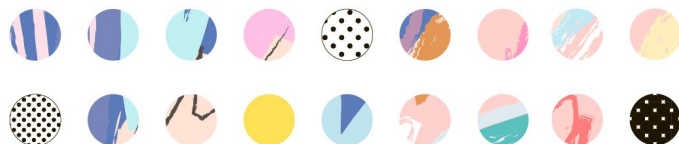


THE HYBRID-WORK MODEL FOR MUSEUMS: STRATEGIES FOR SUCCESS

Presented by Artwork Archive and Ohio Museums Association



INTRO'S



Elysian Koglmeier
Head of Growth
Artwork Archive



Emily Coughlan
Curator
Albin Polasek Museum
& Sculpture Gardens



Alisha Kerlin
Executive Director
UNLV's Marjorie Barrick
Museum of Art



Vivian Zavataro
Director & Chief Curator
The Lilley Museum of
Art, University of
Nevada, Reno



Hal Stringer
Founding Chairman of
Winter Park Paint Out

WHAT WE ARE HEARING FROM MUSEUMS

Challenges:

We can't access our files because they are all hosted on our work computers in the office.

With colleagues working from home, it's a challenge to collaborate and communicate.

COVID hit our budget. We have limited resources.

We had to stop or scale back in-person exhibits and programming.

Solutions:

Shift to digital collection management systems so info can be accessed anywhere, on any device.

Adapting to new platforms that enable remote collaboration – whether you're in the office or not.

Finding ways to fundraise online. Shifting to more affordable platforms.

Engaging with new communities as exhibitions and collections are brought online.



WORKING STRATEGIES: REMOTE, HYBRID OR IN-PERSON?

Is the culture you had, and perhaps want to preserve, the right culture for this new environment?



Remote

Pros

Keep staff healthy

Assist with recruitment and retention.

Minimize inequities compared to hybrid

Co-working as solution.

Cons

Fear of engagement and loyalty waning

Challenge to establish sense of belonging

Hybrid

Pros.

Flexibility: get benefits of remote and in-person.

Give a "breather" - work/life balance.

Cons

Coordination challenges: hard to overlap, stress on managers.

Create status tiers & inequities for those who are in-office more often

Everything is scheduled.

In-person

Pros

Known expectations.

In-person connections & collaboration.


Impromptu/serendipitous meetings

Cons

Less flexibility.

Lose what made remote special (no commute, independence)

Limited access to talent.



Types of Hybrid Work Models

There isn't just one...

Office-centric

Fully flexible

Remote-ish / remote-friendly

Hybrid remote-office

Remote first (empower vs. merely allowing)

[Learn more.](#)

