editor**.

SEARCH OPTIONS FOR SNIPPETS

Accessible through “Search” in blue bar at top of screen

- Objects by accession number
- Snippets keyword. You can also narrow by gallery/location in the Snippets drop-down menu.
- Snippet by ID number

SNIPPET TAGGING LANGUAGE

Please use this specific language to tag snippets.

COLLECTION AREA

ECANEA

EASCFA

American Art

Arts of Africa

Arts of the Pacific Islands

Arts of the Americas

Asian Art

Arts of the Islamic World
Contemporary Art
Decorative Art
European Art

EXHIBITION

In addition to their collection areas, please tag objects with their installation or exhibition using the following specific language:

First floor:

Double Take
African Storage Annex
Connecting Cultures
Lobby

Third floor:

BAC
Egypt Reborn
Ancient Middle Eastern Art, The Hagop Kevorkian Gallery

Fourth floor:

Period Rooms
20th Century Decorative Arts

EASCFA

Kehinde Wiley Gallery
I See Myself in You

Fifth floor:

Luce Visible Storage and Study Center
Life, Death, and Transformation
American Identities

SPECIAL EXHIBITIONS

Each snippet from a chat in a special exhibition must be tagged in several ways:

1. To that exhibition's gallery location:

Lobby

EASCFA Special Exhibition

Schapiro 4th Floor

Schapiro 5th Floor

Rotunda

5th Floor Elevator Lobby

etc.

2. With a special tag that is created for a specific exhibition, on a case-by-case basis.

3 . To the related departmental/collection area: e.g. Arts of Africa for "Disguise: Masks and Global African Art," American Art for "Coney Island: Visions of an American Dreamland," etc.

3. If a Brooklyn Museum object is included in a special exhibition, tag it to the accession number for that BKM object.

4. All other loan objects should be tagged to their BKM-designated loan numbers.

SNIPPET STYLE GUIDE

When creating snippets, always imagine how you might use them in the future when using the Dashboard.

The purpose of snippets are to function both as a resource when chatting with visitors via the Dashboard, as well as public facing material to reflect the use of the ASK app . This means that snippets do not necessarily need to reflect the chat exactly as it took place. This is not because we are obscuring the actual exchange (chat) that we had with visitors! We have logs of all of our chats, but because the snippets will be copied and pasted and sent to the public in the future, we want to be sure that we are propagating accurate information in an articulate manner.

Snippets provide an opportunity to vet our research and to conduct further research if necessary.

Grammar/Punctuation/Spelling

Be sure that the grammar is correct and fluid. As is to be expected, we sometimes misspell words, omit words, or use incorrect punctuation when we are chatting quickly with visitors. This is consistent with the format, since we are “texting” at a very fast rate. As snippets will be public-facing and will be used as reference information (and will be copied and pasted and sent to visitors), we must be sure to correct any type of mistake. As you are editing the snippets please be sure that punctuation, spelling, and grammar are correct. Also be sure to write out abbreviations and acronyms for clarity.

Language

The style of the language that we use should reflect the voice of the Brooklyn Museum. The information should be accurate and articulated in a manner that is accessible to a broad public. The vocabulary we use should be easily understandable to a casual museum-goer or layperson yet should also honor the content and scholarship that we are conveying. For example, art historical and historical terms can be used; however, we must also provide definitions (in a manner that is not pedantic, of course!).

Visitor Language: Questions and Conversational Elements

Visitors’ language should also be edited for grammar, punctuation, and spelling in snippets. If a question is unclear, reword it in a way that is consistent with the voice of the visitor. If, for example, the Team had to ask clarification questions, condense the questions into one question and delete the clarification exchanges. (Remember, snippets are linked back to objects in the Dashboard, and this type of clarification exchange is not relevant to future chat use.)

See example of original chat and edited snippet on following two pages.

EXAMPLE

2015-08-15 11:31:41
MONICA ★
Hi, thanks for trying out our app today! Is there anything in particular that drew you to that object?

2015-08-15 11:32:47 Major: 14, Minor: 62543 ★
I just want mire explanation about the light in this paint

2015-08-15 11:33:59 Major: 14, Minor: 62543 ★
Ok

2015-08-15 11:34:03
MONICA ★
Yes, the light in this painting is very striking, and almost dramatic. Barbizon style of painting, made for the art market. The landscape is glowing in the sunset and the female workers are very beautiful and not dirty or exhausted.

2015-08-15 11:34:26
MONICA ★
The Barbizon School took the landscape as its primary subject, but also included figures and their relationship to the landscape in works like this one.

2015-08-15 11:36:04
MONICA ★
The effect of the light helps to create that effect of elevating the women working - so that they do not look exhausted or downtrodden. What do you think?

2015-08-15 11:36:20 Major: 14, Minor: 62543 ★
It's beautiful !

