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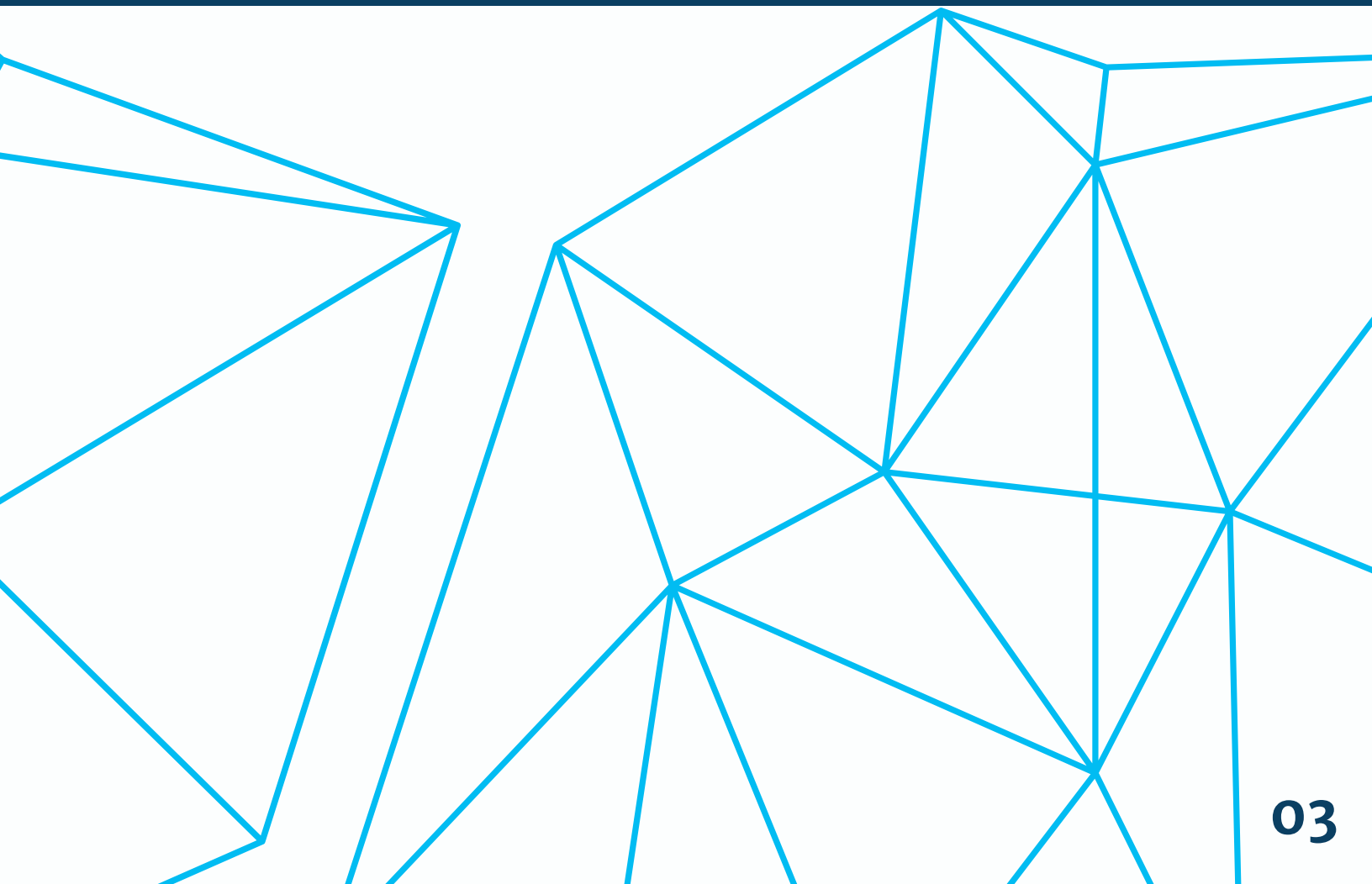
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Situation Analysis



Situation

The Georgia Museum of Art (GMA) wants to become a UGA and state-wide attraction for all different demographics. UGA students are only making up one-fourth of their total audience and they would like to make students a top proportion of visitors. Additionally, the client relies on their income through funding, which limits them financially and makes it difficult to pay for advertising, interns, and overall advancing the museum. In 2022, the number of visitors was around 30,000 people, which is half of what it was pre-pandemic. They hope to increase to at least 65,000 visitors in 2023.

Background

The GMA was founded in 1945 by Alfred Holbrook. Holbrook was a retired lawyer and art collector at the time and began the museum with a donation of 100 pieces of art to honor his wife. Holbrook was introduced to Lamar Dodd, which inspired him to start the museum in two basement rooms of a building currently known as the Administration Building on the University of Georgia's campus. Three years later, the museum opened to the public in 1948 with Holbrook as director. In 1982, the GMA became the official art museum of the state of Georgia. In 1996, the museum moved to East Campus and grew at a steady rate. In 2011, the museum expanded and created a wing to display some of the permanent collections. The museum features 20 special collections every year in addition to their permanent collection. This year, the GMA is celebrating their 75th anniversary by doing several events and special blog posts throughout the year to commemorate the museum's growth, starting with a gala in February. The museum's current director, William Eiland, will be retiring this year after serving for 31 years.

The mission of the GMA is to collect art, present art, interpret art, and exhibit art. This purpose is dual since the GMA is both a part of UGA and the official art museum of Georgia. This mission is achieved through programming. 200-300 programs are held each year, including morning mindfulness and yoga in the gallery. The GMA tagline is "free inspiration." The GMA aims to be as accessible as possible. Admission is free and the hours are extended so visitation is attainable. The largest segment of the GMA's audience is older, wealthier, well-educated, caucasian and female. The staff directly pitches to the media, which is proven to have more success than press releases. They also create owned media content primarily in the form of Instagram posts, their website and blog posts. Their Instagram has 8,500 followers and the tone is not "thirsty." TikTok for the GMA is legally banned by the state. The annual advertising budget is $15,000.

Situational Significance

The GMA has consistently experienced challenges with funding. They are hoping to receive more funding as part of their 75th anniversary. In addition, there is a big change happening with the switch of director of the museum. There needs to be a clear plan of execution so that things will continue to improve. Another immediate need is continued COVID-19 recovery to ensure that attendance returns to pre-pandemic numbers.

Obstacles & Challenges

Through our research, we found that one obstacle for the GMA is that their location is perceived by UGA students as being difficult to get to, as it's located farther from the main campus. Our research also found that many people don't know anything about the location of the GMA. Out of those who had visited the museum, they noted challenges with knowing where to park and how to access the entrance of the museum. Another obstacle for the GMA is difficulty with attendance when no major events are happening. Other obstacles include maintaining autonomy while abiding by UGA and state policies and reaching UGA students due to student conflicts of interest and past difficulty with reaching this target audience. Challenges for the GMA include bringing back the in-person audience they once had before the pandemic and lack of funding that results in difficulty maintaining museum operations.

SWOT Analysis

Strengths

- Strong mission & brand identity.
- Weekly newsletter.
- Website.
- Visitor sentiment.
- Existing partnerships.

Weaknesses

- Insufficient promotion & low brand awareness.
- Social media.
- Insufficient signage.
- Unwelcoming security.
- Ticket requesting system.

Opportunities

- Expand social media.
- Expand partnerships.
- Increase diversity.
- Promote as a study spot.
- Increase student events.
- Increase signage.
- Offer incentives to attend.

Threats

- Local competitors.
- Student conflicts of interest.
- Preference for viewing art locally.
- Finding a unique market position.

Strengths

1. Strong Mission and Brand Identity

The GMA has a strong mission, which includes educating others about art and increasing awareness of art through exhibitions. When communicating the museum's mission and purpose there is little deviation. The museum hosts between 200-300 events each year, many of which are educational events, such as lectures that are all based around their mission. The museum also has 20 special exhibits each year in addition to the core collection. A constant flow of new art helps them teach about art. To further support their mission, admission to the museum is free and they have a free-base membership status as Friends of the Museum. This reduces restrictions so that anybody can attend and learn about art through their exhibitions.

2. Weekly Newsletter

The GMA Friend of The Museum weekly newsletter is excelling and has a 45% open rate. The newsletter is a great way to keep their free membership status and brand identity, while receiving money from people who want to support the museum or pay for extra perks. This newsletter also helps to inform about the museum's current happenings, as well as teach more to the public through entertaining content.

3. Website

The GMA has a strong website according to our focus group participants. It was recently redesigned and is updated frequently so that people always know what's happening at the museum. The website includes a well-organized calendar that includes all of the upcoming events at the museum.

4. Visitor Sentiment Toward the Museum

In our survey, 54% (n=152) of respondents indicated that they liked the GMA, 45% (n=126) indicated having no feelings toward the GMA, and 1% indicated having negative feelings toward the GMA (n=3). Therefore the GMA generally does not have negative public sentiment surrounding it. Of those surveyed who have visited the museum (n=159, 44%), 40% (n=64) somewhat enjoyed visiting and 36.5% (n=58) strongly enjoyed visiting. Qualitative responses from our survey stated that visitors enjoyed visiting the new exhibits to learn more about art, because it is free, because it is an indoor activity, and because of its peaceful environment and beautiful design.

5. Many Existing Partnerships

Since the GMA is affiliated with UGA, they partner with many UGA departments, including UGA Orientation and Experience UGA. The GMA also partners with numerous other organizations, including the Georgia Museum of Art Student Association, the Athens Convention & Visitors Bureau, and the Athens Farmers Market. Expanding upon these existing partnerships is a great opportunity for the GMA to promote themselves further and increase brand awareness.

Weaknesses

1. Insufficient Promotion and Low Brand Awareness

In our survey and focus groups, out of the respondents who had not visited the museum, there was a trend of responses saying they "forgot about it" or "didn't know the location." 75.2% of our survey respondents have never seen a GMA advertisement. According to our focus groups, many students are unaware of specific details regarding the museum, such as where it is located, what events they offer, and when they are open. Insufficient event promotion through social media has resulted in low awareness of events. While the GMA has a strong mission, it is not well known to the public.

2. Social Media

According to our secondary research, the GMA isn't using social media to its capacity compared to its competitors. 73% of respondents in our survey noted that they would not be likely to attend the museum after viewing a post on the GMA Instagram. Therefore, the GMA Instagram page can be improved. According to our focus groups, there are many opportunities to improve the Instagram page, including through creating clearer Story Highlights, posting more about upcoming events, and having shorter captions on posts.

3. Insufficient Signage Both Inside and Outside of the Museum

Multiple visitor survey responses note the need for increased signage, including signs for parking, a better sign at the entrance of the museum, and better signs on the inside to explain more about different pieces and exhibits and to feature any relevant graphic warnings. Our own visits to the museum supported these sentiments.

4. Unwelcoming Security

Multiple visitor survey responses noted that they had a negative experience at the GMA due to the security. For example, one person said that "I felt like I wasn't supposed to be there the whole time and I've never had that experience in any art museum in the world." Our own visit to the museum supported this sentiment; the security attendants made us feel uncomfortable and unwelcome.

5. Ticket Requesting System

The visitor survey and our focus groups both noted the inconvenience of the ticket requesting system. Respondents indicated that having a specific time tied to their ticket was unnecessary or stressful.

Opportunities

1. Expanding the Utilization of Social Media to Create a Broader Following

Since the GMA hopes to expand their UGA student audience, there is an opportunity to expand their social media, particularly Instagram. For example, our focus groups mentioned numerous ideas for improving the Instagram page, including through clearer Story Highlights and shorter captions. **The GMA can also increase the amount of event promotion posts on their feed in order to build brand awareness and increase overall attendance at the museum.**

2. Expanding Affiliation with UGA and other Partnerships

The GMA is a part of UGA, and they also partner with many different UGA organizations/departments and other Athens-based organizations. There is an opportunity to improve and expand upon these partnerships in order to increase brand awareness.

3. Increasing Diversity and Representation within the Museum's Audience

The GMA has expressed a desire to increase diversity and representation within their audience. There are many opportunities to do this, including through promoting the GMA to diverse student organizations.

4. Promoting the GMA as a Study Spot and a Place for Mental Wellness

In our survey, 32.33% of respondents said that they would either be extremely likely (n=20) or somewhat likely (n=87) to study at the GMA. Our focus group respondents noted that they would be more likely to study at the museum if it was promoted as an option.

5. Offering More UGA Student Centered Events

Our focus groups expressed interest in events catered toward UGA students. One idea that they mentioned was a date night. There is also an opportunity to improve and expand current student events, such as student nights.

6. Offering Incentives to Attend the Museum

Our focus group participants expressed interest in incentives to attend the museum, such as refreshments. Another opportunity would be to implement a "bring a friend policy."

Threats

1. Athens is Competitive.

The GMA is located in Athens, where there are many local competitors, such as the State Botanical Garden of Georgia and Downtown Athens.

2. UGA Students' Conflicts of Interest

According to our survey, 100% of students are involved in at least one activity outside of their classes, whether that be Greek life, a student organization, a part-time job, an internship, or something else.

3. Preference for Viewing Art Locally

Some students, according to our focus groups, said that they would prefer to view art in non-museum settings, such as a farmer's market, antique store, or art gallery.

4. Finding a Unique Market Position

Another threat is the prominence and high brand awareness of other state museums and attractions, including the High, the Georgia Aquarium, and Fernbank. These museums and attractions all have a larger following on social media and could be preferred by students and other non-student visitors due to their higher brand awareness.

Organizational Structure

The GMA has 38 staff members listed on their website. The staff is composed of executive staff members (2, including Director David Odo), building service and security (7), business office (2), communications (4, including Hillary Brown, Director of Communications), curatorial (6), design and preparation (4), development (3), education (4), museum shop (1), registrars (4) and special events (1). The museum also has unpaid interns each semester, typically 2 public relations interns, 2 publications interns and 1-2 graphic design interns. The museum building has two floors. The first floor includes the main lobby and the check-in desk. The art exhibitions are all located on the second floor. There are five special exhibits on display currently, in addition to selected items from the core collection.

Supporters & Opposers

Supporters

The people and organizations that support the GMA include the University of Georgia as a whole, including UGA Orientation, Experience UGA, the GMOA Student Association and various UGA departments, including the Lamar Dodd School of Art. Other supporters include smaller art museums, the Friends of the GMA/donors, the Georgia Association of Museums, the Athens Convention & Visitors Bureau, other tourism centers in Georgia, the Athens Farmers Market, AthPride, AthFest and the East Athens Community Center.

Opposers

Based on our research conducted, there are no specific organizations that oppose the museum. However, there are some individuals who dislike the museum entirely or have had a somewhat or entirely negative experience while attending the museum. According to the visitor survey conducted by the GMA, many people felt unwelcomed by the security guarding the art.

Competitors

The people and organizations that compete with the GMA include Downtown Athens restaurants/businesses and the State Botanical Garden of Georgia. There is also a conflict for students with school and extracurricular activities. To address this conflict, the GMA is working to promote itself as a mental health break. Other competitors include Atlanta tourist attractions, such as the World of Coke and the Georgia Aquarium. Other art museums in the state and out of state are competitors as well; these include The High and The MET. Lastly, non-art museums based in Atlanta, such as Fernbank and the Tellus Science Museum are competitors.

Campaign Overview

- **Goal 1: To increase brand awareness among the UGA student population.**
  - Objective 1: To increase Instagram followers and engagement (likes and comments) by at least 15%.
    - Tactic 1: Organize Story Highlight covers to be more informative/useful.
    - Tactic 2: Add an FAQs Story Highlight.
    - Tactic 3: Add an Upcoming Events Story Highlight.
    - Tactic 4: Post Instagram Reels more frequently.
    - Tactic 5: Post about upcoming events more frequently.
    - Tactic 6: Utilize more concise captions on Instagram posts.
    - Tactic 7: Implement a mixed approach with more variation in posts.
  - Objective 2: To increase on-campus promotional tactics.
    - Tactic 1: Put posters up on-campus.
    - Tactic 2: Implement regular tabling on-campus.
    - Tactic 3: Hand out brochures around campus.
  - Objective 3: Increase word of mouth.
    - Tactic 1: Encourage professors to mention the GMA and its upcoming events in their courses.
    - Tactic 2: Implement a "bring a friend policy."

Campaign Overview

- **Goal 2: Increase fundraising.**
  - Objective 1: To increase the amount of fundraising coming from UGA students through social media.
    - Tactic 1: Implement a Bingo-style fundraiser on Instagram through the GMOA Student Association.
    - Tactic 2: Implement an Instagram raffle through the GMOA Student Association.
  - Objective 2: Increase the amount of fundraising coming from UGA students through events.
    - Tactic 1: Implement a fundraising component to student nights.
    - Tactic 2: Implement a fundraising component to date nights.

Campaign Overview

- **Goal 3: To increase attendance from the UGA student population at the GMA.**
  - Objective 1: Host a date night for UGA students on the first Thursday of every month.
    - Tactic 1: Create a sign up form for the event.
    - Tactic 2: Create posters/flyers to distribute.
    - Tactic 3: Promote on social media both through the GMA's account and the GMOA Student Association's account.
    - Tactic 4: Reach out to restaurants for in-kind donations for snacks and drinks.
    - Tactic 5: Set up a sign to direct people where to go.
    - Tactic 6: Set up the event.
  - Objective 2: Make visits more accommodating for the UGA student population.
    - Tactic 1: Have permanent parking signs present.
    - Tactic 2: Have increased refreshments available for purchase on certain days.
    - Tactic 3: Promote that food and drink are allowed on the first floor.
    - Tactic 4: Utilize Instagram to promote the GMA as a great study spot and a place for mental wellness.
    - Tactic 5: Make the exhibit security more friendly, welcoming, and informative.
  - Objective 3: Increase diverse student attendance.
    - Tactic 1: Promote the GMA to diverse organizations on-campus.

Campaign Overview

    - Tactic 2: Enhance the promotion of more diverse exhibits and pieces through Instagram.
- Objective 4: To improve and expand the reach of the student night events.
    - Tactic 1: Expand posters on-campus to include the main campus.
    - Tactic 2: Increase signage.
    - Tactic 3: Offer more activities during the student night.
    - Tactic 4: Have the in-house photographer take photos.
    - Tactic 5: Post more photos from past student nights on social media.
    - Tactic 6: Expand the drawing prize by requesting in-kind donations from local Athens artists and businesses.

Goal 1

To increase brand awareness among the UGA student population.

Based on our research, there is an opportunity to expand UGA students' awareness of the GMA, including its location and its upcoming events. We propose that this can be accomplished through improving the GMA's Instagram page, expanding on-campus promotional strategies, and increasing word of mouth.

Objective 1: To increase Instagram followers and engagement (likes and comments) by at least 15%.

According to our survey, 100% of UGA students (n=405) use at least one social media platform. Instagram is the most prominent platform, with 71% (n=288) of UGA students using it. Due to the popularity of this platform among students, we suggest that the GMA focus on improving their Instagram page to best reach the UGA student audience.

Our focus group participants noted multiple ways that the GMA could improve their Instagram, including through utilizing shorter captions and through posting more frequently about upcoming events.

Tactic 1: Organize Story Highlight covers to be more informative/useful.

Instagram Stories have been shown to boost follower engagement on the platform. According to our focus groups, we found that participants wished the Story Highlights were “more cohesive.”

Instagram Stories are short-form, horizontal content that could be static or video. Instagram allows users to add Story Highlights to their profile with Highlight covers to add aesthetic value. Currently, the GMA does not utilize Instagram Story Highlight covers. This could cause confusion among followers. We propose that the GMA utilizes Instagram Story Highlight covers for all of their Instagram Highlights.

The design would be simple and consistent to create an aesthetically pleasing profile. The Highlight covers would be created in Canva and edited in-app with Instagram fonts. Examples are included below and are available on the thumb drive as digital editable files.

In order to make the Highlight cover titles more clear and concise, we propose that the GMA changes their current Highlight titles to be as follows: From "On View" to "Current Exhibits," from "Feedback" to "Testimonials," from "Minute" to "Museum Minute," and from "Online Shows" to "Online Exhibits." The GMA should keep the Highlight names for "Art at Home" and "Women Artists" as these titles are already clear and concise. Lastly, the GMA should add 2 new Story Highlights: "FAQs" (See Goal 1, Objective 1, Tactic 2) and "Upcoming Events" (See Goal 1, Objective 1, Tactic 3).





Tactic 1: Organize Story Highlight covers to be more informative/useful.

Museum Minute

Online Exhibits

Art at Home

Women Artists

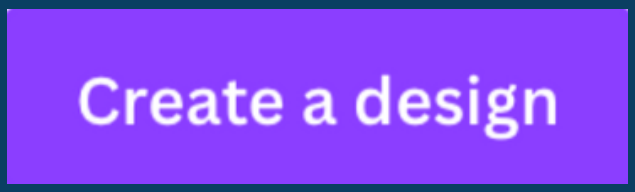
FAQs

Upcoming Events

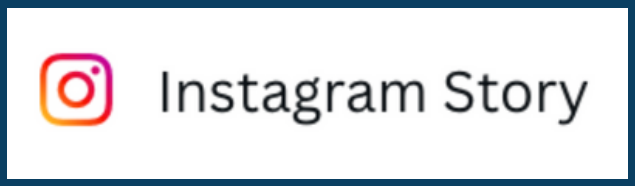
Tactic 1: Organize Story Highlight covers to be more informative/useful.

Steps to Implement:

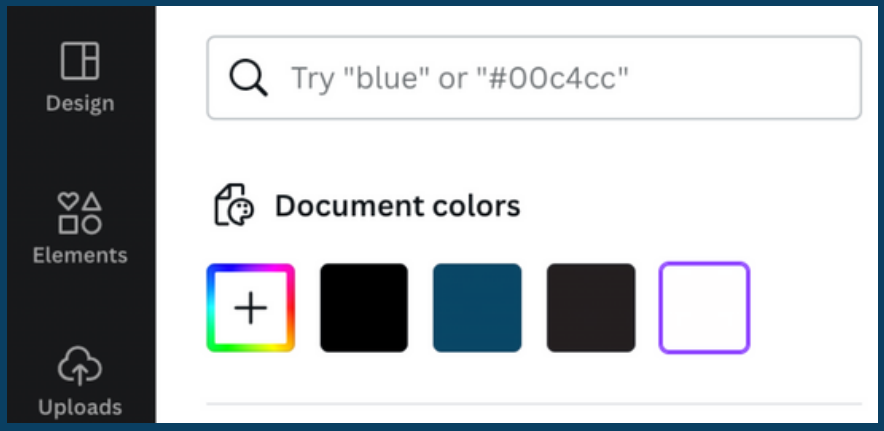
1. Set up Canva account with username and password at https://www.canva.com/pro/.
2. Use card to pay for Canva teams so multiple interns and/or design staff can have access to Canva designs ($149.90/year or $14.99/month).
3. Once account is set up, click 'create a design' in the top right corner.



4. In the search box, look for 'Instagram Story' or enter in the dimensions: 1080x1920 px.

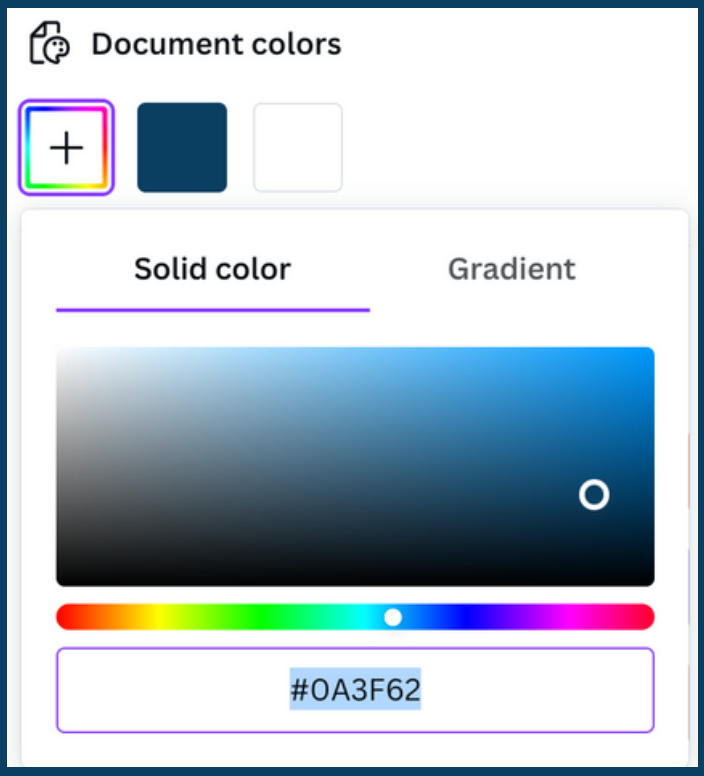


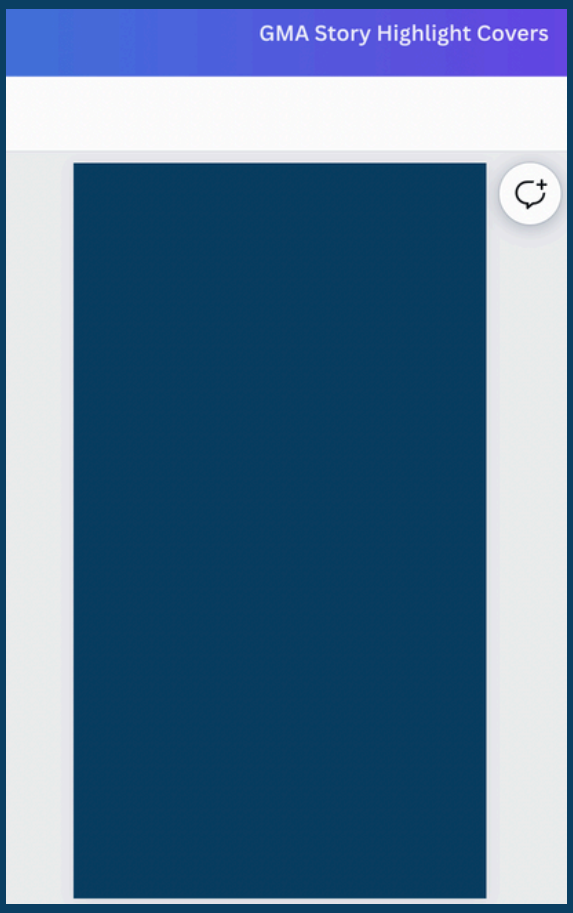
5. Change the color of the blank design to match the color blue that the GMA uses (#0a3f62) by clicking the 'Background Color' option at the top left.



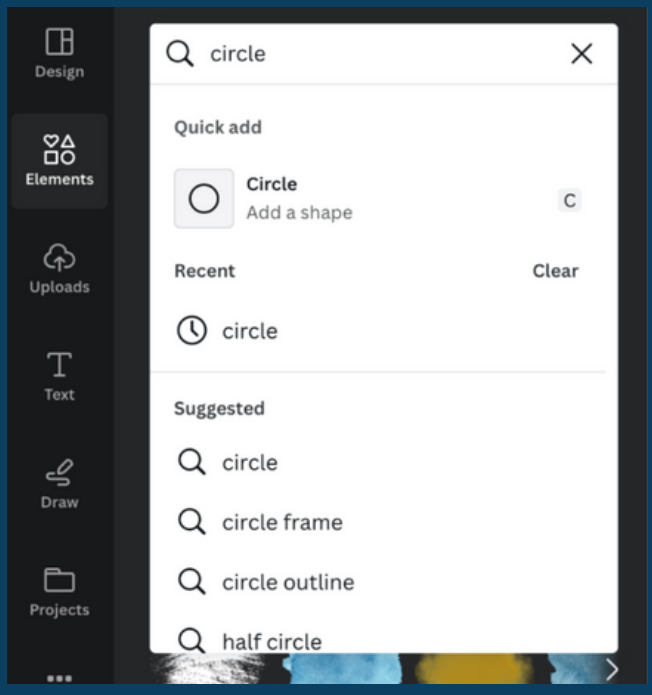
6. Enter in the color code by clicking the 'Add a new color' button or typing the color code into the search bar.

Tactic 1: Organize Story Highlight covers to be more informative/useful.





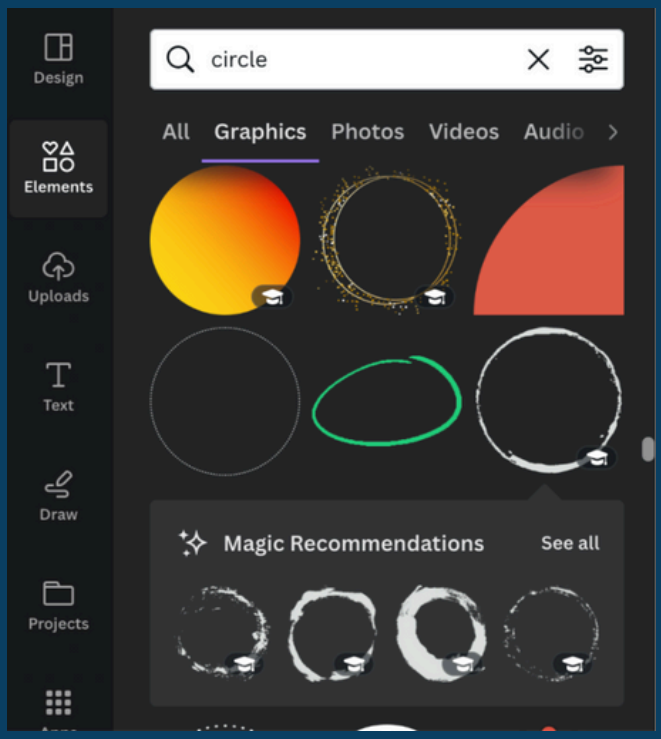
7. Once the color is applied to the background, then go to the ‘Elements’ tab on the left of the toolbar and search ‘circle.’



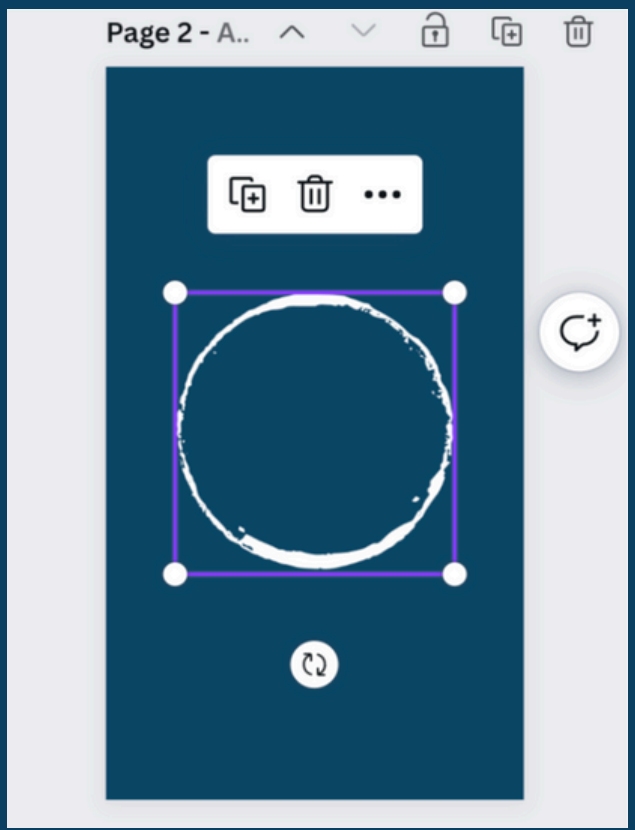
Tactic 1: Organize Story Highlight covers to be more informative/useful.

Steps to Implement (Continued):

8. Scroll until you find this graphic of a white circle:



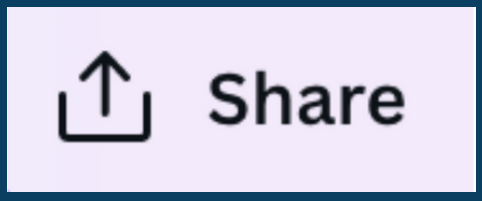
9. Position the circle to be in the middle of the page. Size the circle to be size 717x7.

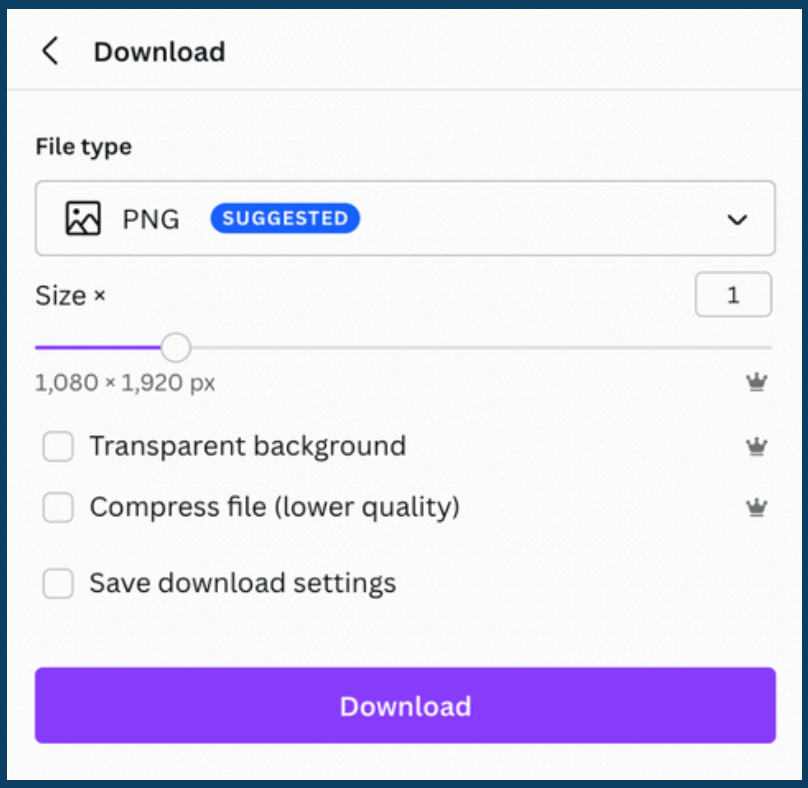


Tactic 1: Organize Story Highlight covers to be more informative/useful.

Steps to Implement (Continued):

10. Once the graphic is made, download it by clicking the share button in the top right corner. Download the image as a PNG for best results.

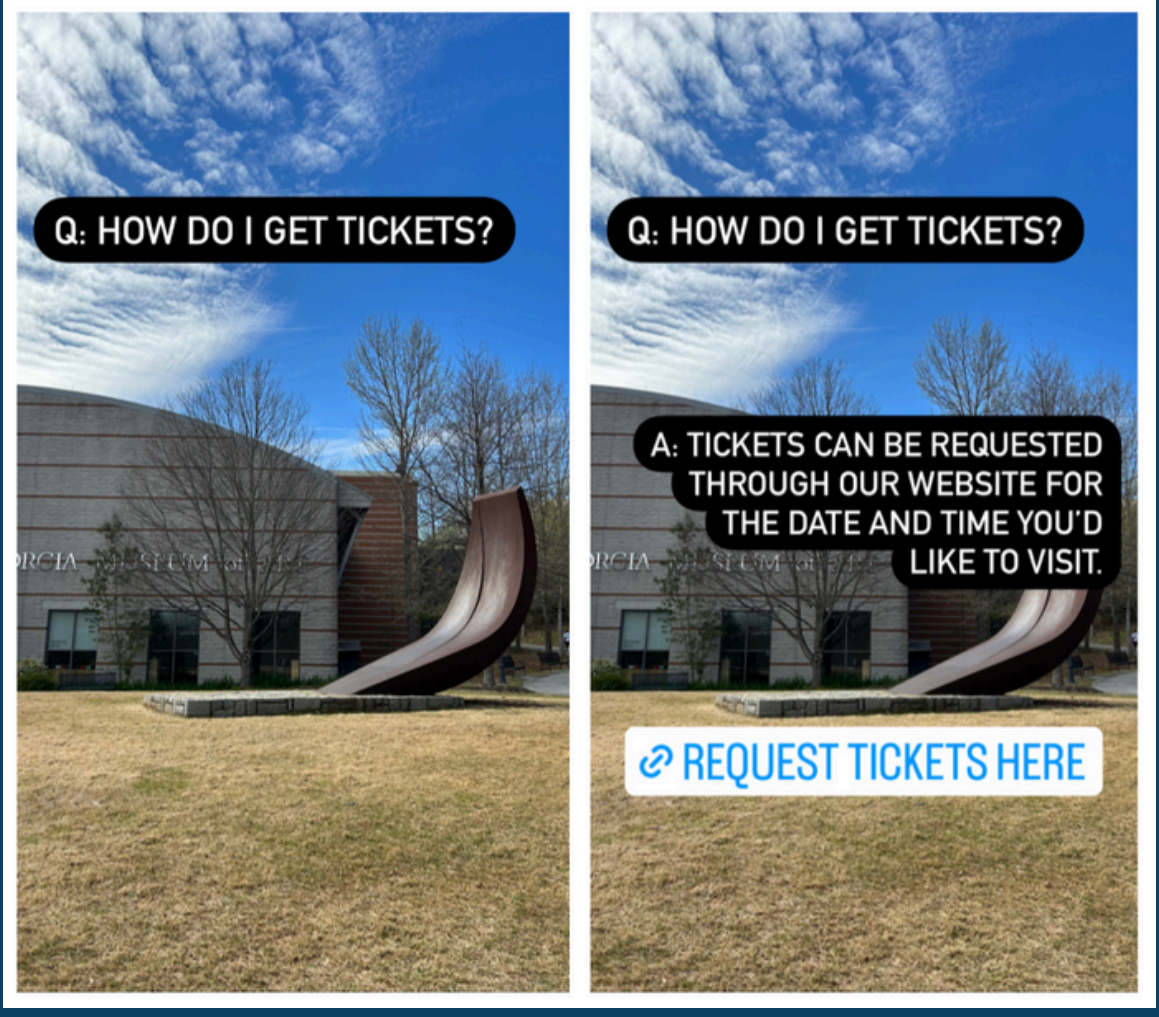




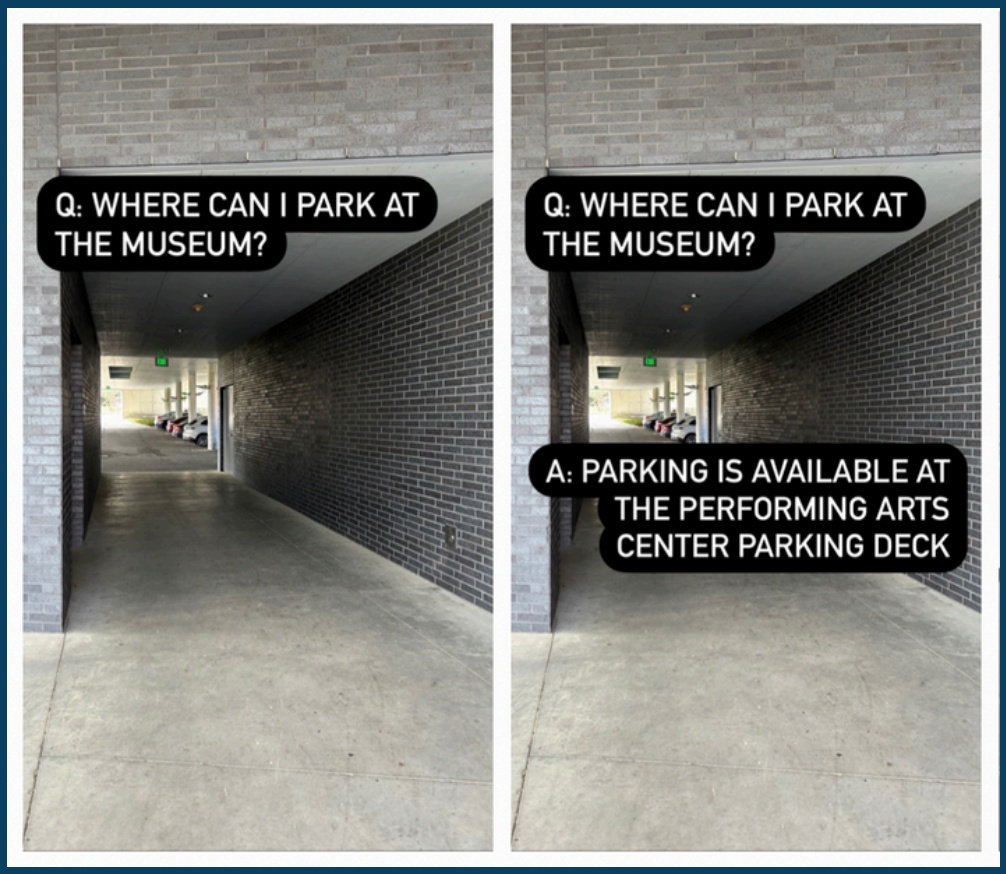
Tactic 2: Add an FAQs Story Highlight.

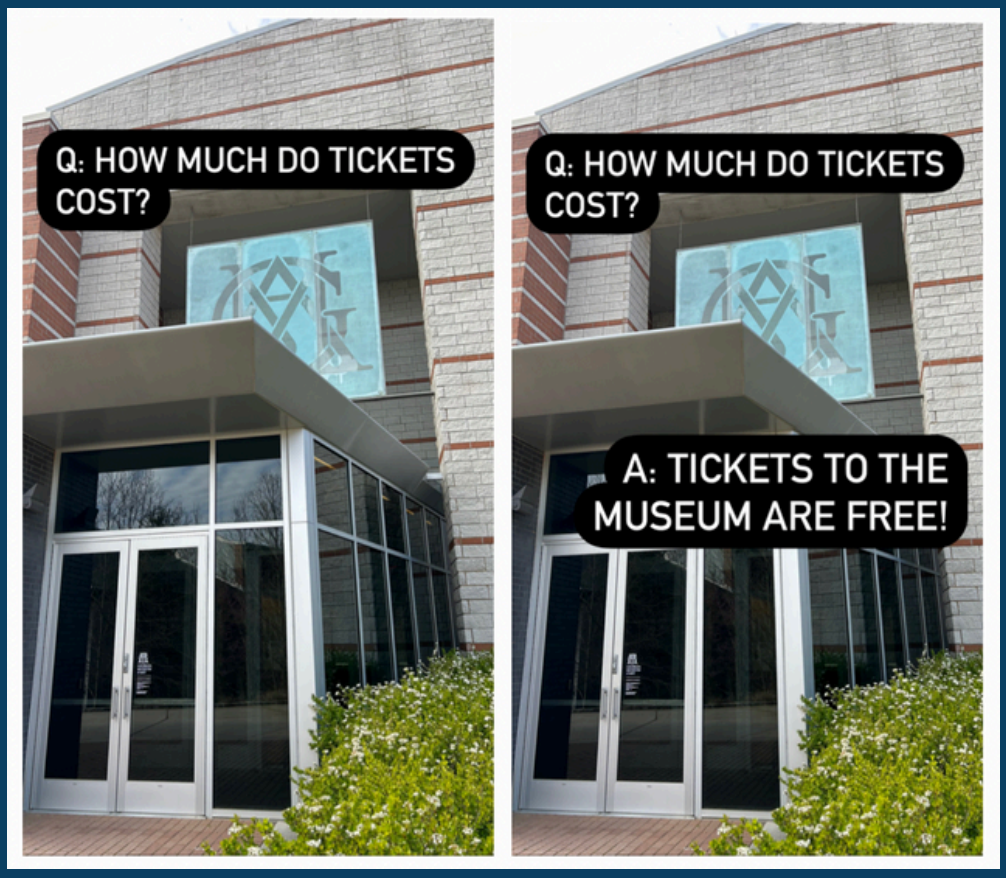
According to our focus groups, participants said that they were unsure about basic information about the GMA, including its hours of operation, location, and parking information. They also said that they use Instagram to look for important information about places or organizations before deciding if/when to go. We believe it would be beneficial for the GMA to add an FAQs Story Highlight on Instagram for followers and profile viewers to find important information about the museum that would be necessary to make a visit. This would be a series of 10 slides featuring the GMA's most asked questions. To create these stories, use the Story feature on the Instagram app. The Stories in this Highlight will all use the second most left font on the Story feature and will follow the same Q&A format with the question on the first slide and the answer on the following slide. The proposed Stories were made using photos captured by our team and Instagram Story features, such as link to website. The photos used and the editable text are all accessible on the thumb drive.

For the FAQs Story Highlight cover: See Goal 1, Objective 1, Tactic 1.

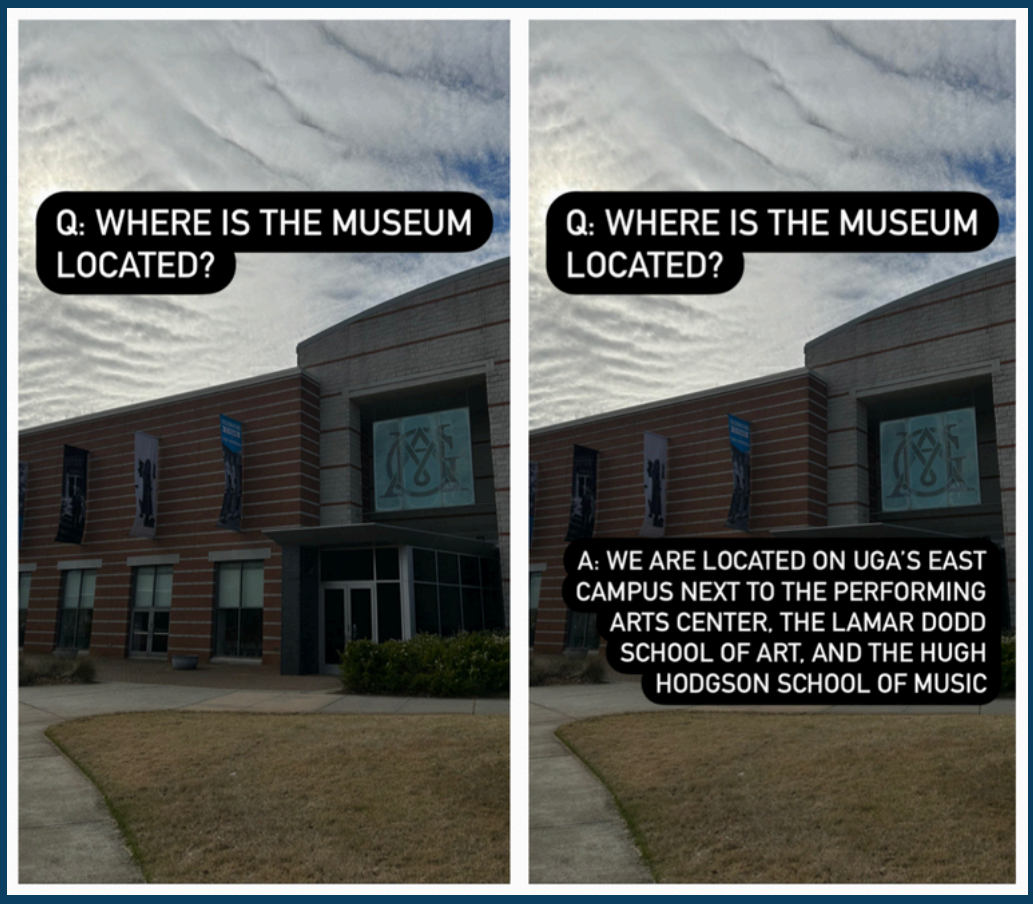


Tactic 2: Add an FAQs Story Highlight.





Tactic 2: Add an FAQs Story Highlight.





Tactic 3: Add an Upcoming Events Story Highlight.

The focus group respondents noted that one opportunity to improve the GMA's Instagram presence would be to create an Upcoming Events Story Highlight to increase promotional content for upcoming events. This is a relevant tactic because student organizations and the GMA's competitors utilize Upcoming Events Story Highlights.

Each Monday the GMA should post a Story post that says "This Week at the GMA." This should be followed by flyers for each event happening that week at the GMA. The event flyers should be posted in chronological order to avoid confusion. All flyers for upcoming events can be made on Canva. Every flyer must include the date, time, location, event details, and the fee if applicable. The Instagram Story should also use the Instagram link feature to link to the event on the website for more details and to the event sign-up, if applicable. After posting each Monday, all of the Stories should be added to the "Upcoming Events" Instagram Story Highlight. This can be accomplished through selecting the icon for "Upcoming Events" and selecting the respective Story to add. At the beginning of each new week, the past week's Instagram Stories should be removed from the Highlight and replaced with the new Stories.

The event flyers should also be re-posted directly onto the GMA Instagram Story the day before any event. The purpose of this is to remind the GMA's Instagram followers about the event. This Instagram Highlight will be advantageous to the GMA because it will increase awareness about events happening at the GMA.

For the Upcoming Events Story Highlight cover: See Goal 1, Objective 1, Tactic 1.

Examples of a "This Week at the GMA" Story post and of an event flyer are included on the next pages and are accessible as digital editable files on the thumb drive.

Tactic 3: Add an Upcoming Events Story Highlight.



Tactic 3: Add an Upcoming Events Story Highlight.



Tactic 4: Post Instagram Reels more frequently.

Based on our secondary research, several of the GMA's competitors utilize Instagram Reels. For example, The High Museum of Art frequently posts Reels, on average 2-3 per week. January 1-March 16, The High posted 21 total Instagram Reels. In the same time period, the GMA posted 3 Reels. There is an opportunity for the GMA to increase Reels posting frequency.

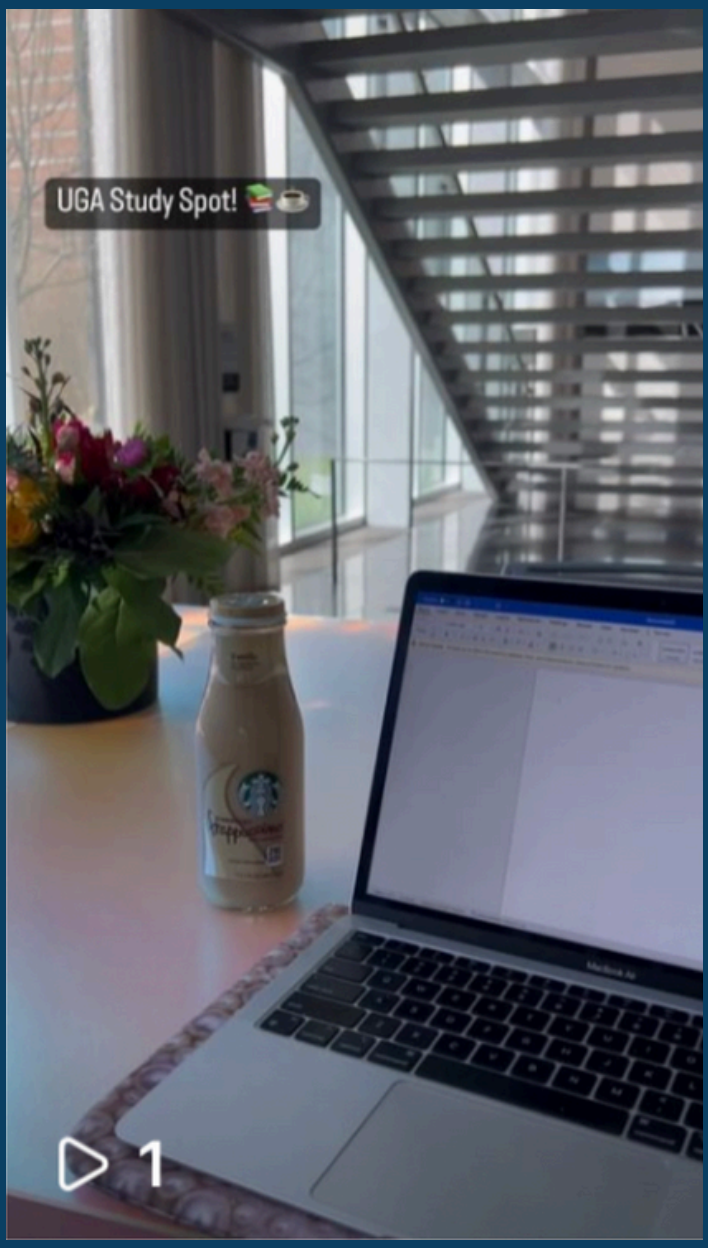
When creating Reels, particularly with the UGA student target audience in mind, it's important to consider trending sounds/music. Not all trends will be applicable to the GMA, but when they can be used, this can help with increasing engagement (likes/comments) on Reels. One way to determine current trends is to scroll through Reels directly on the app to see which sounds/music keep showing up. Another way to find current trends is through the Later Blog's article "The Top Instagram Reels Trends to Try This Week." This article currently features trends from May 2022-April 2023, and is updated frequently to include new weekly trends. It can be found at the link here: https://later.com/blog/instagram-reels-trends/.

