

## New Knight Report: Lessons learned from adding tech staff to museums



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**To** Sarah <sjohnston@tuesdayforumcharlotte.org>

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Dear Sarah,

At Knight Foundation, we believe that the integration of digital technologies can help museums connect with their audiences in new and engaging ways. And that transition begins by hiring talented people to staff positions that primarily focus on digital.

In early 2018, we provided grant funding to support the creation of digital roles at eight museums in communities where Knight operates. Since then, [those positions have made significant contributions to their institutions](#), and even more so when COVID-19 limited in-person visits.

Today, we are releasing "[Digital Transformation: An Assessment of Grants Supporting Digital Staff in Museums](#)," a mid-stream assessment of these grants to better understand the museums' journey and what other institutions might consider when shaping similar roles.



*Click above to view the report*

Here's what we learned:

- **Cross-departmental planning and digital capacity grew.** Museums have seen their capacity expand in project planning, partnership development and cross-team collaboration.
- **External partnerships to execute digital projects increased.** Museums were able to establish critical external partnerships to deliver new digital projects.
- **Museums were able to attract dynamic talent.** The digital hires were not only capable, but they were able to quickly adapt to evolving new roles that offered pathways to career growth.
- **Large increases in online programming participation.** Knight's investments in digital hiring helped more nimble museums take advantage of an increased domestic and international audience demand for online cultural experiences because of the pandemic.

By sharing the successes and challenges these museums faced with digital positions, we hope other museums can take advantage of what worked and avoid things that didn't work. Digital expertise will be essential for institutions as they make critical decisions to navigate the pandemic and plan for the future.

I invite you to follow the Knight Arts program on [Twitter](#), [Instagram](#) and [Facebook](#) to learn more about our investments in arts and technology.

Best,

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