2015-08-15 11:37:30
MONICA ★
So glad you like it! It is stunning the way that he uses light. I like to compare the way that he uses light, with the way that Monet is using light in his paintings in the same space. Have you seen those yet?

2015-08-15 11:38:28 Major: 14, Minor: 62543 ★
The contrast between the light and the women gives a deeper (profondeur) I am french so i am sorry for my english

2015-08-15 11:38:44 Major: 14, Minor: 62543 ★
I am going to see monet

Original chat: CHAT ID 1551

FINAL DRAFT I just want more explanation about the light in this painting.



MONICA

Yes, the light in this painting is very striking, and quite dramatic and done very deliberately. The artist idealizes the female laborers in warm sunlight, in front of a glowing background. By casting the figures and the landscape in this light Breton presents an idyllic vision of both the women workers, and rural life. This is typical of much of Breton's work, and was particularly known for this type of image - poetic rendering of peasant female figures situated within a landscape.

MONICA

Breton is associated with the Barbizon School who were a subset of the French Realists. They are characterized by their embrace of the French landscape as a subject matter of painting. Traditionally, landscape painting was considered less important than history or allegorical paintings.

It's beautiful!

MONICA

So glad you like it! It is stunning the way that he uses light. I like to compare the way that he uses light with the way that Monet is using light in his paintings that are hanging on the same wall. Have you seen those yet?

The contrast between the light and the women gives it a more profound feel. I am going to go and see the Monet.

MONICA

I definitely agree about creating a deeper effect around the women and how we interpret them. The way you phrased it made me look more closely - thanks! Enjoy the Monet.

Edited version: SNIPPET ID 2029

CHAT AND ENGAGEMENT PROTOCOL

TONE AND VOICE

Be personal and friendly while remaining professional.

Since we're replying and typing quickly, we do make the occasional typing error, and our testing has shown that visitors actually don't mind that, since it shows we are "real"! However, in general we attempt to keep our messages clear and correct.

Keep emoticons to a minimum; try to use them sparingly and only with visitors who are being informal or humorous in return.

CONTENT

Once you've answered a question, feel free to go beyond discussion of a specific object to make connections within the same gallery or an adjacent gallery, or even across collections. When a conversation seems to be winding down, visitors also enjoy receiving recommendations for further looking in their visits.

Appropriate questions from the Team are another way to keep the conversation going once the visitor's questions have been answered. Here are a few examples:

Did you notice [this particular detail]?

Did you notice [this particular effect of technique or composition]?

Are you interested in how this work of art was made?

Does this work surprise you/upset you/make you laugh in any way?

Do you think this work seems relevant to our own world?

Why do you think this sculpture/painting/drawing/etc. was placed next to [X]?

Do you want to see more art like this?

Visitors also occasionally use the app to ask for directions or general information about the Brooklyn Museum. Keep general information handy: hours, floor plans, calendar of special events, history of the building. Walk through the galleries often to familiarize yourself with works on view (by floor and location). Read recent reviews and other press mentions of special exhibitions. Open an account on [Yammer](#) and check it regularly for Museum news.

REVIEWS

When a visitor sounds especially happy or excited about the app experience and the conversation seems to be reaching a natural close, invite the visitor to leave a review of the app in iTunes/Google Play and send a link.

Sample language: “We’re really happy you enjoyed your experience today. If you have the time, we’d love it if you’d rate the app in the app store, because direct feedback encourages other people to try it when they visit.”

iTunes link: <http://itms-apps//itunes.apple.com/app/id949540325>

Google Play link: <https://play.google.com/store/apps/details?id=ask.brooklynmuseum.org>

“PROBLEM” APP USERS

These visitors might be:

- Anyone (students/researchers) requesting a great deal of detailed information
- Anyone who is overly friendly and personal
- Anyone trying to chat about anything but art

Tips/Tricks for Defusing the Situation:

- Give a little more breathing room between answers to slow down the pace of the conversation.
- If the user is overly interested in one team member, switch the chat to another team member.
- If a student/researcher is monopolizing your time, let the person know you are chatting with other people and it might take a while for you to respond.
- If a student/researcher seems to be taking advantage of our time/resources by asking for detailed information without being willing to engage in conversation about art, provide short answers to their questions with follow-up resources they can use on their own. (Make sure they know to screenshot the conversation in order to save it.)

ASK CITATION

Students and researchers can cite ASK in this way:

“Conversation with ASK Brooklyn Museum, [Month ##, Year]. (ASK Brooklyn Museum is an app which allows Museum visitors ask questions via text message and to receive answers in real time from a team of art historians and educators on the Museum’s staff.)”