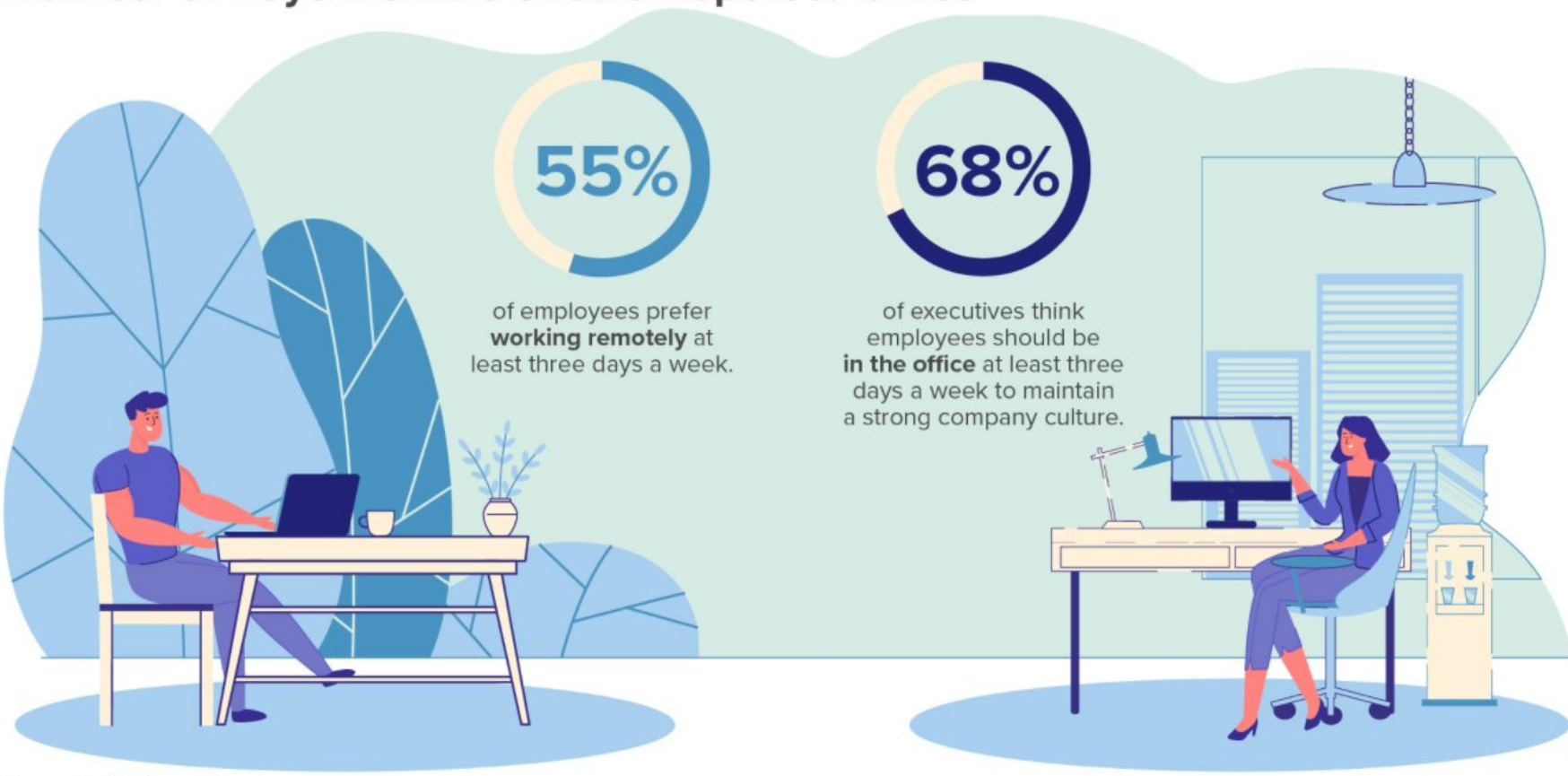
Post-COVID-19: U.S. Employees, Execs Differ over Number of Days Workers Should Report to Office



of employees prefer **working remotely** at least three days a week.



of executives think employees should be **in the office** at least three days a week to maintain a strong company culture.



Source: PwC U.S. remote work survey

What does working in the office accomplish?

Factors to weigh when considering a hybrid model

The nature of the employees' work and the specific jobs they perform.

Who spends most of their time by themselves at their desks? Who needs access to objects? Who needs to collaborate and build relationships? Conservators vs. Curators | Museum Ed vs. Development | Security vs. Finance

Personality

The reality is that some people don't work well remotely; they need human interaction. During COVID they felt "stuck at home." Whereas others may be more intrinsically motivated and have passions outside of the office.

Home set up

Some staff don't have the luxury of a home office. Or, may have additional family members at home.

Factors continued

Employee tenure or experience level.

New hires or recent promoted may need to be onsite. The Conference Board report noted that "leaders will now need to ensure that all [employees] have a sense of belonging and that no group is more valued, supported or developed than another."

Age

Members of Generation Z—the oldest of whom were born in 1997—in general prefer being in the office, various surveys have shown. They are new to the professional work world, and their social life often is intertwined with work.

Remember to listen: "[Take real stock \[of\] what your employees are asking](#)," Caglar advises employers, "and how you can [accommodate them] without hurting your [organization's] performance." Recognize that some people don't need to be in the office.

U.S. Executives Plan New Investments to Support Hybrid Working

■ Percent of executives planning increased investment





MAKING HYBRID WORK

Or honestly, any type of model...