An Instagram Reel idea that we are proposing for the GMA is a Reel highlighting how the museum is a great study spot. The proposed Reel uses video clips taken by our team. The full Reel with audio, the full Reel without audio, and all of the video clips used to create the Reel are accessible as digital files on the thumb drive.

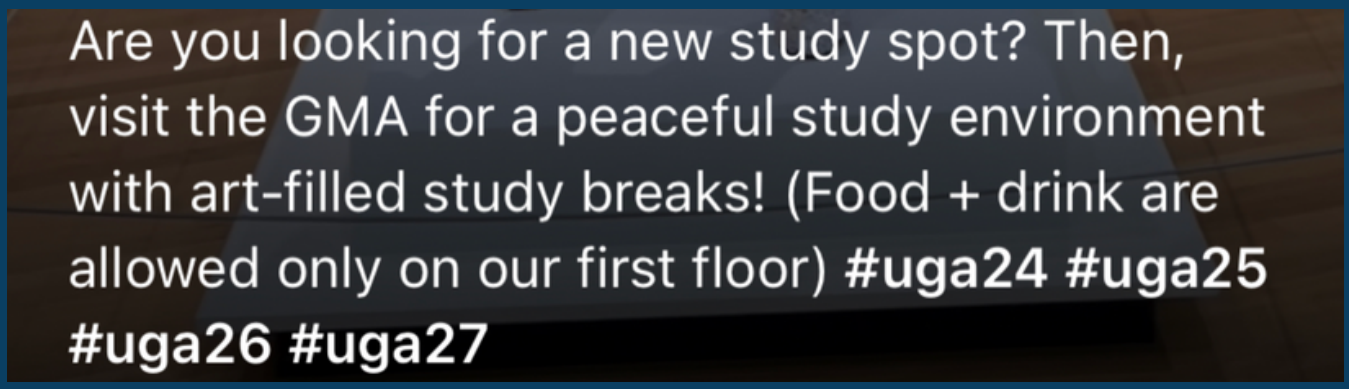
The proposed Instagram Reel utilizes music entitled "heaven," which based on our research, is a popular Instagram audio as of March 2023. A proposed caption for the post is included below. Hashtags for each UGA class are utilized to increase engagement among the student audience. UGA's main Instagram page, all the UGA college Instagram pages, and the GMOA Student Association Instagram page should all be tagged. The reason behind tagging these accounts is so that the Reel can be reposted and reach a larger student audience. Our proposed date for posting this Reel is October 9, 2023. This day was chosen because according to the 2023 UGA academic calendar, midterms will be happening at this time. Students will be in need of study spots during midterms. As such, they are likely to be more receptive to the Reel during this time.

Tactic 4: Post Instagram Reels more frequently.

Instagram Reel Cover:



Instagram Reel Caption:



Tactic 4: Post Instagram Reels more frequently.

Tags:

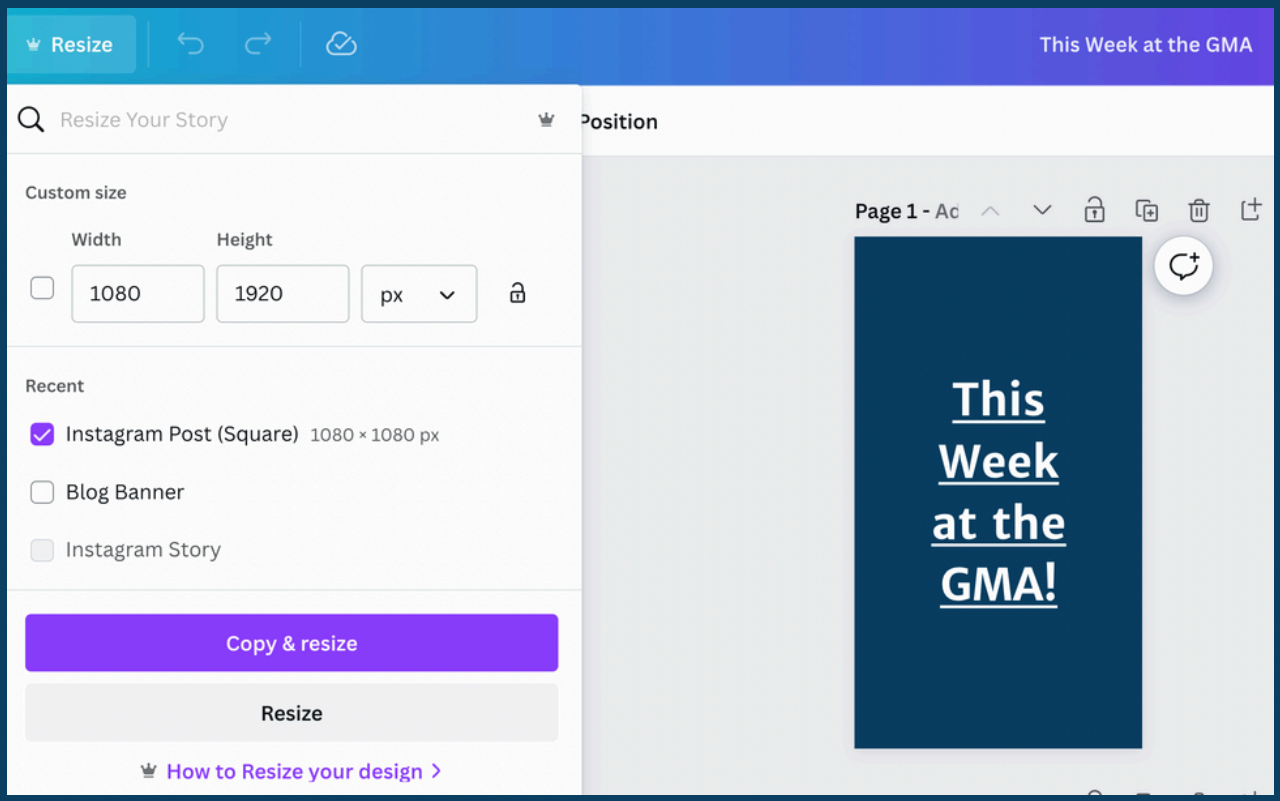
@gmoastudent (GMOA Student Association)
@universityofga (UGA main page)
@ugagrady (Henry W. Grady College of Journalism & Mass Communication)
@uga_dodd_art (Lamar Dodd School of Art)
@terrycollege (C. Herman and Mary Virginia Terry College of Business)
@franklin_uga (Franklin College of Arts and Sciences)
@uga_collegeofag (UGA College of Agricultural and Environmental Sciences)
@ugalawschool (UGA School of Law)
@ugapharmacy (UGA College of Pharmacy)
@ugawarnell (Daniel B. Warnell School of Forestry and Natural Resources)
@ugamfecoe (Mary Frances Early College of Education)
@ugagraduateschool (Graduate School)
@ugafacs (College of Family and Consumer Sciences)
@ugavetmed (College of Veterinary Medicine)
@ugasocialwork (School of Social Work)
@ugaced (College of Environment and Design)
@uga_spia (School of Public and International Affairs)
@publichealthuga (College of Public Health)
@ugaecology (Eugene P. Odum School of Ecology)
@ugaengineering (College of Engineering)
@honorsatuga (Jere W. Morehead Honors College)

Tactic 5: Post about upcoming events more frequently.

Our research indicated that there is limited awareness about the GMA's events. For example, our focus group respondents noted that on Instagram, "it's not very clear which events are hosted at the museum." To increase awareness, the GMA should begin posting more frequently about their events on their Instagram feed.

To accomplish this, the GMA should curate weekly Instagram Carousels. The opening photo should be a graphic with the title “This Week at the GMA.” Following that, there will be graphics for each event. Each graphic should include the date, time, specific location, event details and price if applicable. These graphics can be the same as the ones used for the Upcoming Events Story Highlight to maintain a consistent feed aesthetic (see Goal 1, Objective 1, Tactic 3). For convenience, the GMA can use the Canva Pro "Resize" feature after creating Story posts to resize them to being an Instagram hard post size (see below). Note that tweaks may need to be made to the posts to account for any minor sizing conversion errors. Examples of a "This Week at the GMA" post and of an event flyer are included on the next pages and are accessible as digital editable files on the thumb drive.

It is advantageous to post weekly calendar posts to the GMA’s Instagram feed, so that followers will be more aware of what's happening at the museum. Followers can also direct message the post to anyone they think would be interested. This will increase awareness around events at the GMA.



Tactic 5: Post about upcoming events more frequently.



Tactic 5: Post about upcoming events more frequently.



Tactic 6: Utilize more concise captions on Instagram posts.

Results from our focus groups indicated that more concise captions on Instagram would be preferable and would allow for higher levels of engagement overall. More specific details about art pieces and exhibits can still be shared through the GMA's blog, which can be linked to on Instagram Stories and in the GMA's Instagram bio. An example is shown below of how an existing GMA caption could be shortened. The new caption is accessible as a digital editable file on the thumb drive.



New Caption

You can see this image by Faith Ringgold in our exhibition "Art is a form of freedom," now through July 2! For more information, check out our blog post through the link in our bio.

Tactic 6: Utilize more concise captions on Instagram posts.

Original Caption

georgiamuseum You can see this image by Faith Ringgold in the exhibition "Art is a form of freedom," on view here through July 2. The exhibition features works of art selected by incarcerated students at Whitworth Women's Facility, in Hartwell. One of them wrote, about this work:

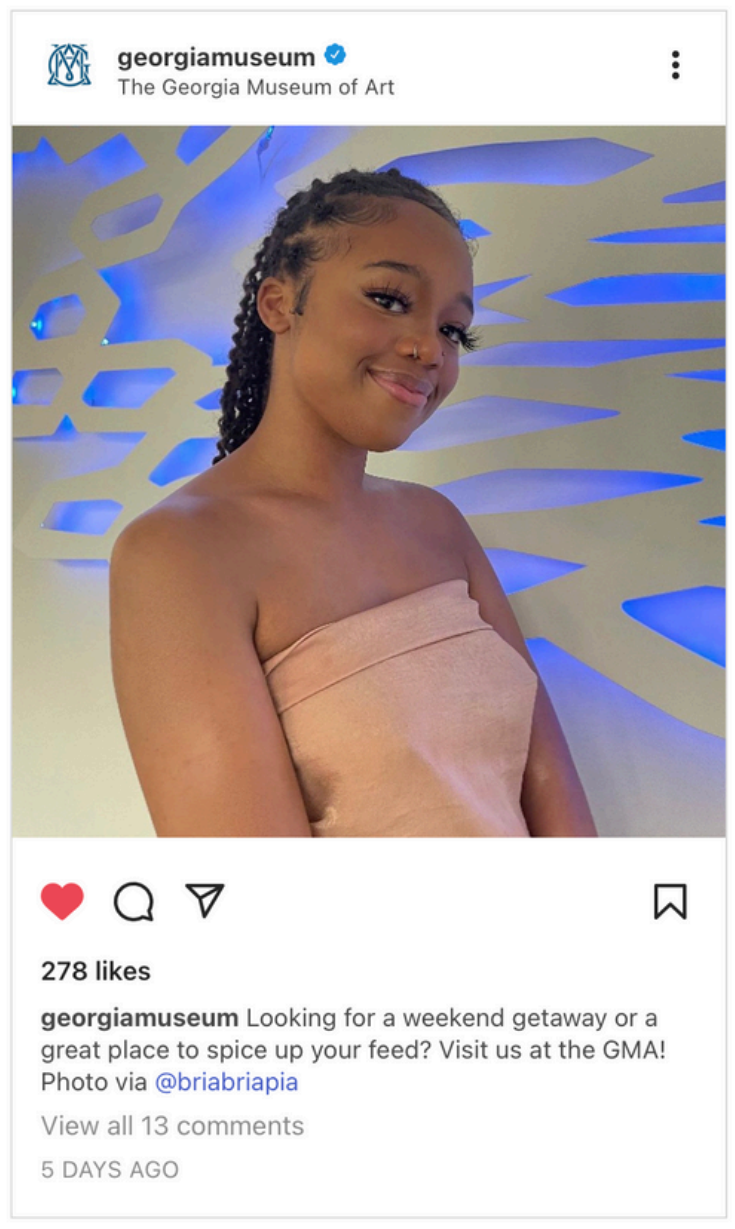
"This work of art helps me to remember the road of hope and promise. Two shadows, one tall and short, indicate a man and a woman. They are walking on a yellow road through the forest. At the end of the road sits a small house. The sky painted in red with a small, full, white moon. The brightest color being the road they are walking on. I see two people oblivious to their surroundings. Lost in each other and the future they hold in their little house. Nothing or no one coming in their way of reaching their destination of peace and serenity. Hidden in their little home, they will find a new reality in love. A road to a new beginning, to a new home, and a refreshing relief to reach a new destiny. The red sky symbolizing the pain suffered down this road to freedom. The only necessity is the bond they share to keep them strong in their journey to independence. All the colors of red, blue, yellow, green, and black serves purpose to tell the story of the two lone figures in the woods. Together they have the courage to face whatever on this path to reclaim their lives together."

Faith Ringgold (American, born 1930), "Coming to Jones Road: Under a Blood Red Sky #8," 2007. Digital print with hand lithography, 12 × 12 inches. Georgia Museum of Art, University of Georgia; Museum purchase with funds provided by the Byrnece Purcell Knox Swanson Acquisitions Fund and the Richard E. and Lynn Rudikoff Berkowitz Acquisition Endowment. GMOA 2019.329.13.

#FaithRinggold #InternationalWomensDay #FiveWomenArtists

Tactic 7: Implement a mixed approach with more variation in posts.

Our focus groups expressed interest in both art posts and people posts. They mentioned that they would like to see more variation in the posts through alternating between people, art, and event posts each day. In addition to posting about new/current exhibits and upcoming events, the GMA should begin regularly re-posting images taken by students. Our focus group participants noted that they would be more likely to visit the museum if they saw "more people like [them]" posted on Instagram. This would allow for higher levels of engagement among the student population and in turn encourage more students to visit the museum. An example student post and a proposed posting schedule are included below. The example Instagram post is accessible as a digital editable file on the thumb drive.



Posting Schedule Example:

Monday: Weekly Upcoming Events Post.
Tuesday: Student(s) Visiting the Museum Post
Wednesday: New Exhibit/Current Exhibit Post
Thursday: People Visiting the Museum Post
Friday: Event Recap Post (photos from past event)
Saturday: Art Piece Post
Sunday: Artist Spotlight Post

Objective 2: To increase on-campus promotional tactics.

Our focus group participants stated that they had not seen any posters/flyers or tabling efforts from the GMA on-campus. Thus, there is an opportunity to expand posters/flyers by putting them in the main campus area (Tate Student Center/Miller Learning Center) where they can be viewed by more students. The GMA should also expand their tabling efforts by regularly tabling on-campus where they can hand out brochures to UGA students.

Tactic 1: Put posters up on-campus.

According to our research, the use of posters on-campus would increase student awareness of the GMA. For this reason, the GMA should put posters up on-campus, including QR codes to reserve tickets around the East Campus area, main campus area, within dorms, and dining halls. These locations are including but not limited to Rooker Hall, Vandiver Hall, McWhorter Hall, Building 1516, Boggs Hall, Brumby Hall, Church Hall, Hill Hall, Lipscomb Hall, Mell Hall, Morris Hall, Russell Hall, Bolton Dining Commons, The Village Summit, Oglethorpe Dining Commons, Snelling Dining Commons, The Niche, the Tate Student Center, Ramsey and the MLC. When advertising on-campus, ensure regulations are followed. For poster approval, see the Tate Student Center Information Desk by the pool tables or in the main hall in front of the Tate Print Center between 8 a.m. and midnight. Alternatively, call (706) 542-3816 or email tatecenter@uga.edu. Prepare and alter posters for current events and time frames. For printing instructions, see Goal 3 Objective 1 Tactics 2 &/or 5 or https://tate.uga.edu/print-and-copy/. Printing 60 11x17 black and white copies would cost $14.40. An example poster is included on the next page and is accessible as a digital editable file on the thumb drive.

Tactic 1: Put posters up on-campus.



THE GEORGIA MUSEUM OF ART

90 CARLTON ST
ATHENS, GA 30602

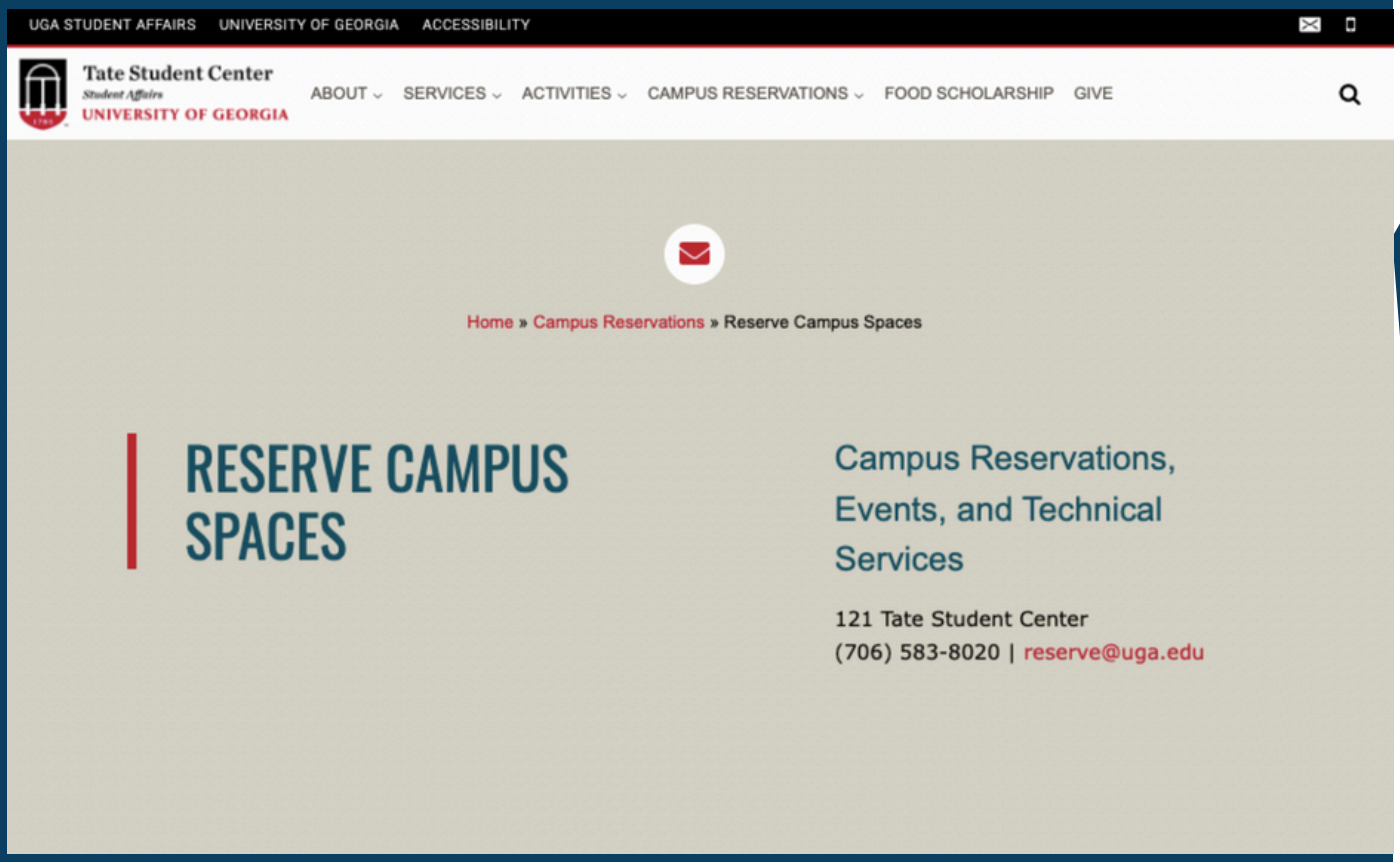
FREE ENTRY
TUES–WED, FRIDAY–SATURDAY:
10 AM – 5 PM
THURS: 10 AM – 9 PM
SUN: 1 PM – 5 PM

Tactic 2: Implement regular tabling on-campus.

During our client briefing, it was stated that the GMA has tabled in the past. Previous tabling locations include UGA's freshman, transfer student, international student, graduate student, and new faculty orientations. The GMA has also tabled in the Athens-Clarke County community at First Fridays at East Athens Community Center, the Athens Farmers Market, Athens PRIDE, the Hot Corner Festival, the Decatur Book Festival, AthFest, and Latinxfest. To increase on-campus promotional tactics, the GMA should continue tabling at the aforementioned orientations/events and implement regular tabling on-campus. This should begin in August 2023 and should be biweekly.

The Tate Student Center was chosen as the designation to implement continuous tabling because of its central location. The Tate Student Center is situated between the UGA Bookstore and the UGA Miller Learning Center. The tabling space intersects a popular walking route for UGA students. This is advantageous because the tabling effort will reach all demographics of UGA students.

To register for tabling at the Tate Student Center, visit https://tate.uga.edu/campus-reservations/campus-reservations-usage-policies/. All requests to table must be registered 5 days in advance.



Tactic 2: Implement regular tabling on-campus.

Reservation Priority System

Please note the following timeline indicating when groups can reserve space in and around the Tate Student Center, Memorial Hall, Scott Hall and certain other outdoor spaces on campus. Please see the Classroom Reservations page for a timeline to reserve instructional space on campus.

- **President's & Vice President's Offices** – no more than 1 year prior to the date of the event
- **Student Affairs Departments** – no more than 1 year prior to the date of the event
- **Other UGA Departments** – no more than 6 months prior to the date of the event
- **Student Affairs Advised Registered Student Organizations** – no more than 1 year prior to the date of the event
- **Registered Student Organizations** – no more than 6 months prior to the date of the event
- **UGA Community-Sponsored Events** – no more than 6 months prior to the date of the event
- **Governmental Agencies and Recruitment Events** – no more than 3 months prior to the date of the event
- **Weddings –** no more than 1 1/2 years prior to the date of the event
- **Private Celebrations** – no more than 1 year prior to the date of the event

Please allow 5 business days to process your request. Requests for meetings or events requiring personnel (security, early building opening, etc.) should be submitted at least 12 business days prior to the event. Requests submitted less than the indicated number of days prior to your requested reservation date may be declined.

The University and its Affiliates

UGA events – Consists of events arranged by the University (including colleges, departments, units, or employees on behalf of the University) or registered student organizations for the primary benefit of the University community or an initiative of the University. Reservations for these groups must be requested by members of the registered student organization or University faculty or staff. Attendance is primarily for University faculty, staff, students, and/or Athens-Clarke County residents. Any group of University students seeking to form a registered student organization may make a maximum of three meeting room reservations under this category in the Tate Student Center, for the purpose of recruitment, prior to registering as a student organization. All charges related to a UGA event will be billed to and the responsibility of the requesting University college, department, unit, or registered student organization.

UGA-affiliated events – Consists of events arranged by the University (including colleges, departments, units or employees on behalf of the University) or registered student organizations, but attendance is not limited to University faculty, staff, students, and surrounding Athens-Clarke County residents. A UGA faculty or staff member, or a registered student organization must request the space and serve as the primary contact/planner for all event-related details. All charges related to a UGA-affiliated event will be the responsibility of the requesting University college, department, unit, or registered student organization.

UGA community-sponsored events – Consists of events arranged or sponsored by either (i) individual UGA students or groups of UGA students (other than registered student organizations), or (ii) faculty or staff of the University when not acting on behalf of the University. Attendance for such events is not limited to University faculty, staff, students, and surrounding Athens-Clarke County residents. The individual UGA student or faculty/staff member must request the space and serve as the primary contact/planner for all event-related details. All charges related to a UGA community-sponsored event will be the responsibility of the requesting UGA student or faculty/staff member and be paid prior to the date of the reservation. *If you are an individual University faculty, staff, student, or department wishing to sponsor an event under this category, click on the "Make a Reservation" button below and fill out the "Non University-affiliated/UGA Community-Sponsored" request form on the next page.*

Tactic 2: Implement regular tabling on-campus.

To generate awareness, it is recommended that the GMA tables biweekly. It is recommended that the GMA tables between 10 a.m. and 1 p.m. because that is when mass amounts of students are walking through campus. It is free to table at the Tate Student Center, however the GMA should purchase a folding table. The GMA should purchase a folding table instead of renting one from UGA because the purchase is a one-time fee. Because the GMA will be implementing regular tabling, purchasing the folding table will cost less compared to renting in the long term.

The materials brought to tabling events will be brochures and buttons. The buttons will be printed using the GMA's button maker. The design, featured below, will coincide with the GMA's existing brand identity. They are a wearable object, so students who wear them will be increasing awareness about the GMA around UGA's campus. More details about brochures, including an example, can be found in Goal 1, Objective 2, Tactic 3. An 18x14 inch poster will also have to be created to indicate what organization the table belongs to. The table will be hosted by two GMA employees and/or students from the GMOA Student Association. They will attract students with the buttons, brochures, and poster. They will also be knowledgeable and excited about upcoming events at the GMA. This regular tabling will generate brand awareness and a positive sentiment among UGA students. The button and poster design are included as digital editable files on the thumb drive.

Example of Brochure:

- See Goal 1, Objective 2, Tactic 3

Example of Button Design:



Example of Poster:



Tactic 3: Hand out brochures around campus.

According to our focus groups, we found that a significant amount of students were not aware of the museum or its events. We believe having a brochure to hand out to students that informs them about the museum and its frequent student nights would increase students' interest in visiting the museum. These brochures would be 11x8.5 inches and would feature important information about the museum and student nights. These brochures could be printed off at Office Depot, costing $1.65 per brochure. We estimate we will need 400 brochures totaling $660. We decided to print 400 brochures because we believe this would reach a good portion of the UGA student population. If more brochures are needed, an additional order of 200 brochures will be placed, costing an additional $330, bringing the total to $990.

The brochures can be printed off at Office Depot, located at: 3045 Atlanta Hwy, Athens, GA 30606. This location is open from 8 a.m. - 9 p.m. Monday-Friday, 9a.m. - 7 p.m. Saturday, and 10 a.m. - 6 p.m. on Sunday. We decided a good day to print these brochures off would be Thursday, August 10. This is four days before students arrive on campus and new student orientation begins. This gives the GMA four days to gather the brochures and have them ready for students when they arrive August 14.

Brochures will be handed out at a couple of places across campus. These will include: in front of the Tate Student Center and outside of Joe Frank Harris Commons. We chose the Tate Student Center because it generates lots of foot traffic and has the most opportunity to reach the most amount of students. We chose Joe Frank Harris Commons because it also generates lots of foot traffic for those who are planning to eat on East Campus, and also because of its vicinity to the museum. According to our focus groups, a large reason why participants do not visit the museum is because they do not frequently visit the area the museum is in because it is far away from the center of campus. This is why we would be targeting students who are already visiting East Campus and are more likely to return to the area.

Tactic 3: Hand out brochures around campus.

The brochure can be created using Canva. An example of what the brochure would look like can be found here. This brochure is accessible on the thumb drive as a digital editable file.:

Outside of Brochure:



Tactic 3: Hand out brochures around campus.

Inside of Brochure:

ABOUT GMA

The Georgia Museum of Art's mission is to support and promote teaching, research and service through artwork. Located on the University of Georgia's campus, the Georgia Museum of Art hosts a diverse collection of artwork from across the country.

EXHIBITS

Object Lessons in American Art: Selections from the Princeton University Art Museum

"Art is a form of freedom"

Sky Hopinka: Lore

In Dialogue: Henry Ossawa Tanner, Mentor and Muse

Decade of Tradition: Highlights from the Larry D. and Brenda A. Thompson Collection

Power and Piety in 17th-Century Spanish Art

Permanent Collection

Objective 3: Increase word of mouth.

We want to implement word of mouth tactics because based on our focus group research, word of mouth is the best way to inform and influence students to visit the museum. If a student hears about what the museum has to offer from a peer or someone they know, they will most likely be more willing and interested in visiting. According to Business News Daily, 92% of consumers believe recommendations from friends and family over all forms of advertising. By implementing tactics to increase word of mouth, students, faculty and many others are likely to know about the museum and visit.

Tactic 1: Encourage professors to mention the GMA and its upcoming events in their courses.

Encouraging professors to mention the GMA during class was chosen due to the responses we received in our focus group about the effectiveness of word of mouth. Having UGA professors talk about the museum in different types of classes/schools on-campus will increase word of mouth, and student visitors to the GMA. Students often look up to their professors and trust their recommendations and opinions, which can help spark interest. This will bring attention to the museum for students who may not have known about the museum in the first place, as well as encourage students to attend upcoming events.

Steps to Implement: Reach out to various UGA professors through email on Monday September 4, 2023

The emails will be sent out on September 4, 2023 which gives professors and students time to settle into the new semester. Professors of various UGA schools will be included to get the word out to all types of students. We will ask them through an email pitch with information regarding the upcoming events.

Contact List:

Professor	School	Fall 2023 Courses	Email
Mahera Khaleque	Lamar Dodd School of Art	- Cultural Diversity in American Art	mahera@uga.edu
Asen Kirin	Lamar Dodd School of Art	- Art History 1: Cave Paintings to Renaissance	aekirin@uga.edu
Sabrena Deal	Grady College of Journalism and Mass Communication	- Foundations of Graphic Comm- Brand Storytelling	scdeal@uga.edu
Catherine A. Case	Terry College of Business	- Applied Statistics and Data Analysis for Business	cac64357@uga.edu
Hillary S. Tanner	College of Engineering	- Engineering Graphics and Design	hstanner@engr.uga.edu

Tactic 1: Encourage professors to mention the GMA and its upcoming events in their courses.

These professors are great for promoting the museum during their classes because the courses that they teach have between 100-300 seats, and many of them teach multiple sections. This gets the word out to a large number of students per class. Many of these courses are mostly filled with underclassmen, which is a great way to introduce the museum to newer UGA students who may not have heard of the GMA before. The variety of schools these professors fall under is also beneficial because it will reach students of all different majors besides just art majors. This can spark interest in students that aren't necessarily passionate about art and may want to attend upcoming events or stop by the museum.

Email Pitch (available on thumb drive):

[Subject]:

Dear [Professors Name]

I hope this email finds you well. My name is [Name], I am writing on behalf of the Georgia Museum of Art (GMA), and I wanted to share some exciting news about our upcoming events. The GMA is located on UGA's East Campus next to the Performing Arts Center, the Lamar Dodd School of Art, and the Hugh Hodgson School of Music. The GMA is an amazing resource on-campus and we are eager about encouraging more UGA students and faculty to visit. Therefore, I would like to request that you help us spread the word to your students.

The GMA frequently hosts exciting events, such as Yoga in the Galleries, Morning Mindfulness, and Student Nights. Our newest event, starting this September 7, 2023, will be a student date night. This will happen on the first Thursday of every month.

If you could take a minute during your courses to mention the museum and our upcoming events, we would really appreciate it. We would love it if more students knew about the amazing events the GMA has to offer, as well as the plethora of art and history throughout the galleries of the museum.

If you have any questions about any of the events or would like to learn more about the museum, feel free to reach out.

Thank you!
Sincerely,
[Name]
[Your Title]
[Your Phone Number]

Tactic 2: Implement a “bring a friend policy.”

The bring a friend policy will be a month-long program where students or other people in Athens can receive a $5 gift card if they bring a friend with them to visit the museum. We want to implement this because according to our focus group research we found out that one of the best ways to reach students is by students influencing their friends through word of mouth.

How to implement:

1. **Promotional Period**

The promotional period will begin on August 13, 2023. This ensures that we will have a sufficient amount of time to make people aware of it and plan their visit. It also ensures that we have enough time to reach out to the organizations, wait for their responses, and have them post.

2. **Ask student/Athens organizations to promote the bring a friend policy on Instagram.**

According to our research, Instagram is an effective way to reach students with information about the museum. For the bring a friend policy, we will do this by reaching out to all different UGA student and Athens-based organizations. Through Instagram direct message, we will encourage them to promote the policy on their platforms, which can then be reposted on the GMA Instagram Story. This tactic will help us reach students and other people of Athens who follow organizations on and off campus.

Tactic 2: Implement a "bring a friend policy."

Contact List:

Organization	Instagram Handle	Followers
Lamar Dodd School of Art	@uga_dodd_art	3,881
Grady College of Journalism and Mass Communication	@ugagrady	6,562
UGA Arts	@uga_arts	2,132
Franklin College of Arts and Sciences	@franklin_uga	2,916
PRSSA at UGA	@ugaprssa	1,584
UGA Student Government Association	@ugasga	5,284
Athens Update	@athensupdate	8,849
Guide to Athens	@guide2athens	13.9K
State Botanical Garden of GA	@botanicalgarden_ga	7,962
The Classic Center	@theclassiccenter	5,163

Tactic 2: Implement a “bring a friend policy.”

DM Pitch:

Hey [Organization]!

I wanted to reach out and see if your organization would be interested in promoting our new “bring a friend policy” that we are doing at the Georgia Museum of Art on East Campus. For the whole month of September we are offering a $5 Chick-fil-A gift card to anyone who visits the museum and brings a friend with them.

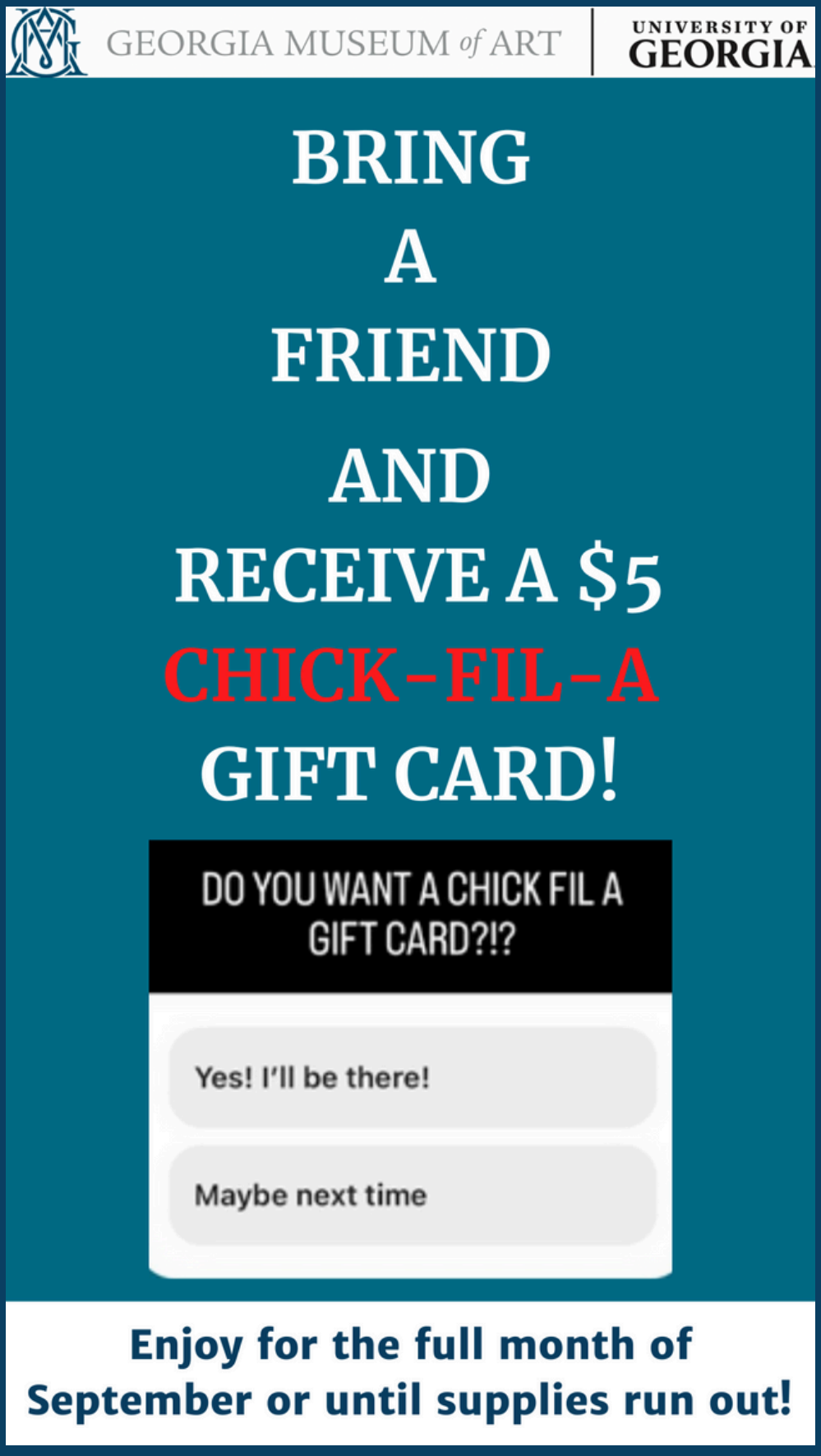
We think this is going to be a great opportunity to spread awareness and attendance at the museum, especially for people who may have never visited before. We would really appreciate it if you could post about the program on your Instagram Story and tag us!

If you are interested in supporting the bring a friend policy feel free to shoot me a message and I can send over some graphics that you can use and the program guidelines. Thank you so much for your time, and we look forward to hearing from you soon!

3. Post an interactive Story on the GMA Instagram page.

As part of the promotional period, we believe posting an interactive Instagram Story to the GMA’s page will increase engagement due to the information we received in our research. The focus group respondents noted that one opportunity to improve the GMA’s Instagram presence would be to create Story posts to increase promotional content for upcoming events. Posting Stories that include promotional and interactive aspects is a great way to increase engagement, brand awareness, and to create a more memorable experience. This Instagram Story is using the poll feature. This Story will not only spread awareness of the bring a friend policy, but it provides an interactive element where the GMA can get an idea of if people are interested and planning on attending. The Instagram Story is available as a digital editable file on the thumb drive.

Tactic 2: Implement a "bring a friend policy."



Tactic 2: Implement a “bring a friend policy.”

4. Testing Period.

The testing period will begin on September 1, 2023 and will conclude in either exactly one month from the start date, or immediately when the gift cards run out. One month will be an adequate amount of time to test out the bring a friend policy and gather a sufficient amount of data on how well it did. Since this would be the GMA's first time trying the bring a friend policy, one month provides them with enough time to experiment without committing to something long-term. Once the testing period concludes, the GMA can decide if it's something they would implement again in the future based on feedback and effectiveness.

5. Purchase 50 gift cards from Chick-fil-A.

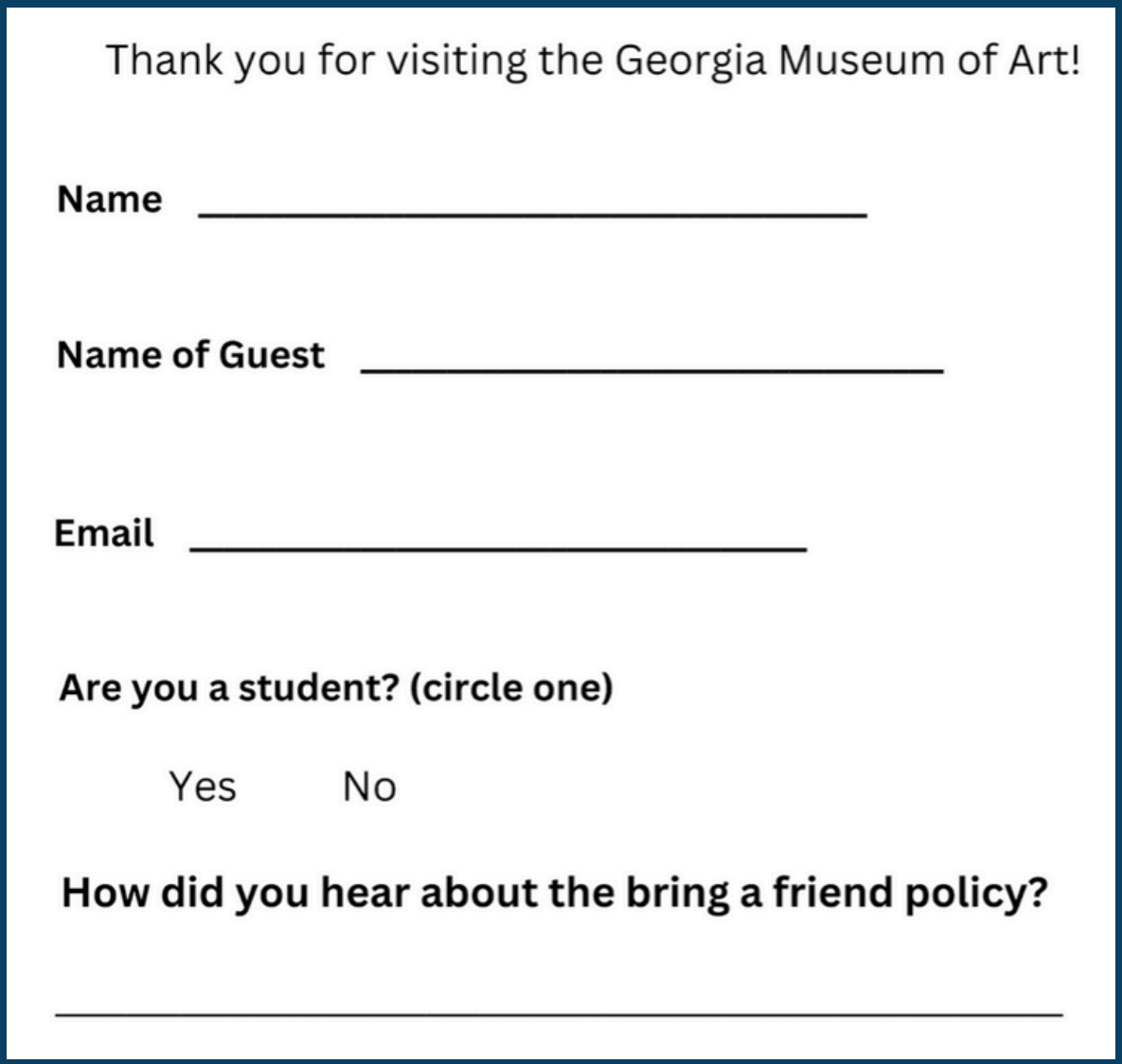
The incentive that people will receive for bringing a friend with them to the museum is a $5 gift card to Chick-fil-A. This will cost $250. They can be purchased at the storefront in Downtown Athens (101 College Ave, Athens, GA 30605). The idea behind choosing Chick-fil-A as the incentive is because of how widely known and popular it is to college students at UGA. There are also 7 different locations throughout Athens so it is easily accessible. The menu items are also inexpensive, so $5 can get you at least one meal item. Therefore, this incentive will spark interest and make people want to participate in the bring a friend policy, especially students.

Tactic 2: Implement a "bring a friend policy."

6. Create slips for guests to fill out when they arrive.

In order to qualify, guests that arrive at the museum must mention that they are there for the bring a friend policy. Both that guest and their friend need to be present to receive the gift card. They will be asked to fill out a slip with some general questions. By having guests answer these questions, the GMA will be able to contact them in the future, and it will help them evaluate the program after the testing period is over.

Example (available as digital editable file on thumb drive):



Thank you for visiting the Georgia Museum of Art!

Name _____

Name of Guest _____

Email _____

Are you a student? (circle one)

Yes No

How did you hear about the bring a friend policy?

_____

Tactic 2: Implement a "bring a friend policy."

7. **Close the testing period, follow up with participants, and thank them for participating.**

Once the testing period is over, it is important to follow up with participants and thank them for their participation in the program. The GMA should want the participants to know that they appreciate their time and that they are happy to have their support. The GMA wants museum guests to have a positive experience throughout, and hopefully it will encourage them to participate in future events.

Follow-up Email to Participants (available on thumb drive):

Dear [Participant Name],

Thank you for participating in "bring a friend" at the Georgia Museum of Art!

We are so glad to see new faces at the museum. It's always great to see students engaging with our art. We believe that the GMA is an amazing resource on campus and we want to make it as accessible as possible for students. Therefore your participation helped us achieve this, and we are happy to have your support.

We hope to see you and your friends at the museum soon!

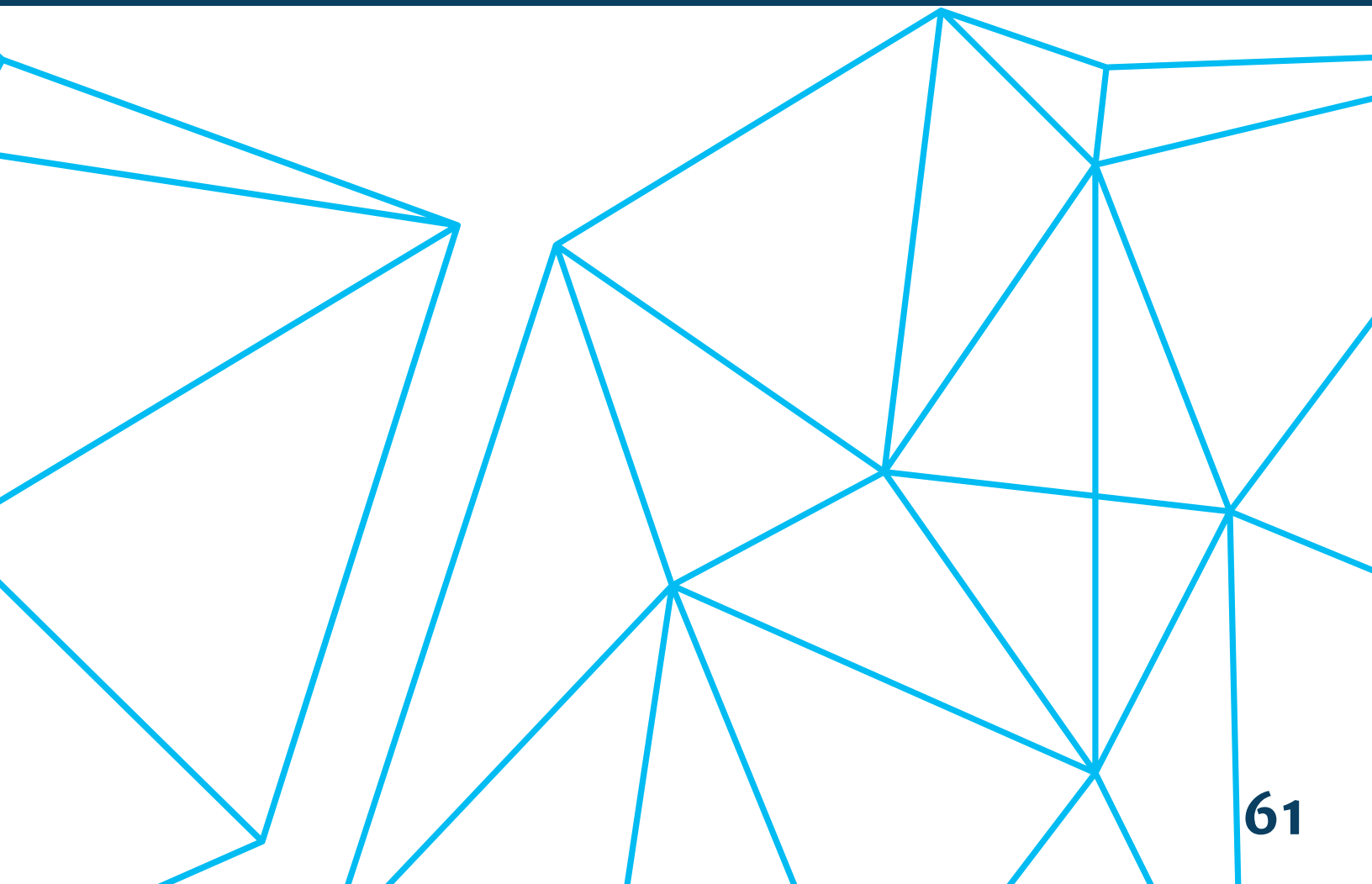
Best,

[Your Name]
[Your Title]
[Your Phone Number]

Goal 2

Increase fundraising.

There is an opportunity to increase fundraising efforts, particularly among the UGA student population.



Objective 1: To increase the amount of fundraising coming from UGA students through social media.

Based on our research, social media is a beneficial way to reach student donors. According to our survey, 100% of UGA students (n=405) use at least one social media platform. Instagram is the most prominent platform, with 71% (n=288) of UGA students using it. Both social media fundraisers proposed underneath Goal 2 Objective 1 Tactic 1 and Goal 2 Objective 1 Tactic 2 should be run through the GMOA Student Association account since the GMOA Student Association is the existing liaison between the GMA and the UGA student population.

Tactic 1: Implement a Bingo-style fundraiser on Instagram through the GMOA Student Association.

A Bingo-style fundraiser run through Instagram was chosen due to the prominent usage of this fundraiser format through other student organizations, including UGA Miracle and Period Project at UGA. All of the following graphics, Instagram DM's, and GroupMe messages are accessible as digital editable files on the thumb drive.

Steps to Implement:

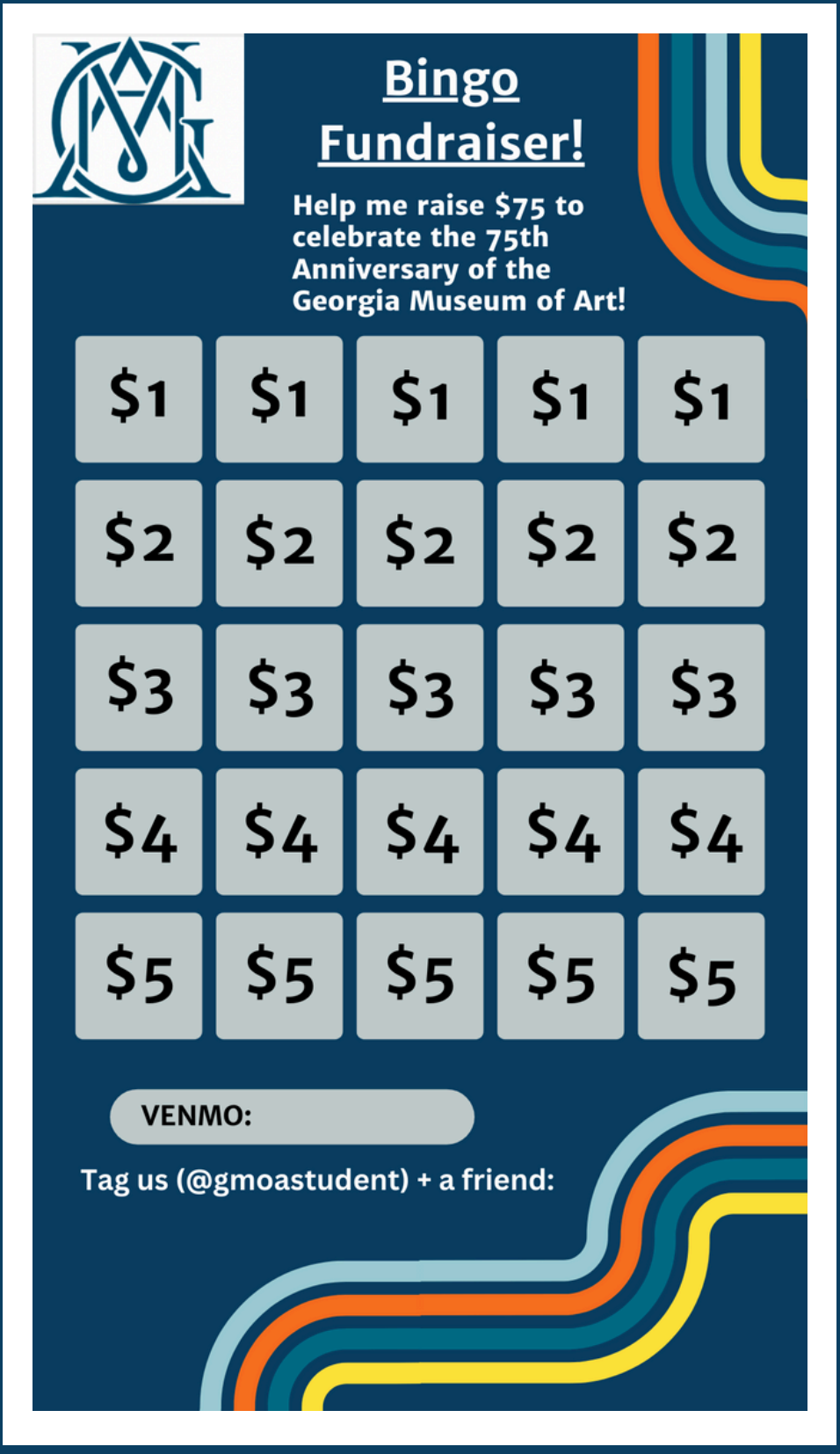
1. **Create an Instagram story post graphic for the Bingo-style fundraiser.**

The proposed fundraiser story post is included below. It includes a section to tag the GMOA Student Association (@gmoastudent) and a friend. The GMOA Student Association tag was included so that the GMOA Student Association can repost and track overall fundraiser engagement. Additionally, the GMOA Student Association tag can encourage followers of fundraiser participants to learn more about the GMA. The friend tag was included to help increase UGA student participation in the fundraiser. The fundraiser utilizes the 75th anniversary of the museum by having a goal of $75 to raise. This was included because this major anniversary could encourage more students to participate in the fundraiser (see story graphic below).