TIPS AND THOUGHTS FROM THE TEAM

- “Dive right in. Visitors get a total of four automated messages before we even respond to their question. Don’t stall them any further.”
- “It’s fine to use information already in the snippets -- that’s what they’re there for! However, try to limit copy-and-paste. Use your own words, to keep the chat fresh and personal.”
- “Address the visitor’s actual question first. Any extra information you want to share has to come after that. And if you can’t find information to answer it, let the visitor know that, but offer to share other info and/or personal thoughts instead.”
- “We can ask questions as well as give answers. We are creating a conversation, not just giving information.”
- “The goal is always to engage the visitor even if the conversation is not our idea of an ‘ideal chat’ (e.g. not long, no responses from visitor, etc.)”
- “Try to find out who a visitor is without asking. Try to be the educator that visitor needs and is asking for.”
- “Not all visitors use the app in the same way. Just because a conversation doesn’t seem to flourish doesn’t mean you have failed.”
- **“When in doubt, ask your colleagues for help and advice. We are a team!”**

TRAINING – Preparing to ASK

Training days for new Team members will include the following activities.

Learning about the collection

- Studying collection wikis
- Creating a wiki for each collection area
- Becoming familiar with the objects and installations by spending time in the galleries
- Using the app (from a visitor standpoint) in the galleries
- Spending time with other Team members in galleries

Understanding engagement

- Reviewing list of chats ([ASK TEAM > ASK Engagement > CHAT/SNIPPET – Documentation / Evaluation](#))
- Reviewing chats from a recent week/weekend
- As reviewing, taking notes using this note taking tool ([ASK TEAM > ASK Engagement > ENGAGEMENT NOTETAKING TOOL TEMPLATE](#))
- Using the app (from a visitor standpoint) in the galleries
 - Reflection with Team members after each session
- Practicing the Dashboard with Team members asking questions
 - Reflection with Team members after each session
 - Reviewing chats
 - Generating “ideal” snippets from chat
- Participating in snippet review “workshops” with full Team (Tuesdays)

TUESDAYS

The entire ASK Team is present in the Museum on Tuesday, so this day of the week has become our time slot for ongoing training. Components of this training include:

Time with Art

These talks are led by Team members and the format for each session is determined by the Team member leading the session. Possible formats include: close looking at one object; gallery talk with multiple objects; workshop (coming up with questions, generating conversation through multiple lenses, incorporate multi-sensory strategies as means of triggering new insights on objects); etc.

Goals for talks:

- Continue learning about the permanent collection
- Develop strategies for engagement with the app
- Team building for ASK Team
- Build relationships across department areas

Snippet workshops

- o Review group of snippets independently for 30 minutes, take notes using this note taking tool ([ASK TEAM > ASK Engagement > ENGAGEMENT NOTETAKING TOOL TEMPLATE](#))
- o Review notes with full Team for 30 minutes

(every other week) Snippets - 1 hour review meeting of Sunday's chats (exhibitions conference room?)

Independent research time

- Research and write new wikis
- Read through a few completed wikis
- Conduct research on special exhibitions

Discussion of recent visitor chats

Reading and discussion about relevant pedagogical issues and strategies

APPENDIX – Technical Instructions

TECHNICAL HOW-TO'S

In this document you'll find the steps on how to:

- Clear browser cache
- Scrollbar adjustment
- Screenshot
- Change password on a Mac
- Access TMS via remote desktop

Clearing Browser Cache

As we make upgrades to the dashboard, we'll need you to clear your browser cache:

- Totally quit chrome and make sure you have no open Chrome windows. You can do this by having Chrome be the active window on your desktop and then hitting the **“command” and “Q”** keys on your keyboard. You should see Chrome quit and then verify that in your dock where you'll see the Chrome icon but no dot under it. (That dot indicates Chrome is open.)
- Open Chrome
- Make sure you only have one tab open and only one chrome window open
- In the upper right corner of the window, click on the sandwich menu (three lines)
- Settings
- Show Advanced Settings (link at bottom of page)
- Clear Browsing Data Button
- Obliterate the following items from: **“the beginning of time”**
- Make sure ONLY “cached images and files” is checked
- Clear Browsing Data Button
- Close tab

- Totally quit Chrome
- Reopen Chrome and login to dashboard

Scrollbar Adjustment

If you are seeing lots of funny scrollbars in the dashboard, please make the following adjustment:

- System Preferences > General
- Show scroll bars should be set to "when scrolling"

How to Take a Screenshot on a Mac

- Command + shift + 4
- Then click and drag on your screen to make the capture
- Save

How to Take a Screenshot on an iPhone

- Press the power button and the home button at the same time
- Go to your camera roll and you'll see the screenshot

How to Take a Screenshot on an Android

- Press the power button and the volume-down button at the same time
- Go to your camera roll and you'll see the screenshot

How to Change Your Password on a Mac

Outlook on the Mac doesn't give you a way to change it, but the good news is there is an easy work-around:

- Open your web browser and sign into Webmail: <https://webmail.brooklynmuseum.org>
- When you sign in, it will prompt you to set a new password