- Pieces
- Editions
- Locations
- Schedule
- Contacts
- Sales
- Maintenance
- Reports
- Insights

My Profile
Public

- Help Tour
- Blog
- Discovery

Silent Dawn / Pieces

📄 Reports ✎ Edit 📄 Copy 💰 Register Sale 🎁 Donate



Artist: **Joanne Gilbert**

Size (h w d): 30 x 40 in

Medium: Oil On Canvas

Subject Matter: Landscape

Type: Painting

Value: \$7,500.00

Insurance Value: \$7,500.00

Creation Date: 1919

Tags: **Snow**

Status: Available

Condition

Excellent

Description

Snowy scene captured by the artist at dawn on a cold morning in 1919

Notes

This work is to remain in the Chicago location until further notice.
DETAILED LOCATION: It is located in the west wing of the building.

Signature Info

Signed

Located in the bottom left: W.L. Palmer

Public Status

Public

<https://www.artworkarchive.com/profile/democrp/artwork/silent-dawn-josiah-blaisman>

Purchase Info

Purchase Date: August 17 1969

Purchase Price: \$4,000.00

Purchase Location: [Sample Auction House](#)

Seller: [edit](#)

Current Location

Chicago Office

Aug 24, 2018 to Aug 23, 2019 ([edit](#))

[Assign To New Location](#)

Appraisal History [Add Appraisal](#)

Appraiser	Value	Date	
Rebecca Feinstein	\$7,500.00	June 27, 2016	View
Katerina Jenkins	\$6,000.00	February 22, 1989	View

Location History [New Location Record](#)

Location	Dates	Current	
Chicago Office	Aug 24, 2018 - Aug 23, 2019 12 months	✓	Edit
Chicago Office	Feb 05, 1986 - Aug 24, 2018 over 32 years		Edit

Limited Edition Runs [New Run](#)

Run	Info
Print run for gallery show March 13, 2018	Prints: 20 Medium: poster board Size: 12.0 x 24.0in Signed: No Number In Location: 20 Number Sold: 0

Additional Files [Add File](#)



[Certificate of Authenticity \(pdf\)](#)

This is an example of a document you can store.

Maintenance Records [Add New](#) [Show All](#)

Info	Notes	
Date: Feb 22, 2012 Cost: \$75.00 Contact: Jack Fehrer	Quick touch up	Edit Delete
Date: Nov 22, 2018 Cost: \$150.00 Contact: Art Restoration	Canvas stretching	Edit Delete
Date: Sep 19, 2018 Cost: \$500.00 Contact: Art Restoration	come fix this chair	Edit Delete

Artwork Archive is an online art collection management system used by organizations, individual collectors and artists to organize, manage, and showcase their artworks.

ONLINE TOOLS FOR OUR NEW NORMAL

- SAVE TIME
- COMMUNICATE CLEARLY
- COLLABORATE EASILY
- BE PREPARED

Make information accessible and collaborate remotely

Never lose track: Centralize all of your artwork details, images, contacts & documents in one place. Easily find info you need.

Always be prepared: Have details at the ready for your board and staff, the press, insurance claims, tax season.

Don't rely on being physically on location: Access from anywhere on any device.

The screenshot displays a web-based art inventory management system. At the top, there's a search bar and navigation options like 'New Report', 'New Piece', 'Bulk Actions', 'Collections', and 'Hidden (1)'. Below this is a filter bar with categories: Status, Artist, Location, Date, Medium, Price, Size, and More... The main content area shows a list of artworks. Two items are visible: 'Zebras' and 'Giraffes', both by Mark Stokesbury. Each item includes a thumbnail image, a title, the artist's name, and a location description. To the right of each item is a metadata panel with fields for Value, Size, Type, Subject Matter, Location, Tags, and Status. An inset window shows a detailed view for the artwork 'A Vase of Flowers' by Margareta Havermann. This view includes a large image of the artwork, a 'Purchase Info' section (Purchase Date: 1917, Purchase Price: \$5,000.00), a 'Current Location' section (Boston Office, dated Jun 11, 2018), an 'Appraisal History' table, and a 'Location History' table. The 'Appraisal History' table has columns for Appraiser, Value, and Date. The 'Location History' table has columns for Location, Dates, and Current status. At the bottom of the detailed view, there's a section for 'Limited Edition Runs' and 'Additional Files'.

Share information, often

Prove your value and impact to stakeholders and decision makers.

