

An aerial night photograph of a city, likely Boston, showing a complex highway interchange with light trails from traffic. The city is illuminated with streetlights and building lights, and a river is visible on the right side. The background shows a dense urban landscape with many buildings and trees.

# A BETTER CITY CONVERSATIONS:

CULTURAL INSTITUTIONS

A



BETTER

CITY

# **TODAY'S AGENDA**

**CAROLE CHARNOW  
PRESIDENT & CEO  
BOSTON CHILDREN'S MUSEUM**

**VIKKI SPRUILL  
PRESIDENT & CEO  
NEW ENGLAND AQUARIUM**

**TIM RITCHIE  
PRESIDENT  
MUSEUM OF SCIENCE**









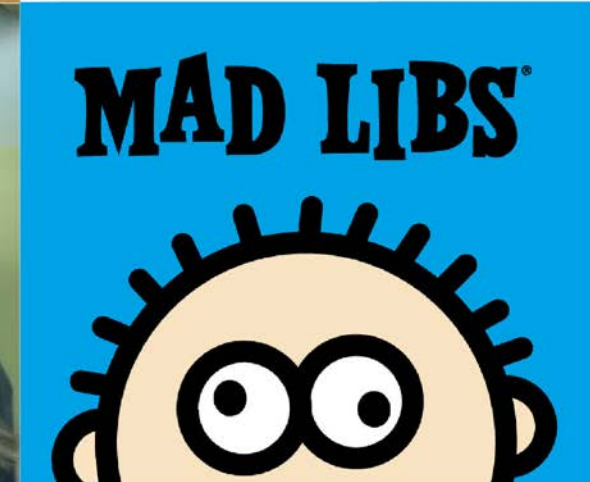
## Museum Closure

- Museum Closes March 13
- Pivots to “Virtual Museum”
- Quick Shift to Remote Work



