

Going Virtual: Dallas Fed & Economic Education

Allison Clark

Communication & Outreach

08/12/2020



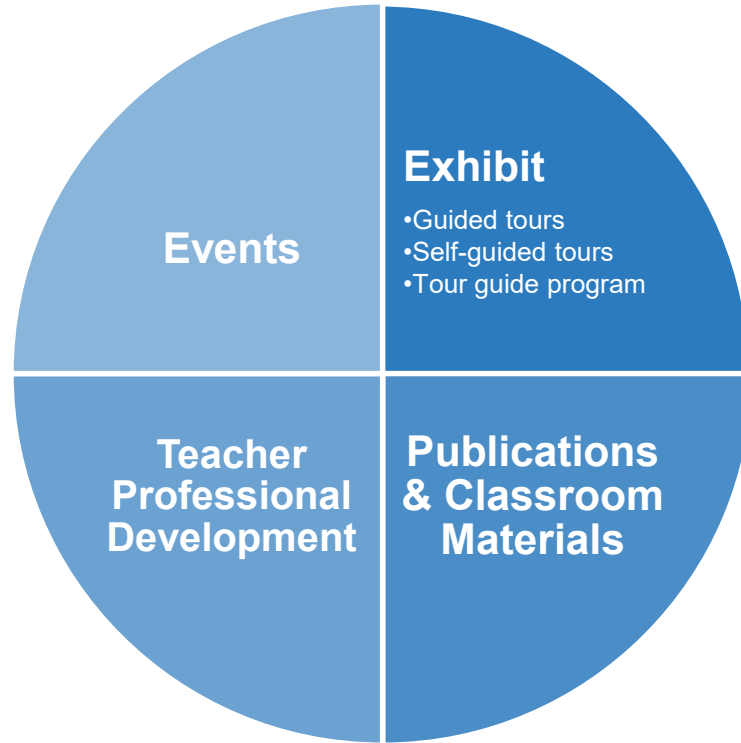
Federal Reserve
Bank of Dallas

The views expressed are my own and do not necessarily reflect official positions of the Federal Reserve System.

Economic Education at the Dallas Fed



Economic Education at the Dallas Fed



Present & Future Landscape of Virtual in Museums

- Slow rebound of in-person visitation
- Physical touch points will be phased out in favor of digital mobile and bring your own device solutions
- Less content on walls and more onto mobile devices
- Rise of contactless experiences, payments, and technology
- Timed ticketing
- Communicating commitments to safety
- On-site orientation and wayfinding
- Forecasting & responsiveness to visitors' needs
- Museum at Home

Virtual Programming Examples from Museums

General/Family Resources

- Virtual tours and exhibits
- Live and recorded videos
- Weekly podcasts
- Coloring and activity books
- Interactive timelines
- Hi-Res photos of artifacts
- At home lessons/activities
- Behind the scenes videos
- Crowdsourced projects
- Virtual events and fundraisers
- Virtual memberships

School-Specific Resources

- Live or recorded virtual field trips
- Virtual tour lesson plans & student graphic organizers
- News articles with discussion questions
- Online learning modules & curriculum

Virtual Programming at the Dallas Fed

Virtual Classroom Resources

Set Financial Goals

Using **Anthony's financial goals** (or another) as an example, complete your own below or download a **PDF**.

PDF

See what goals the other people of *Building Wealth* set.



My Financial Goals

My short-term goals are:

1.

Take a Seat at the Table

An FOMC Simulation



Find more on DallasFed.org!

Virtual Programming at the Dallas Fed

Teacher Professional Development



The image shows a YouTube video player interface. At the top left is the Dallas Fed logo, followed by the video title "Dallas Fed Summer Series: Resources for Educators". To the right are icons for "Watch later" and "Share". The main video area features a blue background with a photo of two people in a meeting. Text on the right side of the video area reads "Dallas Fed PROFESSIONAL DEVELOPMENT FOR EDUCATORS" and "Summer 2020". A "MORE VIDEOS" button is located at the bottom left of the video area. The video player controls at the bottom include a play button, a volume icon, a progress bar showing "0:00 / 40:21", and icons for closed captions, settings, the YouTube logo, and a full-screen button.

Virtual Museum Programming

- 360-degree user-led tour & mobile app
- Extending our reach
- Customizable, visitor-directed experiences
- Support clear learning outcomes for diverse groups
- Visitor engagement and feedback

Virtual Programming at the Dallas Fed

- Virtual Exhibit Tour & Mobile App



←

Teacher Resources

Activities designed to enrich self-guided field trips.

Plan Your Visit
Tips to enhance your field trip experience



☰ TELL US WHAT YOU THINK.

SHARE IT

The Asian art gallery has objects from China, Korea, Japan, India, Nepal, Tibet, Cambodia, and Thailand. Walk into the gallery and go to the first artwork that draws your attention. Describe it in five words to complete the challenge.

Enter your opinion here

✓ COMPLETE CHALLENGE

Engaging Tour Guides

- Virtual training
- Virtual programming
 - Best practices
 - Cap your size: 5-30 participants
 - Shorten your virtual programs (30-45 min for a 60-90 min tour)
 - Minimize distractions (i.e. chat, annotation) for lower grades
 - Encourage video use
 - Make teachers cohosts and invite them early
 - Give more response time for live participation
 - Experiment with in-gallery engagement strategies and images

Questions?
Allison.Clark@dal.frb.org