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Knight Report: Measuring the Digital Journeys of Museums

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Sent: Friday, October 16, 2020 12:19 PM

To: Steve Johnston

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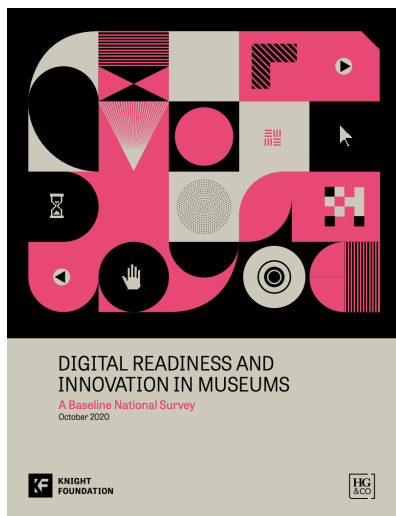
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Dear *IFNAMEI

COVID-19 and the movement for racial justice have highlighted the need for America's arts and cultural institutions to transform in order to meet the challenges of these uncertain times. We know art has an amazing power to inspire our imaginations and connect us to each other and places. But how do museums continue to share artwork when many doors are closed, budgets are tight and staffing is reduced?

Today, we are releasing [a report](#) that shows where some institutions are in their move to answer that question through a digital focus. The study measures the way digital is structured and prioritized at museums that are focused on technology and innovation.



Conducted before the pandemic, but even more relevant today, the report seeks to provide knowledge and understanding of where organizations might focus [to make](#)

[their digital journeys successful and durable](#). Our research is an exploration of what resources and mindsets are needed for museums to apply technology in an impactful way.

Some of the key takeaways include:

- Leaders must make it a priority for their organizations to build a digital mindset.
- As more museums begin to make digital audience engagement a priority, the need for digitally focused staff will increase.
- As digital offerings by museums increase, it's vitally important that these institutions understand who their communities are and how they can best be served.
- By starting digital work from a place of audience insight, community feedback or co-creation with community members, museums can increase the chances that technology investments are impactful and meaningful.

We hope this study provides valuable insights for the field as institutions continue to embark on their digital transformation. This journey is imperative for the survival and viability of arts and cultural institutions for many years to come. You can download a full version of the [report here](#) and follow us on Twitter [@knightfdn](#) for the latest Knight research.

Sincerely,

Chris Barr
Director/Arts + Technology Innovation
Knight Foundation



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