Coordinate loans and donations.

Produce educational materials for classes, local school groups and community members.

Share out information to researchers.

Generate inventory lists

Produce portfolio pages

Create maintenance reports

Use Private Rooms

Make wall & address labels

Create exhibition reports

Create QR code labels

Average Dimensionality, 2015
Sophia Rouhana
Oil On Canvas
96 x 44 in



Dialogue with Intuitive Analysis, 2014
Sophia Rouhana
Oil
45 x 82 in




Fragment of a Burning Square, 2013
Sophia Rouhana
Oil
72 x 46 in



Always have contacts on hand

Joanne Albert / Contacts

Edit Add Reminder



Phone: 303 884 1122
Email: joanne@gmail.com
Website: <http://www.joanneart.com>

424 Off Campus Ave
Denver CO 80220
US


Artist: 9 Pieces

Birth Date: April 02, 1999
Nationality: American


Bio

Joanne Albert is a current student and part of our fine art program here at the university. She grew up in the Atlanta area and both her parents are also artists. She specializes in abstract, but is branching out into different disciplines this semester and we look forward to seeing her grow.

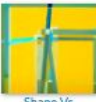
Artwork




Undefined Prism Sky




Surface and Structure




Shape Vs. Translation




Geopoliticus Moon in Illumination




Average Dimensionality




Dialogue with Intuitive Analysis



Elegance and Space



Remixed Sentiment




Architecture in Color

Additional Files [Add File](#)

Art Restoration / Contacts

Edit Add Reminder



Phone: 555 555 6666
Email: james@artrestoration.com
Website: <http://www.artrestoration.com>




1234 Abbey Lane
Mythical Co 555555
US

Maintenance Contact

Reminders for Art Restoration Show All

Wed Oct 09 [call them about saddle repair](#) Contact: [Art Restoration](#)

Maintenance Performed

Piece	Info	Notes	
	Piece: The Repast of the Lion Date: Apr 01, 2011 Cost: \$150.00 Contact: Art Restoration View all for this Piece	Frame touch up	Edit Delete
	Piece: The Repast of the Lion Date: Jul 11, 2013 Cost: \$500.00 Contact: Art Restoration View all for this Piece	Replaced glass in frame with new museum glass.	Edit Delete
	Piece: The Repast of the Lion Date: Feb 24, 2016 Cost: \$300.00 Contact: Art Restoration View all for this Piece	Restored damaged corner issue.	Edit Delete



Stop the “art scavenger hunt”

Always know where your artwork is: Have artwork across campus? Is it on loan? In storage? Track its location.

Track sub locations: Know what drawer within storage the print lives. Know what building has the watercolor painting.

Within Location records you can:

- Add sub-locations
- Attach documents like floor plans, press releases, etc.
- Track the works located there and their value
- Create wall labels

- Artwork
- Locations >
- Exhibitions
- Schedule
- Contacts
- Income
- Maintenance
- Reports
- My Docs
- Insights
- My Profile
Public

The Smith Center / Locations

- New Report
- Edit
- Manage Inventory
- Add Reminder
- Showing History
- Sales Records
- Sub Locations

Sub Locations (11) [See All](#) [Add/Edit](#)

- | | | |
|---|--|---|
| <p>4th floor/ Executive Lobby
(3 pieces)</p> <p>2nd floor main reception area
(1 pieces)</p> <p>Boman Pavilion / 4th Floor Lobby
(1 pieces)</p> | <p>Large conference room
(2 pieces)</p> <p>2nd floor reception area
(1 pieces)</p> <p>Large conference room lobby
(1 pieces)</p> | <p>2nd Floor admin hall
(1 pieces)</p> <p>4th Floor Executive Lobby
(1 pieces)</p> <p>Mezzanine lounge
(1 pieces)</p> |
|---|--|---|

Pieces at Location 26 pieces



- Get \$10 Credit
- Inbox
- Blog
- Discovery
- Help Docs
- Activity
- Account



Record and schedule maintenance

Create condition and maintenance records:



Record the conservation done, who did it, and how much it cost. Upload files.

Schedule upcoming conservation efforts

Coordinate with your conservator

Track maintenance cost.