2. **Promote the Bingo fundraiser through the GMOA Student Association Instagram and GroupMe one week before the fundraiser period (Monday August 21, 2023).**

The Bingo fundraiser should be promoted one week in advance, so that UGA students know about it early and can begin planning to participate. To promote the fundraiser, the graphic should be posted onto the GMOA Student Association Instagram story and sent through the GMOA Student Association GroupMe (see below).

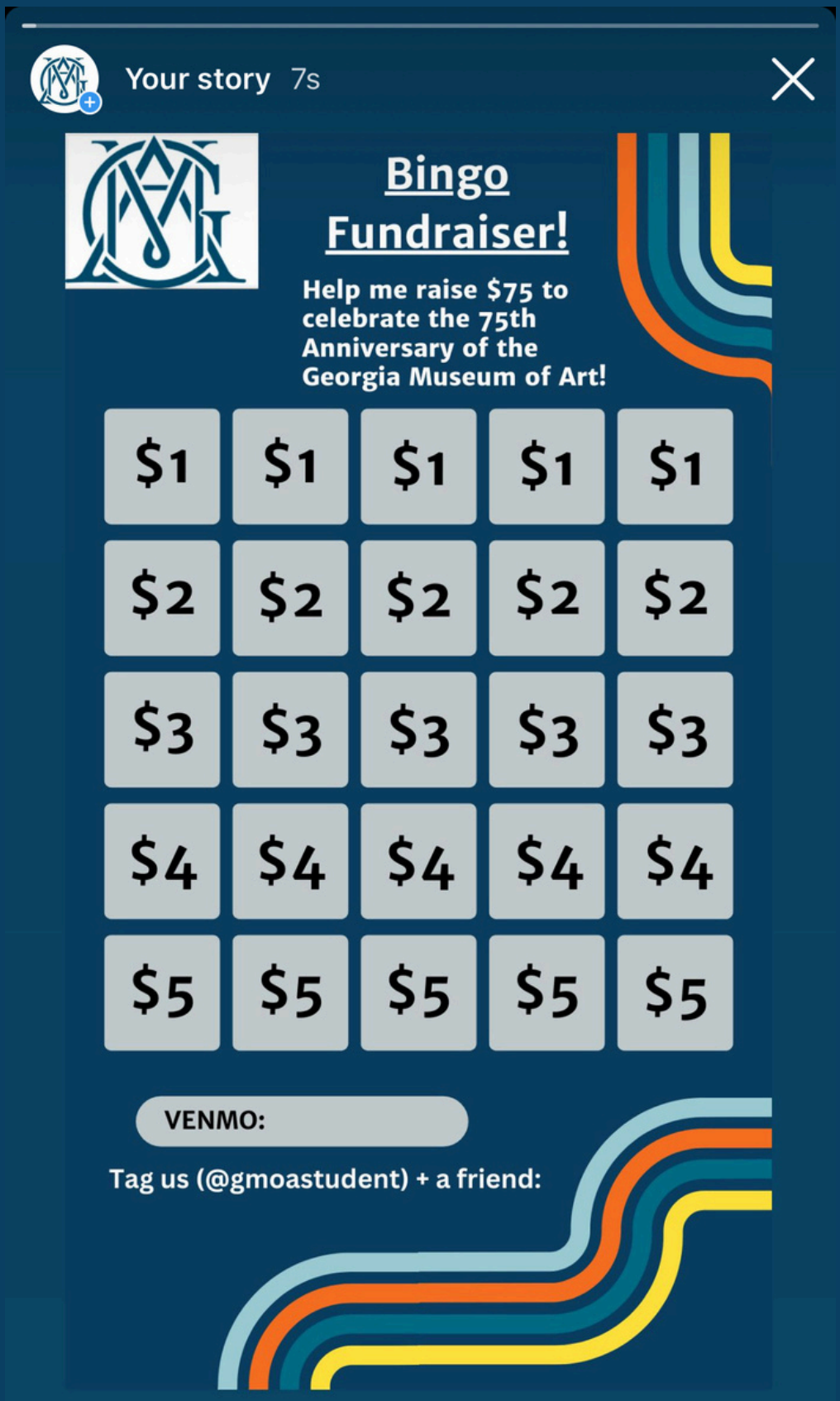
Tactic 1: Implement a Bingo-style fundraiser on Instagram through the GMOA Student Association.



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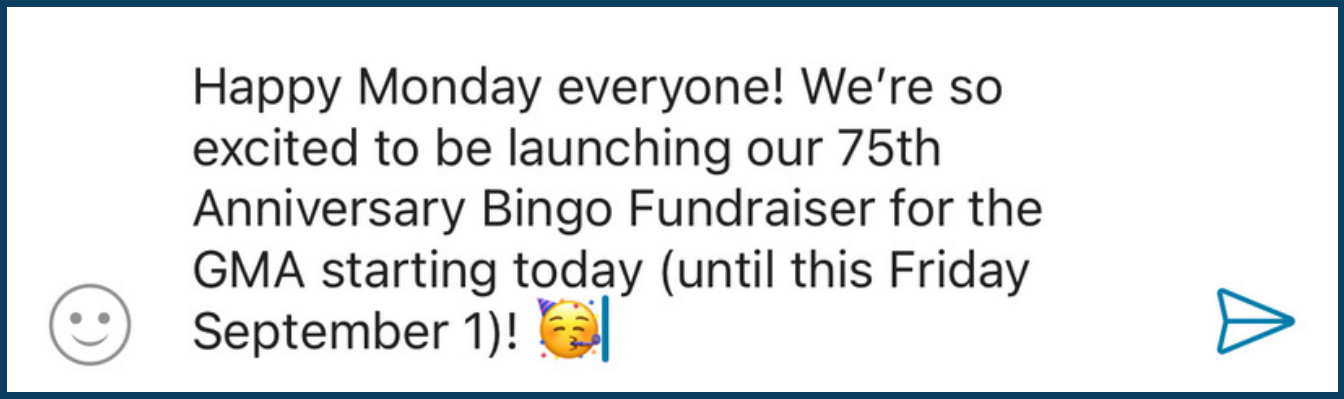


3. Host the Bingo fundraiser throughout the week of Monday August 28, 2023 until Friday September 1, 2023.
This date was chosen because in the summer, the majority of UGA student organizations do not have any fundraisers, meetings, or events happening. Many students will also be out of town and will not be thinking of anything related to school, including student organizations. As such, we think it is best for this fundraiser to happen once all UGA students are back in Athens. The week of August 28th was chosen as it gives students some time to settle into the new semester before the fundraiser release, which will help to boost engagement.

A blank version of the fundraiser graphic should be posted onto the GMOA Student Association's Instagram story each day of the fundraiser period to remind UGA students to participate. The GMOA Student Association should also repost the stories of anyone who participates in the fundraiser; they will be given the option to "Share to Story" when fundraiser participants tag them in their stories.

Tactic 1: Implement a Bingo-style fundraiser on Instagram through the GMOA Student Association.

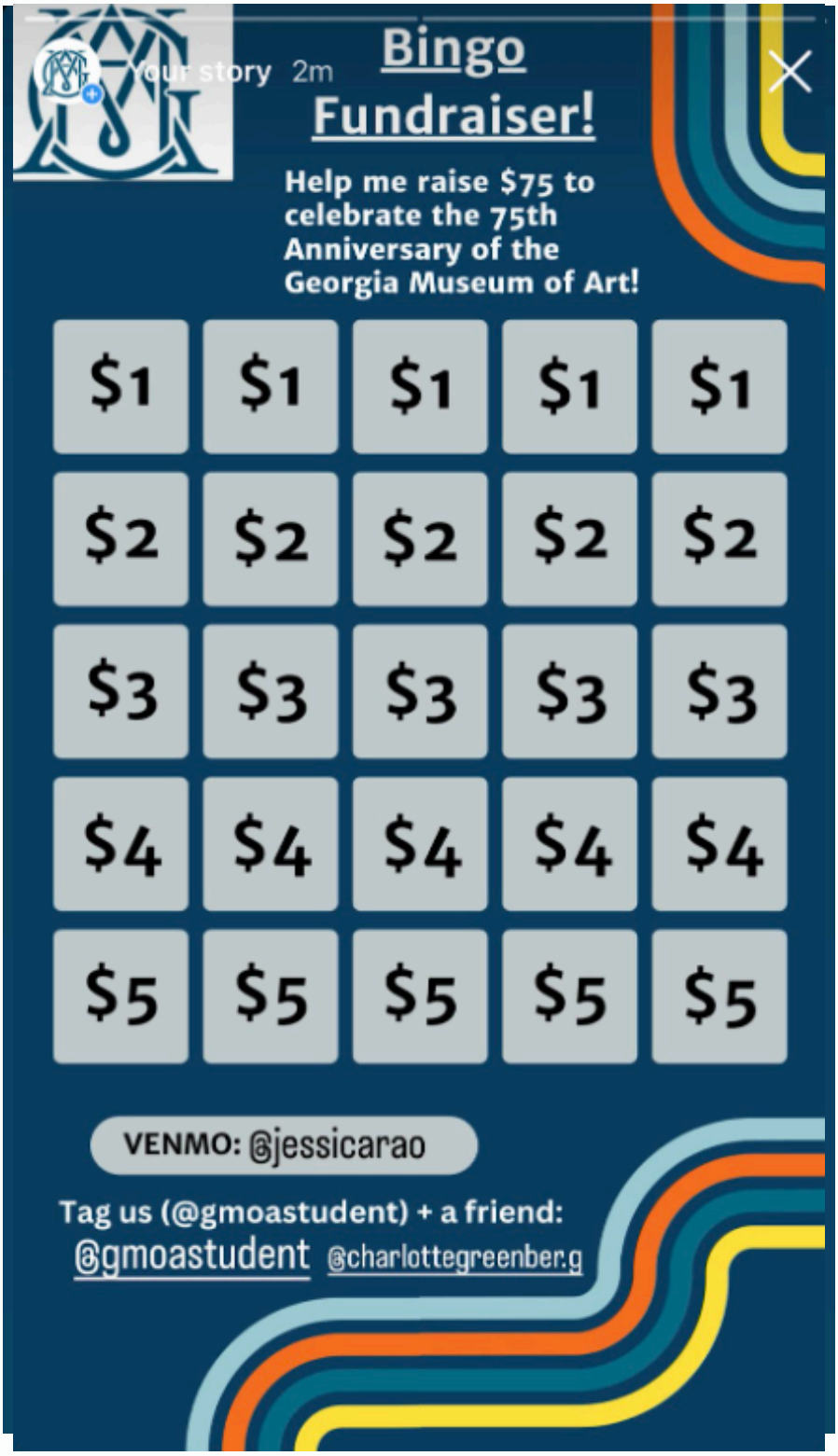
On the first day of the fundraiser period (Monday August 28), the GMOA Student Association should send a reminder to the GroupMe, which includes a copy of the graphic (see below).



3. Host the Bingo fundraiser throughout the week of Monday August 28, 2023 until Friday September 1, 2023 (Continued).

During the fundraiser period, UGA students will be able to participate by posting the graphic onto their stories, adding their Venmo accounts, and tagging @gmoastudent and a friend of their choice (see below). As they receive Venmo requests, they would cross off their Bingo with the corresponding amounts received and tagging those who donated (see below).

Tactic 1: Implement a Bingo-style fundraiser on Instagram through the GMOA Student Association.

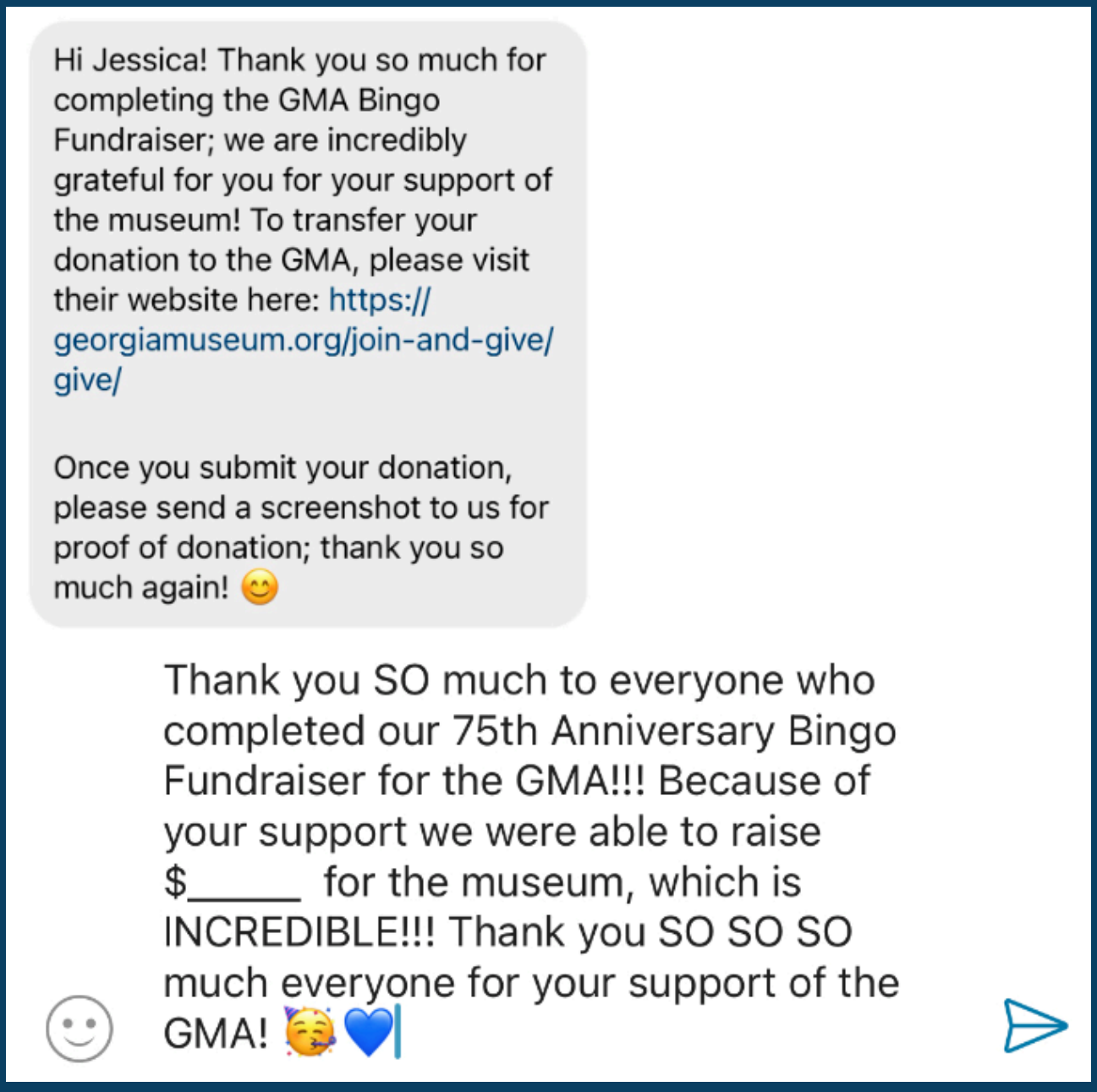


Tactic 1: Implement a Bingo-style fundraiser on Instagram through the GMOA Student Association.



4. Close the fundraiser period, follow up with fundraiser participants, and send thank you messages.

The fundraiser period will close on Friday September 1. We propose that the GMOA Student Association waits until Tuesday September 5 to send Instagram DM follow up messages because UGA students will be unlikely to view messages during the weekend or on Labor Day. The Instagram DM's should thank them for participating and include instructions on how to transfer their donations to the GMA (see below). On Friday September 8, the GMOA Student Association should send a thank you message to the GroupMe to thank everyone for participating. This message should include the final tallied donation amount (see below).



Tactic 2: Implement an Instagram raffle through the GMOA Student Association.

An Instagram raffle run through the GMOA Student Association's Instagram was chosen due to the prominent usage of raffles through other student organizations and UGA departments, including Shop with a Bulldawg (SWAB) and the UGA Career Center.

Steps to Implement:

1. **Choose the raffle fundraiser time period (proposed as September 25-September 29 2023) and purchase raffle items.**

We are proposing that the GMOA Student Association posts the Instagram raffle right before midterms season. According to the 2023 UGA academic calendar, midterms will be happening around October 9, 2023. From our own experiences as UGA students, we know that there is typically fluctuation for the midterm date listed on the academic calendar. As such, some professors will have midterms the week of October 9, while others may have them a week or so before or after that week. To account for this fluctuation, we propose that the Instagram raffle be posted on Monday September 25, 2023. The raffle entry period should run from Monday September 25 until Friday September 29 with the winner being announced on Monday October 2. All raffle items should be purchased by Monday September 18, 2023 to allow time for the completion of the Instagram post.

We are proposing that the GMOA Student Association includes the following items in the raffle:

- $10 Starbucks gift card
- $10 Jittery Joe's gift card
- GMA I Love Art pin
- GMA mug
- GMA t-shirt
- *Small basket to hold the items is included ($4 at Target)*

Our reasoning behind selecting these raffle items was to have a combination of midterms-themed prizes and GMA-themed prizes. Starbucks and Jittery Joe's are both popular amongst the UGA student population. These prizes would be particularly appealing during the midterms season when students are in need of coffee and other study refreshments. The GMA-themed prizes will help to boost brand awareness about the museum.

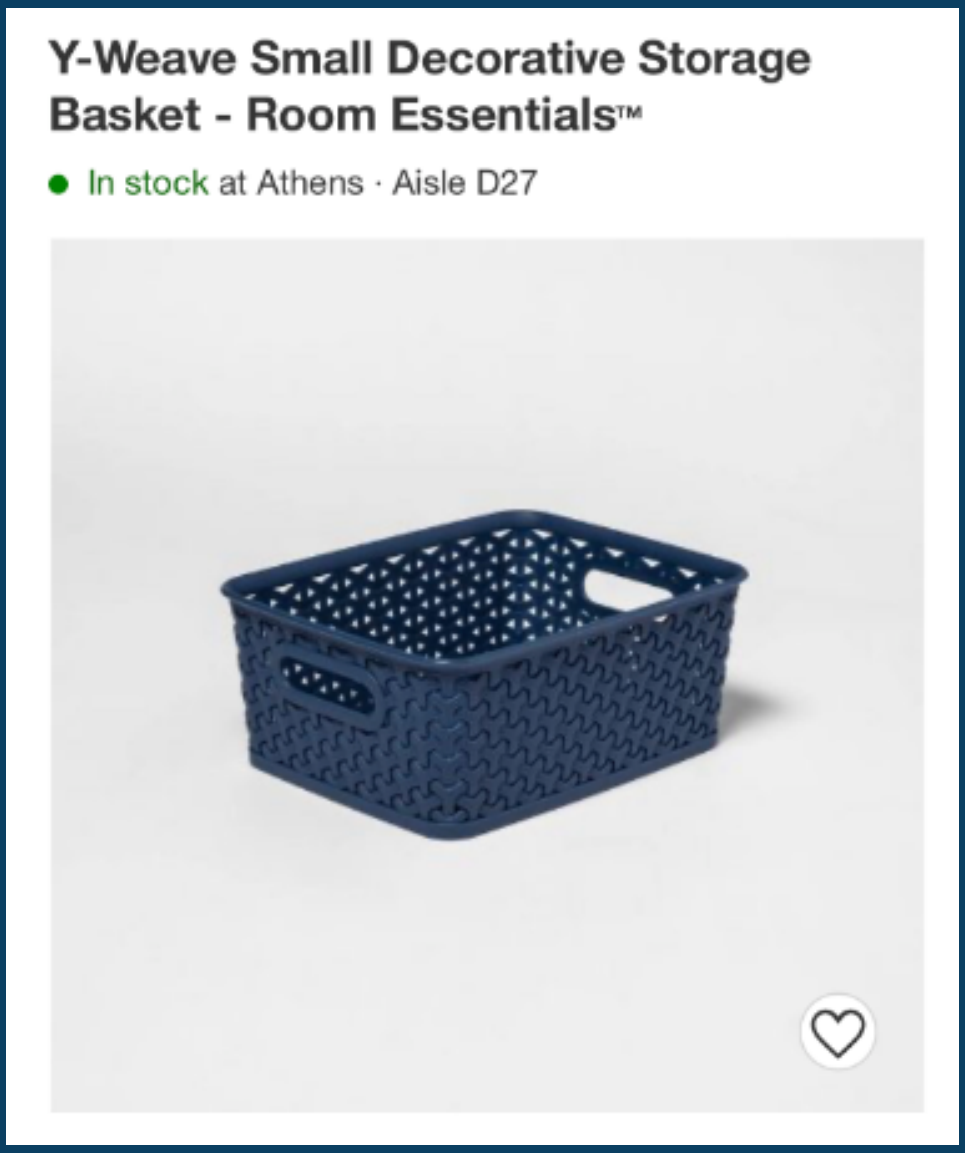
Tactic 2: Implement an Instagram raffle through the GMOA Student Association.

The Starbucks and Jittery Joe's gift cards should be purchased in-person at the Athens locations most convenient for the GMOA Student Association member who is picking them up. We are suggesting physical gift cards, instead of virtual gift cards, so that they can be included in the raffle photo (see below). The GMA pin, mug, and t-shirt can be picked up at the GMA gift shop. A small basket can be purchased at the following Target location: 3065 Atlanta Hwy, Athens, GA 30606 (see below). It should be noted that the proposed basket is not available at the Downtown Athens Target location, and can only be purchased at the aforementioned location. As mentioned previously, all of these raffle items should be collected by Monday September 18, 2023.



Tactic 2: Implement an Instagram raffle through the GMOA Student Association.

Target Basket Link (available on thumb drive):



2. Post the raffle fundraiser on Instagram.

The Instagram raffle should be posted on the GMOA Student Association's Instagram page on Monday September 25, 2023. A proposed Instagram graphic and caption are both included on the next page and are accessible via the thumb drive. Hashtags for each UGA class are utilized to increase engagement among the student audience. UGA's main Instagram page, all the UGA college Instagram pages, and the GMA Instagram page should all be tagged. The reason behind tagging these accounts is so that the raffle can be reposted, and reach a larger student audience.

Tactic 2: Implement an Instagram raffle through the GMOA Student Association.



gmoastudent GMA MIDTERMS RAFFLE!:
1. Like this post.
2. Tag a friend in the comments.
3. Venmo $1 to @charlottegreenberg. All proceeds will go to support @georgiamuseum as they celebrate their 75th anniversary!

Raffle closes this Friday September 29! 🖼️📚

#uga24 #uga25 #uga26 #uga27

Tactic 2: Implement an Instagram raffle through the GMOA Student Association.

Tags:
@georgiamuseum (The GMA)
@universityofga (UGA main page)
@ugagrady (Henry W. Grady College of Journalism & Mass Communication)
@uga_dodd_art (Lamar Dodd School of Art)
@terrycollege (C. Herman and Mary Virginia Terry College of Business)
@franklin_uga (Franklin College of Arts and Sciences)
@uga_collegeofag (UGA College of Agricultural and Environmental Sciences)
@ugalawschool (UGA School of Law)
@ugapharmacy (UGA College of Pharmacy)
@ugawarnell (Daniel B. Warnell School of Forestry and Natural Resources)
@ugamfecoe (Mary Frances Early College of Education)
@ugagraduateschool (Graduate School)
@ugafacs (College of Family and Consumer Sciences)
@ugavetmed (College of Veterinary Medicine)
@ugasocialwork (School of Social Work)
@ugaced (College of Environment and Design)
@uga_spia (School of Public and International Affairs)
@publichealthuga (College of Public Health)
@ugaecology (Eugene P. Odum School of Ecology)
@ugaengineering (College of Engineering)
@honorsatuga (Jere W. Morehead Honors College)

3. Randomly select the raffle winner.
The raffle winner should be randomly selected on Sunday October 1. This can be done through utilizing the free website Wheel of Names. All raffle entries can be entered into the system, and then by clicking on the screen, one name will randomly be selected (see below).

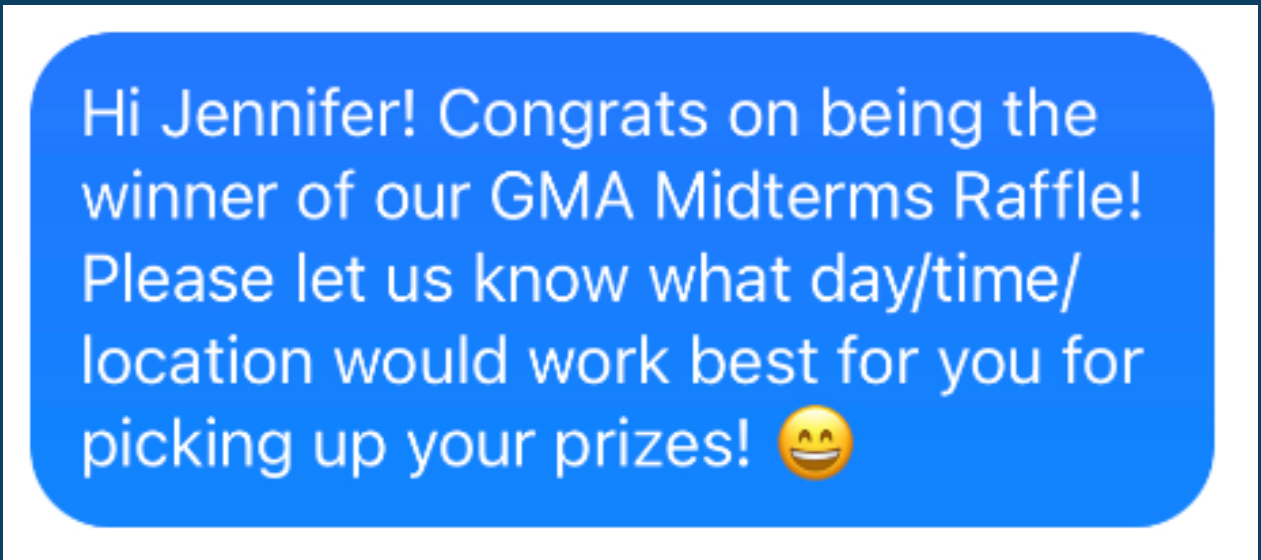
Tactic 2: Implement an Instagram raffle through the GMOA Student Association.



4. Announce the raffle winner and contact them through Instagram DM to arrange a pick-up time and location.
We suggest that the raffle winner is announced on Monday October 2. The caption of the Instagram post should be edited to say that the raffle is now closed and who the winner is (see below). Then, the winner should be sent an Instagram DM to arrange a pick-up time and location that works best for them (see below).



Tactic 2: Implement an Instagram raffle through the GMOA Student Association.



5. Transfer all of the raffle entry funds from Venmo to the GMA.
The GMOA Student Association should finish the raffle fundraiser by transferring the money from Venmo to the GMA. This can be done through donating directly through the GMA's website (see below). The GMOA Student Association should complete this on Monday October 2.

Objective 2: Increase the amount of fundraising coming from UGA students through events.

Our research showed that several of the museum's needs require funding including events, publications, show rental fees, gift shop items and upkeep, and a paid intern program. We are proposing that the GMA expands the raffle at their Student Nights and includes a raffle at the Date Night to help fund various needs of the museum. We believe these fundraisers will be of low cost and maintenance to the museum but high reward both in funds and engagement.

Tactic 1: Implement a fundraising component to student nights.

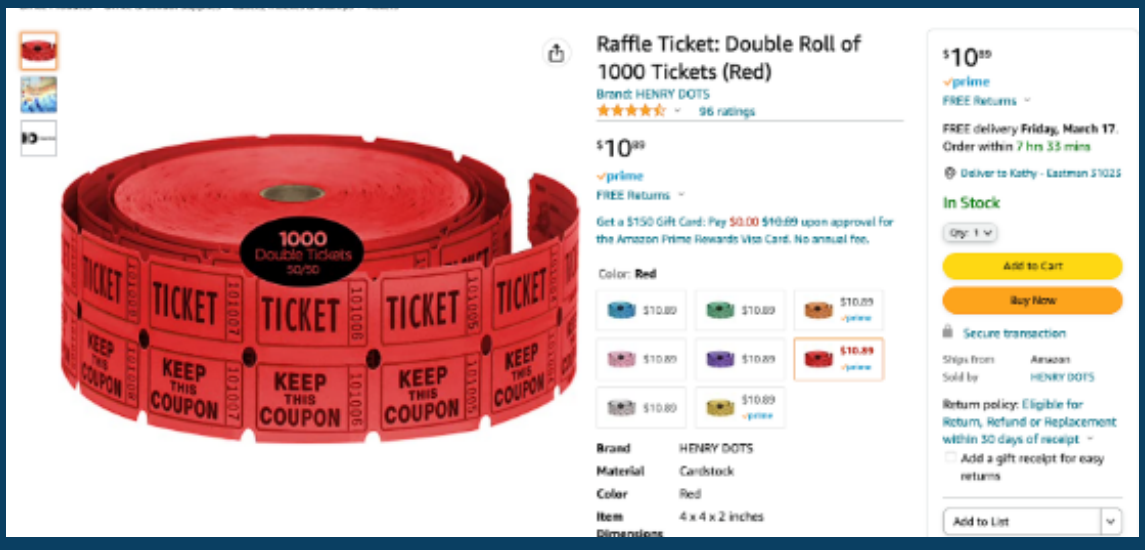
1. Reach out to the following local Athens restaurants through email or contact forms about donating gift cards in the amount of $25. We selected these restaurants as they are rated as some of the best restaurants in Athens according to TripAdvisor.

    - Mama's Boy
    - Trappeze Pub
    - Cali N Tito's

The following is a sample message that can be copied and pasted into the contact box for the restaurants above (accessible on thumb drive):

"The Georgia Museum of Art is having a Student Night event on August 31, 2023. We will have a raffle at this event for $25 gift cards to local Athens' favorites and would love for you guys to be one of our donors! Would you be willing to donate a gift card for this event?"

2. Buy a roll of raffle tickets through Amazon.



3. When students enter the event, have someone stationed at the welcome center taking either cash or Venmo payment of $3 for a raffle ticket.

4. Around the midpoint of the event, (if the event is running 7-10, perhaps do this around 8:30), select 3 tickets from the pile collected and award those winners their gift cards.

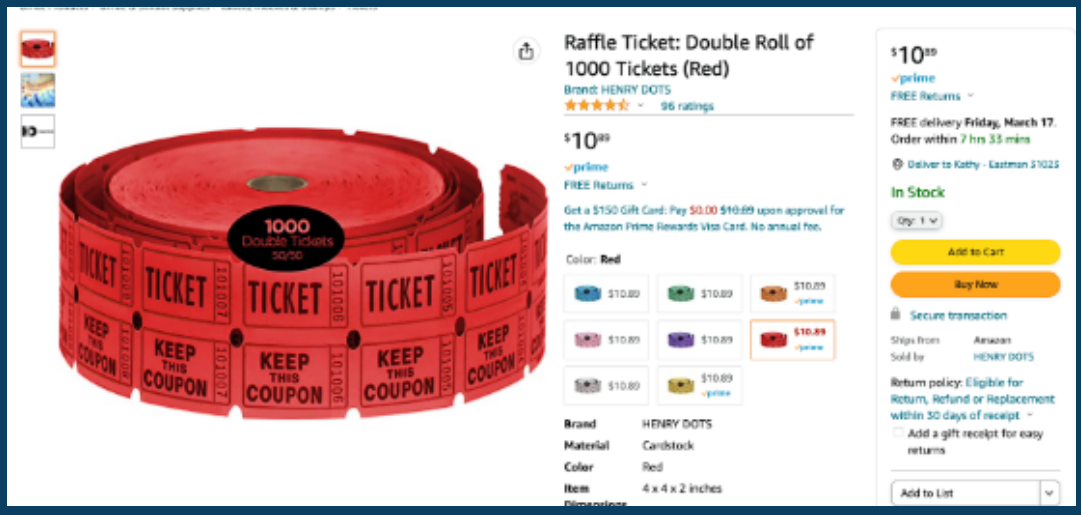
Tactic 2: Implement a fundraising component to date nights.

1. Reach out to the following local Athens restaurants through email or contact forms about donating gift cards in the amount of $25. We selected the following restaurants as they were rated highly among best restaurants for a date night in Athens according to TripAdvisor.
    a. South Kitchen + Bar
        i. https://www.southkitchenbar.com/contact/
    b. Hilltop Grille
        i. http://www.hilltopgrille.com
    c. Taste of India
        i. http://www.indiaathens.com/contact

The following is a sample message that can be copied and pasted into the contact box for the restaurants above:

"The Georgia Museum of Art is having a Student Night event on August 31, 2023. We will have a raffle at this event for $25 gift cards to local Athens' favorites and would love for you guys to be one of our donors! Would you be willing to donate a gift card for this event?"

2. Buy a roll of raffle tickets through Amazon.



3. When students enter the event, have someone stationed at the welcome center taking either cash or Venmo payment of $3 for a raffle ticket.

4. Around the midpoint of the event, (if the event is running 7-10 PM, perhaps do this around 8:30), select 3 tickets from the pile collected and award those winners their gift cards.

Goal 3

To increase attendance from the UGA student population at the GMA.

There is an opportunity to do this through hosting monthly date nights, making museum visits more student friendly, promoting to diverse student organizations, and through improving student nights.

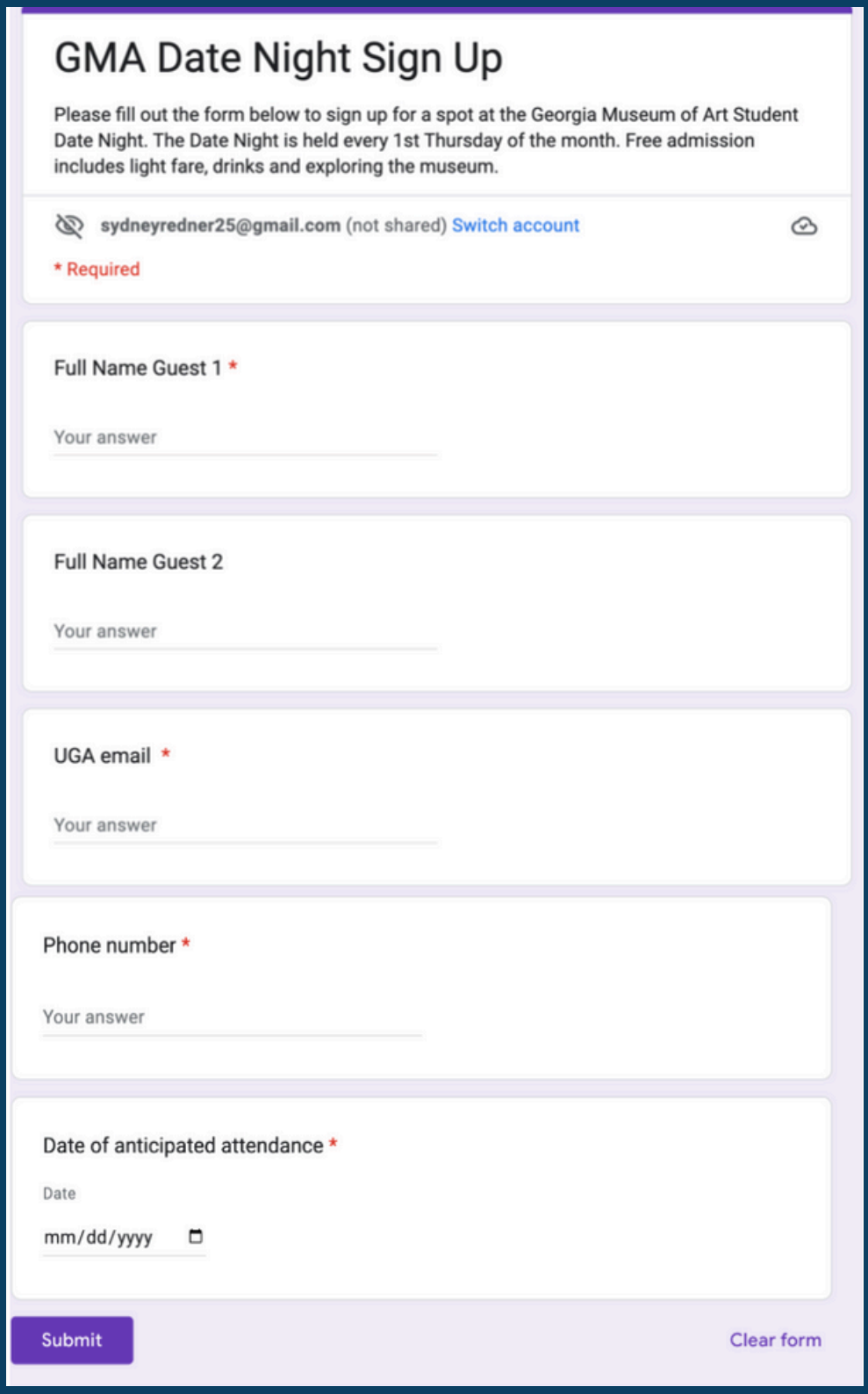
Objective 1: Host a date night for UGA students on the first Thursday of every month.

The 1st Student Date Night should be held Thursday September 7, 2023. This gives enough time for the GMA staff and interns to prepare the advertising, social media, donations and preparations for the event throughout the month of August. September is a good time for the first date night since students will be back in Athens and looking for activities to begin their year, especially freshmen.

Tactic 1: Create a sign up form for the event.

1. Create a free sign up form using Google Forms.
    a. Search “Google Forms” on Google search engine and sign into Gmail Account.

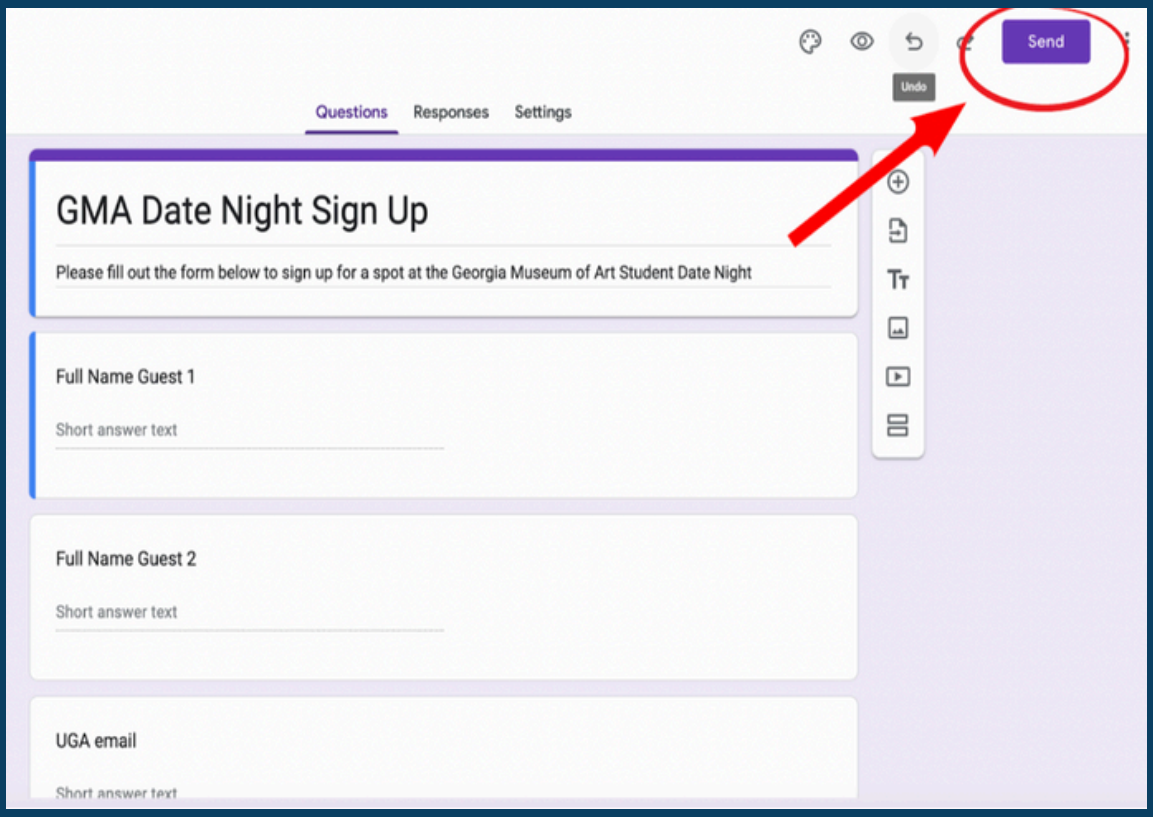
2. Create a form titled “GMA Date Night Sign Up" (accessible via thumb drive).

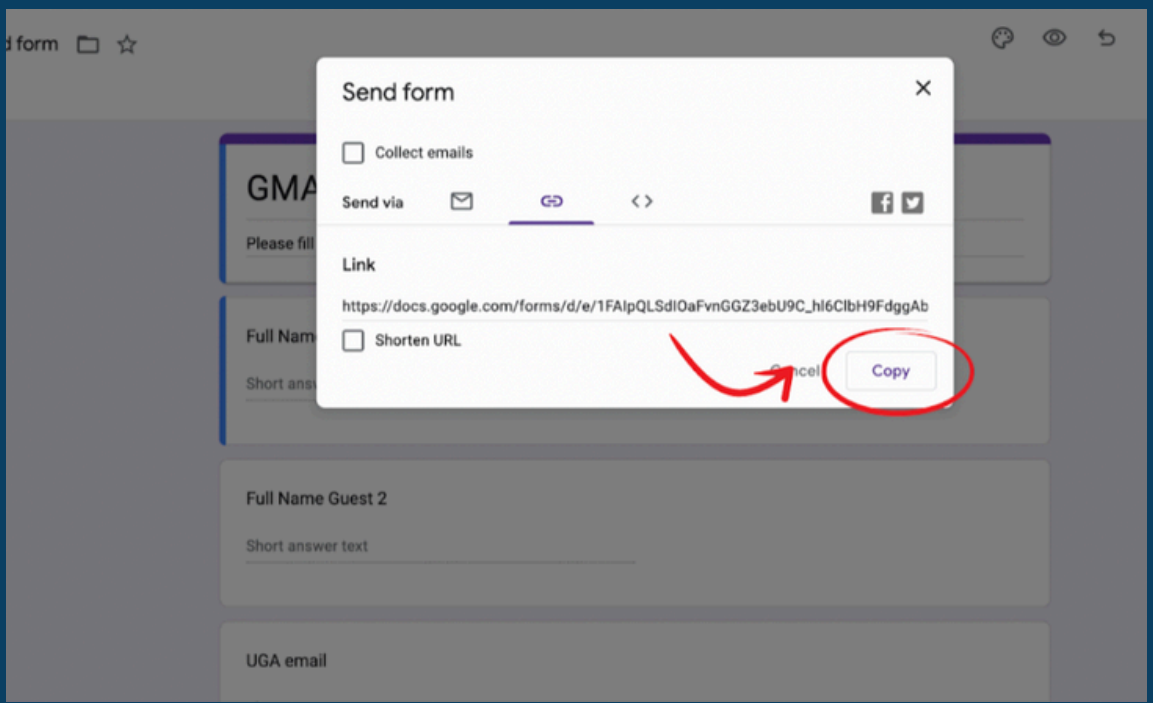


Tactic 1: Create a sign up form for the event.

3. List of required questions:
    a. Name of Guest 1
    b. Name of Guest 2
    c. UGA email
    d. Phone number
    e. Date of anticipated attendance

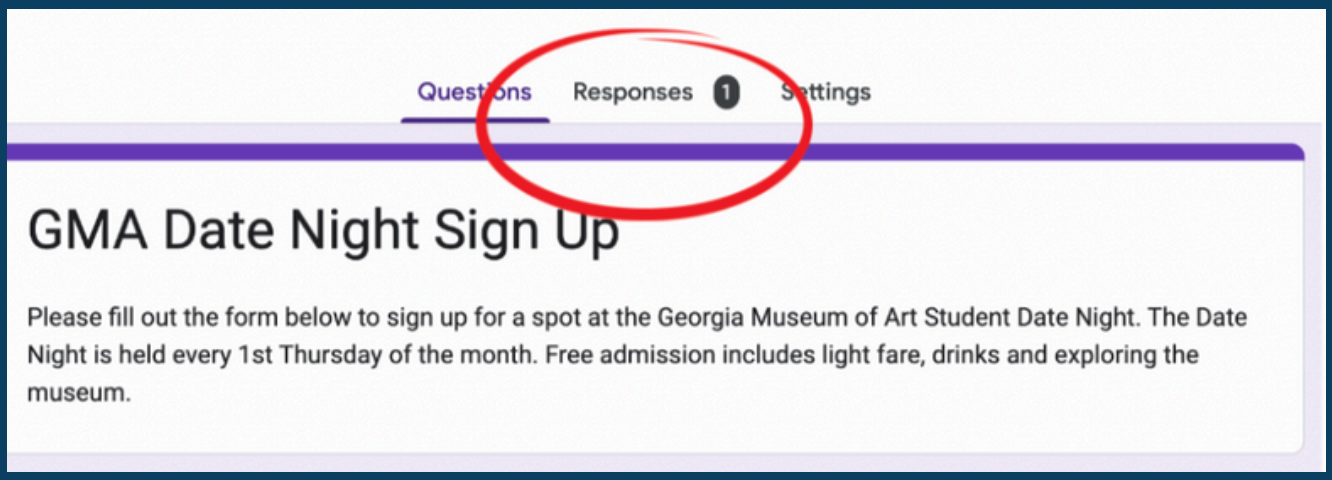
4. Copy link to the sign up sheet for distribution.

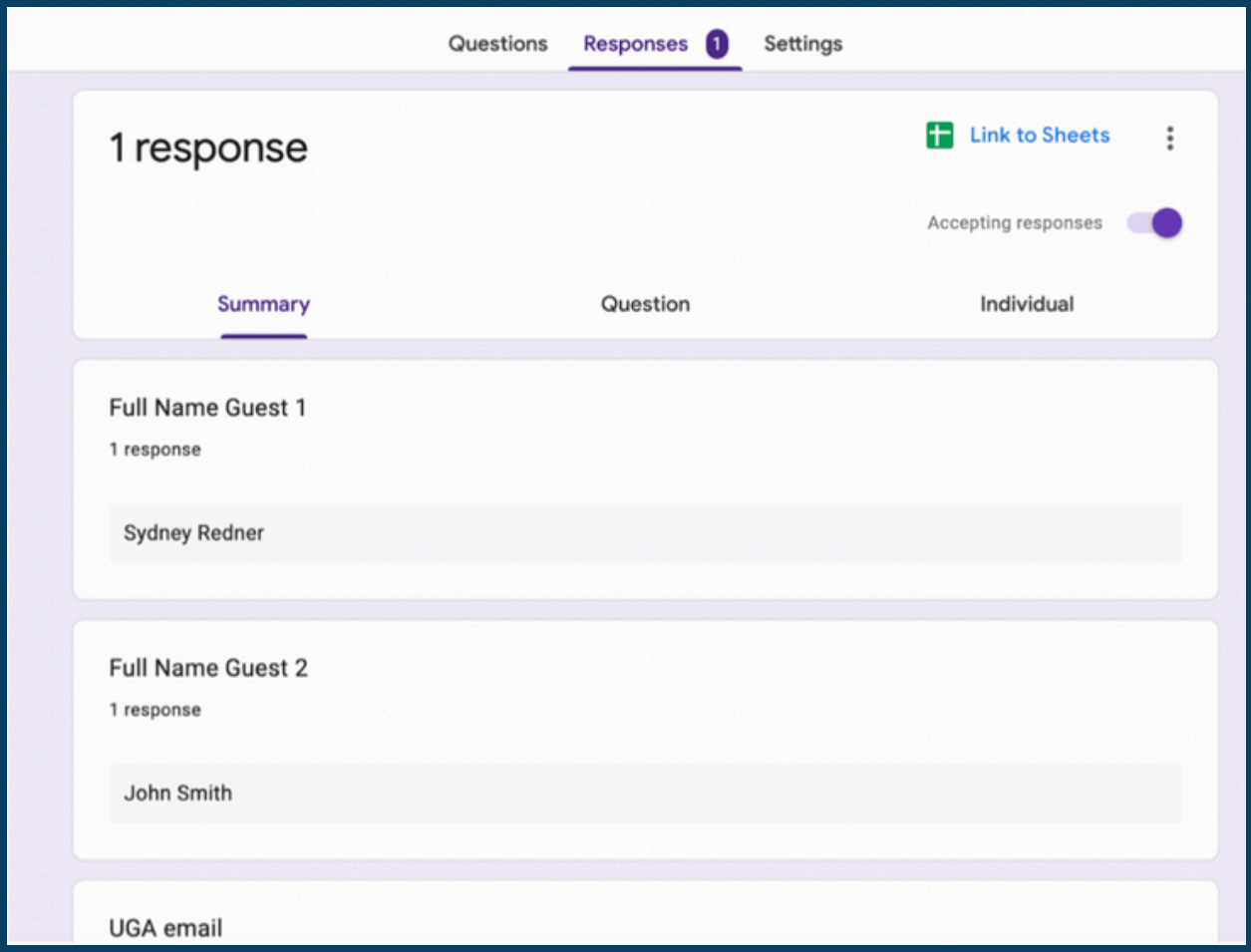




Tactic 1: Create a sign up form for the event.

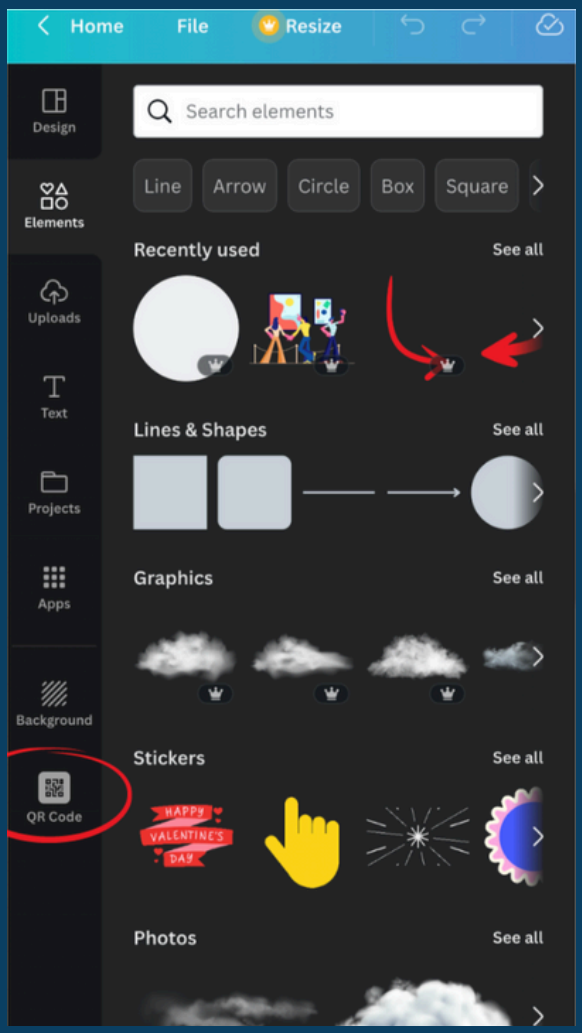
5. Check the responses to see how many attendees there are.
    a. Go to the 'Responses' tab and click on it.
    b. View each response on this tab.