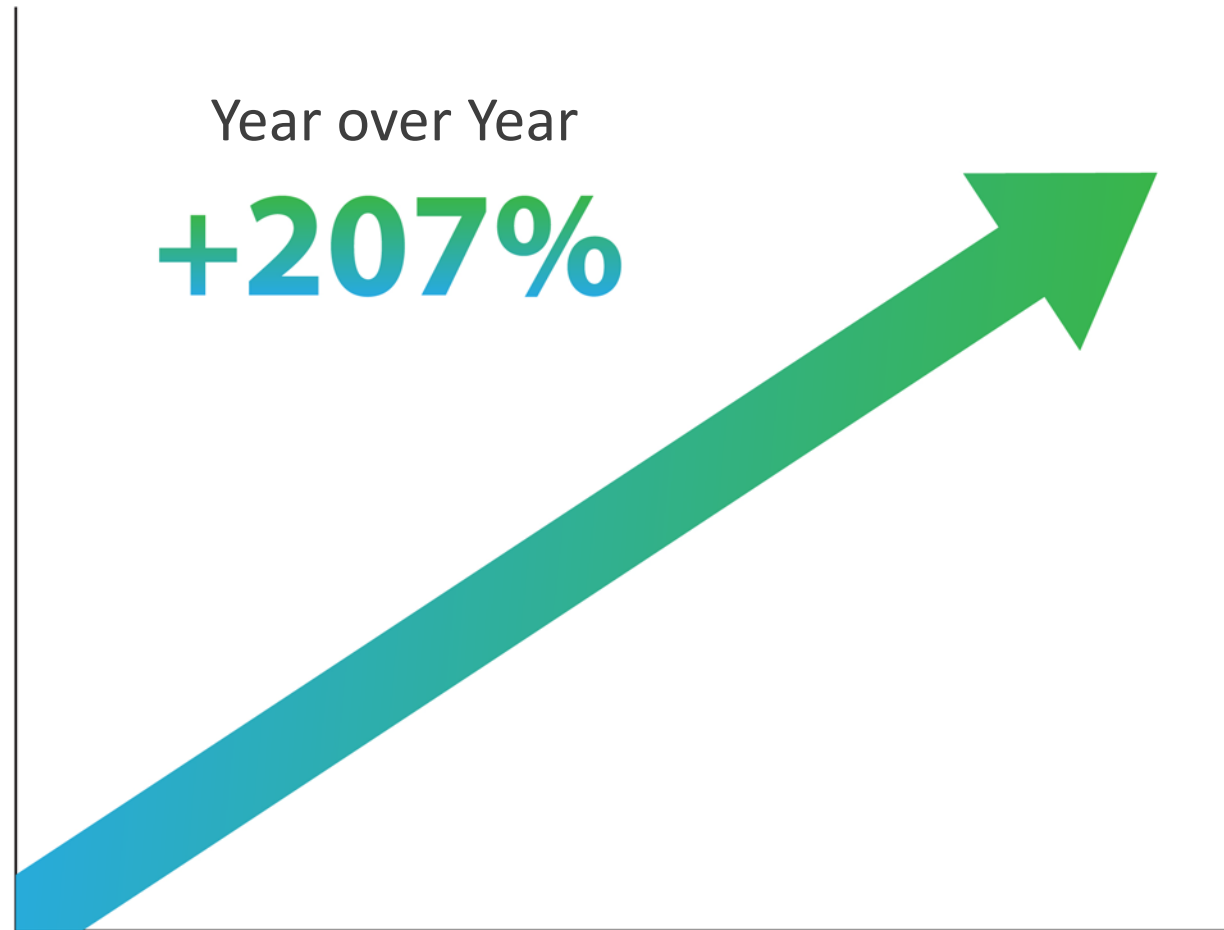
## Virtual Museum

- Distributed Existing Digital Content
  - Beyond the Chalkboard
  - 100 Ways to Play
  - Virtual Tour
- New Content Created by Museum Educators (Art, Science, Music, Health, Stories, Challenges)
- Third Party Content (Nat Geo, Penguin Young Readers, NEAQ, MOS, BSO, Huntington Theater) etc.





## Website Visits Surge in March, April, May





## Planning for a Safe Reopening

- Research/Collaboration
- Recovery Teams
- Exhibit, Loose Parts, and Program Audit for Safety
- Process Audit to Address Ticketing, Admissions, Communications, Safety Practices, and Cleaning Procedures





## Museum Reopens July 17

- Limited Capacity
- Online Ticketing
- New Safety Practices: Masks 2+
- Reduced Exhibit Capacity





## Priorities

- Manage Revenue Shortfall
- Monitor Covid Evolution and Public Attitudes
- Advocate for Kids & Families
- Identify New Opportunities for Museum Arising From Disruptions to Work, School, and Childcare
- Sustain Virtual while Seeking In-Museum Opps. for Play



## What's Next?

- Extensive Parent/Caregiver Survey to Understand Needs
- Further Develop Online Content: Camp, *CreatedBy* Festival, Tech Kitchen
- Community Engagement + Kit Distribution
- Curriculum Dev./Consulting
- Classrooms/Workshops
- *From Business as Usual to Outside the Box*







The Power of Play



**Museum of Science®**





**WGBH** Coronavirus: A Community Conversation

**Arun Rath**  
Moderator/Host of WGBH News' All Things Considered

**Nahid Bhadelia**  
Boston University National Emerging Infectious Diseases Laboratories

**Jennifer Lo**  
Boston Public Health Commission

**Larry Madoff**  
Massachusetts Department of Public Health

Submit questions to Arun at  
Enter code: #moscov







# The Science Behind **PIXAR**









Get your students ready for  
the future with creative,  
hands-on challenges.