The screenshot shows the 'Maintenance Records' page in the Artwork Archive system. The page includes a search bar, a sidebar with navigation options (Pieces, Editions, Locations, Schedule, Contacts, Sales, Maintenance, Reports, Insights, My Profile), and a main content area. The main content area features a 'Maintenance Date' section with 'Start Date' and 'End Date' input fields. Below this is a 'Filters' section with a filter for 'maintenance_date_asc' and a 'Clear All Filters' button. The records are displayed in a table with columns for 'Piece', 'Info', and 'Notes'. Two records are visible:

Piece	Info	Notes
 The Repast of the Lion	Date: Feb 22, 2012 Cost: \$75.00 Contact: Jack Fehrer View all for this Piece	Quick touch up Edit Delete
 Georges Seurat, "Study for 'Circus Sideshow' II	Date: Mar 07, 2012 Cost: \$500.00 Contact: Art Restoration View all for this Piece	Restoration exercise performed on the lower tail part Edit Delete

Set it, to forget it

Add custom reminders:

Never miss a beat...or a deadline. Identify important to-do's.

Keep everyone on task:

View your upcoming projects.

Sync with your calendar.

Receive weekly emails.

Schedule

➕ Add General Reminder

This Week

Tue Jul 09	drop off artwork for installation Contact: demoaartist-artist Done	✓	✎	🗑	📅
Wed Jul 10	Maintenance Reminder, Maintenance for Piece A Woman Seated beside a Vase of Flowers (Madame Paul Valpinçon?)	✓	✎	🗑	📅
Wed Jul 10	Sally needs insurance documents signed Done	✓	✎	🗑	📅
Wed Jul 10	Repair chip in frame from collision with student Contact: Art Restoration	✓	✎	🗑	📅

Next Week

Tue Jul 16	Call Bruce Stephens about Renoir Deed of Gift Contact: Bruce Stephens	✓	✎	🗑	📅
Wed Jul 17	Pieces returning from Location Northern Storage Facility - (View Pieces)				📅
Fri Jul 19	Maintenance Reminder, Maintenance for Piece The Repast of the Lion	✓	✎	🗑	📅

Next 30 Days

Nothing

Next 12 Months

Thu Dec 26	Follow up on commission progress Contact: Georges Seurat	✓	✎	🗑	📅
------------	--	---	---	---	---

Keep intern and volunteers busy by coordinating projects on and off-site.

History

Filter

Date/Time	Action	Record Type	Login
Friday June 18, 2021 at 10:21 AM MDT	Updated	Piece "University of Demo"	justin@goodspark.org
Thursday June 17, 2021 at 10:21 AM MDT	Created	Piece "Ben Cha-Kim"	justin@goodspark.org
Thursday June 17, 2021 at 10:13 AM MDT	Updated	Piece "Ben Mitchell"	justin@goodspark.org
Thursday June 17, 2021 at 10:21 AM MDT	Deleted	Piece "University of Demo"	justin@goodspark.org
Thursday June 17, 2021 at 10:21 AM MDT	Updated	Piece "Georges Seurat 'Study for 'Circus Sideshow' II"	justin@goodspark.org
Thursday June 17, 2021 at 10:13 AM MDT	Updated	Piece "Georges Seurat 'Study for 'Circus Sideshow' II"	justin@goodspark.org
Thursday June 17, 2021 at 09:47 AM MDT	Created	Income/Expense "2021 Gift from Jack - \$2000 (Revenue)"	justin@goodspark.org
Thursday June 17, 2021 at 09:14 AM MDT	Updated	Contact "Jack Fehrer"	justin@goodspark.org
Thursday June 17, 2021 at 08:14 AM MDT	Updated	User "University of Demo"	justin@goodspark.org
Wednesday June 16, 2021 at 06:31 PM MDT	Deleted	Piece "Secare" (deleted)	justin@goodspark.org



THE HYBRID MODEL FOR YOUR AUDIENCES



UNLV MARJORIE BARRICK MUSEUM OF ART

Las Vegas, Nevada

We believe everyone deserves access to art that challenges our understanding of the present and inspires us to create a future that makes space for us all.