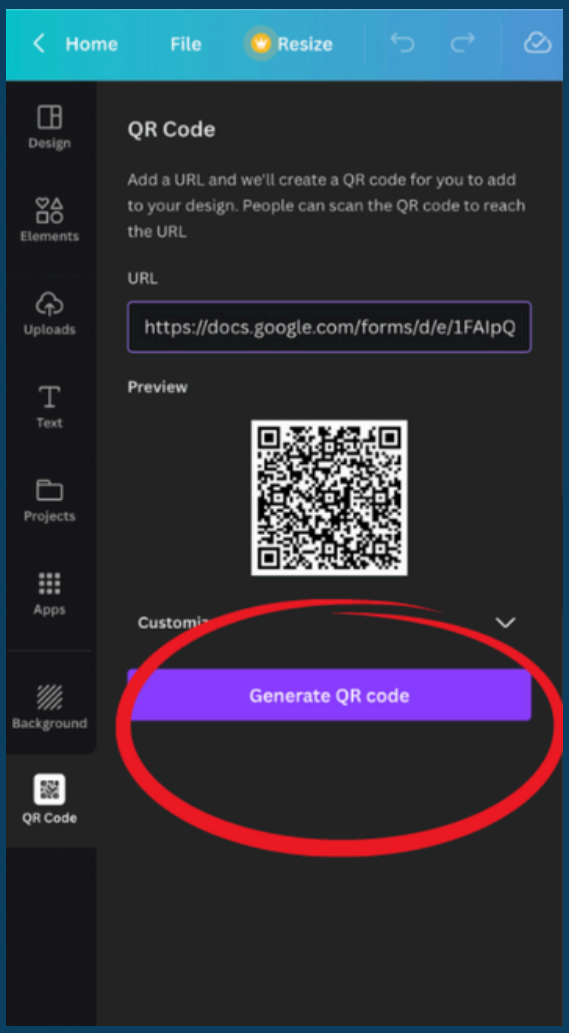




Tactic 2: Create posters/flyers to distribute.

1. Have the interns create posters using Canva to post around UGA's campus
    a. Include a description about the event as well as where and when (time and dates).
    b. Include a few sentences describing the event.
        i. Example: Bring your partner or friends for a fun night at the museum. Admission is free for students and includes light fare, drinks & viewing the art.
    c. Include the GMA's Instagram handle to promote students to follow the account and get more information about the event there.
2. Create QR code on Canva for the sign up sheet
    a. Go to the tools bar in Canva and hit the QR code icon
    b. Paste the Google Form Link where it says "URL" and then hit the "Generate QR Code Button".
    c. The customized QR code will automatically appear on the design and you can move it anywhere on the graphic.
    d. Above the QR code, put "Sign up here" so students are aware of how to sign up.

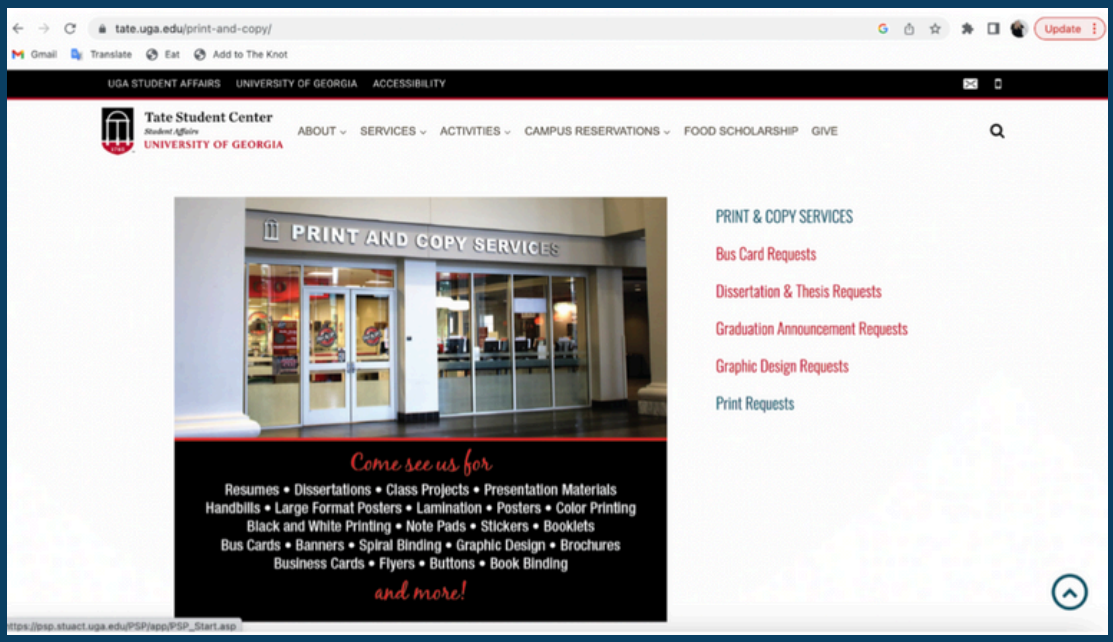




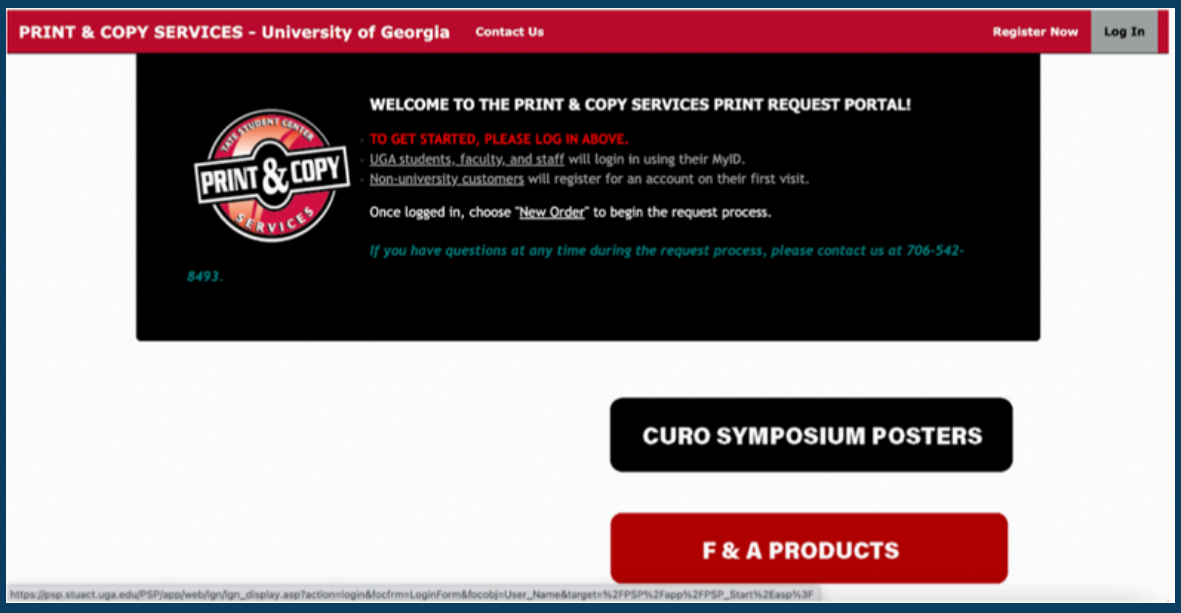
Tactic 2: Create posters/flyers to distribute.

3. Save Poster as a PDF or PNG.
4. Print 50 copies at UGA Tate Print Center.
    a. Ask for 8.5x11 single-side colored print outs.
    b. Each poster is $0.40 to print, so 50 will be $20.

Step 1: Visit tate.uga.edu/print-and-copy/ and select "Print Requests."

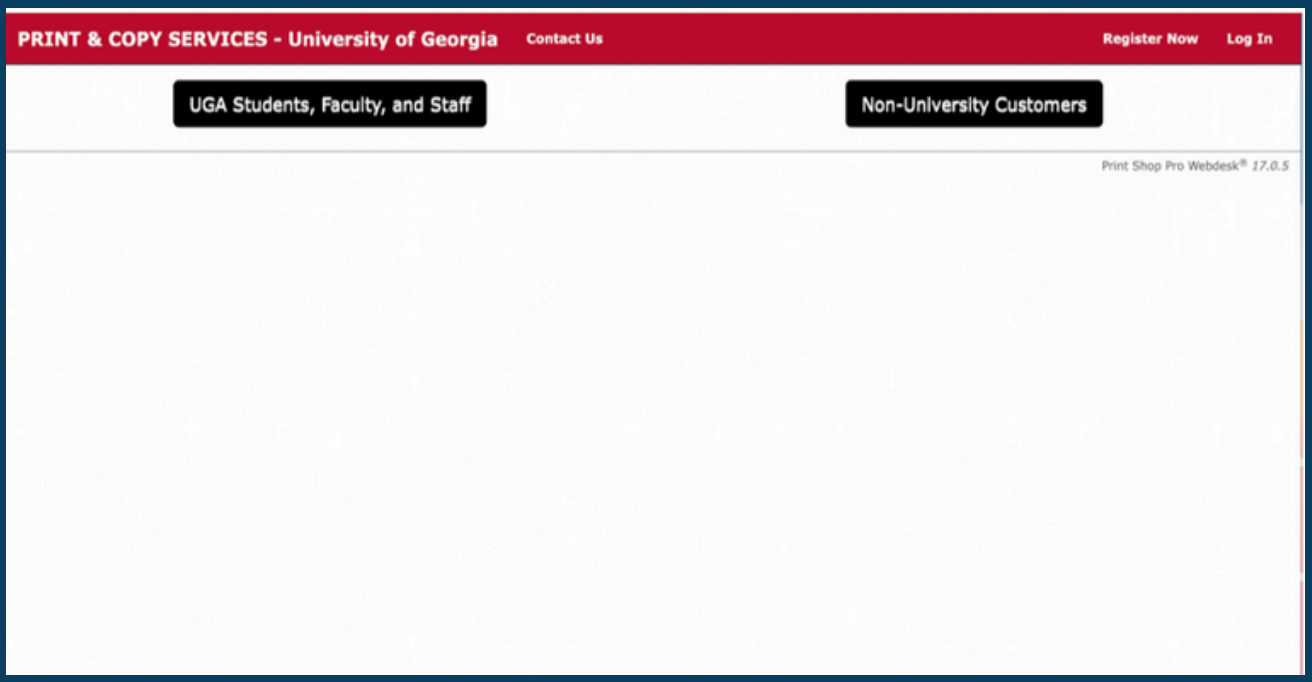


Step 2: Select the "Log In" tab in the top right corner.

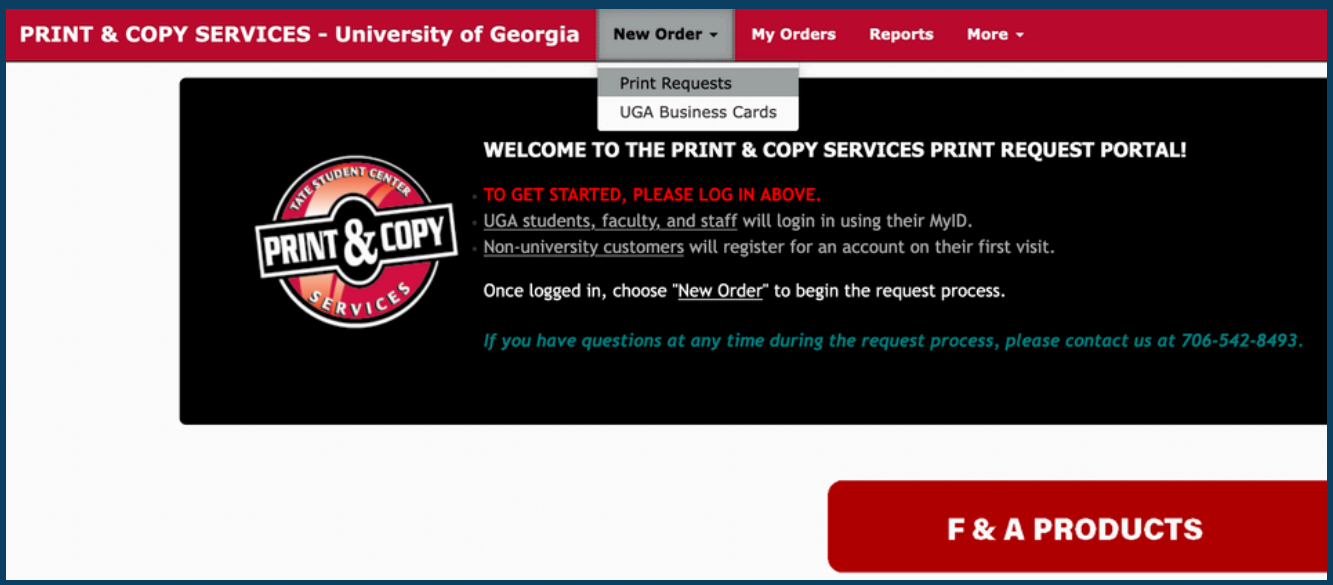


Tactic 2: Create posters/flyers to distribute.

Step 3: Select UGA Faculty and log in using your UGA SSO username and password.

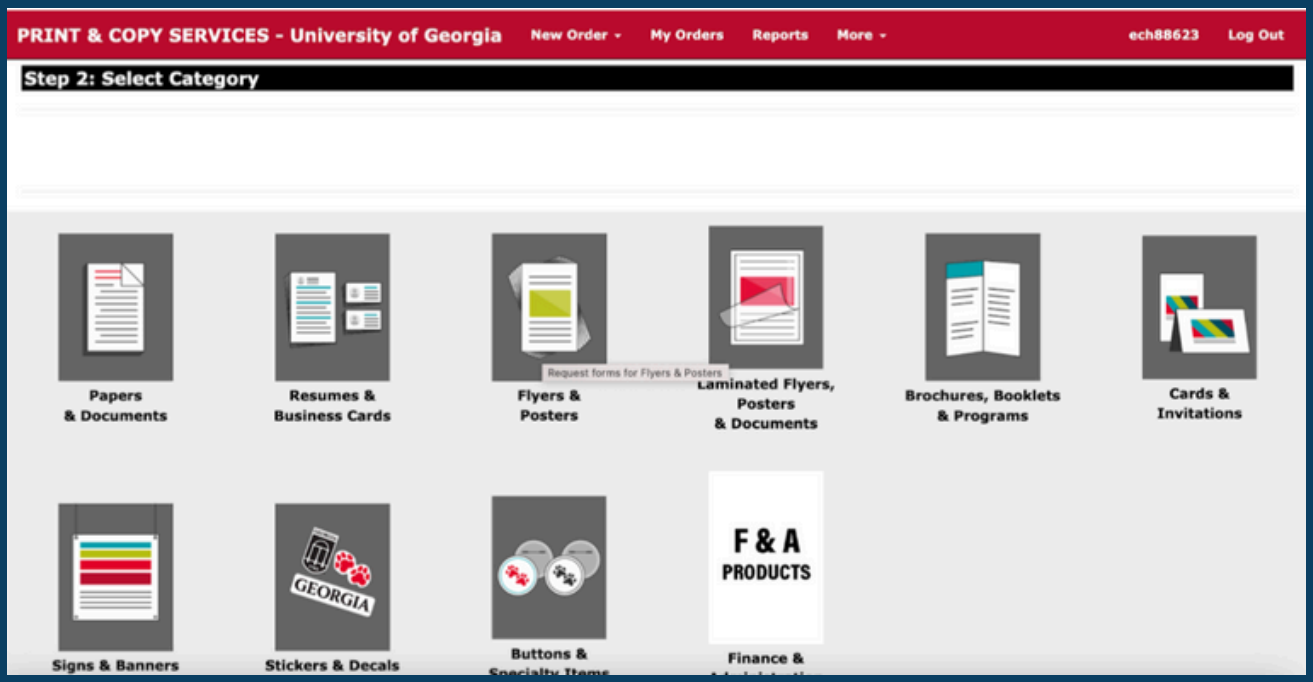


Step 4: Once logged in, select "New Order" and "Print Requests."

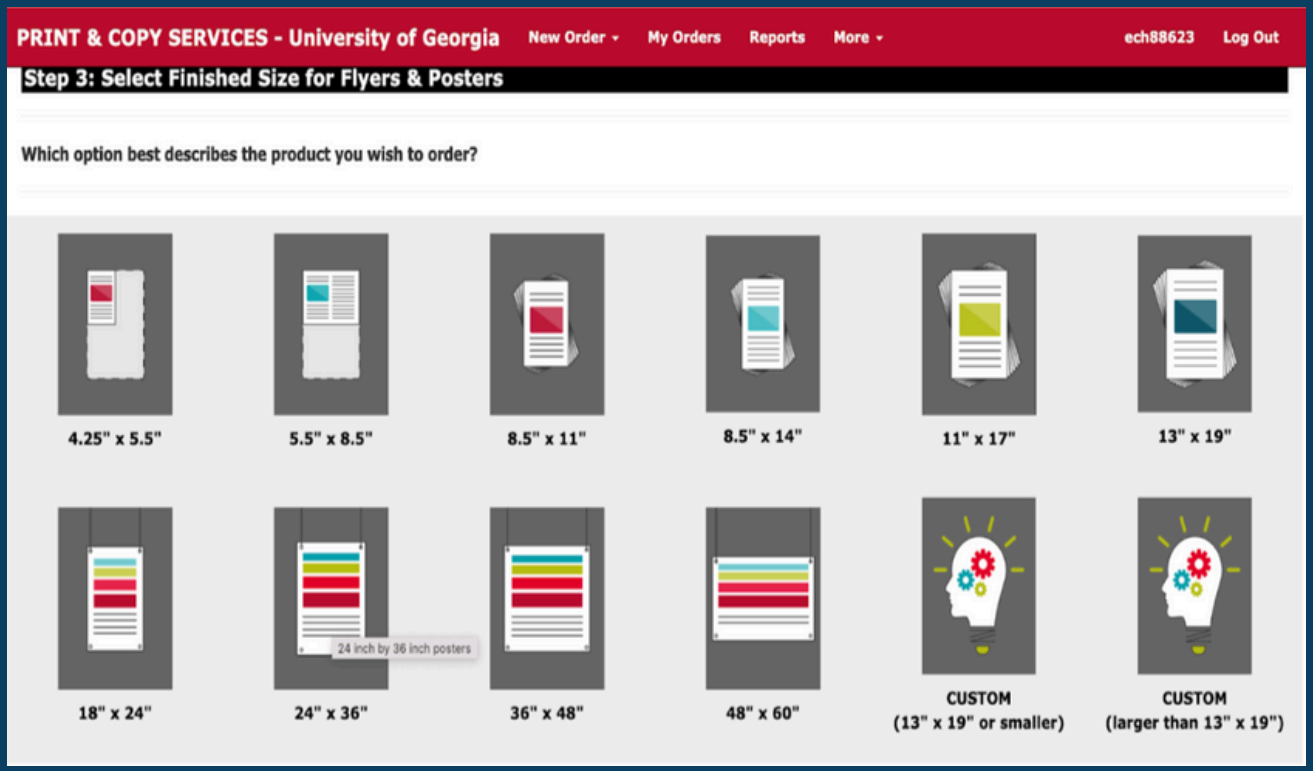


Tactic 2: Create posters/flyers to distribute.

Step 5: Select “Flyer & Posters” category.

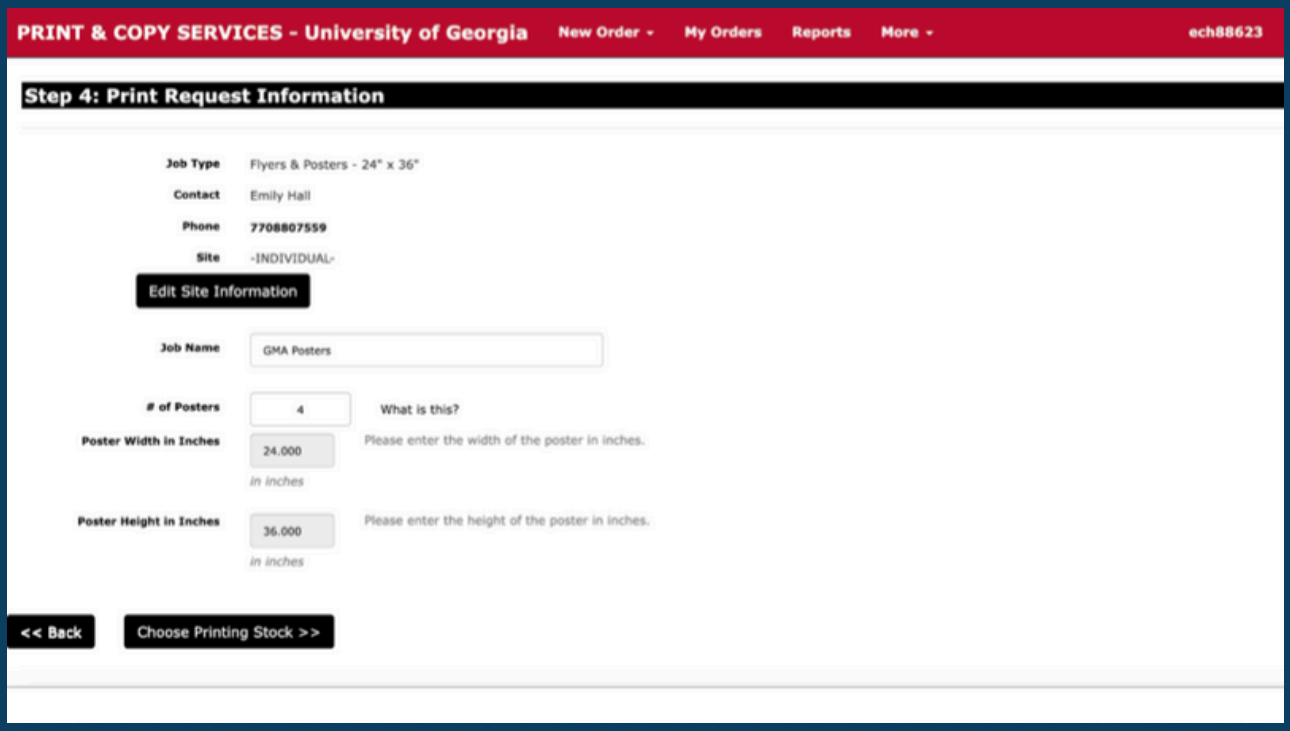


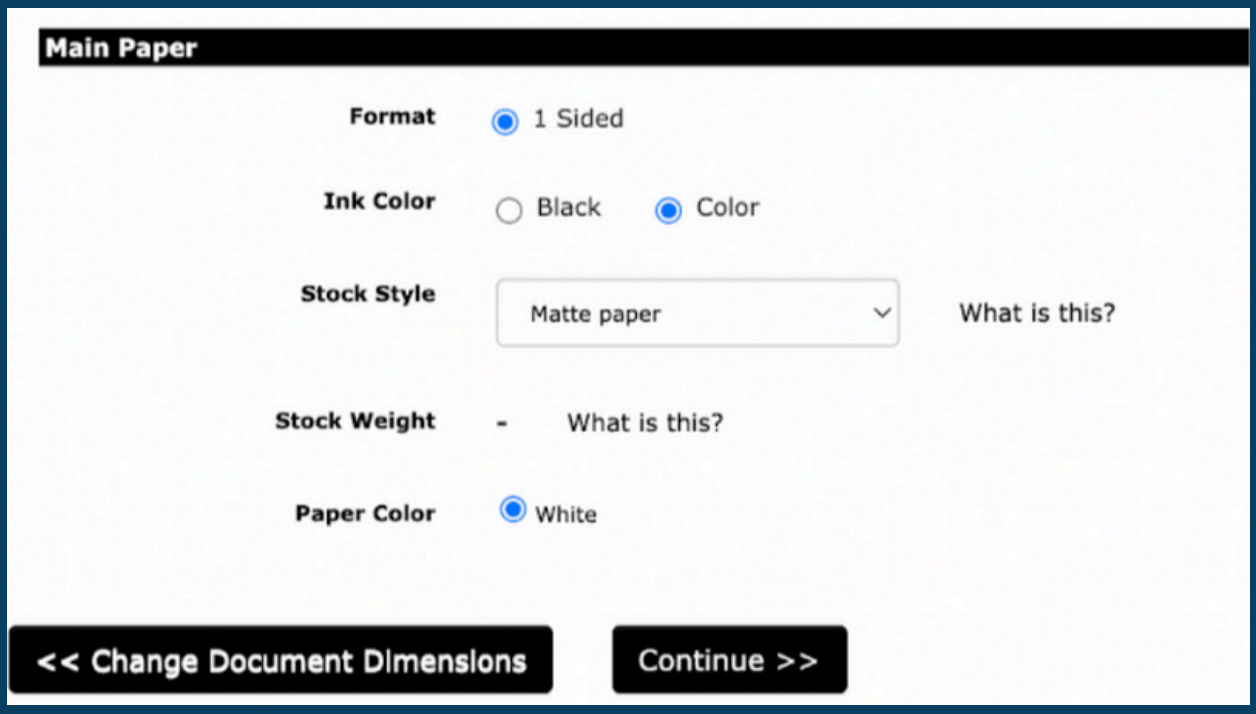
Step 6: Select 8.5”x11” size.



Tactic 2: Create posters/flyers to distribute.

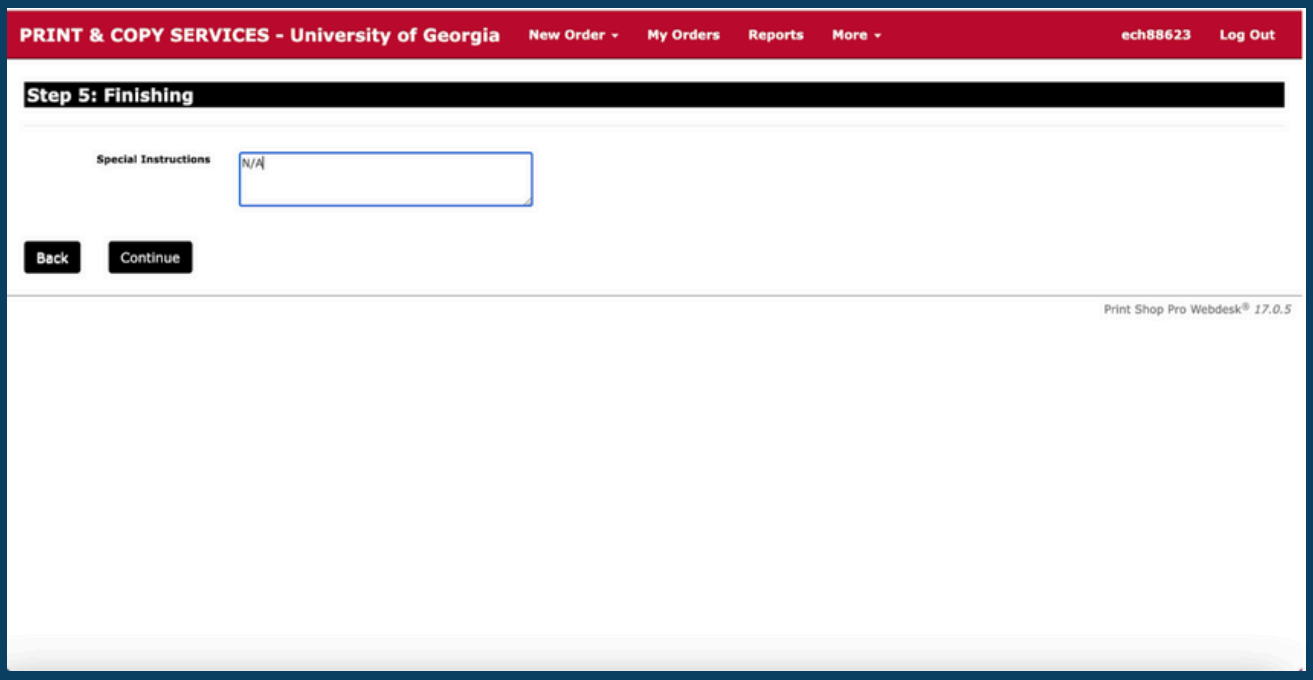
Step 7: Request the correct printing information as seen on the screenshots below.



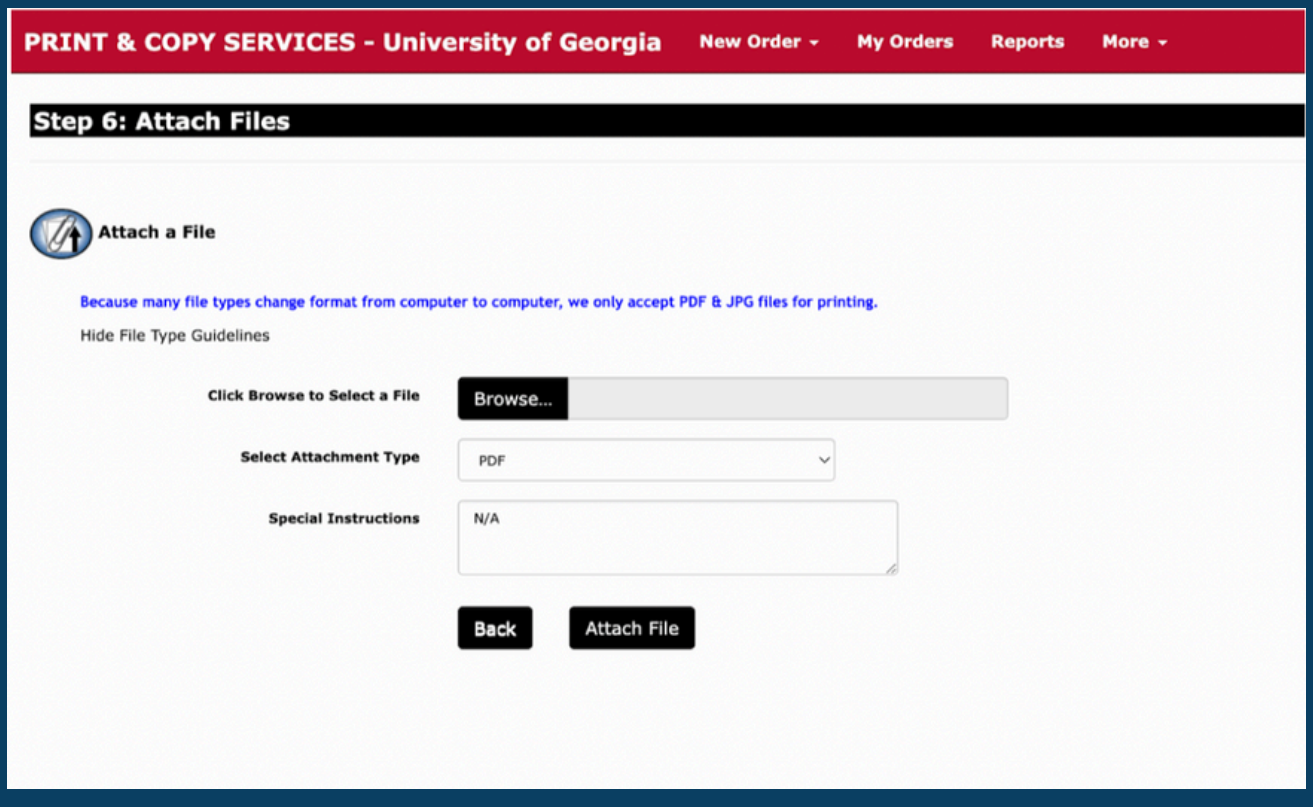


Tactic 2: Create posters/flyers to distribute.

Step 8: Request finishing instructions if needed, in this case none are needed

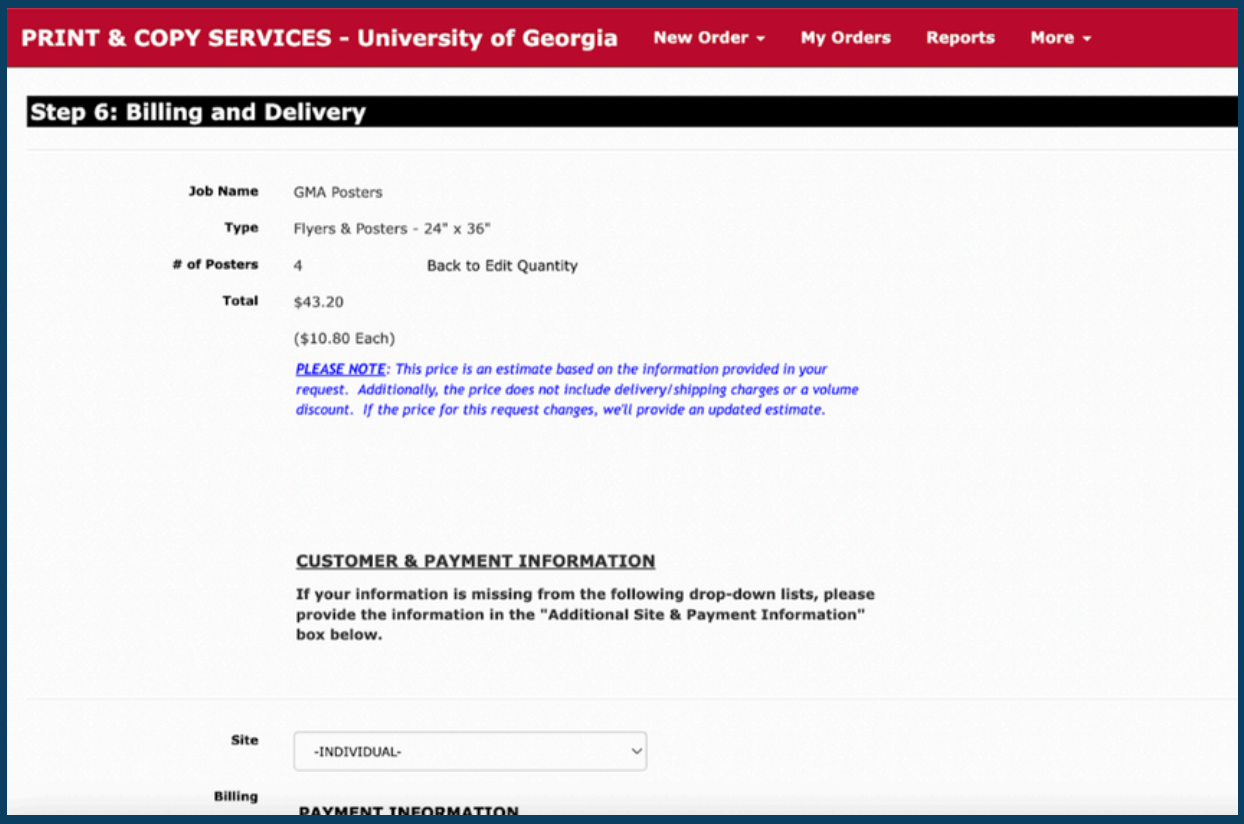


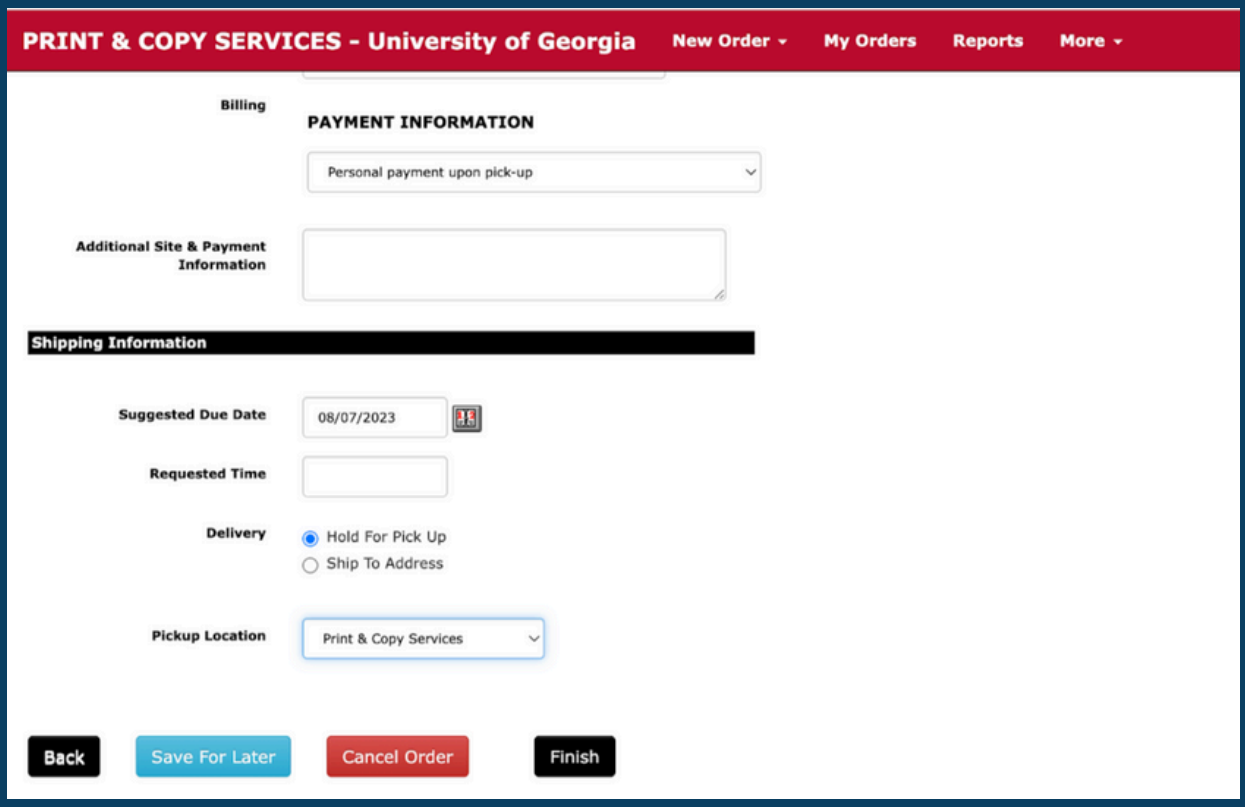
Step 9: Attach Canva files of poster designs



Tactic 2: Create posters/flyers to distribute.

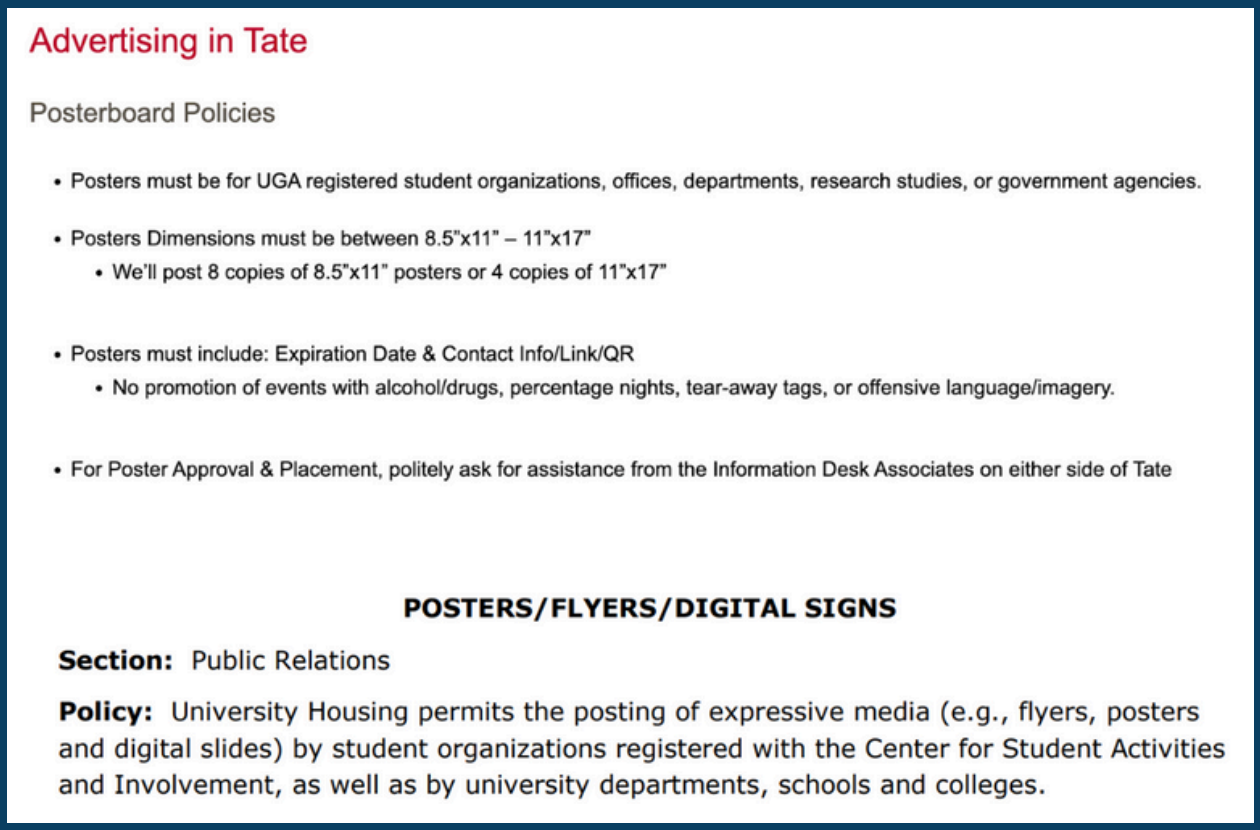
Step 10: Confirm billing and delivery method and set a date to pick up the posters





Tactic 2: Create posters/flyers to distribute.

5. Have the interns hang the posters in Tate, Miller Learning Center, Grady, Terry, Ramsey and dorm buildings.



Advertising in Tate

Posterboard Policies

- Posters must be for UGA registered student organizations, offices, departments, research studies, or government agencies.
- Posters Dimensions must be between 8.5"x11" – 11"x17"
  - We'll post 8 copies of 8.5"x11" posters or 4 copies of 11"x17"
- Posters must include: Expiration Date & Contact Info/Link/QR
  - No promotion of events with alcohol/drugs, percentage nights, tear-away tags, or offensive language/imagery.
- For Poster Approval & Placement, politely ask for assistance from the Information Desk Associates on either side of Tate

POSTERS/FLYERS/DIGITAL SIGNS

Section: Public Relations

Policy: University Housing permits the posting of expressive media (e.g., flyers, posters and digital slides) by student organizations registered with the Center for Student Activities and Involvement, as well as by university departments, schools and colleges.

a. UGA policy permits the hanging of flyers for UGA organizations.
b. To confirm, ask the front desk for assistance at each building before hanging.

Tactic 2: Create posters/flyers to distribute.



Accessible via thumb drive

Tactic 3: Promote on social media both through the GMA's account and the GMOA Student Association's account.

Utilizing Instagram to promote the Student Date Night will be very important. Since our target audience for this event is UGA students, social media will be one of the best and easiest ways to reach them. The sample posts below can be used for multiple date nights after editing the sponsor of the night and the time information for new graphics can be created depending on how the first date night event goes.

1. Add Google Form sign up link to 'quick links' in the GMA Instagram bio.
2. Post an Instagram graphic 2 weeks prior to the event.
    a. 2 weeks will give students enough time to learn about the event, find a date and sign up on the Google Form.
    b. Include the sponsor/in-kind donor of the specific date night on the post and in the caption.:
    c. Sample Instagram post and caption (link to editable post and caption in thumb drive)



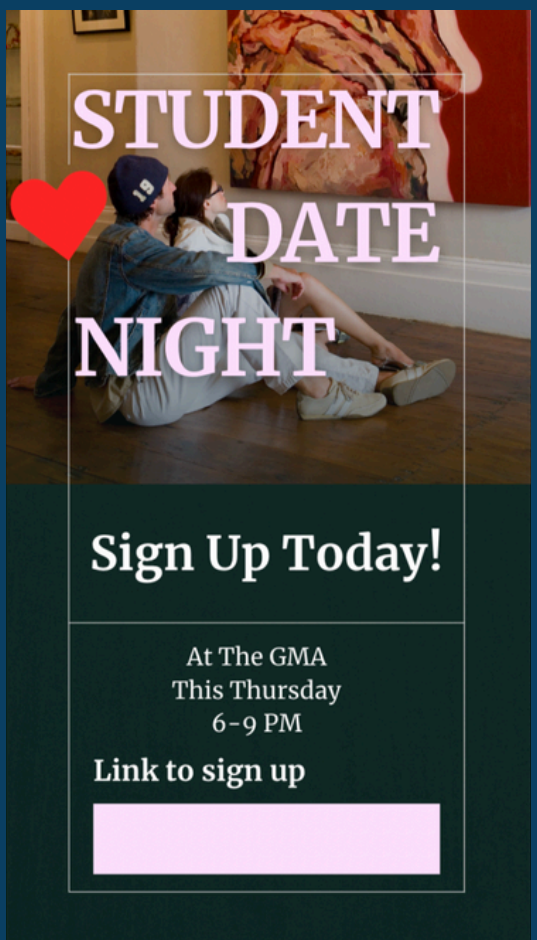
Tactic 3: Promote on social media both through the GMA's account and the GMOA Student Association's account.

We are so excited to be hosting our very first monthly STUDENT DATE NIGHT✨ Bring along a date or a friend and enjoy a night at the art museum free of charge!

Thank you to our first sponsor @trappezepub for providing the food and drinks for this event.

Please sign up using our sign up form on the quick links in our bio! We can't wait to see y'all there⭐

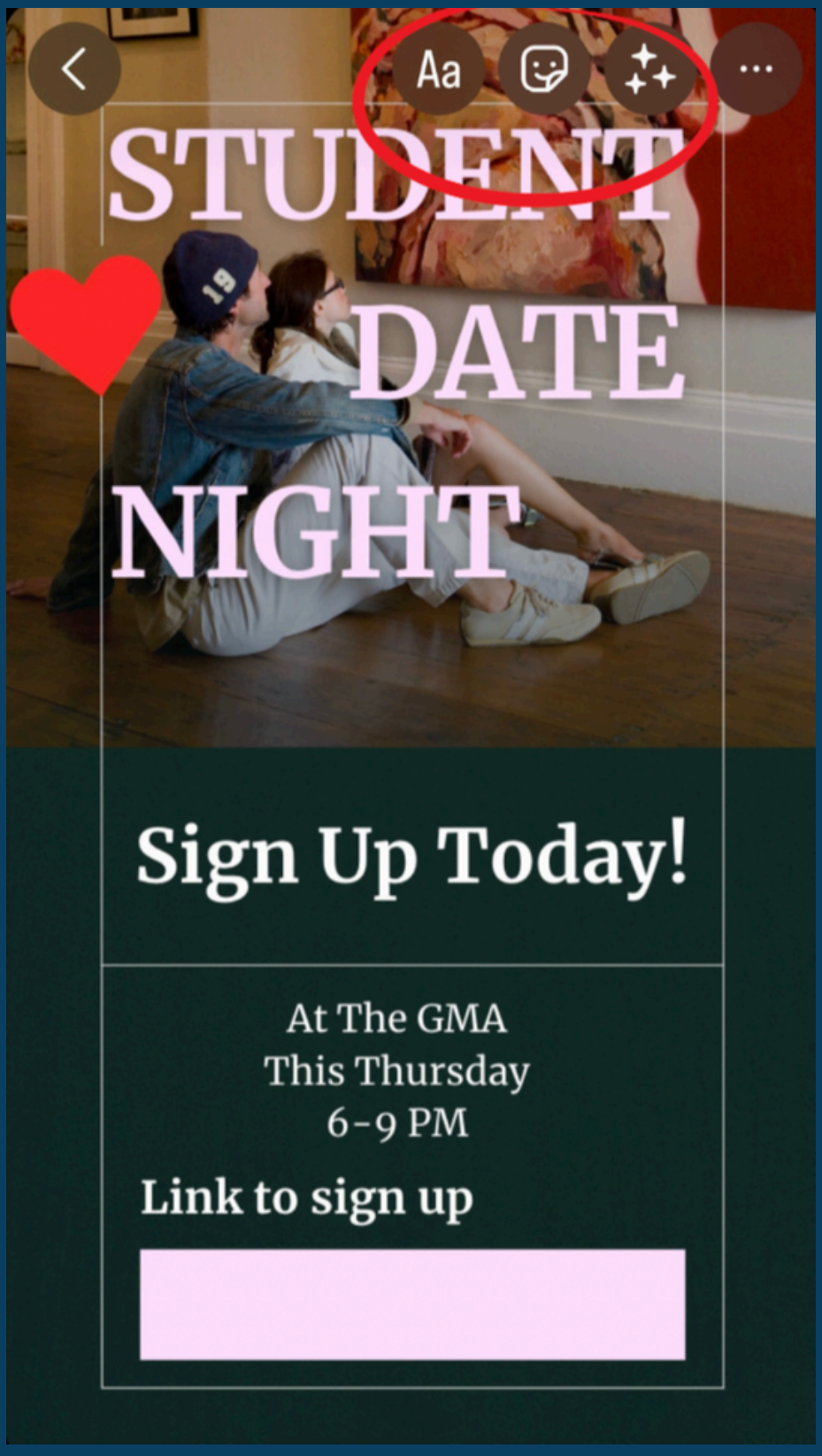
3. Post an Instagram story reminder 1 week before the event with a final call for signing up (accessible via thumb drive).



Tactic 3: Promote on social media both through the GMA's account and the GMOA Student Association's account.

