

Innovative Projects in Online Audience Engagement

Jacob's Pillow Dance Festival: Virtual Pillow
University Musical Society (Ann Arbor): The UMS Lobby
Hubbard Street Dance Chicago





Representing Jacob's Pillow Dance VIRTUAL PILLOW



Connie Chin
General Manager
cchin@jacobspillow.org

July 15, 2011

What we'll do today...

- Ping-Pong-Presentation (30 minutes)
- Project Exploration in Breakout Groups (15 minutes)
- Regroup for artist response, discussion, sharing your online engagement strategies, Q&A (30 minutes)



Goals for today

- Behind-the-scenes snapshot of two different online audience engagement projects
- Create a context for sharing your experiences
- Hear an artist's point of view
- Leave with 1-2 ideas that you can take back to your own organization

Common Ground



Ted Shawn's Men Dancers, photo John Lindquist

- The Organization
- Project Objectives
- Target Audiences
- Key Strategies
- Successes
- Challenges
- What's next?

What is Jacob's Pillow?



MISSION: To support dance creation, presentation, education and preservation, and to engage and deepen public appreciation for and support for dance.

Inside/Out free performance series, photo Christopher Duggan

What is Jacob's Pillow?

- Program Areas: Festival, School, Archives, Creative Development Residencies, Community Programs, National Historic Landmark, Virtual Pillow
- Jacob's Pillow Dance Festival, now in its 79th season, is America's longest-running dance festival, and presents dance from all over the world on three stages.
- 30 year-round staff, 60 seasonal staff, 53 faculty, 33 Festival interns, 2-4 Fall/Winter/Spring interns
- Fiscal 2011 annual operating budget \$5.4M
- Honored by President Obama with the National Medal of Arts