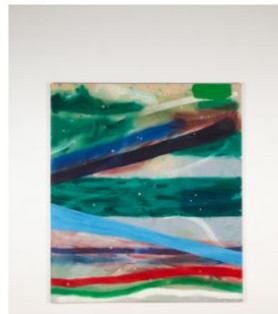
Message

Portfolio

About

News

Artists



Promote your artists



DUKE ELLINGTON SCHOOL OF THE
ARTS

Washington, DC



Message

Portfolio

Collections

Artists



I will always be here
before you

Photograph
28 x 39 in
(71.12 x 99.06 cm)

[Michael B. Platt](#)

Not For Sale

INQUIRE

SHARE

<
Prev

>
Next

Michael B. Platt (1948-2019) was a 2007 recipient of the prestigious Franz and Virginia Bader Fund Grant. Long known as a printmaker, Platt preferred the more encompassing designation, "imagemaker." His artwork ultimately turned to digital imagery and book art that combined image and poetry—fragments, allowing us glimpses of our selves. He continued to create artwork that centered on figurative explorations of life's survivors, the marginalized, and referencing history and circumstance in the rites, rituals and expressions of our human condition. ~<https://mplattstudio.com>

In 2017 Michael B. Platt created a mural for the Duke Ellington School of the Arts Project. Platt was deeply involved in the school, having taught there a number of years ago, and followed its journey from the school's inception. From his memory of the spaces of the original building, he was able to use this opportunity to create images for the school's new configuration. ~<https://www.invisionsarts.com>

Collections: [Legacy: The Peggy Cooper Cafritz Collection](#) , [PCC](#)

Online exhibits: clicks are the new footprints

Online exhibits provide access and engage new audiences.

The focus is reaching out rather than bringing in.

Use online tools for seamless project management on and off-site

So, how do we measure the impact of the digital world?

Collective Landscapes: From Masters to Emerging

April 15, 2021 - May 27, 2021
On Site Exhibition



Coming Summer of 2021

This exhibition sheds light on the ways that artists interpret their worlds and spaces. Whether it be abstract forms or detailed representation, the artist's eye captures their surroundings and the truths they feel. From paintings to sculpture to sketches, this exhibit brings together works that comment on life in the artist's eye.

Explore this Exhibit

Artwork Artists Rooms

Piece Search



Winslow Homer
Cannon Rock
14 x 24 in
(35.56 x 60.96 cm)
Oil on canvas



Jules-Edmond-Charles Lachaise
Design for Elevation of Ceiling and Wall, Deep...
24 x 18 in
(60.96 x 45.72 cm)
Watercolor and gouache



Winslow Homer
Flower Garden and Bungalow, Bermuda, 1899
13 x 20 in
(33.02 x 50.8 cm)
Watercolor and graphite on off-white wove paper



Winslow Homer
The Bather, 1899
Watercolor and graphite on off-white wove paper



Winslow Homer
Palm Tree, Nassau, 1898
12 x 20 in
(30.48 x 50.8 cm)
Watercolor and graphite on off-white wove paper



O. Louis Guglielmi
One Third of a Nation
30 x 24 in
(76.2 x 60.96 cm)
Oil and tempera on wood



Henri Rousseau
The Repast of the Lion, 1907
30 x 40 in
(76.2 x 101.6 cm)
Oil On Canvas



Kubo Shunman
Various Moths and Butterflies II, 1850
18 x 18 in



Kubo Shunman
Various Moths and Butterflies, 1900
17.5 x 17.5 in
(44.45 x 44.45 cm)
Part of an album of woodblock prints (surimono); ink and color on paper