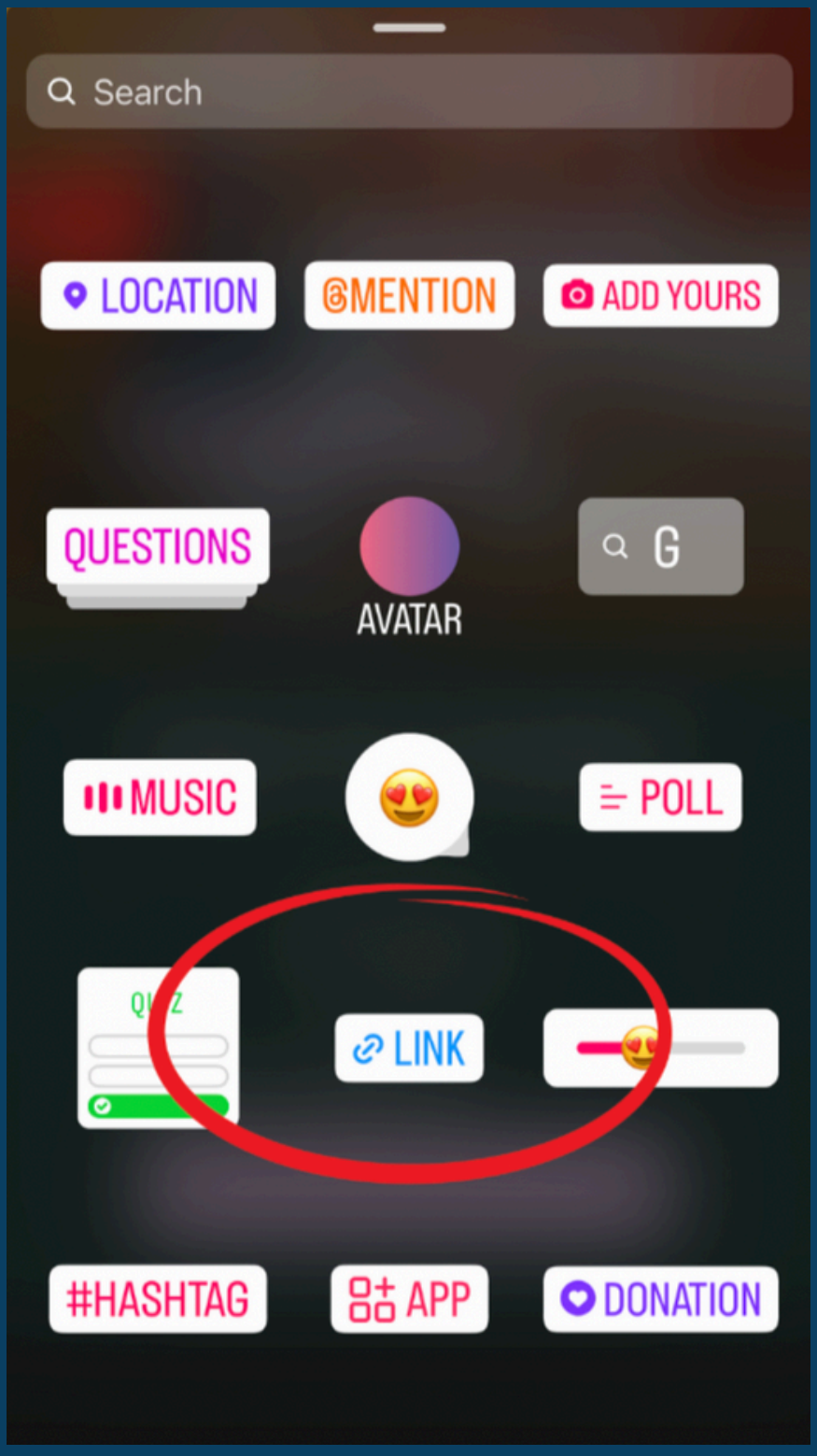
b. Add link to story

Step 1: Press the sticker icon circled in the picture below:



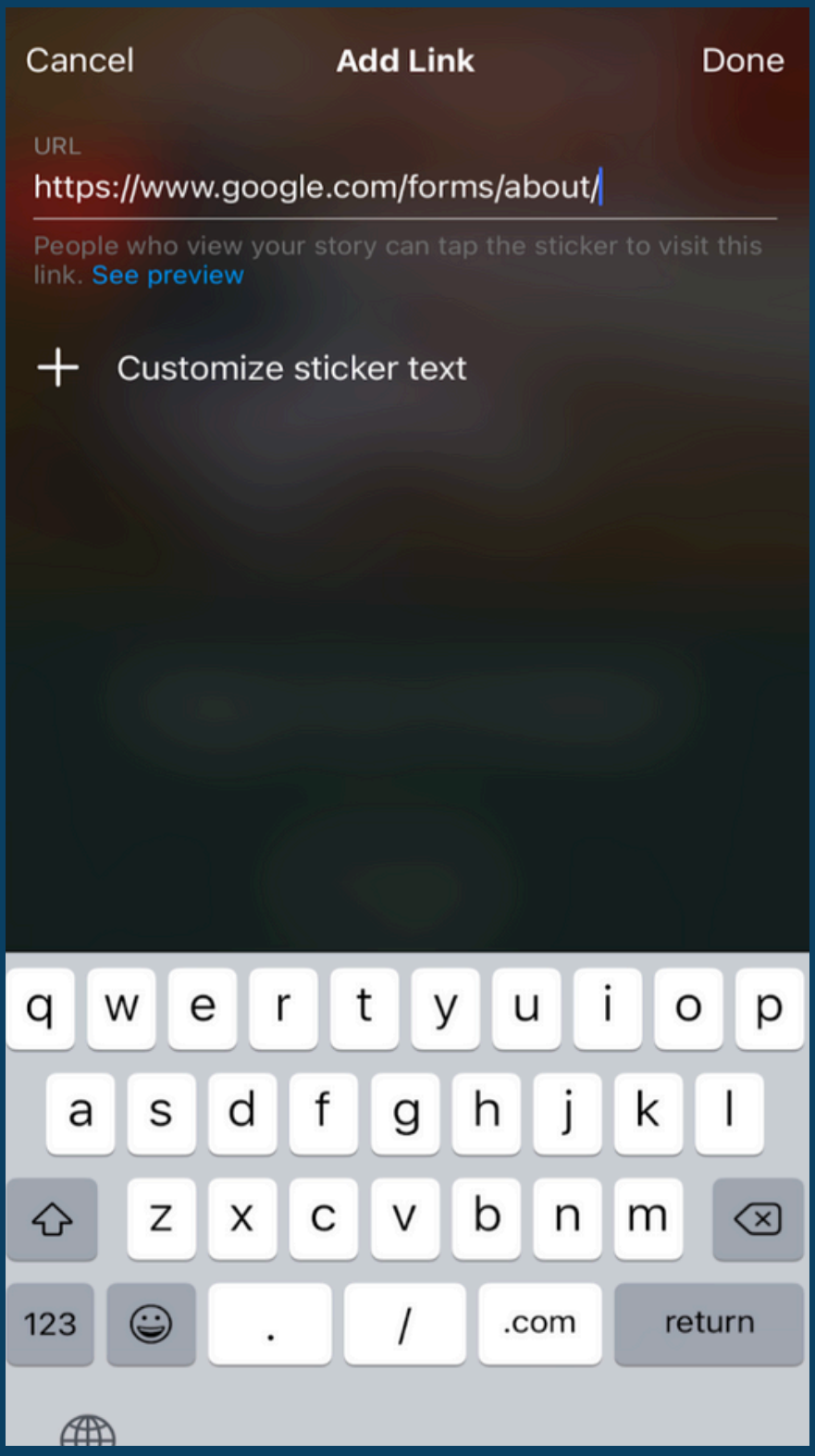
Tactic 3: Promote on social media both through the GMA's account and the GMOA Student Association's account.

Step 2: Press the link button



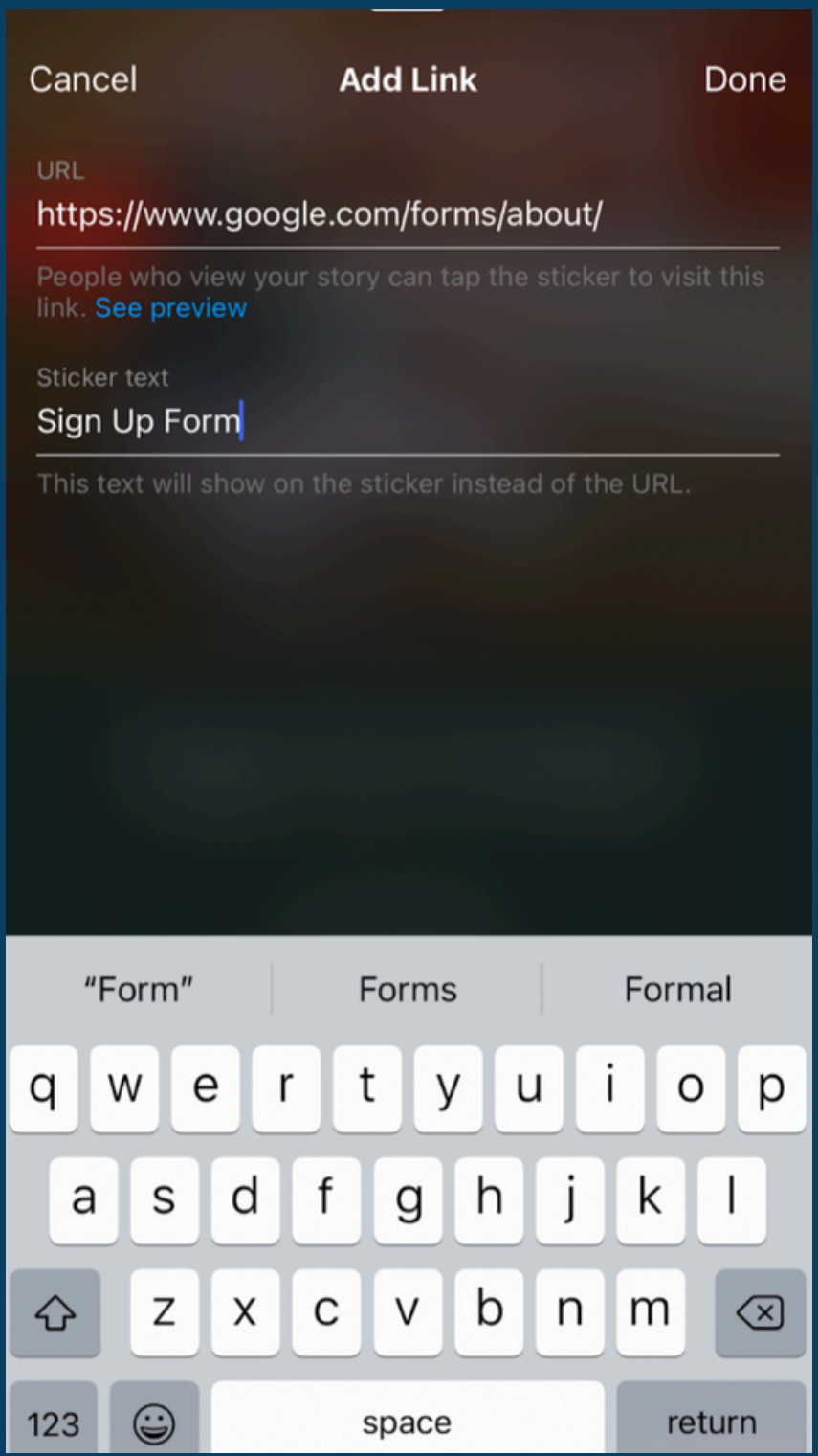
Tactic 3: Promote on social media both through the GMA's account and the GMOA Student Association's account.

Step 3: Insert Google form sign up link



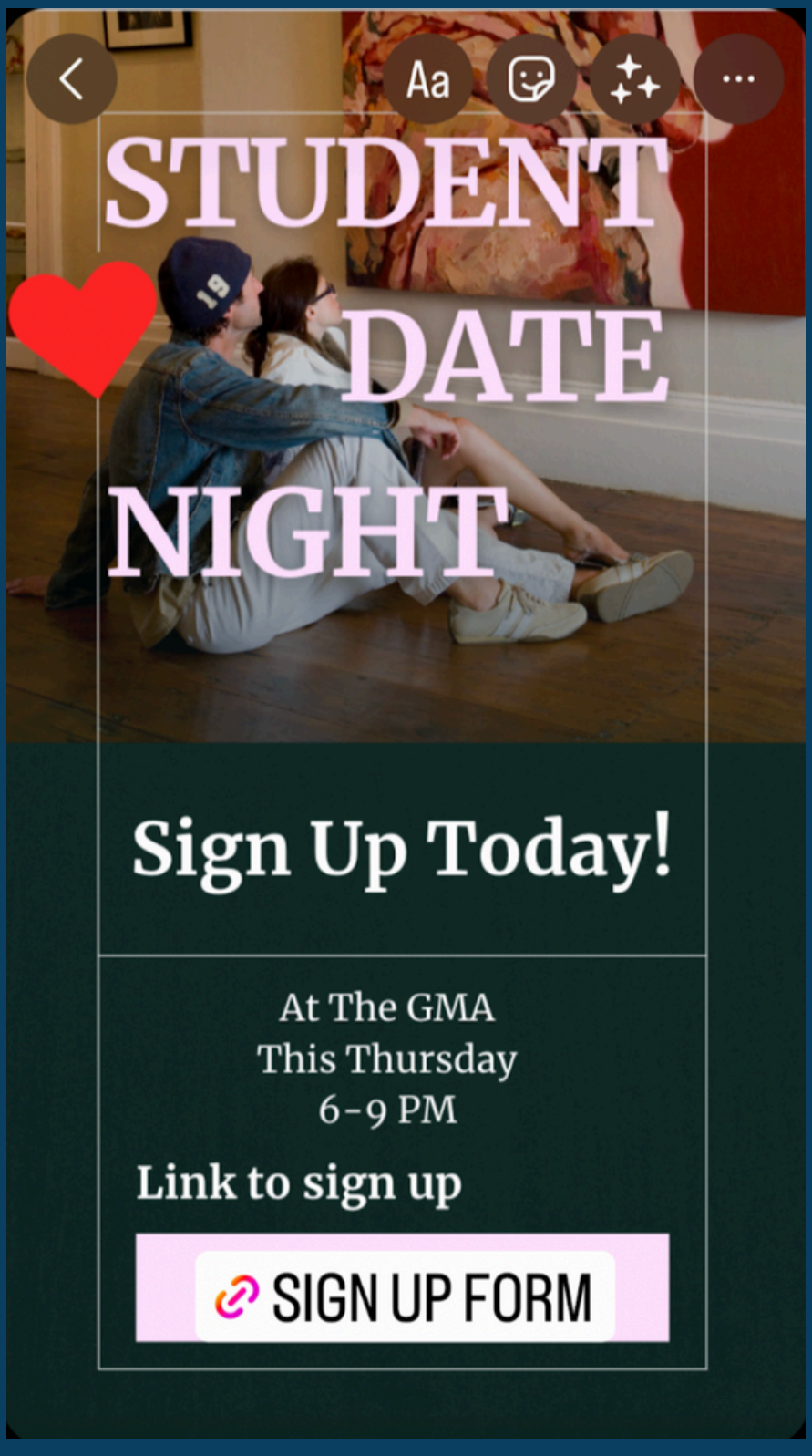
Tactic 3: Promote on social media both through the GMA's account and the GMOA Student Association's account.

Step 4: Press 'customize sticker text' and name the link 'Sign Up Form'



Tactic 3: Promote on social media both through the GMA's account and the GMOA Student Association's account.

Step 5: Drag link where you want it and post the story



Tactic 3: Promote on social media both through the GMA's account and the GMOA Student Association's account.

4. Instagram DM The GMOA Student Association's account, @gmoastudent, and ask them to repost the graphic.
    a. Sample Instagram DM to @gmoastudent (accessible via thumb drive).

Hi this is (Your Name and title)!

Can you please repost our Student Date Night graphic and caption so that the student association is aware of this event?

Also, if you could send the graphic and information on the event in the GroupMe, that would be great!

We hope to see as many GMOA student association members at the date night as possible 😊

Tactic 4: Reach out to restaurants for in-kind donations for snacks and drinks.

A great way to make this date night possible while keeping a tight budget in mind is to reach out to local Athens restaurants for in-kind donations. Hors d'oeuvres or light fare snacks would be ideal for this event. Local restaurants could choose a date they would like to sponsor the date night and could bring any marketing tools they want to promote their business as well. To reach out to the restaurants, email is preferred but if some restaurants don't have a business email you can reach out on Instagram DM. Instagram DMs should be more casual and shorter than emails in order to receive the best response rate. In an Instagram DM, try to get the respondent to email or call you for further information.

1. List of local Athens restaurants (that can cater to large groups) to reach out to for in-kind donations:
   a. Trappeze Pub- **info@trappezepub.com**
   b. Porterhouse Grill- **contactus@porterhouseathens.com**
   c. Five & Ten- **contact@fiveandten.com**
   d. Taziki's - **athens@tazikiscafe.com**
   e. South Kitchen- **info@southkitchenbar.com**
   f. Paloma Park- Instagram: **@palomapark.athens**
   g. Ted's Most Best- Instagram: **@tedmostbest**
   h. Last Resort- Instagram: **@lastresortgrill**
   i. Home.made- **restaurant@homemadeathens.com**
2. Reach out to them via email or social media DM inquiring about the donation

a. Sample email transcript

To: info@trappezepub.com

Cc:

Subject:

Dear Trappeze Pub,

My name is (Your Name) and I am writing on behalf of the Georgia Museum of Art. Starting this September, we are excited to announce the start of our new monthly event, The GMA Student Date Night. This event will allow UGA students free admission into the museum for themselves and a date and will give them the opportunity to enjoy a night of food, drinks and music while exploring the museum.

I am reaching out to see if you would be interested in sponsoring one of our date nights. By doing this, you would be providing light fare and drinks for the amount of attendees on that given evening. These in-kind donations allow us to keep admission for students free of charge.

We'll gratefully acknowledge you in our newsletter and post your sponsorship on our Instagram, which has over 8,000 followers,

Our event will run every 1st Thursday of the month, so if you are interested please respond with a month in which you would like to sponsor our event. Thank you and I look forward to following up soon.

Sincerely,
(Your Name)
(Your Title)
(Your Phone Number)

Tactic 4: Reach out to restaurants for in-kind donations for snacks and drinks.

b. Sample Instagram DM

Hi! My name is (Your Name) and I am writing on behalf of the Georgia Museum of Art.

We are excited to announce the start of our new monthly event, The Student Date Night.

To keep this event free for UGA students, we are looking for local Athens restaurants to support us with in-kind donations for the event.

If you are interested, can we follow up on phone or email to discuss further details about the event and donations?

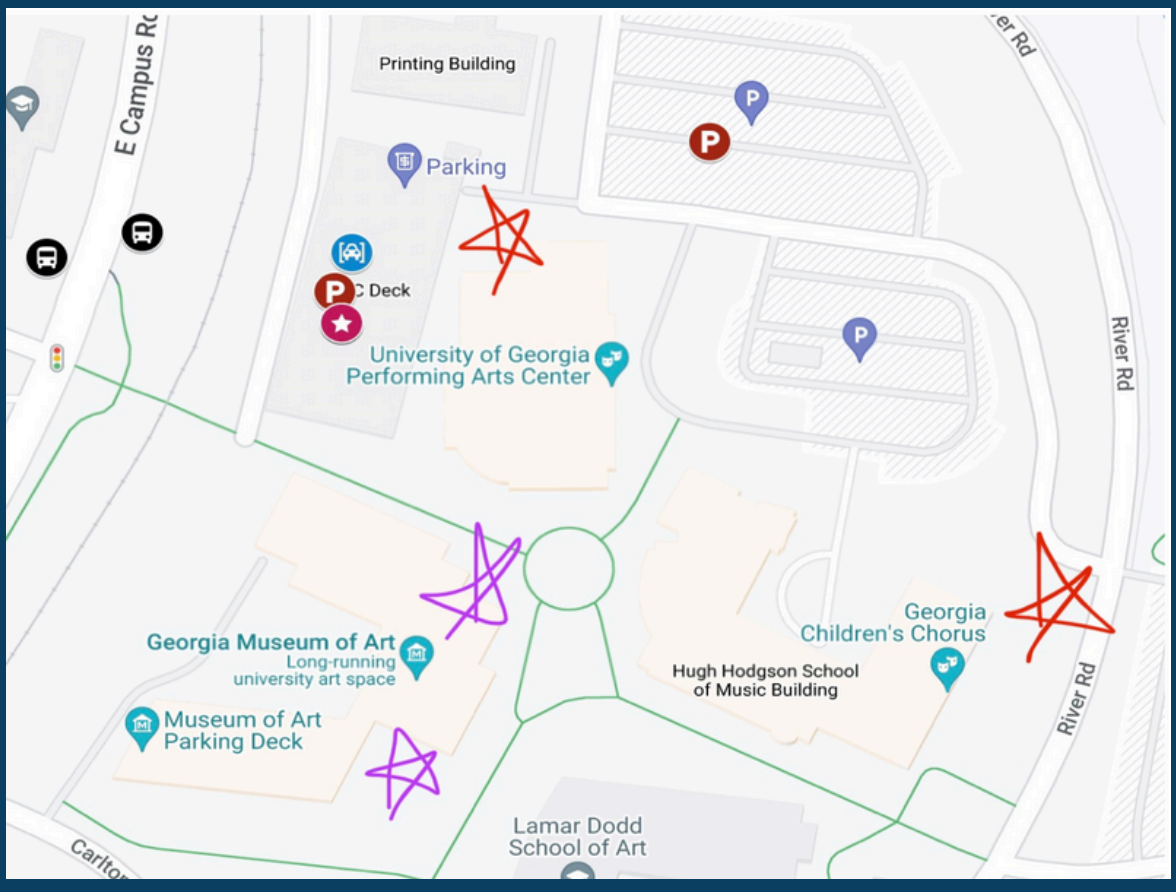
Thank you,
Your Name
Your email
Your phone number

3. Keep track of who is sponsoring each specific date and what they can bring.

Tactic 5: Set up signs to direct people where to go.

1. Proposed signs on following pages and editable Canva link on thumb drive.
2. Print signs at UGA Print & Copy Shop in Tate Student Center (45 Baxter St.) $43.20 for 4 signs ($10.80 Each) Visit tate.uga.edu/print-and-copy/ and select “Print Requests.” For more detailed printing instructions see Goal 3, Objective 1, Tactic 2.

3. Purchase 4 White Sign Holders from the website link accessible on thumb drive. Size: 24×36 inches.
   Price: $279.80 for 4 signs, $69.92 each
4. Place parking sign on the sidewalk outside of the Performing Arts Center (PAC) parking deck, which is located at the rear of lot E11 off River Road.
5. Place the gallery sign at the bottom of stairs inside the museum showing where the art galleries are located upstairs.
6. Place an entrance sign directly outside of both the front door and side door entrances to the museum.
7. Collect all signs at the end of the event to store at the museum for future use.
8. Map for reference: Red Stars = where to place parking signs, Purple Stars = where to place entrance signs.



Tactic 5: Set up signs to direct people where to go.



Tactic 5: Set up signs to direct people where to go.



Tactic 5: Set up signs to direct people where to go.



Tactic 6: Set up the event.

1. Use tables in the front lobby area to set up food and drinks from in-kind donations
2. Move the tables to connect in the lobby space and remove the chairs to one of the back classrooms on the lower-level (they are not necessary for the event.)
3. Set out the food and drinks on the tables once delivered by the caterer
4. Print out (at the museum) and place a sign-up sheet on the welcome table with the food and drinks so that guests can check in.
    - Sign in Sheet is in thumbdrive.
5. Ensure signage from Tactic 5 has been set up

Objective 2: Make visits more accommodating for the UGA student population.

Based on our research, we found that there are multiple ways for the GMA to make museum visits more student friendly. For example, the GMA can offer increased refreshments for students and make it more well known that food and drink are always allowed on the first floor of the museum. By making things more student friendly, it will encourage more students to visit the museum.

Tactic 1: Have permanent parking signs present.

- Through our surveys we found that finding where to park for the GMA is confusing to patrons. In our survey, it was common that respondents cited parking as a concern. Past attendees weren't sure if they had parked correctly and potential attendees, in some cases, didn't think it was worth figuring out. Having increased signage would be beneficial towards helping make the parking process easier to navigate.
- During "normal" days outside of events like Date Nights, place parking signs purchased and printed in Goal 3 Objective 1 Tactic 5 in key areas within and outside parking areas (PAC Deck & exterior lots) to help proper parking be easily identifiable to attendees.
- Outside of event nights, it is less necessary to have the signage spread wide to help direct people working to find the event. During normal operations, the purpose of these signs is primarily to ensure that attendees can find where they are meant to park which during events can alter and change with larger numbers of attendees.



Tactic 2: Have increased refreshments available for purchase on the second Friday of every month starting in September 2023.

Due to the student date nights being hosted on the first Thursday of each month, we recommend separating these activities into different weeks to make students visit the museum monthly instead of only at a certain time. We propose this because it can make the museum a place where students can reward themselves after studying hard for school; they can have special refreshments and walk the galleries, leaving all their stress behind. Furthermore, working with local restaurants and businesses can also allow the GMA to be promoted on their social media platforms because they can share their new events working with the GMA.

1. Partner with local small businesses because they may be more likely to participate in this event to promote their brand. Invite different ones every month, if so desired.
2. Museum offers indoor/outdoor area, and supplies tables, chairs, and sockets.
3. Restaurants bring their own equipment and refreshments for selling.
4. Restaurants' staff have to clean the area they use after ending their service.

Tactic 3: Promote that food and drink are allowed on the first floor.

In our personal experience and research, it has been unclear that food and drink are allowed on the museum's first floor. According to our research, students want to be able to eat and drink while studying or hanging out. We propose to use more visual methods like tabletop signs or posters in different places on the first floor and entrance of the museum, even adding a paragraph on the GMA website to promote that food and drinks are allowed on the first floor would be helpful.

a. Tabletop sign

We suggest setting tabletop signs at the front desk and all the tables on the first floor. This sign can clearly state that food and beverages are permitted on this floor. Due to the sign at the front desk, people will easily understand the policy when they check in with their tickets.

A sample is included below and is accessible on the thumb drive.



Tactic 3: Promote that food and drink are allowed on the first floor.

b. Poster

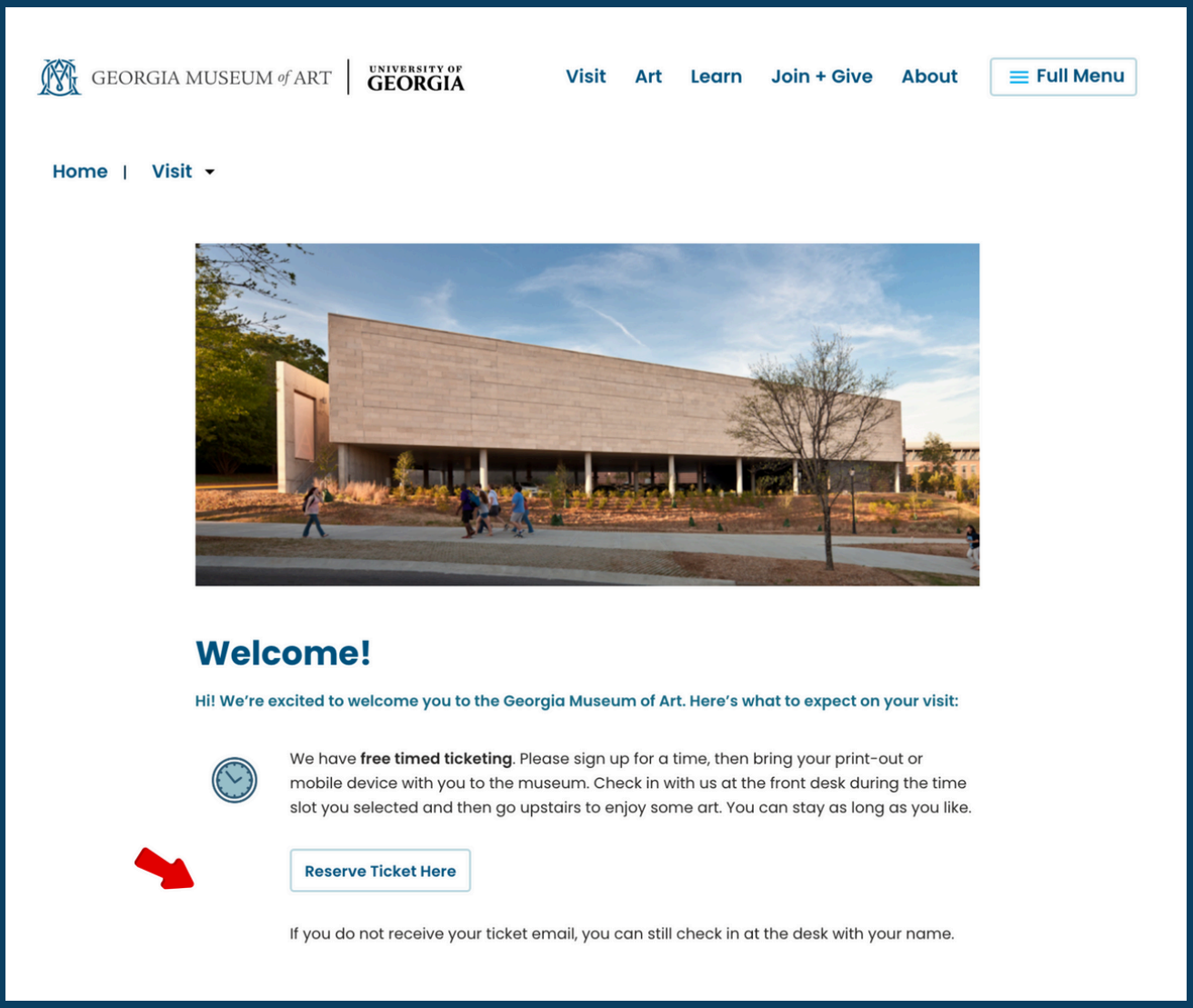
Having posters will be the most effective way of promoting the policy. We recommend posters on the door of the museum gift shop because it sells food and beverages. We also recommend placing a stand sign at the entrance of the museum for welcoming students to bring snacks and drinks inside and hang out with friends, but only on the first floor.

A sample is included below and is accessible on the thumb drive.



Tactic 3: Promote that food and drink are allowed on the first floor.

c. Extra paragraph
Adding a new paragraph on the GMA visit page, and describing the museum allows food and drinks on the first floor will help students realize the policy when they are trying to reserve tickets. Therefore, this paragraph could be "Food and drinks are allowed in our museum, but ONLY on the first floor. You are welcome to bring snacks or beverages or purchase them from the museum's shop."

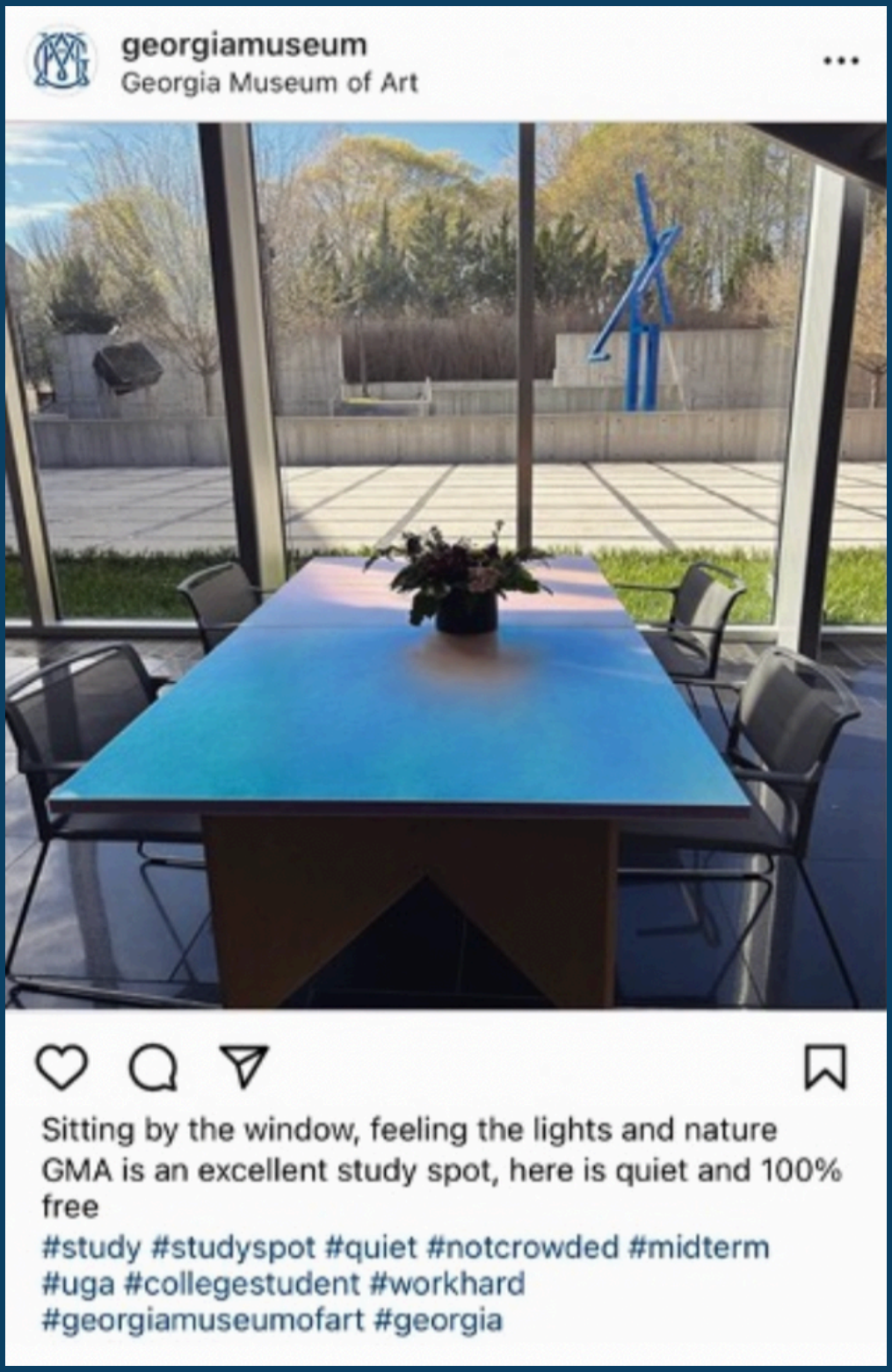


Tactic 4: Utilize Instagram to promote the GMA as a great study spot and a place for mental wellness.

Following Goal 1, Objective 1, Tactic 4, the Instagram Reel idea that we are proposing for the GMA is a Reel highlighting how the museum is an ideal study spot, and the recommended date for posting this Reel is October 9, 2023, close to midterms. Students will need study spots during midterms. Therefore, we propose that the GMA also publish more posts beginning on September 25, 2023, and ending on October 13, 2023. There can be 2-3 posts per week that promote the GMA as a wonderful study spot. It is quiet and has enough space for working, and also helps students relieve their anxiety about midterm exams by walking and exploring the galleries. In addition, qualitative responses from our survey stated that visitors enjoyed visiting the new exhibits to learn more about art because it is an indoor activity, and because of its peaceful environment and beautiful design, which all mean a museum is ideal, but not many people know it. Therefore, we suggest the museum publish more Instagram posts that show people in a relaxed or joyful state of mind.

Tactic 4: Utilize Instagram to promote the GMA as a great study spot and a place for mental wellness.

Instagram Sample Post:
Promoting Study Spot (accessible via thumb drive)



Tactic 4: Utilize Instagram to promote the GMA as a great study spot and a place for mental wellness.

Existing post on GMA Instagram account:
Mental wellness (accessible via thumb drive)



Tactic 5: Make the exhibit security more friendly, welcoming, and informative.

Our experiences and our survey indicate that exhibit security makes visitors feel uncomfortable and unwelcomed, sometimes resulting in them not coming back. While visiting the galleries, they would stand there and keep watching people as if we weren't supposed to be there, or they would just follow us, spying on us, and make us feel pressured while visiting the galleries. Hence, we propose that security should be more friendly, welcoming, and informative. We suggest that the museum can create a program that demonstrates how security explains each artwork in their assigned gallery, teach security fundamental art knowledge in order to simply answer visitors' questions, and ask every security to take this program before they work in their assigned areas. After receiving this training, we recommend that security can actively “say hello” to visitors, and ask whether they need a small tour or anything they can help with. Also, we suggest the museum can supply their seats in every area which they are responsible for, this can help them rest, and won’t let them always stand and follow people, the safety of artworks is absolutely important, but they can monitor artworks without following people around.

1. Training on how to explain artwork in their responsible area.
2. Try to get them to greet visitors actively
3. Taking a seat when there are fewer visitors and ensuring the artwork's safety by their eyes
4. Offering tours to visitors can help them interact with visitors and make them feel welcome.

Objective 3: Increase diverse student attendance.

Based on our client briefing, we found that the GMA hopes to expand diversity within their organization. We propose that the museum accomplishes this through promoting themselves to diverse student organizations and through increasing promotion of diverse art pieces and exhibits.

Tactic 1: Promote the GMA to diverse organizations on-campus.

In order for the GMA to increase its diverse student attendance, there are several ideas they need to reach a more diversified audience. It's important to involve the UGA community since the GMA is located on UGA's campus and students are a main demographic around the area. Acquiring diverse student attendance will bring in various perspectives and more museum attendees. Having diverse museum attendees will collectively bring diverse voices, experiences, and perspectives of different communities. Based on our initial information of the types of average GMA museum attendees, there needs to be a focus on increasing more of a diverse student population.

One way in which the GMA can increase diverse student attendance is by connecting with diverse UGA organizations. There are a range of organizations that feature varieties of people so the GMA has multiple opportunities. It is preferred to reach out at the beginning of the school year. An estimated preferred date to start reaching out to UGA organizations is September 4th, 2023 to get a headstart for their school year events.

Three ideas for promoting the GMA to diverse organizations on-campus are:

1. Collaborate with events
    a. Yoga in the Galleries with [Organization Name]
        i. An event in which the organization will bring yoga mats and other supplies to hold a yoga event in front of galleries at the Georgia Museum of Art. This will bring museum visitors and a collaboration with the specific organization.
    b. Museum Night
        i. A chance for the organization to come together and visit the museum.
    c. De-stress/Study time at GMA
        i. Organization members will have the opportunity to use the museum tables and have study time while also having the chance to stroll around the museum.

UGA's diverse organizations are known to have many campus-wide events to celebrate their cultures. By having their events at the GMA, this will increase awareness of the museum.

Tactic 1: Promote the GMA to diverse organizations on-campus.

2. Promote event space to organizations
    a. HSA Spring Gala
    b. LISTo! Valentine's Day Ball
    c. AASA Lunars Fashion Show
    d. ICX India Night
    e. BAC Unity Ball

Here is an example email template promoting the museum event space to the organizations.

Hello [ORGANIZATION NAME],

We are the Georgia Museum of Art, located on the University of Georgia campus, an academic museum and, since 1982, the official art museum of the state of Georgia. Our mission is to preserve and interpret all types of art to educate and inspire the public about the art surrounding our community.

In addition, we have an event space that we would like to formally open to [ORGANIZATION NAME]. We have seen the amazing events you all hold such as [EVENT NAME] and would like to offer our event space.

Here are our pricing options:

[FILL IN]

We believe the convenient location and affordable pricing would be best for the organization. Send us what dates you are interested in to set up a quick chat with us.

If you have any questions or need more information, don't hesitate to contact us. Thank you!

Sincerely,
[NAME]

www.georgiamuseum.org | @georgiamuseum

Tactic 1: Promote the GMA to diverse organizations on-campus.

Below is the contact information of diverse organizations on-campus.

African Student Union E: ugaasu@gmail.com Contact: Sophia Ige	Arab Cultural Association E: garabs@gmail.com Contact: Yash Patel	Asian American Student Association E: uga.aasa.org@gmail.com Contact: Joanna Yonathan
Bangladeshi Students Association E: BaSAintheUGA@gmail.com Contact: Partha Sikdar	Bengali Cultural Organization E: ugabengaliculturalorg@gmail.com Contact: Shion Zaman	Black Affairs Council E: bacuga@gmail.com Contact: Elaysha Brown
Brazilian Student Association E: BrasaUGA@gmail.com Contact: Mariana Figueiredo	Caribbean Student Association E: ugacaribsa@gmail.com Contact: Eva Houston	Chinese Students and Scholars Association E: china@uga.edu Contact: Jianing Zhang
Ethiopian/Eritrean Student Association E: uga.eesa@gmail.com Contact: Lulit Kinfu	Filipino Student Association E: fasa.uga@gmail.com Contact: Sarah Colgan	Hispanic Student Association E: hsa@uga.edu Contact: Elisa Fontanillas
Indian Cultural Exchange E: icepublicrelations@gmail.com Contact: Cj Jain	Indian Student Association E: isa@uga.edu Contact: Richa Bajaj	Korean Undergraduate Student Association E: kusageorgia@gmail.com Contact: Halina Kim
Latinos Invested in the Students of Tomorrow E: listo@uga.edu Contact: Paulina Rivera-Ramirez	Multicultural Greek Council E: uga.mgc.president@gmail.com Contact: Kelsey Wohlford	Muslim Student Association E: msaatuga@gmail.com Contact: Yousra Abo-elhamd
Native American Students Association E: mariah.cady@uga.edu Contact: Mariah Cady	Nepalese Student Association at UGA E: bikas.shah@uga.edu Contact: Bikas Raj Shah	Pakistani Student Association E: pakistanisatuga@gmail.com Contact: Umer Farooq
Persian Student Union E: sa27287@uga.edu Contact: Samir Hadi-cisneros	Sri Lankan Student Association E: vinavi.lakshman@uga.edu Contact: Vinavi Lakshman	Taiwanese Student Association E: ugataiwan@gmail.com Contact: Tzu-chun Chu
Thai Student Association E: 7ployaram@gmail.com Contact: Weerapong Laovechprasit	Turkish Student Association E: oyk52576@uga.edu Contact: Yasin Topcu	Vietnamese Student Association E: vsa@uga.edu Contact: Jacy Tran

Tactic 1: Promote the GMA to diverse organizations on-campus.

3. Get on the Multicultural Student Programming email listserv.

Step 1: Create a graphic that captures the GMA (including address, hours, and any events coming up).

Example (accessible via thumb drive):



The graphic displays clear instructions of where the museum is located, hours, upcoming events, website and an image of the building. This is a simple graphic that says everything and is quick to read in the newsletter. The simplicity and events will attract readers to save the graphic and visit the museum.

Tactic 1: Promote the GMA to diverse organizations on-campus.

Step 2: Email mspinfo@uga.edu to ask to be added to the listserv

SUBJECT: Georgia Museum of Art Opportunity

Hello Multicultural Student Programming (MSP),

We are the Georgia Museum of Art, located on the University of Georgia campus, an academic museum and, since 1982, the official art museum of the state of Georgia. Our mission revolves around educating people about all types of art, collecting art from all over the world, and sharing the meaning behind art to the public. In celebratory news, we are celebrating our 75th anniversary this year!

We are looking to increase more UGA student attendees and would like to be added to the MSP listserv to connect with more on-campus multicultural organizations. Would you be willing to add our graphic to the newsletter?

If you have any questions or need more information, don't hesitate to contact us. Thank you!

Sincerely,
[NAME]

www.georgiamuseum.org | @georgiamuseum

Step 3: Look out for the next newsletter from MSP

Tactic 2: Enhance the promotion of more diverse exhibits and pieces through Instagram.

The GMA does a fantastic job in showcasing its art on Instagram. To reach a more diverse audience, there should be more posts and social campaigns that display diverse exhibits and art pieces. Based on our visitor survey and the 75th anniversary question responses (located in the museum), people were unaware of certain diverse art pieces available.

A way in which the GMA can enhance promotion of their diverse art is by:

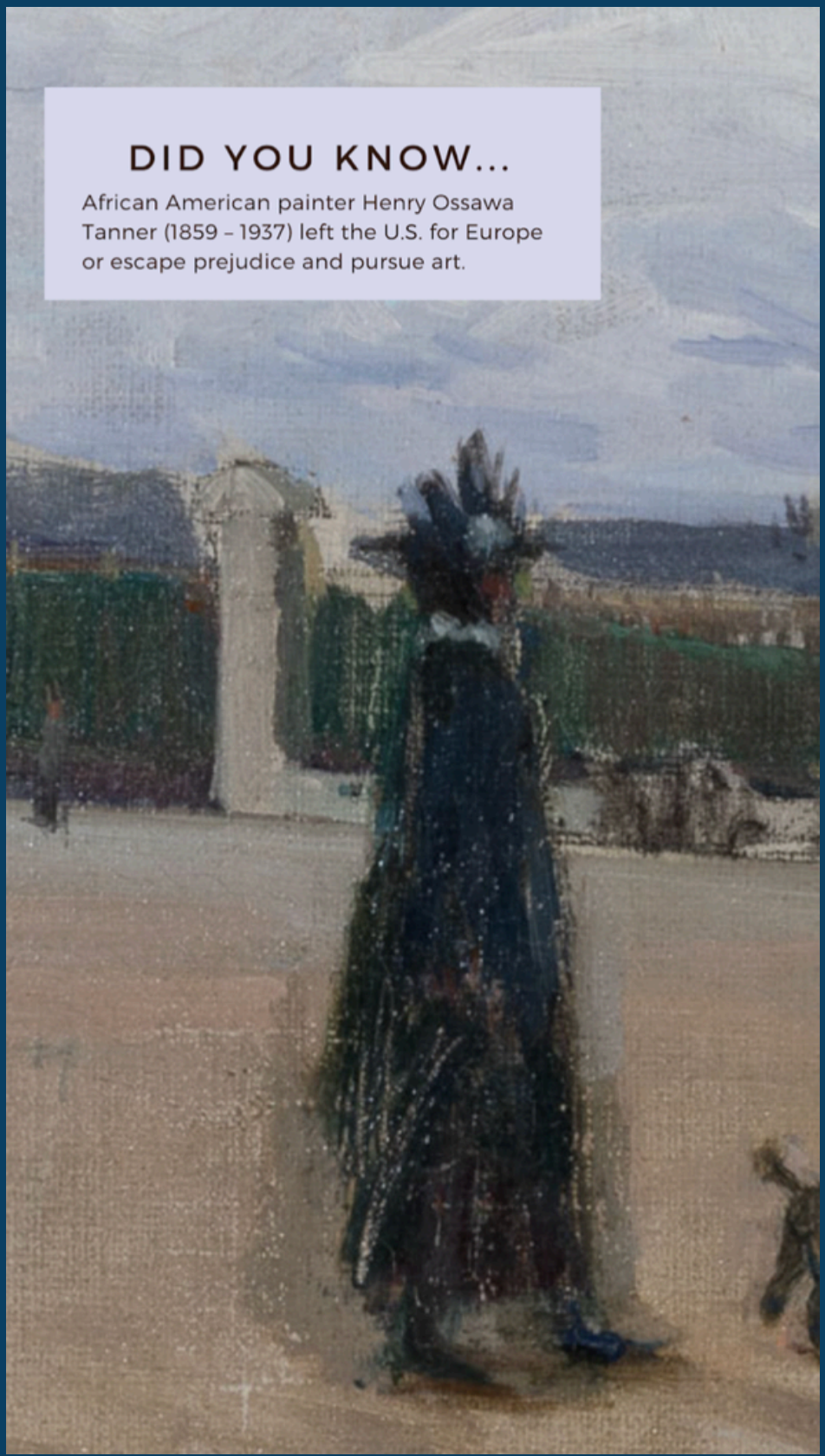
- **Regular post**
  - In order for people to be aware of diverse exhibits and art pieces at the museum, there needs to be more Instagram posts talking about the exhibits and art pieces.
- **Share fun facts on Instagram stories**
  - Sharing fun facts and quirks about the exhibits and art pieces serve as a fun reminder to the public. There could be polls and open questions for users to interact with the Instagram story.
  - Example available on next page (accessible via thumb drive):

- **Sharing exhibits on Instagram stories (reminders)**
  - Instagram stories serve as reminders so by posting about the diverse exhibits, people will be reminded to attend the museum to check it out. The stories can be reposts of the regular Instagram post.

List of Heritage Months and Holidays in which GMA can use to promote specific cultural exhibits and art pieces:

- Black History Month (February)
- Women's History Month (March)
- Arab American Month (April)
- LGTBTQ+ Pride Month (April/June)
- Asian Pacific Heritage Month (May)
- Jewish American Heritage Month (May)
- Hispanic Heritage Month (September 15 - October 15)
- National Disability Employment Awareness Month (October)
- Veteran's Day (November 11)
- Native American Heritage Month (December)

Tactic 2: Enhance the promotion of more diverse exhibits and pieces through Instagram.



Objective 4: To improve and expand the reach of the student night events.

Based on our research and on-site visit #3, we believe that there is an opportunity to improve student nights, including through increased event promotion. This will help to boost student attendance at the event.

Tactic 1: Expand posters on-campus to include the main campus.

- When advertising on campus ensure regulations are followed
- For poster approval see the Tate Student Center Information Desk by the pool tables or in the main hall in front of the Print Center between 8 a.m. and midnight.
- Alternatively, call (706) 542-3816 or email tatecenter@uga.edu
- Prepare & alter posters for current events and time frames
- For printing instructions see Goal 3 Objective 1 Tactics 2 &/or 5 beginning at https://tate.uga.edu/print-and-copy/
- Based on the website each of these 18"x24" posters will cost about $8 to print a piece
- Having 2-3 of these as well as 2-3 of a slightly alternate version of the posters in and around Tate would catch the eye of students and prompt them to come to the museum.

Job Name	GMOA Tate Posters
Type	Flyers & Posters - 18" x 24"
# of Posters	1 Back to Edit Quantity
Total	$8.10
	($8.10 Each)
	PLEASE NOTE: This price is an estimate based on the information provided in your request. Additionally, the price does not include delivery/shipping charges or a volume discount. If the price for this request changes, we'll provide an updated estimate.

Tactic 1: Expand posters on-campus to include the main campus.

GEORGIA MUSEUM *of* ART | UNIVERSITY OF GEORGIA

Student Night: Featuring the Decade of Tradition Collection



100 works of art by African American artists donated by Larry and Brenda Thompson

Admission is FREE

In East Campus at 90 Carlton St

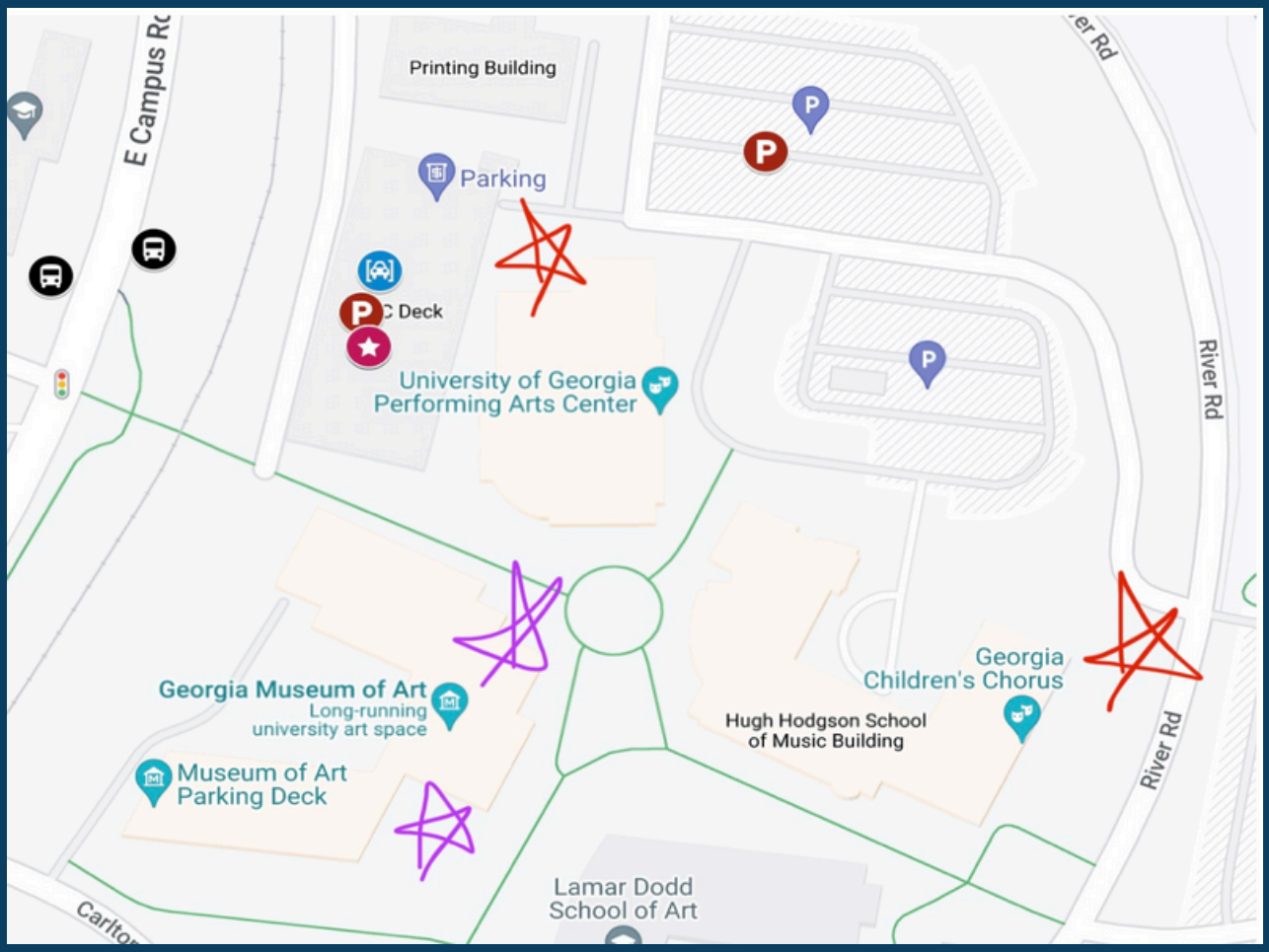
Call (706) 542-4662 for inquiries

Accessible via thumb drive

Tactic 2: Increase signage.

