



WOODSTOCK ART GALLERY

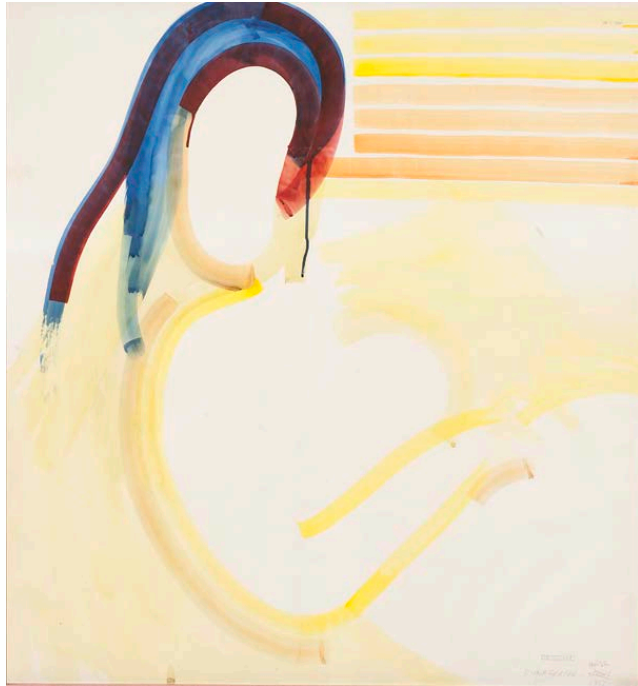
Digital Strategy
2023

Introduction

The Woodstock Art Gallery collaborated with external consultants from late fall 2022 to early spring 2023 to develop a comprehensive digital strategy.

- Digital Access to Heritage grant
- RFP to hire a consultant- Bruce Wyman of USD Design | MACH Consulting, partnering with Corey Timpson of Corey Timpson Design
- COVID-19 led to virtual programming when gallery was closed
- Upon reopening, a hybrid virtual/in-person model is recommended
- Digital strategy works in tandem with the strategic plan

Process



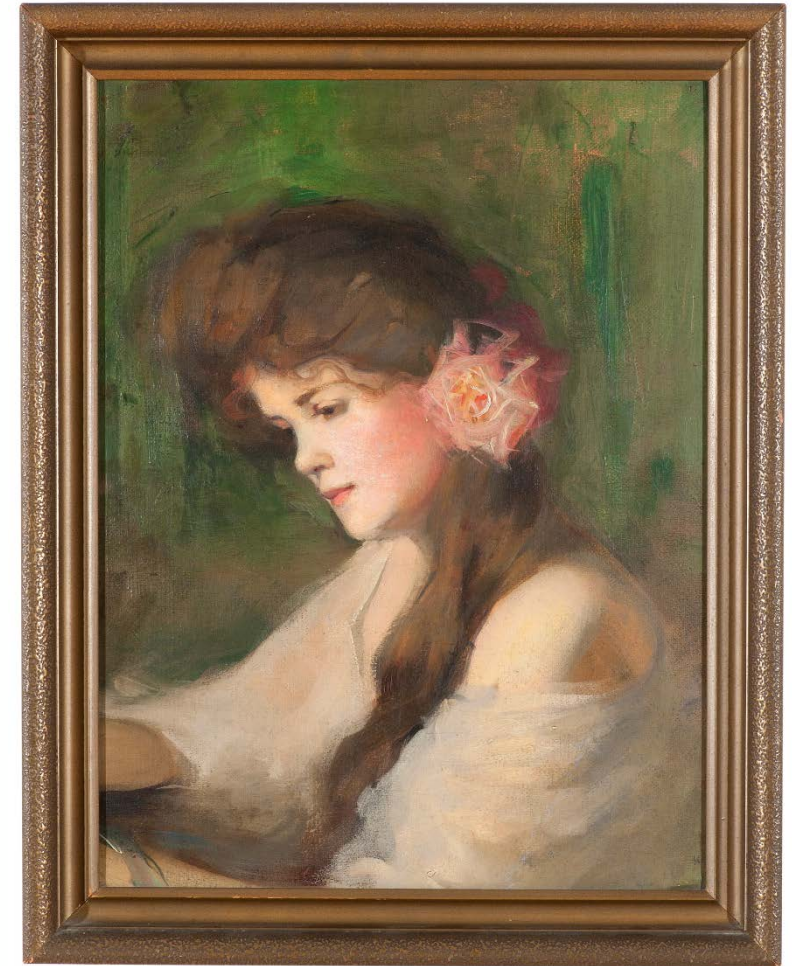
Greg Curnoe, Canadian (1936-1992), *Diana Seated*, 1963, gouache on paper, 88.90 x 88.90 cm, Gift of Zoe Curnoe, Woodstock Art Gallery Permanent Collection, Photo Credit: Rita Taylor.

Remote interviews with staff members were the basis for much of the assessment, alongside document, content, and database reviews.

- SWOT analysis
- Goals and Objectives
- Gallery staff were involved with the process
- Consultants offered guidance in understanding and approaching digital technologies

The Permanent Collection is the Gallery's core function.

- A robust online presence needed
- Continued effort needed to completely digitize collection
- Tour guide app – continued effort needed for digital content for exhibitions
- Updating digital outputs on the website and social media helps with regional presence
- We expect this digital strategy to be revisited and revised periodically



Florence Carlyle, Canadian (1864-1923), *Helene*, c. 1908, oil on canvas covered board, Bequest of Virginia Lynn Johnston Godin, 2012, Woodstock Art Gallery Permanent Collection, Photo Credit: Rita Taylor.

Digital Goals

1. Establish and maintain core digital resources.
2. Develop digital content capabilities for experimentation.
3. Refine the digital footprint of the Woodstock Art Gallery.
4. Develop digital decision-making tools.



Malaya Akulukjuk, Inuit (1915-1995), *Untitled (Four Kayaks)*, c. 1973, felt pen on paper, 28.00 x 38.00 cm, Gift of Eileen Senior and James and Mary Moorhead, Woodstock Art Gallery Permanent Collection, Photo Credit: Robert McNair.



Nellie Appaqaq, Inuk (1936-2000), *Bird E-972 B2493-2*, soapstone, 10.90 x 18.00 x 6.50 cm, Estate of Diana Knight, Woodstock Art Gallery Permanent Collection, Photo Credit: Robert McNair.

Top Recommendation: Digital Project Coordinator

- Collections Management Support (approximately 65% of the time)
- Tour Guide App Support and Development (approximately 25% of the time)
- Digital Standards and Metadata Oversight (approximately 10% of the time)



Maxine Noel, Santee Oglala Sioux (b. 1946), *Remembrance*, 2022, acrylic on canvas, 61.00 x 45.70 cm, Purchase, Woodstock Art Gallery Permanent Collection, Photo Credit: John Hartman.