Engineering Adventures  
and Engineering Everywhere  
**VIRTUAL LEARNING SERIES**



Engineering  
Around the World  
**DIGITAL STORYBOOKS**



Engineering is Elementary  
**TRY IT! KITS**



**MOS Live**  
3 Items



**Virtual  
Exhibits**  
10 Items



**Sparks  
of Science**  
8 Items



**Pulsar:  
A Podcast**  
32 Items



**Family  
STEM  
Activities**  
14 Items



**Town Hall**  
9 Items



**SubSpace:  
Adult  
Programs  
After Dark**  
3 Items



**Museum  
Resources**  
6 Items



# An Evolution....

## The future of MOS at Home = MOS<sup>x</sup>

*Experience the Museum of Science from anywhere  
Bring the experience of the museum to everyone*

- Virtual Learning Series & On-the-Go Kits
- Hybrid school programming
- Enhanced video experience in Suit Cabot
- Design Challenge: EiE Try It! Courses
- Spanish Programming
- Enhanced user experience
- Actionable data
- Connected experience



### **Asian Forest Scorpions**

Discover Asian Forest Scorpions, nocturnal creatures that live in the tropical rainforests of Southeast Asia on the forest floor.


**VIDEO**



¿Comerían esto? Comida del futuro

 **Museum of Science, Boston** was live.

☒ Following 




about 2 weeks ago · 

Aprende sobre diferentes alimentos creados con la biotecnología. Algunos de ellos ya existen, y otros talvez sean posibles en el futuro, ¡a ustedes les tocara decidir si lo comerían o no!

...  
[See More](#)

   13

5 Shares 990 Views

 Like  Comment  Share 

[Comments](#) [Up Next](#)

Most Relevant ▾

 **Mayra Trujillo** · 11:05 Si

Like · Reply · 2w

Activate Windows  
Go to Settings to activate Windows.

 Share  Comment  Like





**New England  
Aquarium**

*Protecting the blue planet*











Photo: Steve De Neef









New England Aquarium

PROTECTING THE BLUE PLANET

Cafe

Gifts

Tickets

Adult \$18.95

Child \$12.95

Senior \$15.95

Student \$12.95

Family \$49.95

Group \$15.00

Gift Certificates Available

Turn Keying & Tickets  
Call 617-552-3800


Welcome Back


Thank you for your previous visit. We hope to see you again soon.