1. Place the parking sign purchased in Goal 3, Objective 1, Tactic 5 on the sidewalk outside of the Performing Arts Center (PAC) parking deck, which is located at the rear of lot E11 off River Road
2. Place the gallery sign purchased in Goal 3, Objective 1, Tactic 5 at the bottom of stairs inside the museum showing where the art galleries are located upstairs
3. Place the entrance signs purchased in Goal 3, Objective 1, Tactic 5 directly outside both the front door and side door entrances to the museum
4. Use the process outlined in Goal 3, Objective 1, Tactic 5 to purchase an additional parking sign, if desired, to place outside of the Performing Arts Center parking deck. This additional sign will cost $10.80 to print. Order an additional white sign holder for $69.92 via this website:

5. Map for signage reference: Red Stars = where to place parking signs, Purple Stars = where to place entrance signs.



Tactic 3: Offer more activities during the student night.

1. Offer a scavenger hunt during student nights where students compete to find different art pieces featured throughout the museum and the winner gets a small prize.
2. Scavenger Hunt Graphic (accessible via thumb drive):



This is a template of what the scavenger hunt sheet would look like. Since the art galleries rotate every couple of weeks/months the art pieces on the scavenger hunt would change each student night. The GMA Student Association would decide which art works they would include, type the names in the template, and repeat for the other boxes. It is up to the students to find the art work to write in the artist's name.

Tactic 3: Offer more activities during the student night.

3. Once the template is filled in, a museum staff person or GMOA Student Association member would be responsible for printing 50-100 copies (depending on the projected attendance of the event) using one of the museum printers before the student night.
4. Once printed, the scavenger hunt sheets can be placed on one of the check-in tables next to an assortment of GMA branded pens. If purchase of pens is needed please visit the Staples link accessible via the thumb drive.

5. The first person to turn in their scavenger hunt to the head of the GMOA Student Association wins a prize.
6. Prize: $15 voucher at the Museum Shop.

Tactic 4: Have the in-house photographer take photos.

- The photographer being at each kind of event as well as in on a normal day 1 or 2 times a week would create a constant stream of content.
- Capture photos of parking and lead patrons through the process of coming to the museum on the website.
- Having images that feature the museum's atmosphere as well as having good portraits of patrons helps to give a sense of what it may be like to actually attend the museum. Keeping this sense of attraction to the museum without “ruining the surprise” so to speak is something utilization of a professional photographer can help the museum accomplish. Our studies have shown that being able to picture themselves as patrons of the museum makes it more enticing to actually go.
- Having the photographer as a resource for date nights could also be attractive to attendees especially on events nights like for a date night. (see Goal 3, Objective 4, Tactic 5 for good example of what people may want to have)
- Helpful event photography tips are accessible via the thumb drive.

Tactic 5: Post more photos from past student nights on social media.

To increase more exposure from students, it's essential to post about events going on at the museum that cater towards students. This will increase more awareness of the type of events that the GMA holds at the museum. With the idea of holding student nights at the museum, it's important to display how these student nights look to the public.

Secondly, there should be a hashtag such as #GMAStudentNite for users to utilize on their post and raise awareness.

Thirdly, there should be a specific day for the GMA to post about student nights and it should be the day after the event so followers could be reminded.

Tactic 6: Expand the drawing prize by requesting in-kind donations from local Athens artists and businesses.

1. Begin by determining an artist or business who may potentially be willing to donate
2. See list of resources and add to it over time (accessible via thumb drive).
3. This list can be used to find potential caterers who can provide gift cards, prize/auction donors, vendors, art donations, etc.
4. When emailing or writing the template below can be used to assist with communication efforts (accessible via thumb drive).
5. In cases where the potential donor is being reached via phone, similar information should be included to the email template.

- Talking points:
  - Title & description of event
  - Date and time of event
  - Role this business/organization can play in this event
  - Hopes for partnership
  - Potential donations (door prizes like hats and gift cards, donations to the museum, catering, tabling for a fee at the event, etc.)
  - Other ways they can contribute (percentage night or sharing the event on their social media)

Tactic 6: Expand the drawing prize by requesting in-kind donations from local Athens artists and businesses.

GEORGIA MUSEUM of ART | UNIVERSITY OF GEORGIA

March 22, 2023 (date of writing)

Name of recipient
Recipient Company
Address Line 1 (st number & name, STE #)
Address Line 2 (City, State, Zip)

Dear *name*,

The Georgia Museum of Art will be hosting *Insert name of event* on *Insert dates*. Community Engagement, through creation and participation in community events, is a priority for us and we'd like you to be a part of it.

This event will present *what does the event offer* to attendees from across the state, country and world. The event will feature *insert class topics, events, activities, food, etc*. Attendees will be able to learn and enjoy themselves through art, history, and community.

We are preparing for *insert # of anticipated attendees* at this event which will be held at the Georgia Museum of Art. At this event we will be featuring *pending the event* door prizes/a silent auction/a raffle during *insert part of event/time* which we invite you to be a part of.

Donators prominently featured in the event branding and/or announced with their donation. By partnering with the Georgia Museum of Art in this way we can work together to spread fun learning and community engagement opportunities for Athens and beyond.

Please let me know if you have any questions or if I can be of any assistance. Thank you for your time and support of the Georgia Museum of Art.

Communications officer name
insert title
Georgia Museum of Art
Phone:
Email:

Accessible via thumb drive

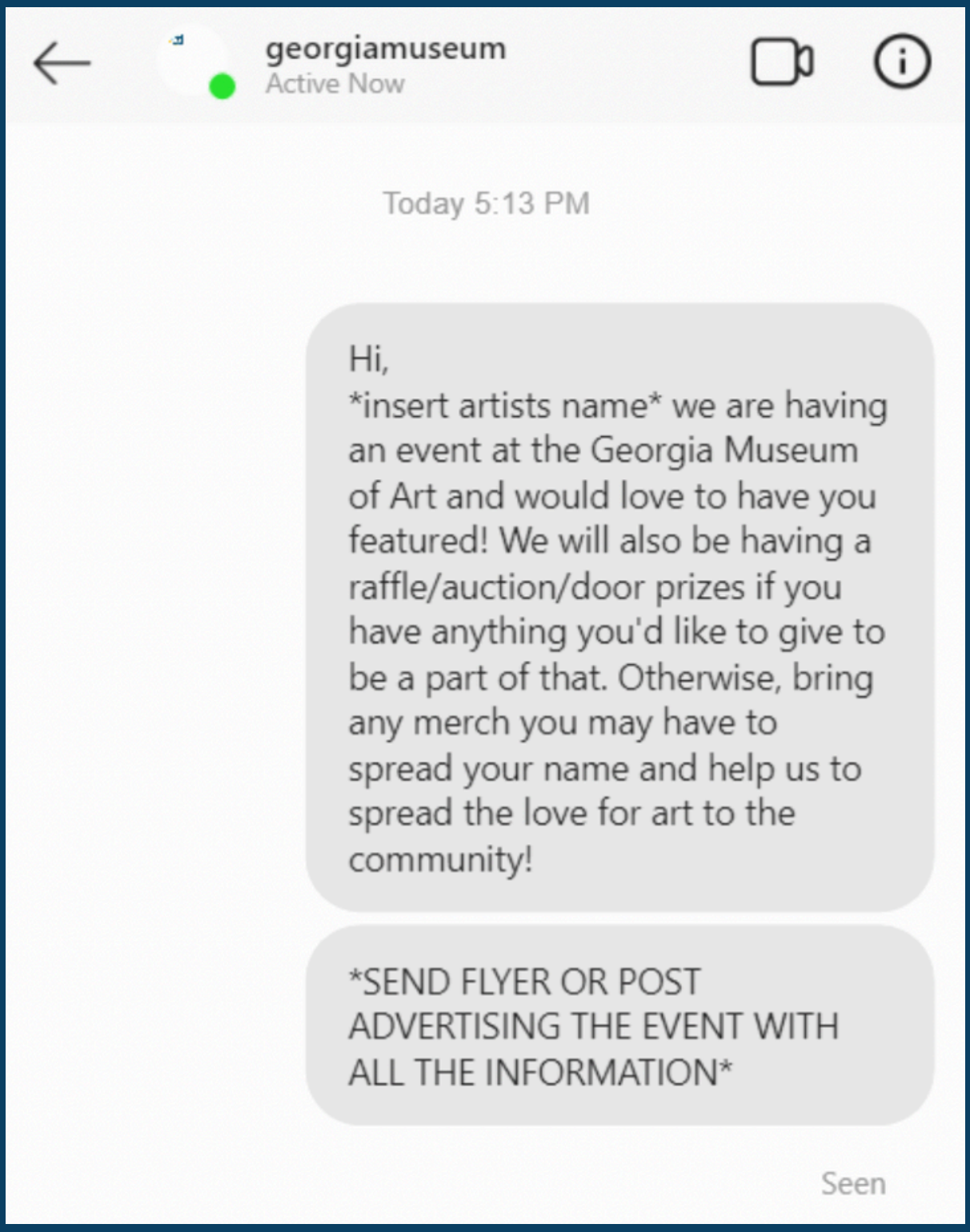
Tactic 6: Expand the drawing prize by requesting in-kind donations from local Athens artists and businesses.

- Pending the kind of donation they decide to make, work with them to create a fair trade off. For example, a door prize like merch or a gift card they get their name on the merchandise of course. For tabling they have their table to advertise and merchandise they give/sell. For a larger money donation or more they could be a partner of the event and be featured on the event flyer and branding signs.

- Time Frame:
  - When working in the short term for small donations like door prizes this can be done up to a few days before the event, but begin at least a month before the event's date. The sooner the better
  - For pursuing larger sponsors/donations ensure to leave them ample time to workout paperwork and for negotiations to take place. Begin this process at least a month or two before the event's day.

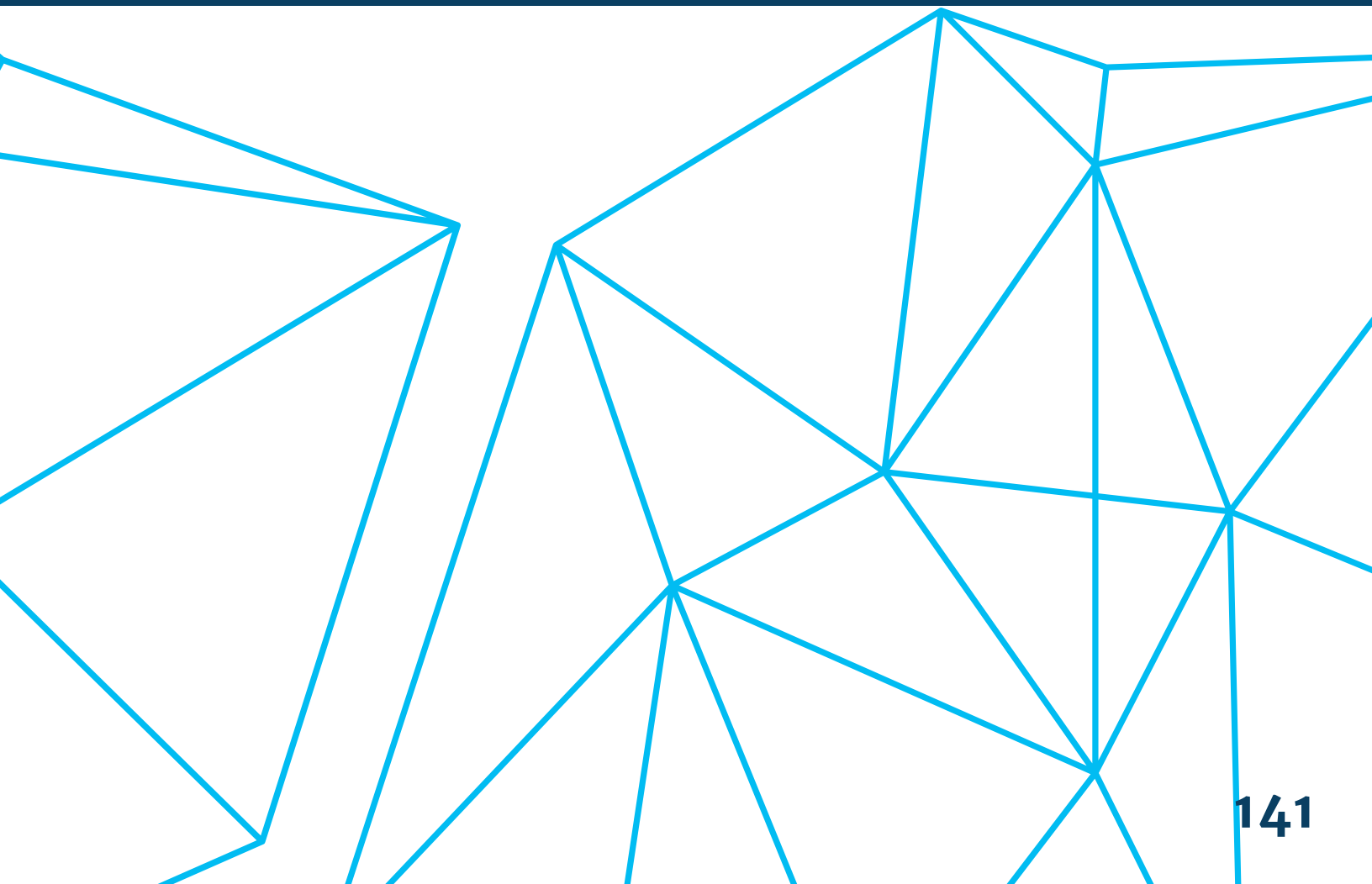
6. Through social media messaging (more probable for people like local artists) keep most of the same information, but be much more concise. See example (accessible via thumb drive) →

Tactic 6: Expand the drawing prize by requesting in-kind donations from local Athens artists and businesses.



Accessible via thumb drive

Campaign Budget



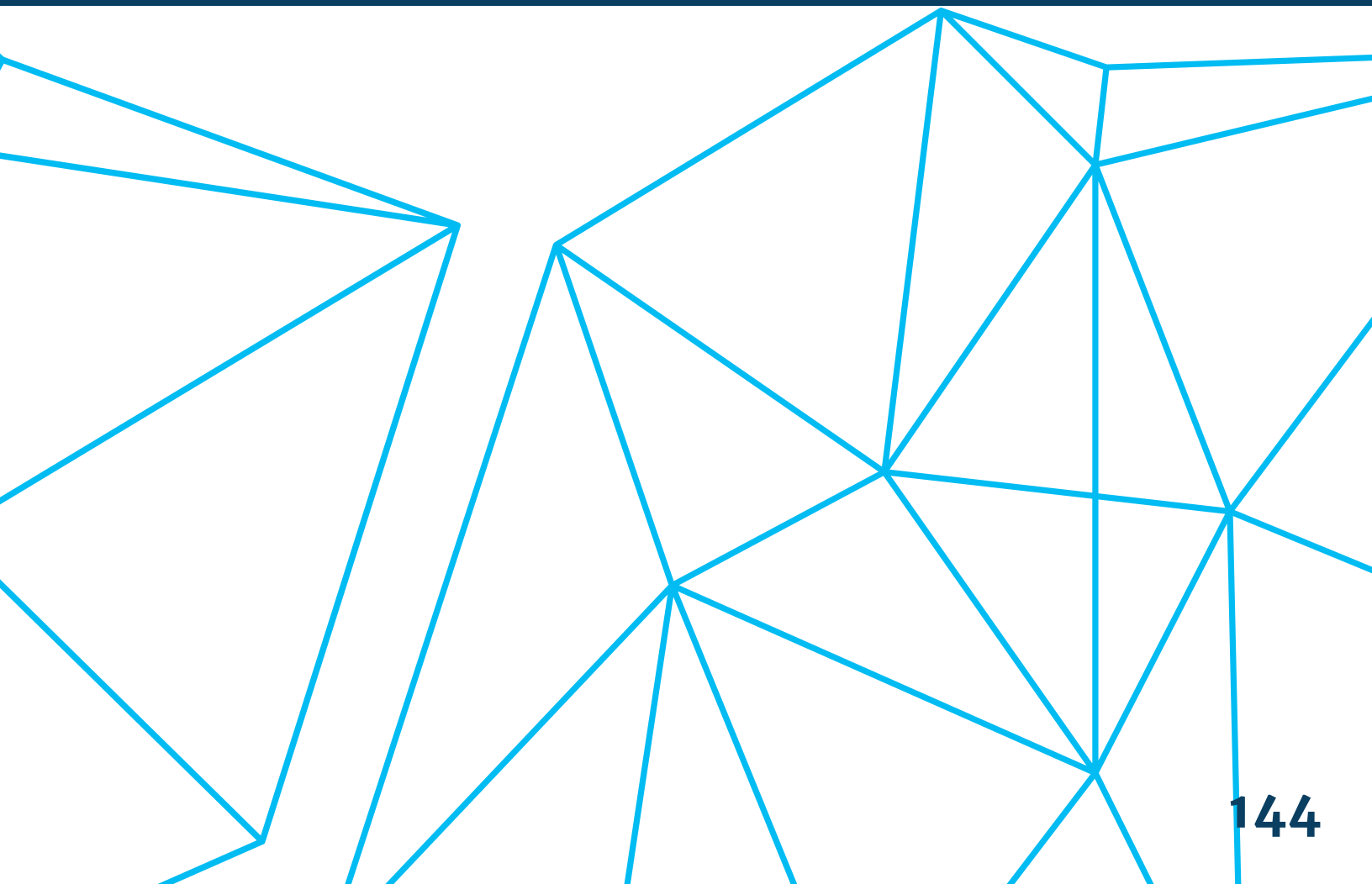
Campaign Budget



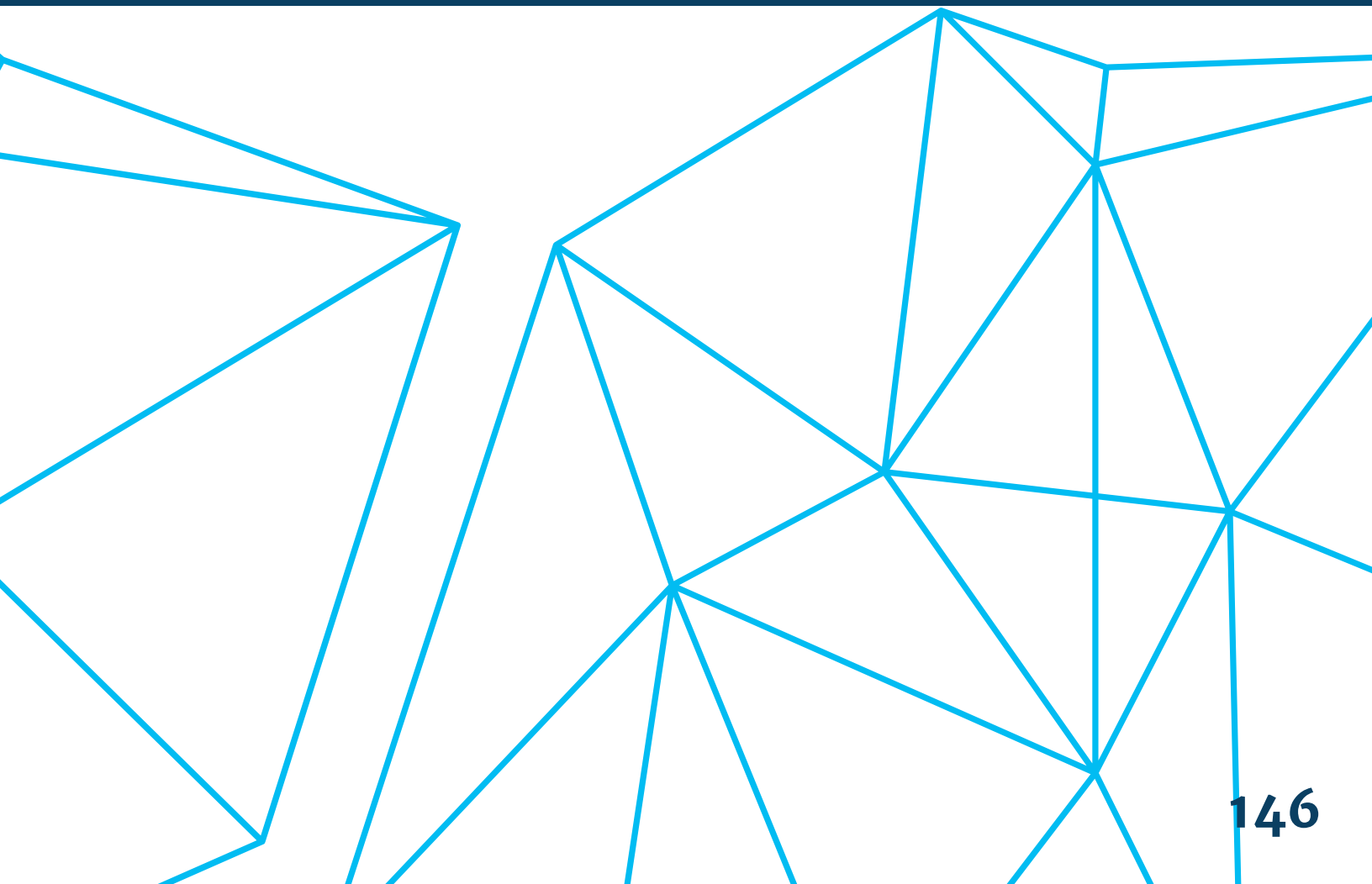
G-O-T	Item	Cost	Quantity	Subtotal
Goal 1				
Objective 1				
Tactic 1	Canva Teams subscription	$14.99/month or $149.90/year	1	$14.99 or $149.90
			Objective 1 Subtotal	$14.99 or $149.90
Objective 2				
Tactic 1	11x17 Black&White cardstock posters	$0.24	60	$14.4
Tactic 2	Folding table	$40	1	$40
	Buttons	$0.3	50	$15
	18x24 poster paper	$2.49	1	$2.49
	Scotch magic table	$2.99	1	$2.99
Tactic 3	Brochures	$1.65	400	$660
			Objective 2 Subtotal	$734.88
Objective 3				
Tactic 2	Chick-fil-A Gift cards	$50	5	$250
			Objective 3 Subtotal	$250
			Goal 1 Subtotal	$999.87 or $1134.78

G-O-T	Item	Cost	Quantity	Subtotal
Goal 2				
Objective 1				
Tactic 2	Starbucks Gift card	$10	1	$10
	Jittery Joe's Gift card	$10	1	$10
	Basket	$4	1	$4
			Objective 1 Subtotal	$24
Objective 2				
Tactic 1	Raffle tickets	$10.89	1	$10.89
Tactic 2	Raffle tickets	$10.89	1	$10.89
			Objective 2 Subtotal	$21.78
			Goal 2 Subtotal	$45.78
Goal 3				
Objective 1				
Tactic 2	Flyers	$0.4	50	$20
Tactic 5	Sign holders	$69.92	5	$349.6
	Signs	$10.80	5	$54
			Objective 1 Subtotal	$423.6
Objective 2				
Tactic 3	Table sign holder	$1.04	10	$10.4
	4x6 Signs	$0.1	10	$1
	18x24 Posters	$11.62	2	$23.24
			Objective 2 Subtotal	$34.64
Objective 3				
Tactic 3	Museum shop Voucher	$15	1	$15
			Objective 3 Subtotal	$15
Objective 4				
Tactic 1	18x24 Foam posters	$8.10	4	$32.40
			Objective 4 Subtotal	$32.40
			Goal 3 Subtotal	$505.64
			Overall Total	$1551.29 or $1686.20

GANTT Chart



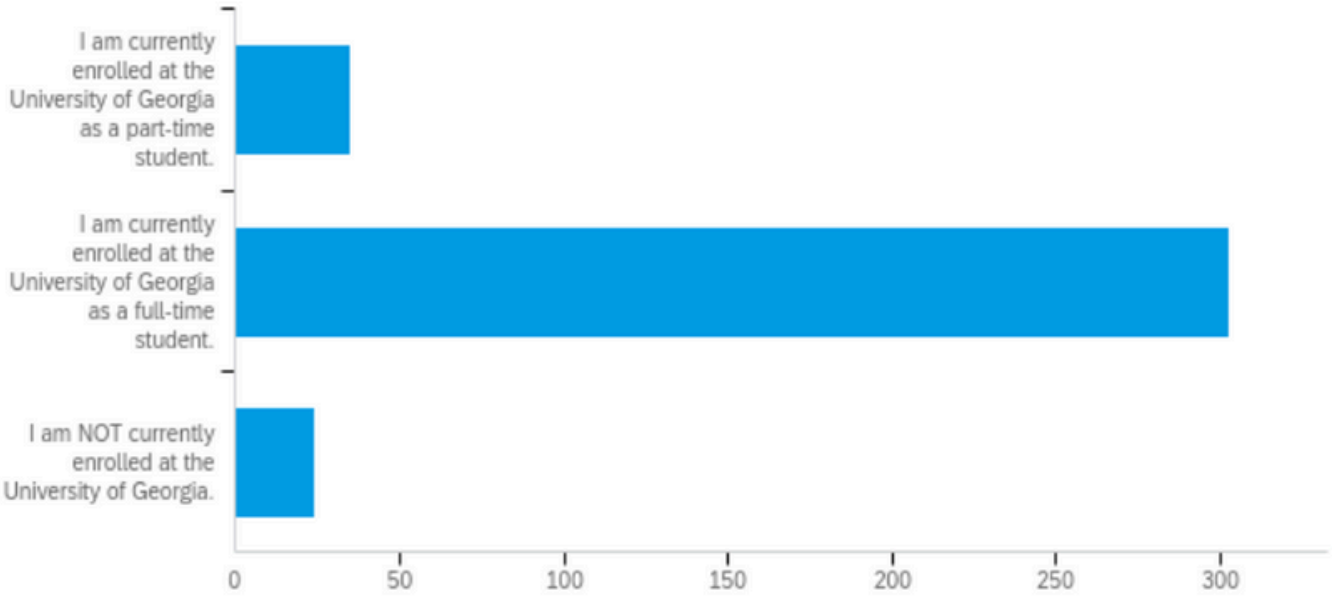
Appendix



Qualtrics Survey

Q1: Please select the answer choice that best describes you...

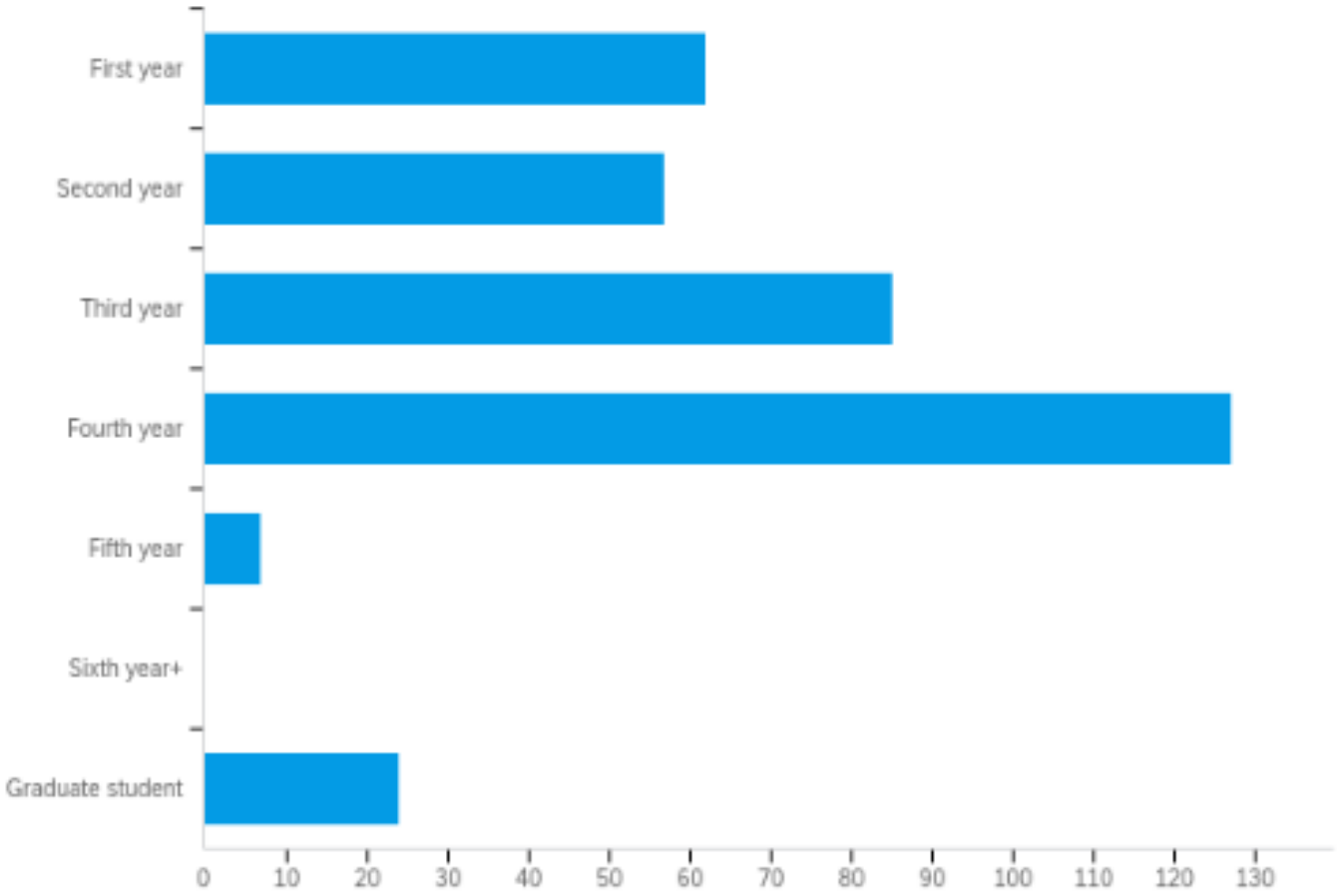
1. I am currently enrolled at the University of Georgia as a part-time student.
2. I am currently enrolled at the University of Georgia as a full-time student.
3. I am NOT currently enrolled at the University of Georgia.



#	Field	Choice Count	
1	I am currently enrolled at the University of Georgia as a part-time student.	9.67%	35
2	I am currently enrolled at the University of Georgia as a full-time student.	83.70%	303
3	I am NOT currently enrolled at the University of Georgia.	6.63%	24
			362

Qualtrics Survey

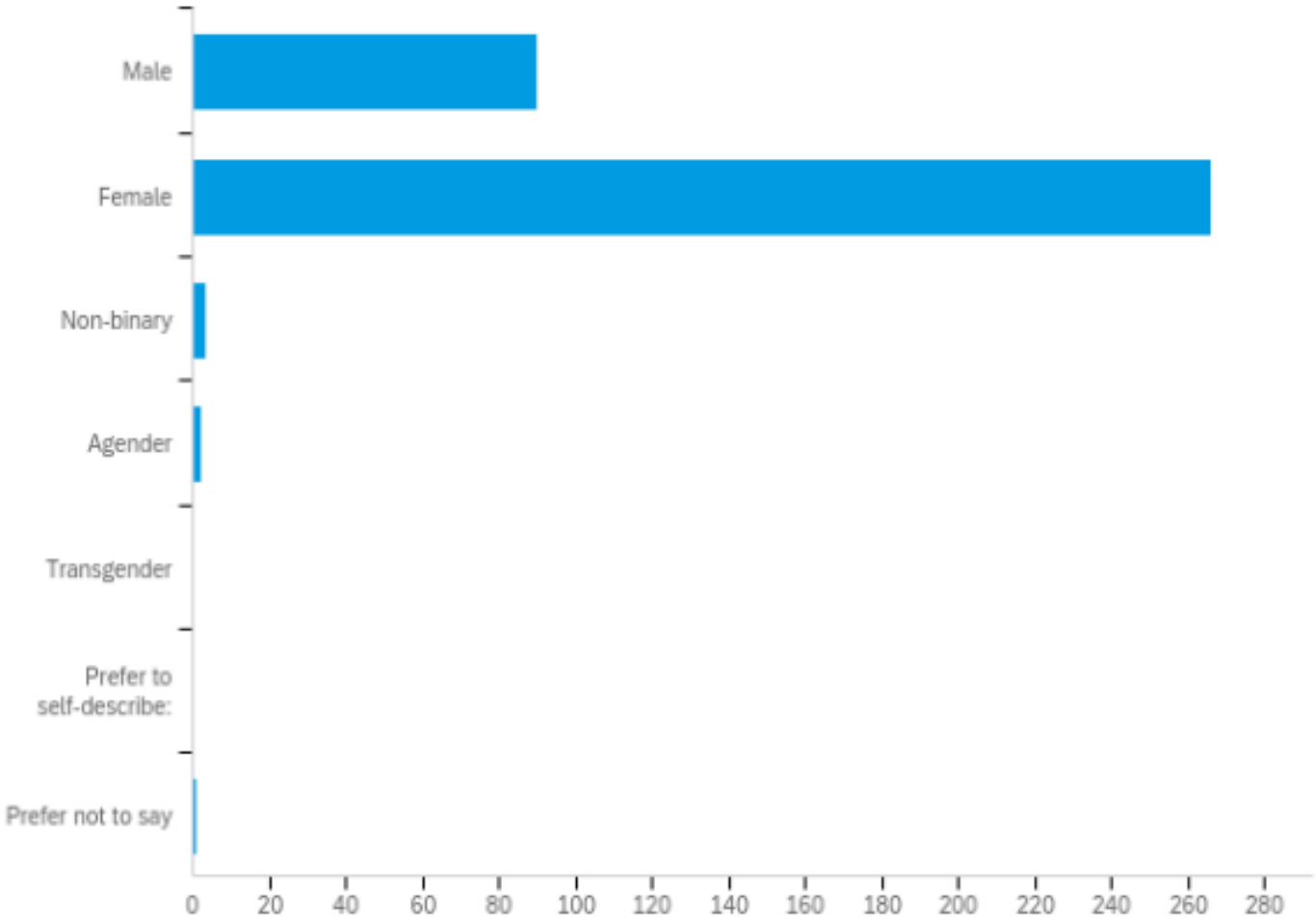
Q2: Please select your grade level...



#	Field	Total
1	First year	46
2	Second year	39
3	Third year	69
4	Fourth year	100
5	Fifth year	6
6	Sixth year+	0
7	Graduate student	21

Qualtrics Survey

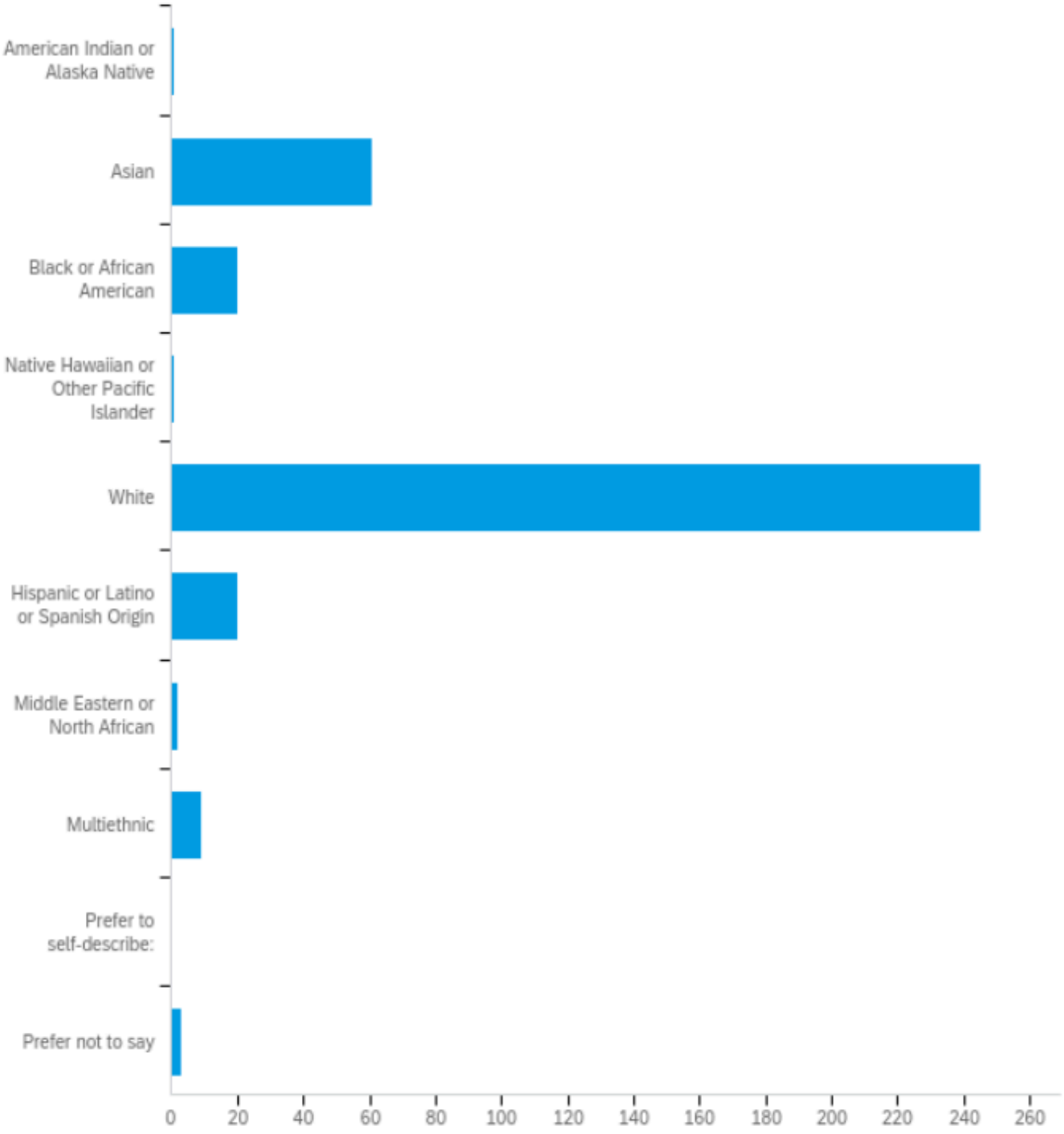
Q3: What is your gender?



#	Field	Choice Count	
1	Male	24.86%	90
2	Female	73.48%	266
3	Non-binary	0.83%	3
4	Agender	0.55%	2
5	Transgender	0.00%	0
6	Prefer to self-describe:	0.00%	0
7	Prefer not to say	0.28%	1
			362

Qualtrics Survey

Q4: What is your race/ethnicity?



Qualtrics Survey

Q4: What is your race/ethnicity? (Continued)

#	Field	Choice Count	
1	American Indian or Alaska Native	0.28%	1
2	Asian	16.85%	61
3	Black or African American	5.52%	20
4	Native Hawaiian or Other Pacific Islander	0.28%	1
5	White	67.68%	245
6	Hispanic or Latino or Spanish Origin	5.52%	20
7	Middle Eastern or North African	0.55%	2
8	Multiethnic	2.49%	9
9	Prefer to self-describe:	0.00%	0
10	Prefer not to say	0.83%	3
			362

Q5: What is your major(s) and/or graduate degree concentration? (accessible via thumb drive- link to all responses)

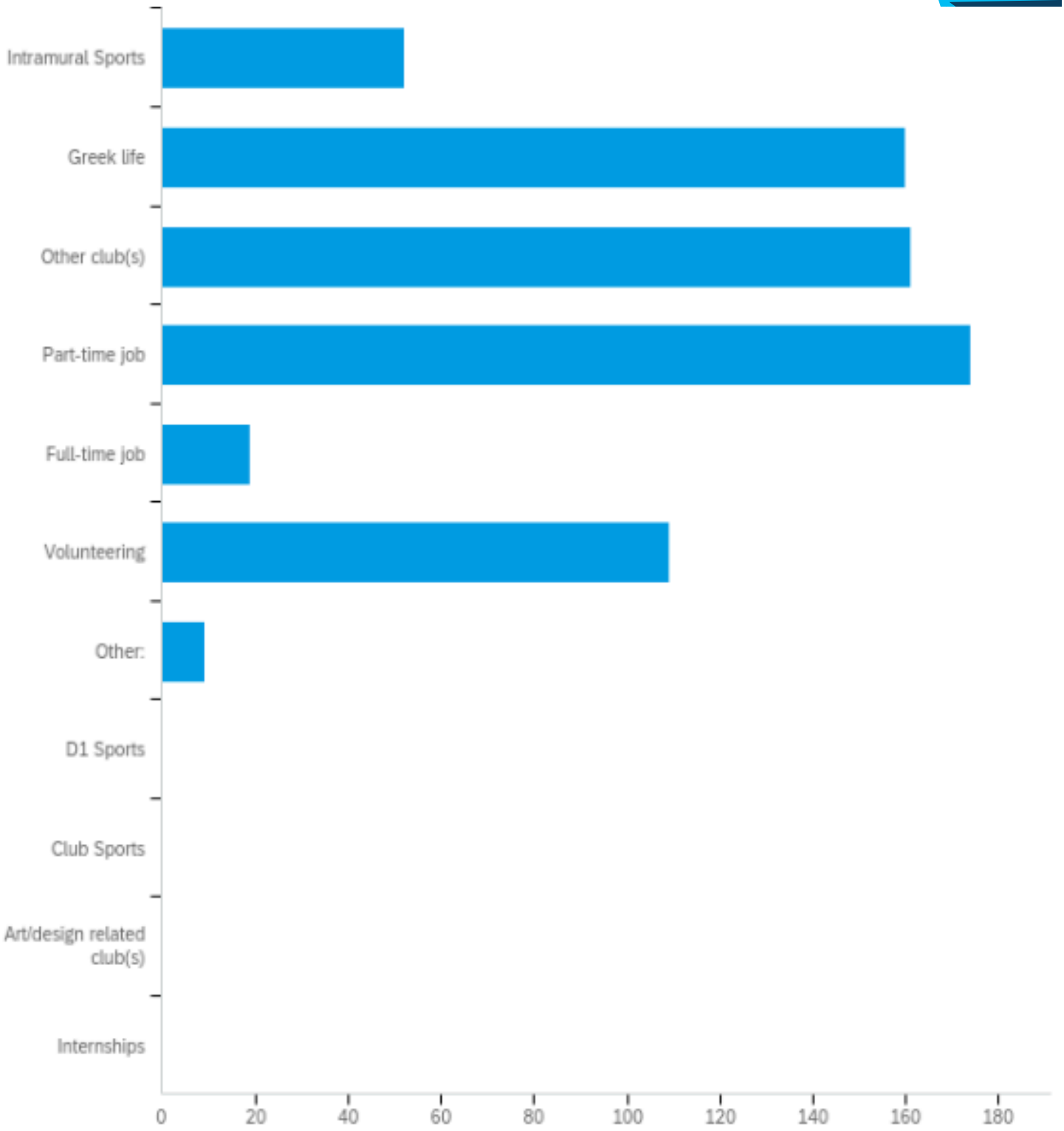
https://docs.google.com/document/u/0/d/1_4xLtsZ0-ziNB9vPY2Za6MsVvhCBUIOF/mobilebasic

Q6: If you are pursuing a minor(s) and/or certificate(s), please specify below (accessible via thumb drive- link to all responses).

https://docs.google.com/document/u/0/d/1DoFmNGLWBGhgb5tO0K94smMPDk8P5Z72/mobilebasic

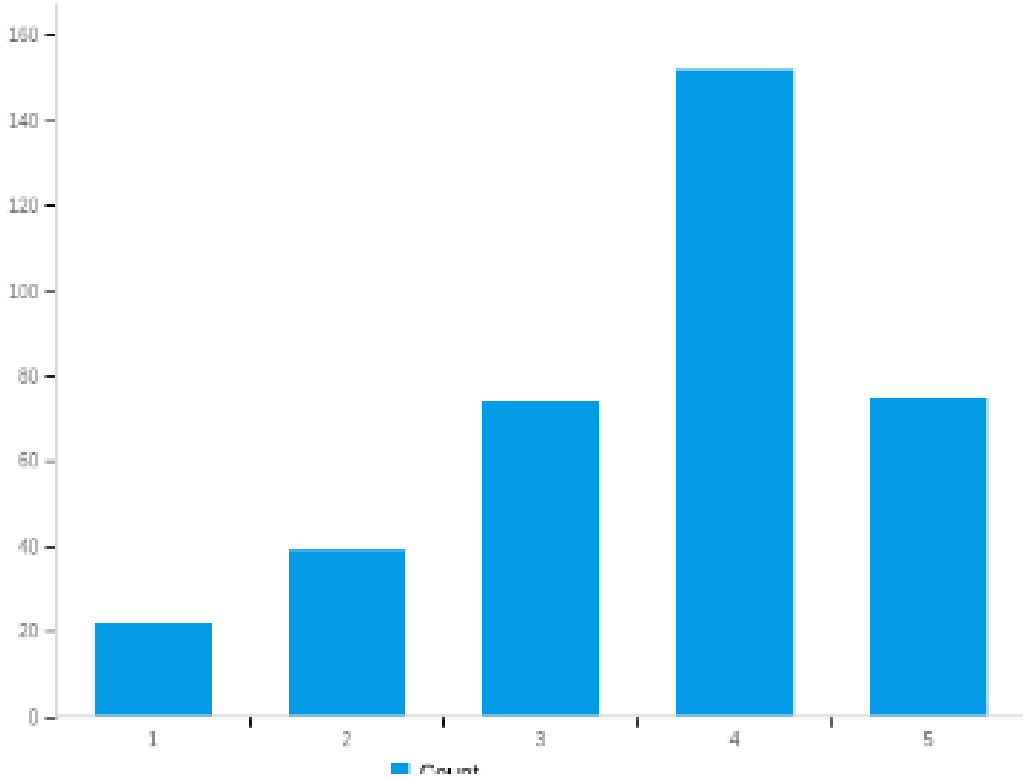
Qualtrics Survey

Q7: What are you involved in outside of school?



Qualtrics Survey

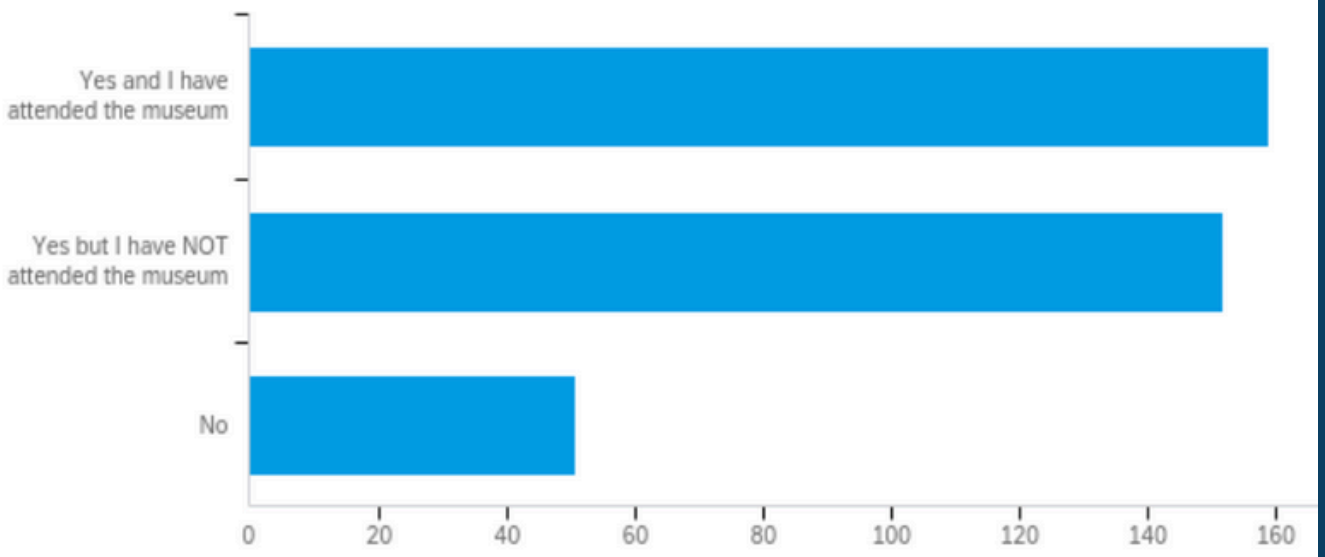
Q8: Please rate the following statement: I enjoy visiting museums. (1 = strongly disagree, 5 = strongly agree)



#	Field	Choice Count	
1	1	6.08%	22
2	2	10.77%	39
3	3	20.44%	74
4	4	41.99%	152
5	5	20.72%	75
			362

Qualtrics Survey

Q9: Have you ever heard of the Georgia Museum of Art?



#	Field	Choice Count	
1	Yes and I have attended the museum	43.92%	159
2	Yes but I have NOT attended the museum	41.99%	152
3	No	14.09%	51
			362

Qualtrics Survey

Q9-1: How many times have you visited the Georgia Museum of Art? (accessible via thumb drive- link to all responses)

https://docs.google.com/document/u/0/d/1CBcsvyrrYIkBu7Hrs4VZcQwcQitDI4Ib/mobilebasic

Q9-2: Why did you visit the Georgia Museum of Art? If it was required for a course, please specify which course (accessible via thumb drive- link to all responses).

https://docs.google.com/document/u/0/d/1caTp3tNuvJYgsmX1m-5URl4KdZbKLINL/mobilebasic

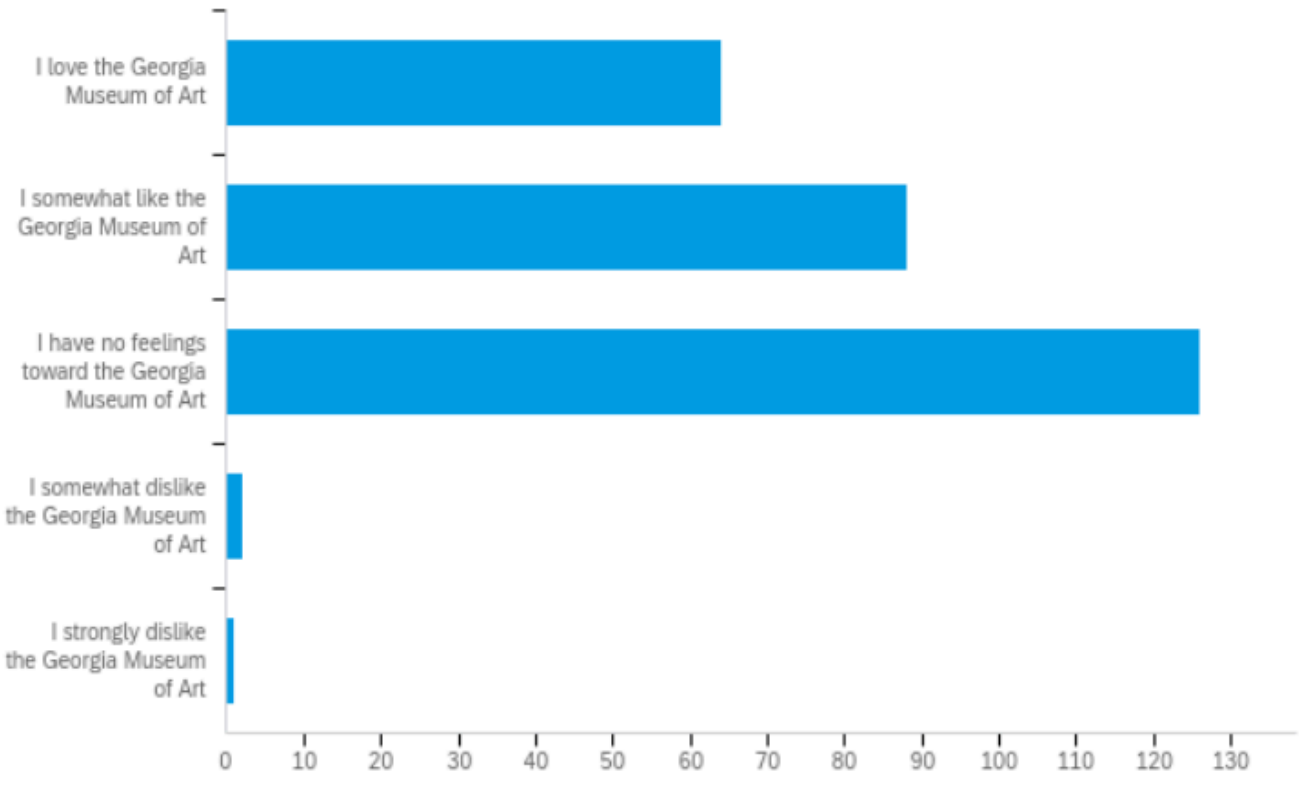
Why have you not visited the Georgia Museum of Art? (accessible via thumb drive- link to all responses)

https://docs.google.com/document/u/0/d/1_e2Ko_03 6fL64z4SSch9AqbclUFUAZQ2/mobilebasic

Q9-3: If you have visited the Georgia Museum of Art more than once, what made you decide to return? If you have only visited the Georgia Museum of Art once, please put N/A (accessible via thumb drive- link to all responses).

https://docs.google.com/document/u/0/d/1G9-j0DVO750MTSD9yZK2GrejjsoRWT_R/mobilebasic

Q9-4: What are your current feelings toward the Georgia Museum of Art?