STRATEGIES FOR FUNDRAISING ONLINE

Shifting to digital events

THE WINTER PARK
Paint Out

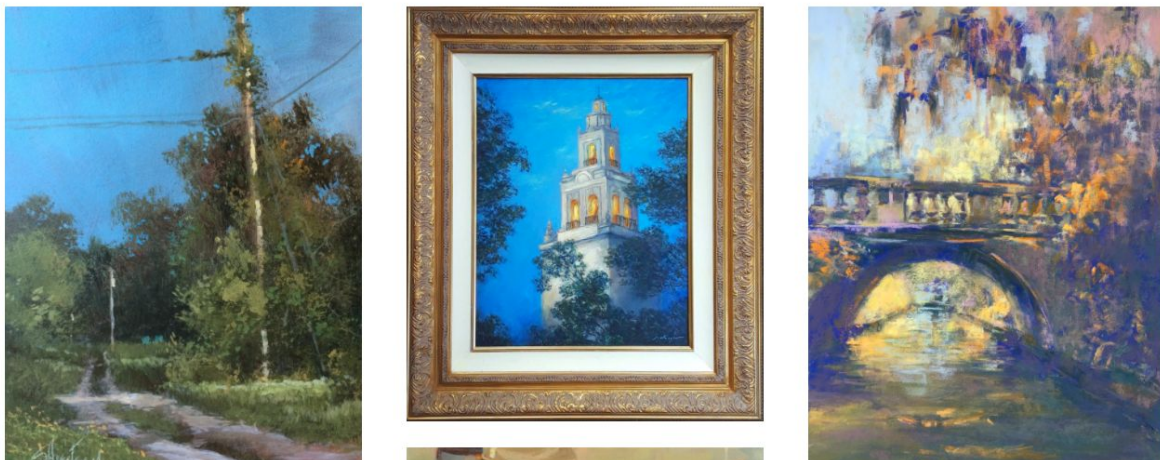
Home About ▾ Artists and Artwork ▾ Events ▾ Get Involved ▾ Contact

Curated Selections from the 2020 Winter Park Paint Out

Piece Search

Artist Favorites

This collection contains each artist's favorite painting submitted for the 2020 Virtual Winter Park Paint Out. We think it's hard to choose between so many beautiful paintings!



2020 Collections

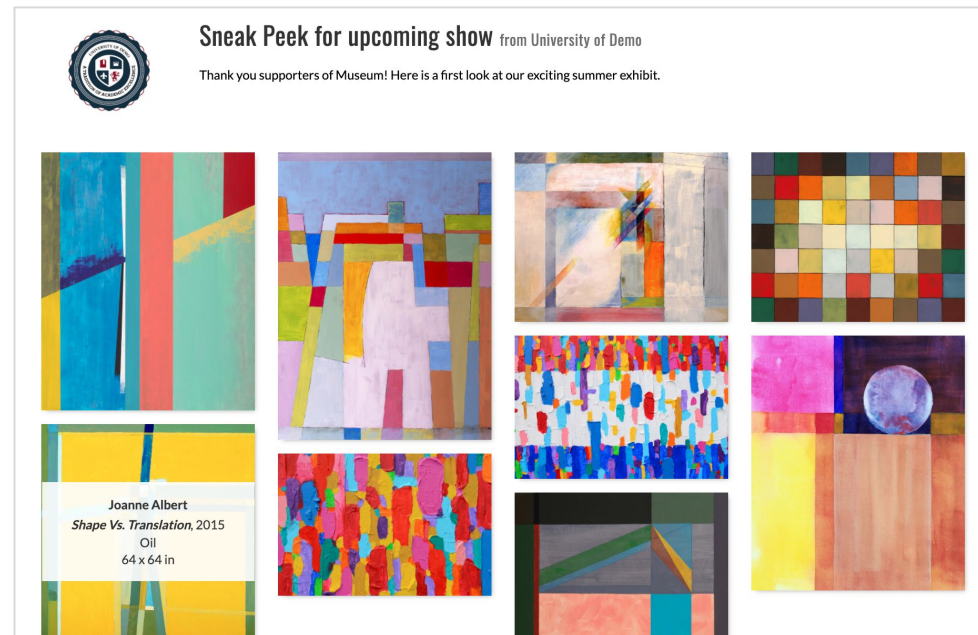
- Artist Favorites
- Feathered Friends
- In the Garden
- Naturally Florida
- One if by Land, Two if by Sea, River or Lake
- Still Lifes and Favorite Things
- Sun, Surf and Sand
- Winter Park Classics
- Big and Bold
- Good Things Come In Small Frames
- All Artwork from 2020

Create VIP opportunities in the cloud

Provide virtual sneak-peeks to exhibitions and programming.

Curate Private Rooms and release before the exhibit opens.

Create and share directly from your art collection inventory.



Make (online) sales easier and faster

Use a virtual platform to sell art and reproductions, accept donations, generate invoices, and process payments online.