  
**WELCOME  
BACK!**

  
SCUBA MASK  
OPTIONAL

  
FACE MASK  
REQUIRED


  
THANK YOU  
FOR PRACTICING  
SOCIAL DISTANCING















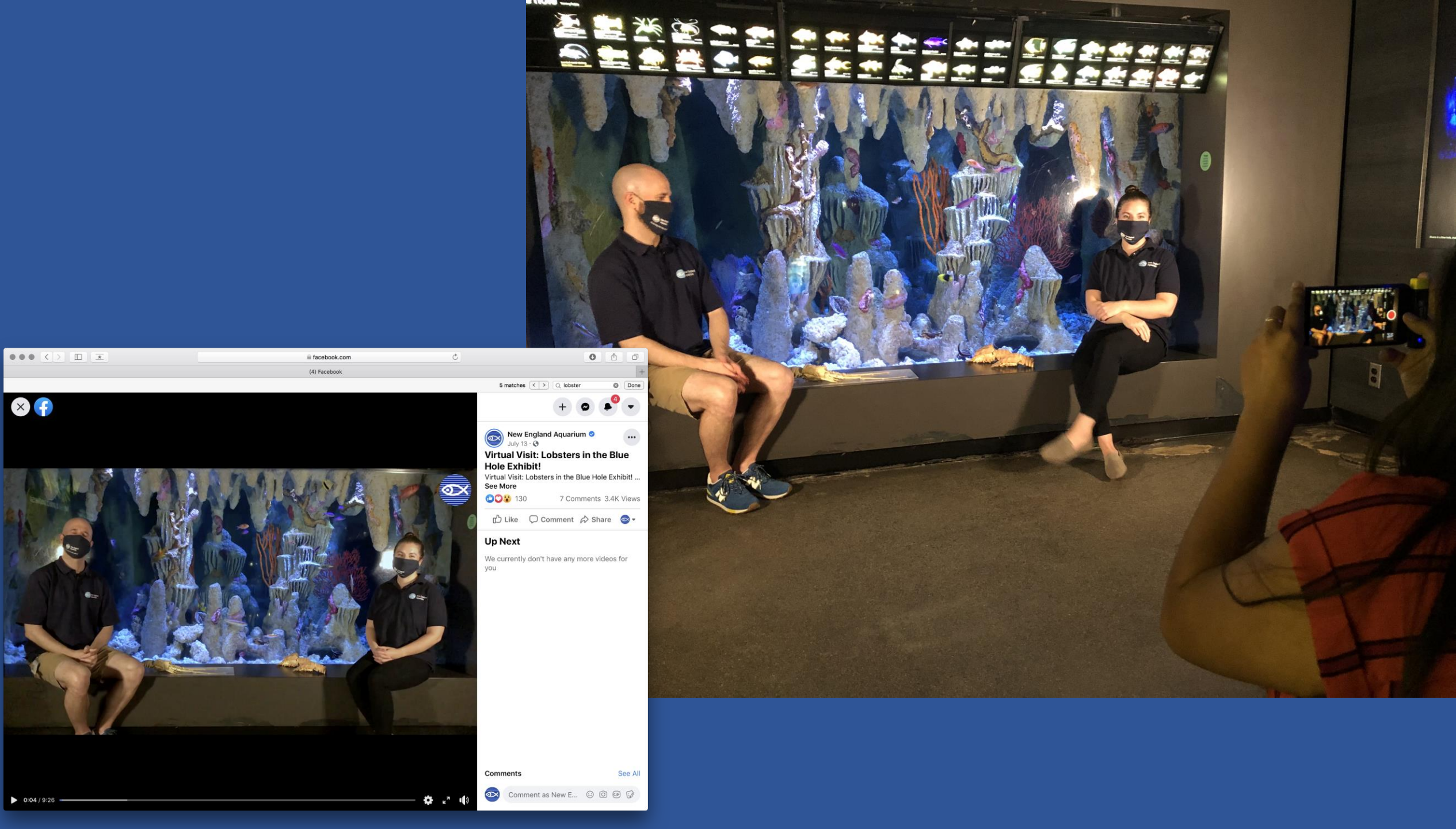






Photo: Lauren Owens Lambert





facebook.com

(4) Facebook

5 matches < > Q lobster Done

Facebook

New England Aquarium July 13

**Virtual Visit: Lobsters in the Blue Hole Exhibit!**

Virtual Visit: Lobsters in the Blue Hole Exhibit! ... See More

130 7 Comments 3.4K Views

Like Comment Share

**Up Next**

We currently don't have any more videos for you

Comments See All

Comment as New E...





## Tickets

Your Ticket Protects  
the Aquarium as a member of the  
New England Aquarium. A portion of the ticket price  
supports our mission to protect the blue planet.



### The Aquarium Experience

Includes all exhibits and a  
great live show experience.

Aquarium Only	
Adult	\$27.00
Child (2-12)	\$18.00
Senior	\$25.00

Simons Theatre Only	
Adult	\$20.00
Child (2-12)	\$15.00
Senior	\$25.00

What's New at the Aquarium	
Adult	\$20.00
Child (2-12)	\$15.00
Senior	\$25.00

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## ENTRANCE

Advanced ticket  
purchase required.  
Please have your ticket  
ready for scanning.

Café  
Gifts









**New England  
Aquarium**

*Protecting the blue planet*





**Q & A**

**RICK DIMINO**

**A BETTER CITY**



An aerial night photograph of a city, likely Boston, showing a river (the Charles River) winding through the urban landscape. The city is illuminated with streetlights and building lights, and long-exposure light trails from traffic are visible on the roads. A large orange banner is overlaid on the left side of the image.

**THANK YOU**

**A**



**BETTER**

**CITY**