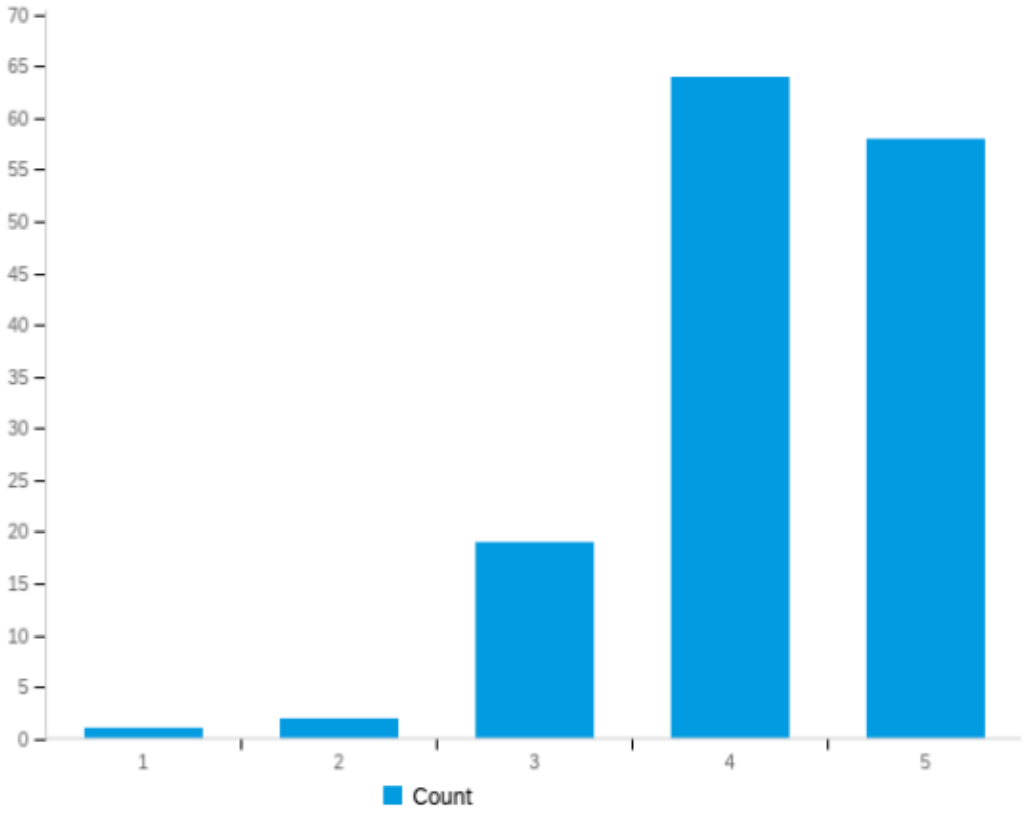


Qualtrics Survey

Q9-4: What are your current feelings toward the Georgia Museum of Art? (Continued)

#	Field	Choice Count	
1	I love the Georgia Museum of Art	22.78%	64
2	I somewhat like the Georgia Museum of Art	31.32%	88
3	I have no feelings toward the Georgia Museum of Art	44.84%	126
4	I somewhat dislike the Georgia Museum of Art	0.71%	2
5	I strongly dislike the Georgia Museum of Art	0.36%	1
			281

Q9-5: How would you rate your experience at the Georgia Museum of Art? 1 = I really did not enjoy my experience. 2 = I somewhat did not enjoy my experience. 3 = I feel neutral toward my experience. 4 = I somewhat enjoyed my experience. 5 = I really enjoyed my experience.

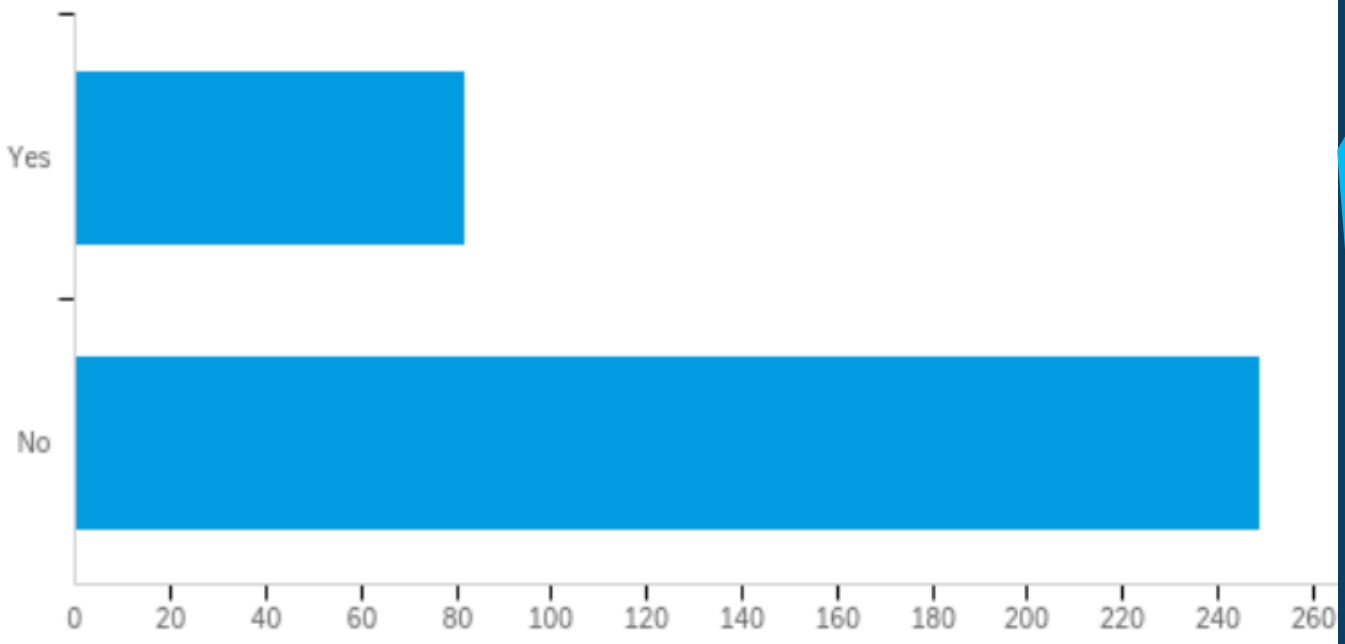


Qualtrics Survey

Q9-5: How would you rate your experience at the Georgia Museum of Art? 1 = I really did not enjoy my experience. 2 = I somewhat did not enjoy my experience. 3 = I feel neutral toward my experience. 4 = I somewhat enjoyed my experience. 5 = I really enjoyed my experience. (Continued)

#	Field	Choice Count	
1	1	0.69%	1
2	2	1.39%	2
3	3	13.19%	19
4	4	44.44%	64
5	5	40.28%	58
			144

Q10: Have you ever seen an advertisement for the Georgia Museum of Art?

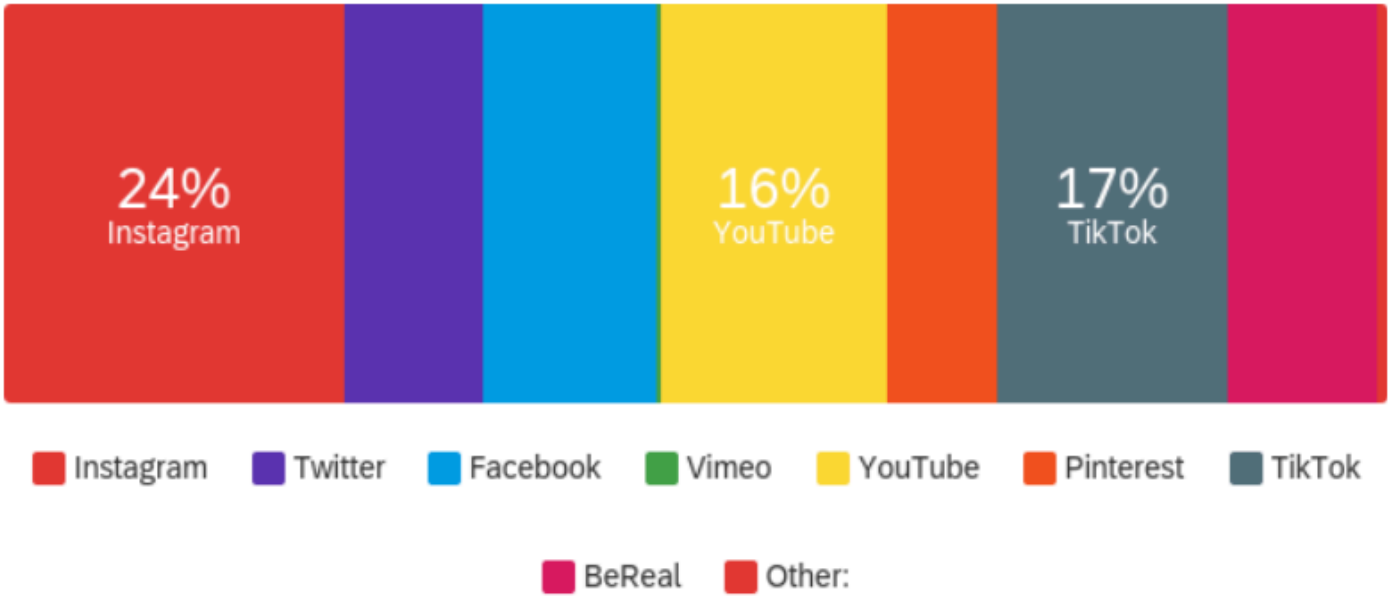


Qualtrics Survey

Q10: Have you ever seen an advertisement for the Georgia Museum of Art? (Continued)

#	Field	Choice Count	
1	Yes	24.77%	82
2	No	75.23%	249
			331

Q11: Which of the following social media platforms do you use? Please select all that apply.



Qualtrics Survey

Q11: Which of the following social media platforms do you use? Please select all that apply (Continued).

#	Field	Choice Count	
1	Instagram	24.49%	288
2	Twitter	9.95%	117
3	Facebook	12.41%	146
4	Vimeo	0.17%	2
5	YouTube	16.41%	193
6	Pinterest	8.08%	95
7	TikTok	16.67%	196
8	BeReal	10.88%	128
9	Other:	0.94%	11
			1176

Qualtrics Survey

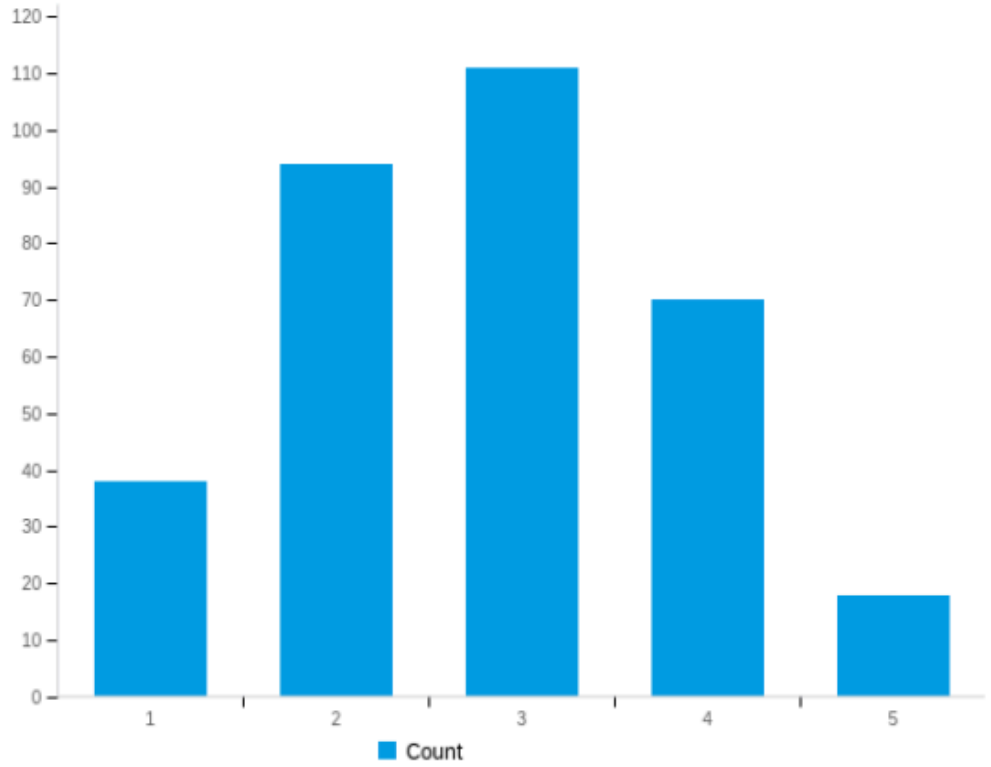
Q12: How likely are you to attend the Georgia Museum of Art after viewing this Instagram ad? (Very unlikely, Somewhat likely, Neither likely or unlikely, Somewhat likely, Very likely)



#	Field	Choice Count	
1	1	11.48%	38
2	2	28.40%	94
3	3	33.53%	111
4	4	21.15%	70
5	5	5.44%	18
			331

Qualtrics Survey

Q12: How likely are you to attend the Georgia Museum of Art after viewing this Instagram ad? (Very unlikely, Somewhat likely, Neither likely or unlikely, Somewhat likely, Very likely) (Continued).



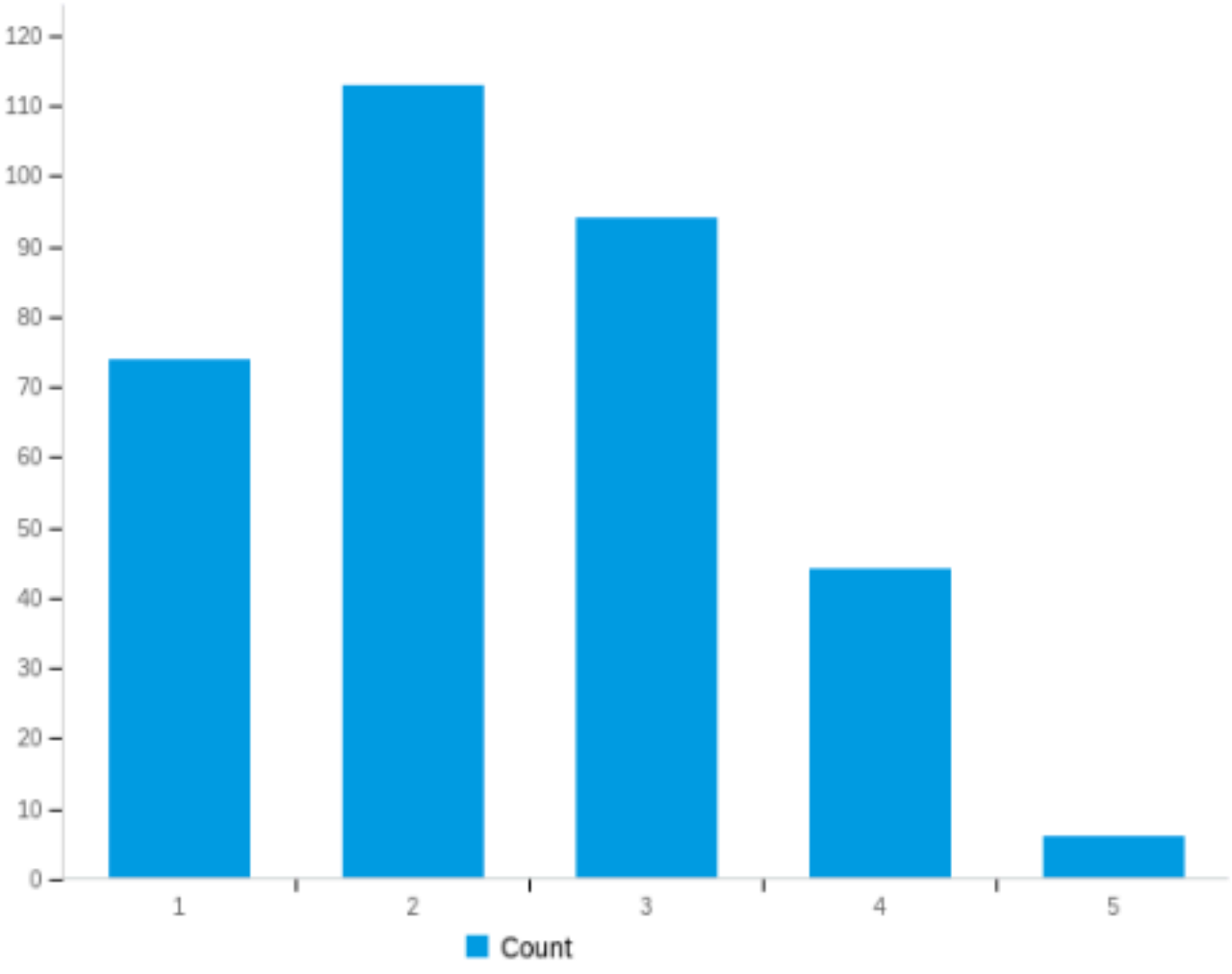
Q13: How likely are you to attend the Georgia Museum of Art after viewing this poster? (Very unlikely, Somewhat likely, Neither likely or unlikely, Somewhat likely, Very likely)



Qualtrics Survey

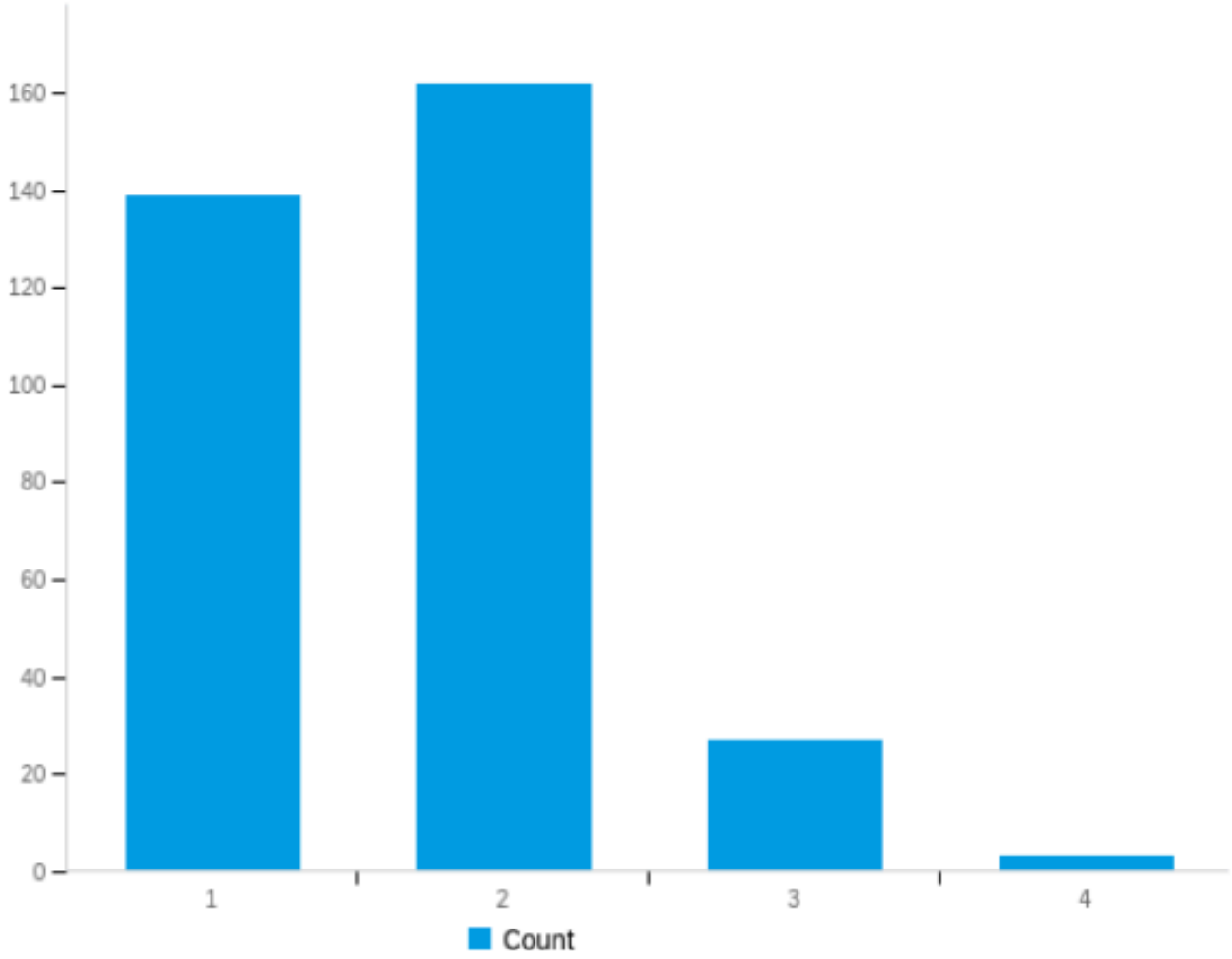
Q13: How likely are you to attend the Georgia Museum of Art after viewing this poster? (Very unlikely, Somewhat likely, Neither likely or unlikely, Somewhat likely, Very likely) (Continued).

#	Field	Choice Count	
1	1	22.36%	74
2	2	34.14%	113
3	3	28.40%	94
4	4	13.29%	44
5	5	1.81%	6
			331



Qualtrics Survey

Q14: How often do you read blogs? (1 = Never, 2 = Sometimes, 3 = Somewhat Often, 4 = Very Often)



#	Field	Choice Count	
4	4	0.91%	3
3	3	8.16%	27
2	2	48.94%	162
1	1	41.99%	139
			331

Qualtrics Survey

Q15: How likely would you be to attend the Georgia Museum of Art after browsing these blog topics?



Homage: To a Lady Who Loved Books

Thursday, January 26, 2023

As she would have argued, and did once within my hearing: "A museum needs a library for its volunteers, docents and curators." In other words Miss Ollie Mae had done her homework and knew that we need...



An Artful Resolution for 2023

Thursday, January 5, 2023

Happy new year from the Georgia Museum of Art! W are excited about the year ahead and all of the new exhibitions, programs and events on our calendar.



Exhibition, Documentary Highlight Longleaf Forest

Thursday, January 19, 2023

If you haven't had a chance to see "Longleaf Lines," Kristin Leachman's exhibition that explores the South's once-prevalent longleaf forest ecosystem, next Thursday's programming is a unique opportuni...



Elegant Salute gala will celebrate museum's 75-year history

Thursday, December 22, 2022

The Georgia Museum of Art staff, board and volunteers have been diligently working away behin the scenes to get ready for Elegant Salute, our biannual event and biggest fundraiser, that will take pla...



Third Thursday Showcases Classic City's Rich Visual Arts Offerings

Thursday, January 12, 2023

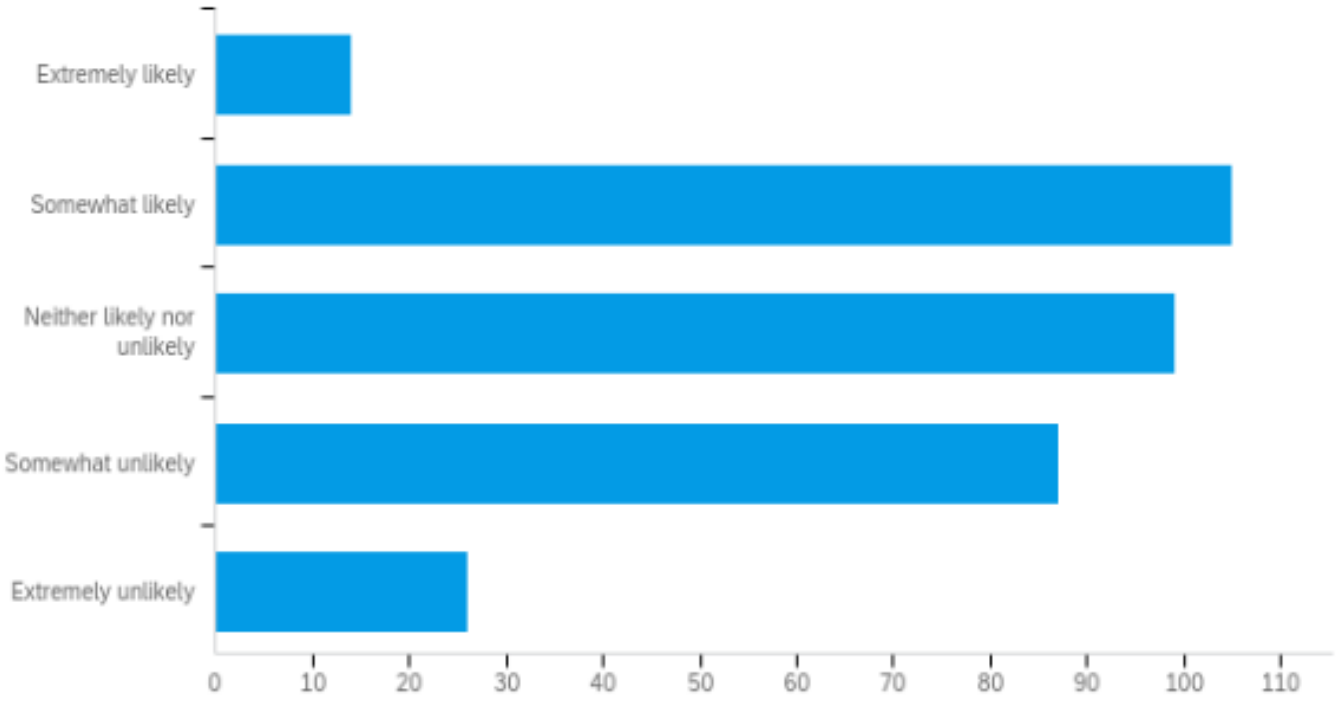
Whether you're a seasoned patron of art in Athens or brand new to the scene, the wealth of visual art in Athens can be overwhelming. Third Thursday, a monthly evening of art at visual art venues aroun...



Georgia Museum of Art collaborates with Frost Art Museum

Thursday, December 15, 2022

"It is wonderful that works from the collection of the Georgia Museum of Art travel to other institutions so that new audiences can enjoy them," said Damiano "It is part of the museum's mission to te...

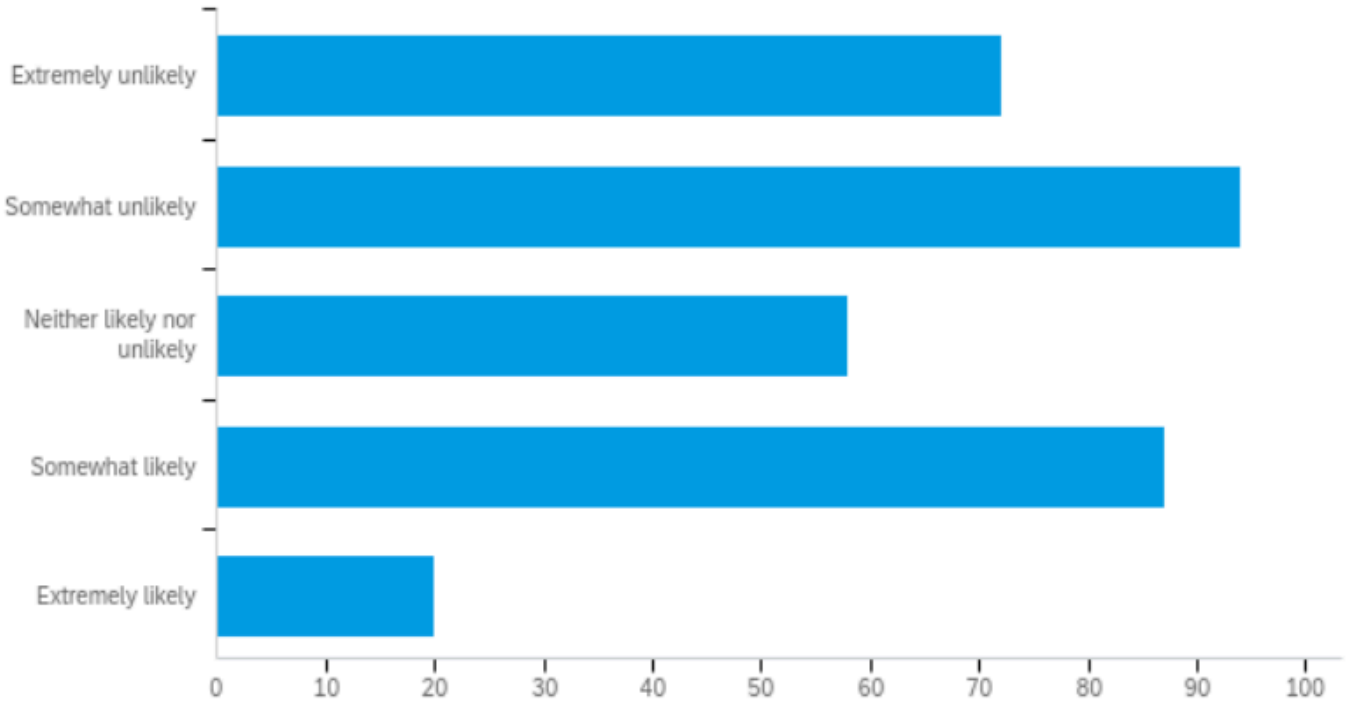


Qualtrics Survey

Q15: How likely would you be to attend the Georgia Museum of Art after browsing these blog topics? (Continued).

#	Field	Choice Count	
1	Extremely likely	4.23%	14
2	Somewhat likely	31.72 %	105
3	Neither likely nor unlikely	29.91 %	99
4	Somewhat unlikely	26.28 %	87
5	Extremely unlikely	7.85%	26
			331

Q16: How likely would you be to study in the Georgia Museum of Art?



Qualtrics Survey

Q16: How likely would you be to study in the Georgia Museum of Art? (Continued)

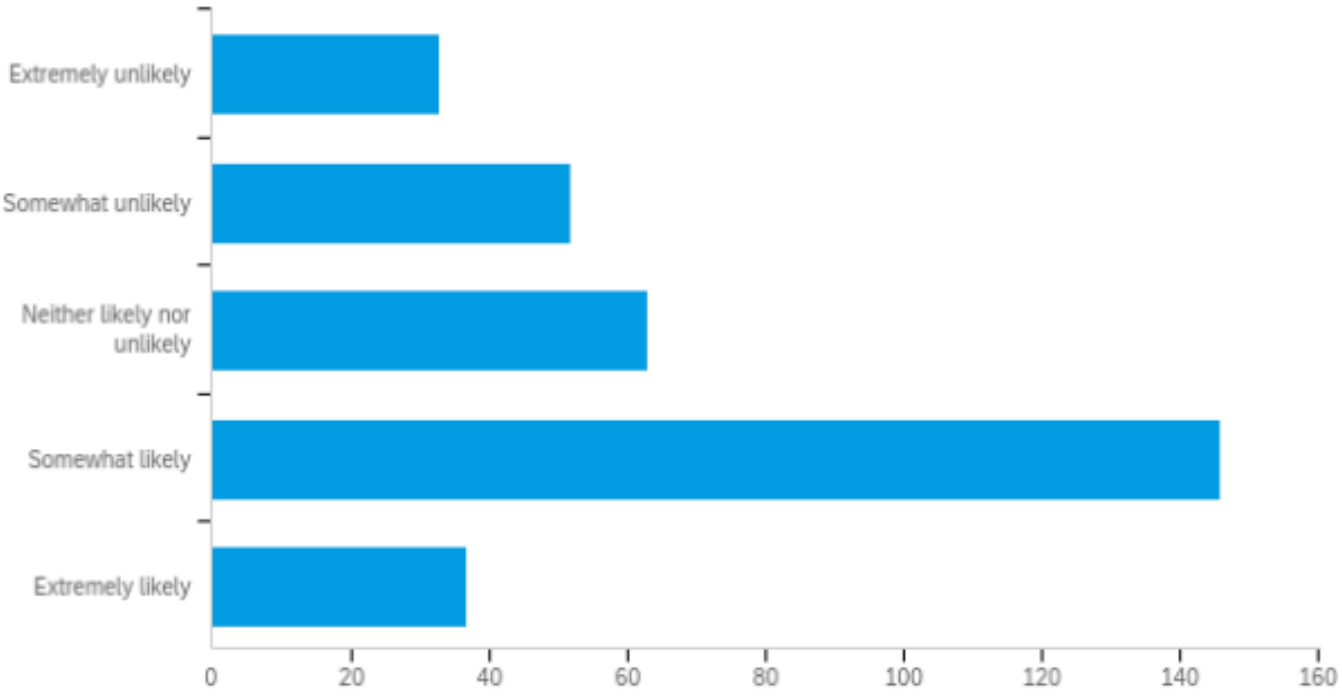
#	Field	Choice Count	
1	Extremely unlikely	21.75%	72
2	Somewhat unlikely	28.40%	94
3	Neither likely nor unlikely	17.52%	58
4	Somewhat likely	26.28%	87
5	Extremely likely	6.04%	20
			331

Q17: After viewing this Instagram ad, how likely are you to study at the Georgia Museum of Art?



Qualtrics Survey

Q17: After viewing this Instagram ad, how likely are you to study at the Georgia Museum of Art? (Continued)



#	Field	Choice Count	
1	Extremely unlikely	9.97%	33
2	Somewhat unlikely	15.71%	52
3	Neither likely nor unlikely	19.03%	63
4	Somewhat likely	44.11%	146
5	Extremely likely	11.18%	37
			331

Interview with GMOA Student Association President

On February 13, 2023, we had a Zoom interview with GMOA Student Association President, Charlotte Greenberg. This interview aimed to gain additional insight on the GMOA Student Association's relationship with the GMA.

Interview Transcript

Rachel:
Perfect. Awesome. Well, thank you so much. I'd love it if you could just start off by telling us a little bit more about the Student Association, and what y'all do?

Charlotte:
Well, first of all, I'm Charlotte Greenberg, I'm the President of the Student Association. Basically, the mission of the Georgia Museum of Art Student Association is to help promote the exhibits and events that happen at the museum. We have monthly meetings where we talk about the exhibits, or sometimes we'll plan our Student Nights, if you've ever been to one of those, they're a lot of fun. But yeah, that's our main goal.

Rachel:
What is your relationship like with the museum? How would you describe that?

Charlotte:
Just the club in general, or?

Rachel:
Yeah.

Charlotte:
Okay. I would say we're, for lack of a better word, we're just promoters. Also, students who are trying to learn about the exhibits that are there as well.

Rachel:
And so we've been doing some research on the Georgia Museum of Art so far. And we see that their mission statement, is to support and promote teaching, research, and service. What does that look like, or how does the Student Association fit into that?

Charlotte:
Well, through our meetings, we have a lot of discussions about the different types of art that the museum has. I think opening discussions about different artworks, from different backgrounds, from different artists is important and spreading the message of those pieces. I can say we can contribute in that way.

Rachel:
So how many members are in the student organization?

Charlotte:
I don't have an exact number. But based on the GroupMe that we have, there's about 80 people who are, but then I'd say, per meeting, there's seven or eight people that usually show up and we have discussions. Our Student Nights, we get a lot of help through that as well. But we're trying to grow our membership this year; a lot of our members last year were seniors. So they all graduated out. So one of our main focuses this year has been recruitment for new members.

Rachel:
Awesome. And so we know that there's museum members at the Georgia Museum of Art, otherwise known as Friends of the Museum, are any of the members in the Student Association, also members of the museum?

Charlotte:
I honestly don't know much about that whole process. As far as I know, I don't think so. But I can always just ask and see.

Rachel:
Okay, cool. With that being said, do you have any type of relationship with members of the museum or Friends of the Museum? Or is it mostly just with museum staff and faculty themselves?

Interview (Continued)

Charlotte:
Yeah, I would say the latter for sure. For the Student Night, we try to promote people to become Friends with the Museum, but honestly, me personally, I don't know much about the process and all that.

Rachel:
Who handles the communication between the student organization and the museum?

Charlotte:
Mostly, me and our club liaison, Callan, she is an organizer at the museum. She's on staff there.

Rachel:
Is she a student?

Charlotte:
No, she's staff.

Rachel:
Okay. Gotcha. Perfect. So you were talking about how y'all have Student Nights and meetings? Are there any other events that the student organization does?

Charlotte:
Yes, actually, we do one pop-up market in the spring. It's an open market meaning that it's free for anyone to join and have a booth it's a big hit with the students because it gives them an opportunity to get experience with what it's like being a business owner and having a booth at a market. That's awesome. Our main events; it's a lot of fun.

Rachel:
And ballpark for the Student Nights that you guys host. How many people do you think attend?

Charlotte:
More recent. Typically, they've been lower, but it's typically around 50 or 60 people. Depending on whether or not it's near holiday, we actually have one coming up this Thursday. Those tend to be more popular. So we'll have to eat, but they're pretty popular events, I would say. Yeah, especially since they count as one of the First Year Odyssey requirements for first years. So we usually get a lot of first years showing up to those.

Rachel:
Okay, so can you tell me a little bit more about that? Some classes may require it? Or what's the requirement that you're saying?

Charlotte:
Well, when you're a first year at UGA, you have to take the First Year Odyssey class and requirements for that class is you have to attend, a certain number of events. It doesn't really matter what type of event it is, or which one it is, but you have to pick one. And those Student Nights count as one of the requirements that you can choose to do. So a lot of people there have one of the requirements.

Rachel:
Okay, that's so cool. Yeah, awesome. So when you're executing these events, Student Nights, or pop up events, what's the process for setting up an event like that?

Charlotte:
Typically, there's a lot of planning that goes into it. Because we don't really have a lot of officer positions currently. Because like I said, a lot of our members graduated out last year. It's mostly just been me and Callan, communicating back and forth through email or meeting up in person or having some sort of phone call to discuss details. I'm hoping that this semester, because we have more membership, that we can get some of the members involved in planning, activities and crafts that we do with the students. But typically, we plan about a month for a couple of weeks ahead of time.

Rachel:
And how do you guys usually promote these events? Is it through Instagram? Or what does that look like?

Interview (Continued)

Charlotte: We do create posters, sometimes on campus. We also promote through the website on the events section for that. We do use Instagram; I'm not very active on there at the moment. Those are our main places that we've promoted.

Rachel: Who would you say is the target audience for your student organization? Who are you trying to reach mostly?

Charlotte: I would say, people who are interested in art and learning about the museum itself, I think we attract a lot of art students. But it's open to anyone who might be interested.

Rachel: And so, part of our research ideas that we had for the Georgia Museum of Art is that they really want to focus on reaching more UGA students. So how do you feel like the Georgia Museum of Art has been effective in doing that so far?

Charlotte:
I think getting people to come to the events, like the Student Night has been very helpful in doing that. Because those events like draw people in, more people get to experience the exhibits there.

Rachel:
That's great. That's good for us to know that the events tend to be more effective. My next question is how do you think that the museum could do better in that area? If you have any suggestions?

Charlotte:
Maybe a little more promotion. Getting posters out there actually does help a lot. I think finding places to promote more billboards, I think might help.

Rachel:
And then, just from your perspective, as a student and being part of this organization, what do you think is something that we can do? What public relations and social media would you like to see the museum doing that we could help with?

Charlotte:
Just interacting with the museum through social media is a huge thing. I know, in the exhibits, a lot of times, there's some sort of way you can post on social media to have some sort of interaction, I think the most recent exhibit that opened has this wall where you can Tweet or Instagram some sort of response to a prompt. So be more engaging that way.

Rachel:
What would you say, in your opinion, are some of the museum's biggest strengths?

Charlotte:
I think the variety of different types of pieces there. There's anything from paintings, sculptures to, antique silverware, and furniture. It's just, there's a huge variety of different pieces from different artists who have different backgrounds. So getting a chance to see everyone's stories through their art is one of their strengths for sure.

Rachel:
Yes, when we went to the museum. She was actually talking to us about that, how diversity within the art is such a big focus for the museum. So I definitely agree with that. What about weaknesses? What do you think is something that you would consider a weakness of the museum?

Charlotte:
I don't even know. I don't even know how to answer that.

Rachel:
And if it's nothing, that's good too.

Charlotte:
I'll say that.

Rachel:
Perfect. And then I think I might have already asked you this, but this could be a clarifying question. You said you communicate with? I think her name is Callan. Is that correct?

Charlotte:
Yeah.

Interview (Continued)

Rachel:
Your museum contact? Okay. Do you believe this form of communication, with your phone calls, emails? All that. Do you think that's effective? Or is there a better way that you think that you could communicate with the museum?

Charlotte:
I think it's very effective. Because Callan is a staff member there, she has a direct line of communication with everyone who's involved with the museum. So getting to speak with her directly, whether that be through phone or email has been a huge help in planning and organizing.

Rachel:
You said that you had about 80 people interested, however, how many people are members in the GroupMe? Is there any type of demographic information that you would be willing to share about people who are part of the student organization, and again, this information would be confidential, and only used for the purpose of our class?

Charlotte:
I don't really have that information. I'd have to do some more gathering of information for that.

Rachel:
Yeah, no problem. And my next question is, specifically your role as President, what does that look like, in your executive role compared to other roles?

Charlotte:
As of right now because everyone graduated, I'm taking a lot of responsibility for planning events, especially because last semester, our membership was down a lot. I typically take responsibility and leadership and planning the events and speaking with Callan, coming up with craft activities for the Student Nights. As of now, it's just mainly been me, hoping this semester that I can get some more people on board with me. And then we can divide and conquer a little bit more.

Rachel:
What would you say is your favorite part about being President of the Student Association?

Charlotte:
Seeing the Student Nights, and how much fun they have, going to those events is really impactful and meaningful to me that the work that I do with the museum has that sort of effect on people. I think that's really awesome.

Rachel:
And then my next question is obviously the museum is located on the UGA campus. How would you describe their affiliation with UGA? And do you feel like they effectively utilize their affiliation with UGA?

Charlotte:
Because it's on campus, it's very accessible to the students, which is, I think important, especially for the museum's mission of trying to spread and promote the different stories of different artists. They have a lot of programs involved with the students at the university. So I think they're doing a great job at trying to get students involved.

Rachel:
So the next question is about the Georgia Museum of Art's social media. That's one area of focus, that we do want to help the Georgia Museum of Art how we can improve their social media. So specific to Instagram. Do you think that their social media strategies right now are effective?

Charlotte:
The actual Georgia Museum of Art, social media pages, I think are pretty effective. In terms of the Student Association, probably not. The actual museum's Instagram, they do a great job of promoting the different events and exhibits that are going on.

Rachel:
Awesome. Thank you so much, Charlotte, for giving me your time again. And I'll definitely follow up with you. Or if you have any questions and need to follow up with me, obviously, you have my phone number. But I really appreciate this again, you giving your time to us and this will be very helpful for us during our research, thank you.

Charlotte:
Of course, if you have any other questions, let me know, text me, I'm happy to answer.

Rachel:
Okay, thank you so much.

Charlotte:
Of course. Bye.

UGA Student Focus Group #1

On February 14, 2023, we had our first Zoom focus group. The purpose of this focus group was to gain insight on UGA students' perceptions and awareness about the GMA.

Focus Group Transcript:

Emmie:
Okay, hey guys, we are gonna get started, we might have one or two people hop in, throughout, but this should be the main group. So thank you all so much for taking the time to do this. First off, we would love to have your participation. So if you could try your best to answer most of the questions that would be awesome and really helpful for us. So we're going to start off by saying what your age and what grade you are in at UGA, and then if you could say your major and if you have a minor or certificate, that would be awesome.

Caroline:
I can go. My name is Caroline Ward, and I'm a senior. And then my major is interior design and then a minor in classical culture and Entrepreneurship Certificate.

Luis:
My name is Luis. I am also a senior and my major is advertising with a minor in geography.

Tom:
I'm Tom. I'm a senior majoring in Biology and minoring in health policy management.

Emmie:
Okay, great. So this focus group is about the Georgia Museum of Art. So I want to start off by asking just what each of you know about the museum and feel free to just go whenever you don't have to go in a certain order or anything.

Caroline:
I have been once or twice. And I think it's open to students every day of the week, not sure what times and then I guess it's open to the public too and then I don't know how frequently they changed up but I know some of their exhibits have been there for a while and aren't changing much. And then they have a lot of student displays, it's pretty big.

Luis:
Honestly, I don't know much about it. I've never been to it. I don't even know where it is.

Tom:
I know where it is. I've never been. I'm pretty sure it's free to go and I know people who have been but I have not.

Emmie:
Okay, cool. So it'd be great if each of y'all could describe your typical social media usage and what apps you prefer to go on.

Tom:
I don't use it all the time. I'll get on Twitter to look at sports stuff most of the time. I mean, I'll use it a couple of times a day maybe, but not super heavily.

Luis:
Yeah, I'll use mainly just Instagram and Facebook occasionally. But that's mainly just for family.

UGA Student Focus Group #1

Caroline:
I'm about the same. I would say primarily Instagram and then Facebook.

Emmie:
Awesome. Okay, so what we're going to do next is I'm going to share my screen with y'all and show you some of the social media for the Georgia Museum of Art and just kind of ask your opinion on it. Can y'all see my screen? Perfect. Okay, so this is their Instagram and just take some time to look at it and observe. What are your initial reactions on Instagram? I can go slower, faster, but tell me what your initial reactions are just to their first couple of posts.

Caroline:
It has a pretty wide variety of mediums used for art, sculpture, painting, pottery and then I think also it stands out that it looks like more of the public rather than students are in attendance.

Tom:
I was just saying that I like the bio, how it has dates open and that is free to get in. It would be nice if they could just have the hours open. I mean, that's not something you normally know. But I mean, it looks pretty interesting.

Luis:
Yeah, I was gonna say that, it just has everything that a museum would have, you know, images of, historical periods. Reminds me of going to The High Museum of Art. This museum is also the same way, having periods of times, like African American.

Emmie:
Thank you all so much for those observations, and while we have this still pulled up just a few more questions about it. Is this visually appealing to you? Just looking at this museum or looking at this page and seeing the kind of the art that they post, does this make you want to visit the museum? Is it indifferent? How does it make y'all feel?

Caroline:
I think when you get to this part, it definitely shows more of the art but like above, it was just a lot of people and it didn't really have as much of their art on display like you had the people getting engaged but behind it was like framed artwork that I would be more interested in seeing an up close version. And then I think some more images of the building itself with artwork and the building and not just the artwork.

Luis:
I would definitely go myself, I definitely enjoyed going to the High Museum of Art in Atlanta. And I've always been kind of a history buff. I've always been observing things like theater, I like, sculptures and even paintings, or different periods of time. So I would definitely like to give it a try.

Tom:
Yeah, I agree. Like Caroline said, I think that it might be better to do a mix of the people and the artwork, but I feel like a lot of people would if they see something on Instagram they'd be more likely to go and see. Whereas if you just see people on Instagram, you're not going to go to a museum, you're less likely to go.

Emmie:
Okay, so what we're gonna do is we're going to look at a specific post. So this is one of the galleries that they have. When you're looking at this if you're on social media, are you like wow, I'm super interested and I want to read that super long caption or are you more I'm going to skip past the caption and just look at the pictures?

Caroline:
I think I do appreciate having a little bit of a description of what that is just because I didn't know so I would want to read about it but I don't think I'd want to read quite that much.

Luis:
Yeah, I'm gonna agree on that as well. I would say maybe shorten it a little bit since it is relatively long. And most people, at least myself included, don't really have the time to read a lengthy paragraph. Shorten it to a sentence or two.

Tom:
Yeah, I think that the caption definitely looks kind of intimidating. I'll probably just scroll past it but after I start reading it, I think they have good stuff in it. I like that they explain what the longleaf pines are and what they do in the world. Which is honestly kind of more interesting. But yeah, it's a lot.

UGA Student Focus Group #1

Emmie:
Cool. So now we're gonna look at one of their posts of people they just posted for Valentine's Day. So are posts like this, with people visiting the museum, more attractive to y'all? Do these make you want to go to the museum because you see other people there or do y'all prefer the ones of just the art?

Caroline:
I think I would prefer ones of just art because I would like to go and see more of something rather than going because I see other people going.

Tom:
I definitely would rather look at the art like Caroline said, I think it's alright to have pictures with people every once in a while just for stuff like this that kind of takes away or just makes you think of them as not just a place to go look at art and stuff, but you can hang out. But yeah, I agree with Caroline too.

Luis:
Yeah, I like the idea of trying to bring the community together with pictures like this, but I'd have to say yeah, just stick with the art really since this is the main premise of the page and of the museum in general.

Caroline:
I guess I would add if they had a special event where they like I know in Lamar Dodd, they'll have events like, a cocktail hour or something. I don't know, just a special occasion to observe the art to get more people to want to go, so if they were to do something like that, I think posting the people on that would be really good. But if it's just random people going out that's not quite as effective.

Emmie:
And then looking at their Stories, they feature women artists, their online shows, they feature feedback from previous guests. Is this something that you guys find helpful or do you think you'd find it more effective maybe if they use the Stories to highlight their hours or highlight what events they have going on this week? Do you guys like seeing the history and stuff like that? Or would you prefer maybe for the Highlights to be more informational about the museum itself?

Tom:
Highlights might be a good place to kind of put more information that was in that really long caption. Artists who are dealing with the longleaf pines, like for that collection or whatever, I think that'd be a good idea. And then also one just for their current events and stuff, but I mean just looking at it I don't know what “minute” is I don't know what “on view” is, a lot of it's just kind of not super self-explanatory.

Caroline:
I think I would want to see like Tom said, it's not very self explanatory, and it's kind of all over the place. Maybe one that is more informational about events coming up. But maybe one or majority of the Highlights just features students or artwork or new artwork as it comes. Just so people can be in the loop with what's currently in there.

Luis:
I have to agree on that again, just by looking at this. I don't really know what any of these are. Just like having more, maybe showcase each art area. Put up a very specific title. Something that everyone can understand. Like they get into that Story. And you're like, Oh, look at this. Here's like this section of the museum or here's another section. And you're gonna check it out. You know?

Emmie:
Yeah. Awesome. Okay, now we're gonna look at their website really quickly and I just want to get your initial impressions on, you know, if it's visually appealing and if it seems easy to navigate. And even though I'll be the one navigating you guys can kind of get a sense for it as you watch me. They do have the link to it in their Instagram and when you click on it, it takes you to their homepage. So on their homepage. They have their hours, the days they're open. They have their current exhibitions. Then they have their events and programs coming up. They have a blog you can read. They feature people that visit the museum on their social media, which we talked about earlier. And then at the bottom, they have their hours with a link to their social media. So just based on everything I've shown you on this homepage, I can scroll through again if y'all need. Do you feel like this is an effective website and would be easy to navigate?

Tom:
It looks like it. I mean, it looks like it's probably a pretty good website. I don't know what else you could really add to it but it looks pretty easy to navigate and it's pretty clear on what all the tabs do and stuff like that.

UGA Student Focus Group #1

Emmie:
Exhibitions. I can also click on one just if y'all want to see. So it says what the exhibition is, how long it's featured right here. And then a little script about it. And then it gives more pictures of what you can expect when you go see it. And then it talks about the contributors.

Caroline:
I think yeah, I feel like it does cover a lot of what I was just thinking about what was missing on Instagram. I guess it all is kind of right here. And it does seem pretty well laid out. Yeah, I'm still thinking if I have any critiques, but it seems pretty good.

Luis:
Yes, this website looks very organized, very clean. Very easy to read as well. I guess my only critique it's not really a critique, but like thinking about if this website would look the same on a phone or an iPad, because most websites sometimes they'll look right here but on the phone not work or look all messed up but that was my only thing.

Emmie:
Thanks for sharing that y'all and also it has the address up here. And then if you hit the visit button, it shows you a picture of what you can expect from the outside. And so the way it works is right now, they ask that their guests sign up for a Time Ticket even though it's free, and then it tells you how to reserve a Time Ticket when they're available. What you can expect when you go and then they have a really big Q&A section. And then it has the hours again. So my question for y'all is, after finding out that you have to reserve a ticket, are you more likely to go, less likely to go, or does this not affect your decision at all? And then do you think that it's easy to reserve a ticket based on how you've seen the website and Instagram?