Online invoicing: Seamlessly send branded invoices, include discounts, and add custom notes and headers

Purchase requests: Have a direct line from interested buyers through Artwork Archive's Public Profile, Private Rooms, or Embed to make Purchase Requests.

Payment processing: With PayPal integration, you get paid directly and the sales information gets updated in your account.

NEWS, TOOLS & RESOURCES
FOR THE ART COMMUNITY

All Artist **Collector** Categories Search

ARTIST, COLLECTOR
5 Ways to Make Your Art Collection More Accessible to the Public
Engage with new audiences as you reach beyond the physical boundaries of your institution.

Get Organized
Share Your Work
Analyze Your Career
Report Professionally
What Our Artists Say

COLLECTOR
A Short Tutorial on Protecting Art Collections from Natural Disasters
We're living during challenging times. Learn how to catalog and safeguard your art collection in this short video tutorial.

Popular Posts

9 Things You Should Give Up to Be a Successful Artist

How to Inventory Your Artwork

Complete Guide to 2020 Artists Grants

Seven Rules for Pricing Your Artwork

How to Make Money as an Artist on Instagram

COLLECTOR
How to Avoid Denials or Low Payouts on Your Fine Arts Claim
Have you minimized your risk of having your fine art claim denied or reduced?

ARTIST, COLLECTOR
Unconventional Provenance: Documenting Art Ownership in the 21st Century
Provenance is taking new shapes during the digital era. As times change, so do the ways that we document our art.

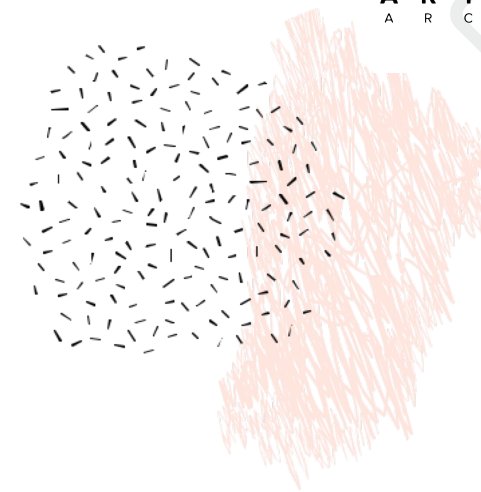
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<https://www.artworkarchive.com/blog>

ARTWORK ARCHIVE CAN HELP

- Sign up for our newsletter at <https://www.artworkarchive.com/newsletter>
- Artwork Archive offers a free 30-day trial.
- Nonprofits receive a lifetime 30% discount.
 - Plans start at \$29/month.
- Sign up & review features at <https://www.artworkarchive.com/oma>
- Send any questions to elysian@artworkarchive.com
- Videos: <https://www.youtube.com/user/ArtworkArchive>





THANK YOU.

RESOURCES



- [Hybrid Work Model Likely to be New Norm in 2021](#)
- [The Unintended Consequences of the Hybrid Work Model](#)
- [What is a Hybrid Work Model and How Do We Make it Work?](#)
- [The 5 Hybrid Remote Works Models for Your Business](#)

ARTWORK ARCHIVE ARTICLES

- [How One Museum Moved its Exhibitions Online During COVID-19](#)
- [5 Ways to Make Your Art Collection and Exhibit More Accessible to the Public](#)
- [Announcing Online Exhibitions and Exhibit Archive](#)
- [Art Collection Management on the Go](#)
- [5 Time-Saving Tools for Managing Your Art Collection](#)
- [How Digital Solutions are Changing Collection Management](#)
- [Tips for Finding the Best Collection Management System](#)
- [10 Reasons Why Art Collections Are Switching to Artwork Archive](#)

LINKS FROM PRESENTATION

- <https://www.artworkarchive.com/profile/unlvmuseum>
- <https://www.unlv.edu/barrickmuseum>
- <https://www.artworkarchive.com/profile/thelilley>
- <https://www.unr.edu/art/museum>
- <https://www.winterparkpaintout.org/paint-out-archives-2020/>
- <http://polasek.org/cynthia-holmes/>
- <https://www.artworkarchive.com/rooms/florida-plein-air-collection/18b749>