Caroline:
When I did have to go for when I went for a class. I had to reserve a ticket and I remember it being just kind of annoying. It wasn't too difficult, but it seemed like when I got there I mean I went during a school day and so it was not crowded at all but it just seemed kind of pointless. Especially when I got there and there's just one lady working the front desk. Just an extra unnecessary step. And so, apart from that, it probably would've made me less inclined to go. Just knowing I couldn't go whenever was convenient for me at the last minute.

Tom:
Yeah, I think reserving a ticket is pretty annoying unless it's a conversation. If there's not a whole lot of people there then there's not really a huge point and having to reserve a ticket and all that stuff. It just seems like an extra step and an extra thing that could turn people away from the museum.

Luis:
Yeah, the whole reserving ticket thing. I guess it's like an experience I had at a gym one time where they allowed certain people to have a free day or a free weekend or something like that. Most people have difficulty accessing it.

Emmie:
Thank you all for sharing and then I just want to hit these on the website just so y'all can see. Again, they talk about the art and what exhibitions they have. There's a place where you can join their membership and donate towards the museum. And then there's a page all about the history of the museum and how it used to be on North Campus. And yeah, so that's kind of everything about the website that I just wanted to show you all. A couple more questions for y'all about the museum itself and your experiences. So just to start us off with, I talked about this a little bit earlier, but could each of you say if you enjoy art and why or why not?

Caroline:
I do enjoy art and it's something I look forward to when I'm traveling is to see art in different places. And so I think it is something I forget I can see right here in Athens. It is something I have sat through many classes to learn how to appreciate it more as well.

Tom:
I usually don't go out of my way to see a bunch of art. I think I would if I saw it and I liked it. That's good, but that's just not really something that's in my usual, routine things to do.

Luis:
Before going to the High Museum of Art, I'd say I wasn't really that interested in art. Honestly, it did not really catch my eye but after going I'd say I was a lot more interested in art and its history and what it's come to tell.

Emmie:
Awesome. So kind of on a similar note, do you all enjoy museums and if so, what do you enjoy about them? And if not, why don't you like them?

UGA Student Focus Group #1

Caroline:
I do enjoy museums, I guess sometimes I'm in the mood to appreciate older artwork but a lot of times I'm more inclined to go if it seems like something new. That is like really innovative design or just interactive or something.

Tom:
I haven't been to a ton of museums.When I start feeling like I enjoy art is when I'm more at a market kind of setting like if there's people with handmade stuff or cool paintings or stuff like that is when I feel like I appreciate art more than in a museum setting but I also haven't been to a ton of them.

Luis:
I enjoy it a lot, but I haven't really been to a ton of museums. I've only been to one and that was just once really in my lifetime but I mean when I do I enjoy it.

Emmie:
Thank you for sharing that. This question is for Caroline. Since you're the only one that has attended the museum, if you could tell us about your visit, what stood out to you, what you liked, what you didn't like?

Caroline:
I really like the layout, how big and how much natural light there was. There was a lot of pretty artwork on display and I remember thinking there are just some that stood out to me more but I haven't seen any of the pictures on their Instagram. I think they could do a better job of featuring different types of artwork and I do remember there was some rooms that had more 4D effects maybe but are just interactive screens that would help you learn and stuff but I just don't see any of that on the Instagram and those were things that stood out to me that were really cool. And larger scale artwork just stood out to me more but I don't see any of that on their Instagram. But there was really no one there but like I said it was in the middle of the day. But there were a lot of employees that were helpful because I was looking for something and they were able to help. But yeah, it was a cool environment, a cool place to just walk around and there was lots to see.

Emmie:
Did you feel welcomed by the staff when you were there?

Caroline:
Yes, they were nice. I think I had my backpack and so they were kind and let me go put it in the locker room. It didn't feel as professional as the one in Atlanta. But I was still impressed. They were welcoming.

Emmie:
And then for those of you who haven't attended the museum, is there a specific reason why or something that's stopping you from attending?

Tom:
I just haven't had a huge reason to go at this point. It's not the kind of thing that I would go out and probably do on my own. I'm just not super interested in it. But I think if there's something that one of my friends was like, Oh, this is super cool. Like you gotta go see it. Or if they were like, oh, let's just go check it out. I heard there's gonna be a cool exhibit or cool piece or something like that, I would definitely be more likely to go.

Luis:
Same here as well. I just haven't gotten around to visiting the Georgia Museum of Art. I've been to the other one, Alinda House, I believe something like that around here, but I've never had a chance to go to the other one.

Emmie:
Do you guys feel like you'd be more inclined to attend the museum for an event such as a Student Night or an event maybe put on by another organization you're a part of or do you feel like you're more likely to go just on your own or with your friends?

Tom:
I'd be more likely to go for an event. When me and my friends hang out, we don't really think about going to the museum. So I think the main way that I was able to get there is if there's something there that made me want to go, like an event or something like that.

Luis:
I'd say both really. I could go all on my own or for an event really because I can see myself going on my own one day to check it out. But an event would also push me a little bit to check out what's going on at the museum.

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Caroline:
I think an event would make me more likely to go. But I think I would go on my own. It's just that I don't think parking is free and that can sometimes just be the smallest thing that would keep me from going. If they were to have music there or food and drinks, I think that would make me more inclined to go.

Emmie:
So is there anything, I know we kind of talked about events, but is there anything that would make you want to attend a museum maybe if parking was free or if it was within walking distance? Or if you just wanted a quiet place to study or on a rainy day? Are there any factors that are more likely to make you attend the museum itself? Or does it really just depend on how busy you are?

Caroline:
I think it is something I've kind of thought like I want to be better about going and I think like you said free parking. I think having a place to study in there would be nice and if I knew that was an option. I definitely would do that when I have classes near there. And also I don't think I know like Lamar Dodd right next door doesn't have a coffee shop or any type of food or drink maybe like one vending machine and so I think if they had even coffee there that could definitely bring in a lot more people.

Tom:
Yeah, I think if there's a smoothie bar or a coffee shop or something around there, then that'd be more likely to get me to go. Just because I've got classes over there and so it'd be convenient just to pop in. But kind of like Caroline was saying you gotta put your backpack away and that's just kind of a mess to be able to go there. You can't just pop it in between classes or anything like that. But yeah, or if there was just like a really cool exhibit or something there. Or if they did a local artists market over there. I think something like that would be more likely to get people to go.

Emmie:
Cool. So we are running out of time so this is gonna be the last question I ask y'all. Hopefully it won't be cut off before but if it does, I just want to thank y'all so much for participating. So I wanted to ask what you think the best way for the Georgia Museum of Art is to promote events and to reach students like y'all. Is it through Instagram, is it through Stories, posts, other social media? Posters on campus?

Caroline:
I think honestly, what would make me most inclined to go is word of mouth and getting people that are art majors like myself to be told about the events and then tell their friends about the events. I think honestly, that would be more effective for me than Instagram just because probably their Stories are gonna get lost, their posts are gonna get lost in my feed. I might never see them. And so just professors, promoting it to students and then students sharing it with other students, I think would be the most effective.

Tom:
Yeah, I think word of mouth is probably the best way to do it, too. I mean, there's not really a great way for a museum to be able to do that.

Luis:
For both word of mouth, and any events as well. That they could plan at the museum because events are what drive people to just even if it's just a few people like three or four grand events and they leave happy from the event and they can pass it on to people around them and eventually increase more people going to the museum.

Emmie:
Cool. Well, thank you guys so much. Y'all have been so helpful. And we really appreciate your time. We just want to let you know this was recorded and we will be using these results in our research but we will keep it just for our project. Thank you guys so much, and I hope you have a great rest of your night.

UGA Student Focus Group #2

On February 15, 2023, we had our second Zoom focus group. The purpose of this focus group was to gain insight into UGA students' perceptions and awareness about the GMA.

Focus Group Transcript:

Rachel:
Is it okay if we record this, by the way, just want to get confirmation from you guys if that's cool. So the first question is gonna be what is your name? Your year in college? And what is your major, slash minor? And then we can just start, Johnny, you're the first person on my screen so we'll just start with you.

Johnny:
Yeah, my name is Johnny. I'm a senior, I'm an advertising major.

Rachel:
That's good. That's perfect.

Johnny:
Thank you.

Audra:
Okay, I'm Audra. I'm a PR major and a senior. And then I have a general business minor.

Rachel:
And then Cara, if you can your name, your major, your year in college.

Cara:
I'm Cara, and I'm a Senior Management Information Systems major.

Rachel:
Awesome, I'll just introduce us really quick. So I'm Rachel, and this is Jessica. And I'm a PR major, and I'm a senior. And this is for our PR campaigns class, which I think you guys probably already knew that.

Jessica:
Yeah. And I'm Jessica, I'm also a senior PR major, and I'm doing the Nonprofit Management certificate. So the next question we had for you was, would you say that you enjoy art and why or why not?

Johnny:
I think I enjoy art. I don't necessarily have knowledge of art; I think I always appreciate all of the intricacies that go into each piece. But my girlfriend's actually an artist and an art teacher. So I feel like I enjoy viewing art with other people who do have that knowledge who can tell me that and express that a bit more. But I also just enjoy looking at something that I think evokes an emotion out of me, or I feel like I can tell there's a lot of skill involved in making it. And I just enjoy that even though I may not have that knowledge of how to do that firsthand.

Cara:
Yeah, I agree with him on that. I'm not necessarily a huge art guru. But I know a lot of talent and thought goes into it. And it is fun to look at. I haven't been to an art museum since like, freshman year when I went to the Georgia Museum of Art, but definitely have a big appreciation for it.

UGA Student Focus Group #2

Audra:
Yeah, I would agree. I think there's a lot that goes into art and art history, and the concepts and the different types of genres of it that I don't have knowledge on, which makes me maybe not appreciate it as much as I could, if I did have that knowledge, then it also gets into, you know, paintings versus photographs versus sculptures and stuff. I think personally, I would, you know, I'm more into, realistic stuff, or photographs, rather than, you know, sometimes I look at stuff and, I feel like I could have done that. And so I wish I had more information on like, why that art is so profound, you know, in order to really appreciate it.

Rachel:
Awesome. And then the next question is, I know a couple of y'all mentioned going to art museums, do you notice that you enjoy going to them? Why or why not? If you do.

Audra:
I've been to The High Museum a few times. And I know, a couple of times was for school field trips and stuff. And I definitely enjoyed those, you know, just thinking back, it was fun to do that. I've been with my dad a couple of times, and it's cool to get to see stuff that, you know, you learn about or you hear about but in other ways you've never would actually get to see. And then I've been to a couple like pop up stuff before too. You know, so I definitely do appreciate it. And I think it's more that I just don't know when a lot of that stuff is happening that prevents me from going and also sometimes you know, the cost can be pretty high, depending on the exhibit

Johnny:
Yeah, I've been to a few, I've been to obviously the High and Georgia Museum of Art. I've been to a few of the art museums in New York, the bigger ones. I feel like the appeal of those for me is, and even The High to an extent is to see works that I've heard about or maybe learned about in classes and really historic ones. So that's some of the appeal is to be able to just see a Van Gogh or Picasso or Warhol in person and have that like, whoa, I've seen that in the book. I've read a lot about this or something. But then I think for some of the smaller stuff I think sometimes it's interesting to see works by local artists and just see how people around you in your community are seeing the world and seeing, portraying their art, I think that can be really cool, too. So those are probably the two main reasons for me.

Cara:
I've been to some museums and art halls in like Europe, when I went, I think it was my junior year of high school. And you know, at that age, my parents were sightseeing. And it almost felt like it was forced in a way. But once I was in there, I do, remember it being really, really, really cool. And it's packed with history. And you can just tell, by looking around at the people that are in there, everyone has, a huge appreciation for it. And people aren't, you know, talking super loud. Everyone's kind of focused and in their own zone. I have been to some in New York as well, like the Met and The National Museum of Art and History, I think it was called. That was cool. I would say the atmosphere of the museum plays a big part in whether or not I would enjoy my experience. They're like, yes, the art but also is it modern? Is it cool interactive? Did I know some museums have fun restaurants or cafes? And then stuff like that, for me, makes the experience more enjoyable. Yeah, I would say that plays a big part into it.

Audra:
I agree with that. And I would also say, exhibits that move around and stuff. Also, grabbed my interests. Because, that's what keeps me going back. Because why would I keep going back to a museum that has the same pieces that I've seen before. So definitely, I get 50% of it, staying the same all the time. And then 50% of the artwork is stuff that gets, traveled around to different people get to see it, because you can't always travel, you know, to the other museums that house the other important pieces.

Jessica:
Great, thank you. And would you also say that you enjoy going to non-art museums, such as science museums, like Fernbank? Or would you say that you prefer art museums?

Johnny:
I personally, like both, it kind of depends for like a science museum, maybe what it is, in particular, but I've gone to Fernbank and the Telus Museum and stuff like that in Georgia, and I've enjoyed all of those. But it is definitely a different vibe. I feel like I'm going there specifically to learn at an art museum. I'm more like, yes, I'm learning. But I do feel like I'm observing in a different way. I like to walk through art museums, sometimes with music and it's more, an overall, visual experience rather than me reading a bunch of stuff, if that makes sense.

UGA Student Focus Group #2

Cara:
I know, the only time I was at the Fernbank was for prom. That's one that I've never really wanted to or had a huge desire to go to, except for the fact that, we had an event there. But I do when I've traveled to other places, we've definitely gone to museums, or tours and stuff like that, to learn the history of those places. When I went to DC, we definitely went to the big museums and stuff there. I think it's when I travel somewhere, I like going to more history style museums to learn the history of those places and stuff. Personally, I would just like to continue to go to the High or to the Georgia Museum of Art for certain exhibits because as long as those exhibits are traveling around, and I can see them here, I don't really feel the need to go to a different art museum.

Cara:
I would prefer probably history museums over art museums, just because I would say it, sparks my interest a little bit more. And you're able to really, if you're I went to a World War Two Museum in London. And I kind of knew what was going on as I was looking at these different pieces. And they had interactive stuff videos playing and then they just had a lot of things that really engaged you and what you were saying. It's like art museums, history museums, science museums, they're all completely different. So I would say it's just a preference but if my parents didn't make us go to those history museums, in Europe, I probably would have not had an answer for y'all. But yeah, I would definitely say history museums are really cool. I was able to go to a Holocaust Museum, which was really moving stuff. I think it is really special.

Rachel:
Okay, so our next question is just asking, what's your awareness of the Georgia Museum of Art? And have you heard of it before?

Johnny:
Yeah, I've been, I think, three or four times, maybe. I knew it was there. But I probably didn't go until maybe my junior year. So it's probably been within the last two years. I'm not usually very aware of what is on exhibit if something has changed. So when I go, it's a surprise if something's changed. But I'm not always up to date on its events and happenings.

Cara:
Yeah, I had to go freshman year for my art appreciation class. And it was a field trip day. And we had a project where we basically had to try to make predictions and guesses as to like, when the piece was made, who made it? What's it about? And honestly, I really did enjoy it, because it was getting out of the classroom, you know, you don't like to just sit in the classroom all day. And I thought it was really cool, really modern, lots of windows. Pretty modern and cool furniture. But I have not been back since.

Audra:
Yeah, I actually haven't been to it. I would say part of that is, just being a student. I take it for granted a little bit knowing, oh, it's there. I could go like, anytime. And then also, I feel like it's something that some people can do alone. But like, I would probably want to go to an art museum, with a group of people or, at least with one other person. And so it's like, that's just not something when I do get together with friends, we usually talk about and stuff. But I've always been aware of it. I just haven't been aware of any of the exhibits or any new events going on and stuff like that. So that's probably also, why I don't keep it in the front of my mind when thinking to do something.

Jessica:
This is a question more so for Audra, since you haven't been to the museum before, do you know where the museum is located?

Audra:
Isn't it close to Ramsey? And on River Street or something like that? Yeah. I haven't driven by it. I just don't really go that way anymore, either.

Rachel:
I'll add on to that question, too. Even for people who have been there before, do you feel when you went it was hard to find? Or did you feel like you are able to see it from the sidewalk or the street or wherever you're coming from? Or is it hidden or hard to find do you think?

Johnny:
I have honestly, always, parked a little farther and walked up. And I didn't even realize there's that entrance right off of East Campus. If we need a turn, they're on the Carlton Street, I think so I didn't realize I could just park right up there. So yes, I knew how to get there. But I was usually parking farther down or in a deck and walking over the times I've gone.

UGA Student Focus Group #2

Cara:
I think it really depends on if you've been exposed to it, if you had to go for a class or something. But most of my classes have always been on the main central area of campus and North Campus. So I'm really never over that way. I've known the general location, but I just don't really go that way. And I think that's also something else that keeps it out of my mind, you know, because it's not in a central, very populated, student body area, at least for my major and my classes.

Cara:
I agree with that. I feel if it was on North Campus, or maybe more like Central Campus, it would generate a little bit more interest and exposure. I think that a lot of students don't even know that we have one just because ECV sometimes I think kids forget that it exists. Unless you like go over to Ramsey or you're a freshman. And to the dining hall over there. I feel like the location obviously, they can't change the location. But just maybe students knowing that it exists and where it is, would probably be important if they're interested in it, because I'm sure a lot of students are interested in it. We have probably a lot of art majors or not even art majors but related to that, that might not even have ever been.

Jessica:
Johnny, you touched on this a little bit earlier. But this question for all of you. Would you say that you know about new events and new exhibits that are happening at the museum?

Johnny:
No, I'll say my answer is pretty much the same. Yeah, I don't think I've ever in the times have gone it's never been because I've heard something is different. I've just gone. So nope, I really don't hear much about it at all.

Audra:
Yeah, I'm the same. I really don't hear about it, and I also don't follow any of the social media or anything like that. So obviously that's on me for not seeing those posts but then again you know if you want to reach people who aren't followers and get those people to go I haven't seen advertisements or promos or anything like that either.

Cara:
Agreed, I've not seen anything on social media or flyers located around campus like the MLC or different libraries. Is there currently an Instagram? There is?

Rachel:
Yeah. And then so as far as logistics, so if you were to go to the museum, how aware are you guys that the museum is free, and also, where to park for the museum?

Cara:
I knew it was free, but I don't know, I know there's that ECV deck that's kind of over near Ramsey and Joe Frank. But besides that I'm not aware of, where to get free parking or any of that.

Audra:
I'm pretty sure I knew the museum was free. But I think I thought if they had events and specific exhibits, it might have a cost to it, but I just obviously didn't really know too much about it. And then parking. Yeah, like I probably would park over by Ramsey and walk over if I was going.

Johnny:
Yeah, same. I knew it was free. And I didn't know that. I think it was because of COVID. They had time slots sometimes, too, that you were supposed to sign up. But you could also still just walk in. As for parking, like I mentioned, I didn't know, there's parking right up in that deck by it, but I've never actually parked there. Usually I've gone on the weekends and parked in one of the lots that's, not monitored on the weekends and just parked there. And I have a spot actually my parking spot's in ECV. So I just parked there too, as well. So I make sure I don't get a ticket or anything.

Jessica:
Going off what you just said Johnny about the tickets? How aware would you all say that you are about the ticket process and how to request those online?

Johnny:
I've done at least once the times I have gone. So I am aware of that. But the first time I went I didn't know. And I just walked up and they were like, oh, you're supposed to do that. And that's how I figured out but they still let me go. It wasn't an issue. But they told me the next time I should request a time.

UGA Student Focus Group #2

Cara:
I forgot that you had to have a ticket and request a certain time to go. So I would say that I wasn't aware. I'm sure that I think for our class, the teacher coordinated all of that and let the museum know that this number of individuals were coming at this time.

Audra:
Yeah, I think it's kind of confusing for it to be free, but then also have to, request a ticket for it. You know, I understand, wanting to keep it limited people so people can actually walk around and see and linger and take their time. And like know, how long they're going to be there and stuff because going to a crowded museum isn't really fun. But requesting tickets definitely makes the lines blurred a little bit in my opinion, if it's free or not. And then also, it's nice that they just let Johnny in, you know, be like, Oh yeah, next time just request tickets and stuff. But I could see a lot of people being like, Oh, well, if it's full, I guess we'll just go do something else, you know, because we were gonna go during this specific time.

Rachel:
The whole process of requesting tickets for entry to the museum. Do you guys feel that's an effective process? Or do you feel like that that could be changed? So it can be easier? Maybe?

Audra:
I think it depends on how busy the museum is. Because I think if it's, oh, it's a rainy Saturday and my friends and I want to do something Oh, let's go look at that. Like, we haven't been in a while. I think they have an exhibit, and you show up, and no one's there and they're telling you you need to request tickets. That's kind of dumb, but if it's a day where it is really busy, you know, I feel like they should, you know, promote hey, get a ticket. We're expecting a big crowd and stuff. So I think it's a balancing act of how busy they are.

Cara:
Yeah, I think it should be day by day basis, they should project when it'll be busy. And if it is currently busy that day, then students and other people do need to request a time slot. But if it's not busy, I feel like they should just let students walk in. I think that that could be pushing people away. People that do want to come see it. If they have to go through that process when they know that no one's in there. And they're like, why can't I go then? You know, that would be very annoying.

Johnny:
Yeah, I agree. I think all the times I've been it's been super empty. I think most days, they probably don't need a ticket system. If you're a student, I think just showing your ID and just going in would be fine. But yeah, on days where they have events or whatever, or no, it's going to be worse. And maybe they can't always know that. But I think they'll probably be fine except for those event days. So those are when they would need to do that. And maybe just do some promoting of a calendar that has those dates that if you're planning to come, you know, this next Saturday, you need to request a ticket.

Audra:
Also, because a lot of my classes aren't over there and stuff. If I did happen to be over there, I would probably be, oh, like, I'm already over here. Let me just go on a whim and stuff. So I can see tickets getting confusing in that sense. Because I think, you have some people who are like, Okay, this is what we're going to do, because I heard about this exhibit. And you have some people like, Oh, I'm already over here. I might as well go. So that's where it gets confusing as well.

Jessica:
Okay, great. So this is a question for Johnny and Cara. Could you speak a bit more about your experience visiting the museum? Did you feel welcomed there? And what did you dislike; was it easy to navigate?

Cara:
I thought it was really easy to navigate. I remember walking in through that main lobby, you go up a big set of stairs with windows. I thought the whole process was really easy. Definitely felt welcomed by the employees that were working at the time. I remember it being pretty easy to navigate through the different rooms. They were all connected. It was all in one area. And they were connected by doorways, and nothing was overly confusing. There were benches that were in the middle of the room, which I liked. But yeah, I would say it was, a very easy carefree experience.

UGA Student Focus Group #2

Johnny:
Yeah, in the times I've gone it's been the same, the reception at the front has always been really polite and nice. Even when I didn't have a time slot. And then I've always felt welcomed in the museum and have been able to figure out where everything was, I guess the only thing that I would want maybe a stronger indication of is where rotating exhibits are and what is the new sections of the museum, like, what has changed, because a lot of it, I know stays the same most of the time. So I would want to know, I guess some indication of what has been added recently. And I know there's also a visual room in the back that sometimes has videos and other more experiential art stuff and knowing maybe how long something's going to be there as well would be kind of helpful. But other than that, I could find everything in there. It's not a problem to walk through at all, just maybe a bit more signage would be useful.

Rachel:
And then the next question I have is for you, Johnny since you've returned, what made you want to visit the museum again?

Johnny:
I feel like I wanted to go again, because I did want to see like what had changed, what was different in there. Because I mean, if I've gone once, I probably won't go in at least in the next six months. So I figured things would be different. And for the most part, there was a lot of different things there. But then it's also just I enjoy it's like a relaxing free thing to do. I mean, it's doesn't cost any money. And it's kind of a nice, date activity to go there and listen to music and walk through it. And yeah, just to see what had changed.

Jessica:
This is a question for everyone. What sort of events would you want to attend at the museum, if any?

Cara:
What do you mean by events? Like student events, club events? Stuff like that?

Jessica:
Yeah, any sort of event. Would you want to attend an event at the museum? And if so, what sort of events? What do you want to attend: lectures, Student Nights, anything that you would be interested in?

Cara:
I would say if there was a class event, or a lecture, or anything like that, that was planned to be at the Georgia Museum of Art, I would definitely be excited about going just because it's a very cool atmosphere. And it's different than going to any other building on campus. But I would say, I don't know, I can't really think of any other events that would come to mind that I would personally need to slash have an interest in attending there, unless it was a company event, business related.

Audra:
I agree with that. I think if my work was hosting, a banquet of some sort, I think I would be really excited about the venue. And like I said, one of my proms was at the Fernbank. And I think that was actually a pretty cool experience to have, I don't know, how willing sororities or fraternities would be to, have a date night or social there. And I think that's also pretty dangerous, considering some of the art and just some activities that could happen. I think it'd be cool and you know I don't know, the rules of a museum or stuff, but having a painting class or a sculpting class or something in there, could be really cool. Just to be surrounded by art as in a way to inspire you. Or just having a date night special, like, we're gonna have Hors d'oeuvres for you to walk around the museum, you know, something, like Valentine's Day just passed, something like that, every couple of months, or something would be cool to go to.

Johnny:
Yeah, I agree, especially with the classes because I, had actually tried to take one of the only, intro class for drawing that you can take without being in the major/minor just because I was interested in it. And I couldn't, because it filled up. So I feel like it would be cool for people who, probably the art majors aren't going be going to that, but people outside of that would be interested in maybe learning a little bit more or having a small session in there. I also think any themed student night would be kind of cool, especially if there's food, people will go, especially freshmen and ECV, I would definitely consider that. And yeah, just using as a venue in general. I also, had a prom at the High in high school. And that was pretty cool. So maybe some sort of, I don't know about Greek life, but maybe clubs could have some sort of, end of the year celebration there. That would be more UGA school appropriate than having an off campus venue with a bar. But I don't know, I definitely could see it being used as a venue in that way as well.

UGA Student Focus Group #2

Audra:
I think also, if you could exhibit artwork that was for sale by local artists, you know, and stuff like that, too. It'd be cool because I feel like I see them set up in downtown every now and again. And then usually I have my hands full, I'm running off doing something else. And I also don't want to get pestered by other people on the street, if they see me buy from one person or something. It'd be really cool to see them in a gallery form and then, be able to, bid on them or buy them, especially if they're local artists, and it's not going to be too expensive.

Rachel:
Okay, great. And then would you consider the museum to be a place that you want to go study if you're ever needing a study spot?

Cara:
I would say it depends on, where you live, and getting over there. Since I live downtown, it's pretty easy to just walk to a library that's up on North Campus or the MLC because it doesn't require parking or any of that. It's very easy. I would say getting over there would be a bit of a hassle, but if I knew that it was a really calm, hidden study spot, gem. Then, I would be interested, I just don't know, what that would look like or if that was an option.

Audra:
Yeah, I agree. I think it's the logistics of getting over there. Like we talked about earlier, parking and stuff like that. And then also, if we needed a ticket to go in, even if we were just studying and stuff. You know, that's where it gets a little confusing. I definitely am someone who enjoys going to a coffee shop or going to a bakery and having lunch and getting to study as well. If they did have coffee like Jittery Joe's, set up, you know in there and stuff just so it's like, you don't feel bad for sitting there for so long because, at least you've spent some type of money. I don't want to sit in a Starbucks for three hours if I hadn't even gotten a coffee or something. I think that's a balancing act too. And I just think I didn't even really know it was somewhere you could go and study. And I think it's also hard because a lot of people, you know, older, have group projects and stuff where you need to talk and collaborate. And I feel like you can't really do that in a museum.

Johnny:
Yeah, I'd heard of people doing that before, very rarely, someone had mentioned that as a spot. I've never done it. I don't think I personally ever would just because I like to have a little bit more noise. I don't want it to be noisy, but I don't like it when it's dead quiet. And it also probably be a little scared of being judged by the staff there that I'm just sitting there with my laptop for hours. But if it was, promoted as an option, it is something like to do and maybe you don't have to have a ticket to do that or something. I would consider it but I probably wouldn't do it.

Jessica:
All right. Our next question we wanted to hear about your social media usage; which platforms do you use and how often do you use them?

Cara:
I use Instagram and Tik Tok, and Snapchat, I don't use Twitter or Facebook really anymore. And I would say a couple times a day for all of those, I try not to overuse it. But you know, there's days where I use it more than others.

Audra:
I use Instagram probably the majority of the time. And I use it for a mix of business followings and personal life following so it's I obviously follow a lot of the Georgia Football and athletics accounts and stuff like that. But then I also use it to keep up with friends. And then Tik Tok, I don't like to follow businesses on there. Unless it's some random one that pops up and like, oh, I might want to buy a shirt from there. And then usually after that, I unfollow them, like once I know about it. And then I actually use Facebook a good bit, the Events tab, I'll go and plug in my location and see what events are going on in the area. Just because a lot of times I feel like I don't see them unless I go and do that. I've been able to find a couple of cool things going on either here, in my hometown, by doing that.

UGA Student Focus Group #2

Johnny:
I definitely use Instagram and TikTok the most, I probably go on each of them several times throughout the day. And then Snapchat I do use but really once a day it's not something I'm thinking about very often. And then Facebook, maybe a couple times a week, I don't even have notifications on for it. So it's not something I actively post on. But I do sometimes also use the event feature if I'm just, looking for something to do and maybe marketplace. But other than that I don't really use it actively as a platform. And then I guess LinkedIn, kind of similar. I'll go on maybe a couple of times a week to try and expand my network or post a job update every once in a while but not something I use actively, as much as I should probably.

Cara:
I do use LinkedIn as well. I forgot to mention that. I would say, same with him. I only go on it like a couple times a week. I think last year I went on it a lot more during the job and internship searches. But now I just go on to, just see what's going on and see which students I know that have accepted jobs or anything like that.

Audra:
I agree with that. I also use LinkedIn, I don't really group it into social media. For me, it's more like network like I guess social media is networking. But for me, it's not something I thoroughly enjoy to look at, which usually my social media for me is an escape or trying to find something fun to do. And I really only use it, you know to look at jobs or congratulate people on jobs and stuff like that.

Rachel:
Okay, so I sent a link in the chat and that is the Georgia Museum of Art's Instagram. That's their most used social media platform. If you all could take a second and just click on the link and scroll through their Instagram and then we'd like to hear your initial thoughts of what you think.

Cara:
Did someone actually get engaged at the museum?

Jessica:
Yeah, it did happen. I saw that post the other day.

Audra:
I think the Instagram's pretty cool, I think it does definitely a good job of showcasing artwork pieces. I think I more like the photos of people visiting. The Highlights, I wish they were a little bit more cohesive, I think it's hard to, represent your brand when your brand is the artwork that you showcase. But the feedback, like Highlight, I think is really cheesy. And I think, those could be designed a lot better, especially, if you're a museum for art, I think you could, definitely make those look a little bit better. And just having, the pictures for the Highlights be a little bit more interesting, you know, to click on them. Also the titles, I can't really tell what the Highlights are for.

Cara:
I think they should incorporate more pictures of people at the museum, because those were the ones that I immediately was drawn to, to like, click on and see. Like, of the lady holding her baby, that's really cute. And then, the girls posing in front of different pieces. I think stuff like that is really cool. And they should do more of that. Obviously, I understand posting some of the art that they have at the moment, but maybe some more pictures of people attending.

Johnny:
Yeah, I kind of agree with everything that's been said, I think it just looks a little sloppy, like for an art museum, especially, I think it should be more aesthetic, especially the Highlights are pretty rough. And I think the artwork is cool, and I enjoy looking at that. I do think there should be more people intermixed in there and maybe more of a pattern to how they're posting. So it's not just random, like, the page just looks like a collection of photos. There's no visual connection through it at all. That would guide me and I think also maybe something for, the Highlights is they could have something that's specifically just Reels of maybe the things we've talked about, like getting a ticket or parking and stuff like that, so that that's right up there. And people could see that.

Rachel:
And then just take one more second, and maybe click through some of the specific posts, and I want you to look at the captions, don't read the whole thing. But just notice the length of the captions. And we want to know what y'all think of the way that the captions are formatted the length of them stuff like that.

UGA Student Focus Group #2

Audra:
I definitely feel like I get what they're trying to do, the captions on the art pieces and stuff, they want to give you the history and like, oh, you should come and see this exhibit and stuff like that. But I feel like that takes away, if I can see it on the Instagram, why would I go to the Museum, I think you need more of like, oh, this piece is here come see the rest of this collection that captivates this, you know, and then the pictures of the people are shorter captions, which I think are a little bit better. And then there's the party that they had back in February, where I would feel like I would like having most of the information in the caption to know, what's going on, but I still think it's a little long and I don't know how much I would read of it.

Cara:
Yeah, some of the captions for the art are very, very formal and long and sophisticated language. But then you have the pictures of the people at the museum and it gets just instantly casual. And it's like, I don't know, I think they need to keep to a more consistent theme with their content or captioning. Because I don't know, it feels a little bit stiff. You know?

Johnny:
Yeah, I agree. I think I can understand why they would put all the information on the artwork posts, but also, there's no way I'm going to read it. There just really isn't, especially expanding a post already, the odds of me reading that if it's more than the first few lines are pretty low, unless it's like an event, then I understand having the details for that, and then yeah for the shorter ones, it's nothing that would make me interested in them. They're pretty standard, vague language casual Instagram captions, I think maybe having a desired brand voice that could go across all of those that could work for those, like more serious artwork pieces. And for like, posting pictures with people would be more effective, rather than just being like the one of one of the people just in the museum, like it just says, it's a stressful time of year, take a moment for yourself, like, that's so generic, I think they could do better.

Audra:
There's also like the ones that are like Toddler Tuesday, and it tells you to do the art at home rather than, oh, like, let's host toddlers, we're gonna have, you know, a little daycare art moment or something. And then it goes into detail how to make this painting, all the instructions, you need all the craft supplies that you need. And I'm like, that would definitely be better as like, a Facebook post or Story or a blog post rather than me on the Instagram because, especially being a student, I'm not gonna want to see that, and it would probably if I got too many of those in my feed would probably make me unfollow because, that's not why I would want to follow it. So I think that's, you know, if you're aiming towards parents, I would definitely put that in a different platform.

Jessica:
Based on what you've seen on their Instagram, could you tell, what kind of events the Georgia Museum of Art has, and when these events happen?

Audra:
The only event post I saw was the Dripping in Diamonds Dance Party. They put in good detail and stuff for that, but that was not that long ago, and they have posted a ton since then. So it's like, that definitely gets a little lost. I think there's a little bit too much posting and then just scrolling through, I don't really see any other events you know, because if the picture of the caption has the event in there, I don't see it.

Johnny:
Yeah, I think the same I am not seeing tons of event stuff and I would also like to see maybe posts from the aftermath of the event too, because I can see what a past event looked like instead of just the promotion obviously the promotion is important and you need that too, but I'd like to see both the lead up and the execution.

Cara:
Yeah, it's not very clear which events are hosted at the museum also it's not one of the Highlights. So maybe if that was like a Highlight, people would be able to access it easier.

Audra:
I definitely agree with what she said like if you had an Events tab like in the Highlights you know that'd be cool especially if I was a business who was like oh I need to host a work banquet or something let me see what an event looks like here and stuff

Rachel:
Based off of what you guys have seen from their social media, do you have any feelings now about visiting the museum? Does it make you want to visit the museum more or less?

UGA Student Focus Group #2

Cara:
Based on the Instagram? I would say definitely generates a little bit more interest and just knowledge about it, just to see what's going on. But not necessarily me actively going.

Audra:
Going back to what we said earlier, I agree with having more pictures of people visiting, rather than the artwork itself, because I feel like I can't really even piece together what the inside of the museum looks like. I feel like personally, if I see someone like me going I feel more drawn to go, there's a ton of pictures with parents with kids. You know, like, Hey, we're a kid friendly museum. Like that's gonna make parents feel more accepted to go. And I feel like I don't see like, I see a couple of people close to my age going. But that's about it. And I'd like to see more people like me going and I think that would make me want to go more.

Johnny:
Yeah, I don't feel like the Instagram specifically encourages me or discourages me to go, it's just kind of there. I did follow it though, because I would want to know when events are. So that would be I think my main reason like to see the happenings for it. But yeah, it doesn't. I think I agree if there were more pictures of students there, I would, as a student, probably be more likely to enjoy that. But at the moment, it doesn't make me want to go

Jessica:
Alright. Next, we wanted to ask if you could click on the link in the Instagram bio, which takes you to the Georgia Museum of Art's website, you could just take a few minutes to look at the website and share your initial reaction to it.

Audra:
I definitely like how it's like once you click on that you get multiple options like website tickets, videos, blog, you know, stuff like that. I think it's ordered a little interestingly, because I don't think like this because I feel like if I'm going on the website, or clicking that link, I'm like, oh, I want to see a calendar for events. I want to go to the website, want to see tickets, you know, and stuff like that. So it's like, I would definitely put the stuff that would be probably more clicked on towards the top. And the other stuff at the bottom.

Johnny:
Yeah, I went through to the website, I like the links. And one place to get the website specifically, is actually pretty solid. Because I like that it has the ticket stuff right at the top. And then the current exhibitions and events and programs but there's yoga in the galleries tomorrow. I didn't know that was a thing. I'd like to see some of that stuff on other platforms because I think it's well organized and presented on the website but I may not always think to go check their website, I would probably need to be prompted to it on a different platform.

Cara:
Yeah, I agree that I would probably need to be prompted to go to the website on a different platform. I wouldn't necessarily access it through their Instagram. Maybe if I was googling it to see if I wanted to go that day, that would be a way that I navigated to the website but I would say the website's pretty, it looks very simple and easy.

Audra:
I agree with what Johnny said earlier the yoga and the galleries, I would definitely want that to be an Instagram Story or an event on the Facebook page and then like we said earlier, every now and again have an Instagram post like oh here was our yoga session last night, check our calendar to see when the next one is, just even looking at that there's three things going on tomorrow and that's not on the Instagram at all at least from where I saw it and you know I think you're gonna get a lot of students to go if they can follow the Instagram and then see those events that way.

Johnny:
Yeah even just some Reels from it you know could be kind of cool too, like from some of the events so I could get a better feel of what it looks like to be there.

Rachel:
Is anything on the website or the Instagram unclear to you guys or if you were searching for something on the website do you think it would be hard to find? Or do you feel it's fairly easy to navigate?

Cara:
I think it's fairly easy to navigate and so if you're looking to get a ticket that's up at that navigation bar that says request your free time tickets now. And it does say in the top left corner that I like it's Wednesday now open so you're not having to scroll down to the bottom to see what their hours are you're able to know.

UGA Student Focus Group #2

Audra:
I don't really see any problems versus, if I was going to search for something I still don't think I would like the tickets. Like she said it was right there, the address is right there. It's open is right there. Also scrolling down, there's where you see the social media and then also the newsletter and stuff, which I really appreciate. Because I think whenever stuff like pops up, and I'm like, No, I'm just trying to get tickets or No, I'm just trying to see the hours. It's really obnoxious. So I like how it's once you've actually put in the work to view the website, that's an option.

Johnny:
So yeah, I think it's pretty straightforward. I don't see anything that I would want to find off the top of my head that I couldn't. It's pretty easy to navigate. I like the pictures of people in the artwork. I know some of those have been on the Instagram, but I think they could do a better job of including some more of those and some more artsy photo shoots with people in there. I think that can be cool.

Jessica:
Alright. The last question that we have for y'all. What would you say are the best ways for the Georgia Museum of Art to reach UGA students such as yourself?

Johnny:
I think for me, Instagram probably is one of the best ways but maybe, since not a lot of people follow the account. Maybe it needs to be promoted on other UGA accounts that people follow a lot, maybe on Facebook as well. I know there's some groups there. But then also, I have never seen flyers for it and stuff on main campus, I think that could be helpful. I don't always look at those. But when I'm in the MLC, sometimes I see event stuff. And that just makes me aware of it. I think that would be a pretty good way of at least having that signage, maybe it's more in the ECV area, and I just don't see it, but having it throughout campus.

Cara:
Yeah, I think they should. Kind of like what Johnny said, I think they should do joint posts with other UGA accounts. So maybe the main UGA account, if it's National Art Day or something. I think that would generate some exposure, and kids would actually be able to know about it more on social media platforms.

Audra:
I agree with having some type of tabling handing out a flyer like, oh, we have free yoga tonight, you know, at the Georgia Museum of Art and stuff. I also feel like I learned about a lot of organizations and businesses, through sororities, even though I'm not in one, but a lot of my friends who are in them, whenever they go to a business I haven't heard of for a sisterhood. I'm like, oh, that's really cool. I'll do that with my friends sometime. I think, you know, if you could get, a sorority to go to the yoga, as a sisterhood or as a date night of some sort. You know, that's something that other people would then see and be like, oh, well, I could do that sometime, too.

Cara:
Yeah, I think a sisterhood event or some sort of maybe date night would be a good idea for sororities to do. I don't know, what the rules of that would be. I'm sure doing a yoga sisterhood event wouldn't be a problem with them. I think that would be a really good idea.

Rachel:
Cool, alright. Well, thank you so much for answering all these questions for us. And thank you for giving us some of your time today. We really appreciate your participation. We'll follow up with any questions that we have. But other than that, we don't have any more questions for you guys at this time. So thank you so much for participating.

Jessica:
Thank you.

Johnny:
Thank you.

Cara:
Bye. You're welcome.

Secondary Research

Social Media Analysis:

Instagram:
The GMA has a fairly well established foundation for their Instagram page. With 8,556 followers they have the ability to reach a large number of people. However, their engagement does not compare to the number of followers they have. The main focus for the GMA's Instagram, and social media as a whole, is to increase the level of engagement they see from each follower. With nearly 2,300 posts, there should be a range of content that can express all that the museum has to offer as a brand. In expressing this unique brand position it is necessary to be concise and efficient in grabbing people's attention. By working to improve their page organization, variety of post, conciseness, and optimization of search engine relevance. Having a well put together page that flows well will allow them to reach a broader range of people, but more specifically reach the target audience of college aged people.

Facebook:
The GMA has a great opportunity to reach one of their desired demographics on their Facebook page. With a similar follower range, they have the potential to create more genuine connections with their followers. The use of Facebook groups is more vital for GMA to utilize to reach locals, specifically more older people of color and send updates about their events. There seems to be a lack of interaction on the Facebook page.

Twitter:
The GMA Twitter has much of the same or alike issues at Instagram regarding organization. However, with this platform the GMA does not have consistency in their posting. When fixing issues with the Instagram, such as variety of content, a lot should be reformatted into blogs which are a perfect content form to share through Twitter.

Vimeo:
The GMA Vimeo page has 82 videos currently and 17 followers. Most of the content is recordings of lectures and awards shows at the museum. These are longer videos that last at least one hour. Views are typically pretty low for the Vimeo videos.

YouTube:
The YouTube page has 113 videos currently, so they have a bit higher posting frequency than the Vimeo page. The content is similar with many lectures and awards shows being posted. However, the engagement is overall higher on YouTube with 373 subscribers and views typically at least 20, sometimes over 100, or even several hundred/a thousand occasionally.

Secondary Research

Competitive Analysis:

The Georgia Museum of Art has the ability to become the most known art museum in all of Georgia, especially because it's the museum of the state. However, the **High Museum of Art** manages to be more popular because of its location and awareness. In terms of social media, the High has a more aligned Instagram feed with clear and concise images. It has shorter captions and more interactions with followers. Their story highlights match their instagram aesthetic and they do a great job with showing art and their museum visitors.

The **Metropolitan Museum of Art** in NYC or MET has the perfect social media presence with four million followers on Twitter, Facebook, and Instagram. The MET seems like the best fit for the Georgia Museum of Art to replicate on social media. Their profile picture is very clear and does not have their letters mashed up. Their Instagram has story highlights that create an elegant look and use the MET name. They have a great deal of video content and art pieces that jump out to the user. Although their captions are on the longer side, they use emojis and attention-grabbers. Facebook has a ton of video content that is getting people's attention. Their Twitter uses relatability and humor in their tweets to grab people on their page.

The **Tellus Science Museum** is located in Cartersville, GA. They are affiliated with the Smithsonian, which likely helps them to attract more visitors since the Smithsonian has a very high level of brand awareness. Their Instagram has a bit less followers than the GMA with 5,686 followers. They also have a lower posting frequency & their feed aesthetic isn't very good. Their engagement levels are low. One strength of their Instagram that I think is better than the GMA's is their Story Highlights; they're more organized & have better Story Highlight covers.

Fernbank is a science museum located in Atlanta, Georgia (near Decatur area). They have more followers than the GMA on Instagram with 25.9K followers. Their engagement levels vary, but appear to typically be higher than that of the GMA, as many of their posts do receive multiple comments & many posts receive over 100 or over 200 likes. The feed aesthetic could be improved. It's clear that they more so lean into the parents/children target audience, so posts aimed toward that audience would not be the best example for the GMA. However, posts promoting new exhibits receive high engagement, and could be a good example for the GMA.

Secondary Research

The World of Coke is a tourist attraction located in downtown Atlanta. One strength of the brand is their affiliation with Coca Cola, which is a huge brand that has a high level of brand awareness. This could be a good example for showing that the GMA could benefit from taking more advantage of their affiliation with UGA, another place with high levels of brand awareness. The World of Coke's Instagram has 63.9K followers, which is much more than the GMA. They also typically have pretty high engagement, and they have a nice feed aesthetic. Their page could be good for examples on how to take advantage of the UGA-GMA connection.

The Georgia Aquarium is a tourist attraction located in downtown Atlanta. They are a 501(c)(3) nonprofit whose mission includes educating the public about the ocean/environmental causes through their aquarium, which features a variety of different fish and other oceanic animals. Their Instagram has 244K followers, and they have incredibly high engagement with thousands of likes on their posts and many comments on most posts. They would be a good example to look at regarding how to boost follower engagement on social media. They also have a strong feed aesthetic.

The Atlanta Botanical Garden is a tourist attraction located in Atlanta, Georgia that features a variety of flowers and other plants, including special exhibits and festivals relating to them. Their Instagram has 130K followers, and the engagement is mid-level; they typically receive at least 100 likes per post, and at least a couple comments on most posts. I like how they have a hashtag for people to use when sharing their photos at the botanical garden.

The Museum of Modern Art or MoMA has an established social media presence with a follower range up to five million on Instagram, Twitter, and Facebook. Their Instagram has a sleek, concise bio that states their clear objective and unique, colorful Instagram story highlights with clear titles. They have a feed of museum visitors, new exhibitions, and unique art. One thing they all have in common is the colorfulness of all the posts. They have chosen specific art pieces that are bursts of colors. Their likes range from 1,000 to 45,000 and have little to no comments. One thing about their captions is the good use of emojis in order to keep the audience interested. The MoMA's Facebook has only two million followers and keeps a consistent feed but does have longer captions. Their likes and comments are lower than all other social media. Their Twitter has an active and clear brand voice that uses quotes from art pieces and fun quirky attention one-liners.

Secondary Research

The Marietta Cobb Museum of Art has a lesser social media presence and can serve as a learning base for the GMA. This art museum isn't as well known as the GMA and has only a following range from 2,000 to 5,000. Facebook has more followers than Instagram. Facebook seems to be a bit disorganized and has an unclear use of hashtags. There is no structure when it comes to the captions. Instagram is very disorganized with graphics and pictures scattered around. There is little to no engagement on comments and likes. Instagram Story Highlights are not available either. However, the Marietta Cobb Museum of Art has a smaller target audience and isn't known as the GMA.

The Museum of Contemporary Art has an intermediate social media presence with a following ranging from 1,000 to 14,000. Their Instagram is very vivid and completely matches the contemporary sense. They have matching Instagram Story Highlights of past huge events the museum has held. Unfortunately, there are very few likes and no comments. They have fun graphics and employee spotlights with art pieces scattered around. Facebook has the same content with a like range of 0-10 and no comments. Twitter has no engagement and has disorganized tweets.

The State Botanical Garden of Georgia has strong content that while they have a similar level of engagement in followers and likes/comments the variety and quality of content is more developed. The brand image is also more solidified in that they have a color pallet and style guide. (UGA theme). In regard to their competitive advantage is that they are more well known and while having similar funding principles have slightly less high revenue channels to deal with. Based on their google reviews they do have similar overall rating, but they have 2,800 total reviews while the GMA only has about 470. Much clearer events and engagement in highlights and such. GMA has the advantage of being indoors whereas the SBG has a much more seasonal model where they will see less engagement during rain or cold. GMA is free to visit while SBG is $5 admission. They both have free parking. Weakness of the GMA is their website and social media organization. The SBG has the advantage of UGA brand package.

Secondary Research

Overall, **Downtown Athens** has a wider range of options for activities in a small area. It has the strength of being more well known without having to advertise. It is not out of the way at all. While parking is not always necessarily free downtown the rules and regulations are more widely known. A weakness is in the sector of art. While there are art stores there aren't many places to view art however the Classic Center is a big competitor which will draw people to the area. They have good website and social media advertising as well as the entire downtown area at their disposal. With the Classic Center they also have the downtown area to incentivize a visit as many people will rather do multiple things over just one. The classic center is also similarly rated on google but, again, has over 2,000 reviews. A big strength over GMA here is communication of events and offerings.

A big weakness with **The Children's Museum of Atlanta** over the GMA is distance however their location is superior as they are based in a much larger metropolitan area. The brand is more well established and well known. Their Google reviews definitely reflect a larger level of brand awareness as, again, they are similarly rated to the GMA, but have around 2,500 reviews. Another strength is that the scheduling in sessions is much more conducive to the activities people come here for. The GMA would benefit from a more free form way of handling their tickets.

On-Site Visits

Visit #1:

Our team visited the GMA on Tuesday January 31, 2023 from 3-5 p.m. We received a 45 minute tour of the museum by Hillary, and then we had time to explore on our own. Our team enjoyed visiting the GMA, and liked seeing all of the art available. However, we did experience feelings of discomfort from the security guards. We also saw a need for increased signage, both inside and outside of the museum. For example, signs for the parking, on the side of the building, and directing to the entrance of the museum would've been helpful for our visit. We also would've liked to have seen more signage inside to explain different art exhibits and pieces.

Visit #2:

Our Team Coordinator and two team members who were unavailable for Visit #1 went to the GMA on Wednesday February 1, 2023 at 11 a.m. We explored the museum on our own, and enjoyed being able to see the different art pieces on display. Similar to Visit #1, during this visit, we did experience feelings of discomfort from the security guards, and overall saw a need for increased signage both inside and outside of the museum.

On-Site Visits

Visit #3:
Our Team Coordinator visited the GMA for Student Night on Thursday February 16, 2023 at 6:30 p.m. There were a variety of small snack items available, including tortilla chips, guacamole, and cookies. There were also a couple tables set up with a collage activity and an option to enter a raffle. Our Team Coordinator enjoyed the Student Night, and thought that overall it was a fun event. She enjoyed being able to walk around the museum, receive free snacks, and win a free GMA mug. She noted that there is a need to increase promotion surrounding the fact that food and drink are always allowed on the first floor of the museum. Based on our previous visits, we believed that food and drink were not allowed anywhere in the museum at any time. Given that students in our focus groups expressed an interest in studying with snacks and drinks, it should be more widely promoted that food and drinks are not completely banned from the museum. Our Team Coordinator also noted the need for a sign at Student Night directing people upstairs to the galleries, as it was unclear that you were allowed to leave the first floor to visit the art. A couple other ways to expand the Student Nights would be through expanding the raffle with larger prizes and through offering more activities. One way to do this could be through collaborating with another event that is already taking place at the same time. For example, during this particular night, yoga in the galleries and a movie event were both happening at the same time. These activities could be promoted to students who are attending the Student Night. There is also a need for increased promotion leading up to the event through Instagram, word of mouth, tabling, and flyers.

Visit #4: Our Team Coordinator visited the GMA on Saturday, March 18 at 4 p.m. to collect more photos and video clips to be used for our campaign book. She had a good experience and liked how there were now bouquets of flowers located on the study tables on the first floor. She did note that it could be good to add some more tables for studying, including tables outside in the sculpture garden. Similar to the previous visits, there were feelings of discomfort caused by the security. However, the overall experience was good.