Virtual Pillow Project Objectives

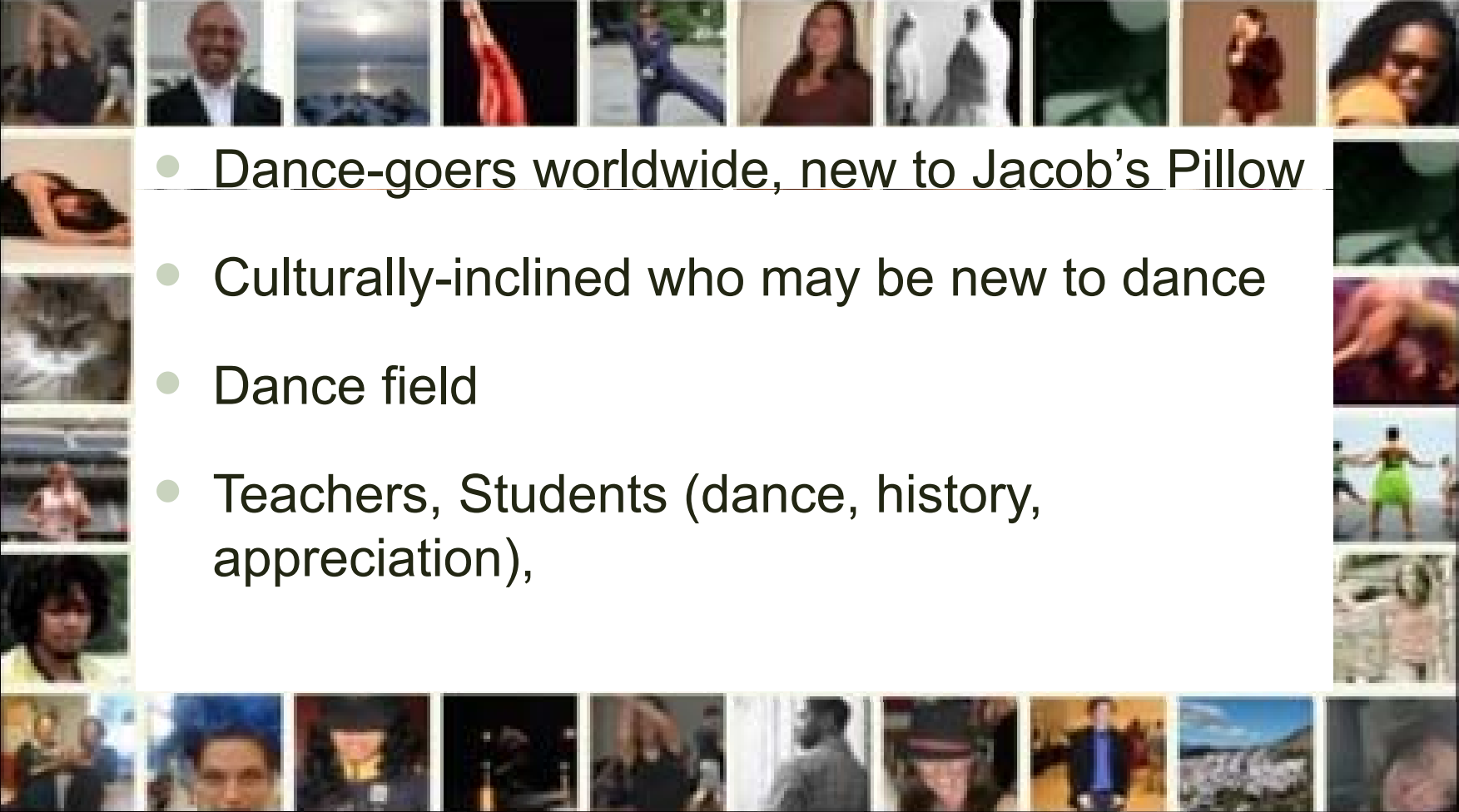
- Transformative

With major support from the Leading for the Future Initiative, a program of Nonprofit Finance Fund, funded by the Doris Duke Charitable Foundation.

- Build an e-audience for dance and Jacob's Pillow



Target Audiences

- 
- Dance-goers worldwide, new to Jacob's Pillow
 - Culturally-inclined who may be new to dance
 - Dance field
 - Teachers, Students (dance, history, appreciation),

Key Strategies

- Offer something only the Pillow could offer, and build on organizational core competencies
 - Dance presenter, not producer
 - Extensive audience engagement programs
 - Archives video and photos from 1930s to today
 - Existing Dance Interactive physical kiosk
 - The original kiosk was created with support from the New England Foundation for the Arts, the American Masterpieces initiative of the National Endowment for the Arts, and the Massachusetts Cultural Council, a state agency, with research funds provided by the Gladys Krieble Delmas Foundation.
- Scalable, sustainable: digital platform easy to update in house; watch out for workload

Engagement Funnel

PHYSICAL PILLOW

VIRTUAL PILLOW

Ticket Buyers

Visitors to free content

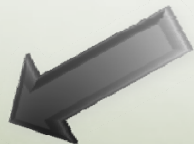
Season Subscribers

Newsletter Subscribers

Members, Donors

E-donors

Major Gift





VIRTUAL PILLOW

Behind the Scenes

HD Video
Digitization of selected assets
Collections Management software
Search Engine Optimization
New Ideas

Public Projects

FORA.tv
PillowTV (Youtube channel)
E-fundraising
Social media
Dance Interactive

Multiple channels of digital interaction with the public





JACOB'S PILLOW DANCE INTERACTIVE

Inside this online exhibit view brief performance excerpts spanning from 1930s dance pioneers to today's most exciting artists. All recorded at Jacob's Pillow, this collection is ever-growing with many paths to explore, meaningful connections to discover, and surprises to share. Welcome.

ARTIST»

GENRE»

ERA»

DIVE IN » GUESS »

ARTIST
GENRE
ERA »
GUESS

2010+

2000-2009

1990-1999

1980-1989

1970-1979

1960-1969

1950-1959

1940-1949

1930-1939

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Les Ballets Trockadero de Monte Carlo

Le Lac des Cygnes (Swan Lake, Act II)

Choreography: After Lev Ivanovich Ivanov

August 12, 2010



Kyle Abraham

Inventing Pookie Jenkins

Choreography: Kyle Abraham

August 14, 2010



Lucy Guerin Inc

Structure and Sadness

Choreography: Lucy Guerin

August 21, 2010

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HUBBARD STREET DANCE CHICAGO



Recorded at Jacob's Pillow: August 26, 2010

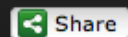
Dancer/choreographer Lou Conte founded Hubbard Street Dance Chicago in 1977 and directed the company until his retirement in 2000. Although he was originally the company's sole choreographer, Conte built the repertory by forging a key partnership with [Twyla Tharp](#) in the 1990s, acquiring seven of her dances including [Nine Sinatra Songs](#) and an original work which had its world premiere at the Pillow. The relationship between the company and the Pillow has been a particularly close one, encompassing more than a dozen engagements since 1983, and including an unusual two-week season in 1990. The company continued to develop and thrive for nine years under the direction of Jim Vincent, and has been led by Glenn Edgerton since the fall of 2009. The excerpt seen here was recorded during Hubbard Street's first Pillow engagement under Edgerton's direction.

Dance Title: *Untouched*

Choreography: [Aszure Barton](#) (2010)

Music: Njo Kong Kie ("Picnic in the Cemetery")

Performers: Alejandro Cerrudo, Kellie Epperheimer

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CAN YOU GUESS WHO THIS IS?

MARK MORRIS DANCE GROUP

RHYTHMEK

LUCY GUERIN INC

RENNIE HARRIS PUREMOVEMENT

CORRECT! CLICK [HERE](#) TO LEARN MORE.

GUESS ANOTHER »

“the archive isn’t above having a little fun” – The New York Times

Successes

- Digital content continually updated
- Defining of levels of online "engagement"
 - Participate
 - Advocate
 - Incorporate
- Commitment to cross-department team
- Strong public response to 1st big launch
- Lots of NEW eyes on Jacob's Pillow

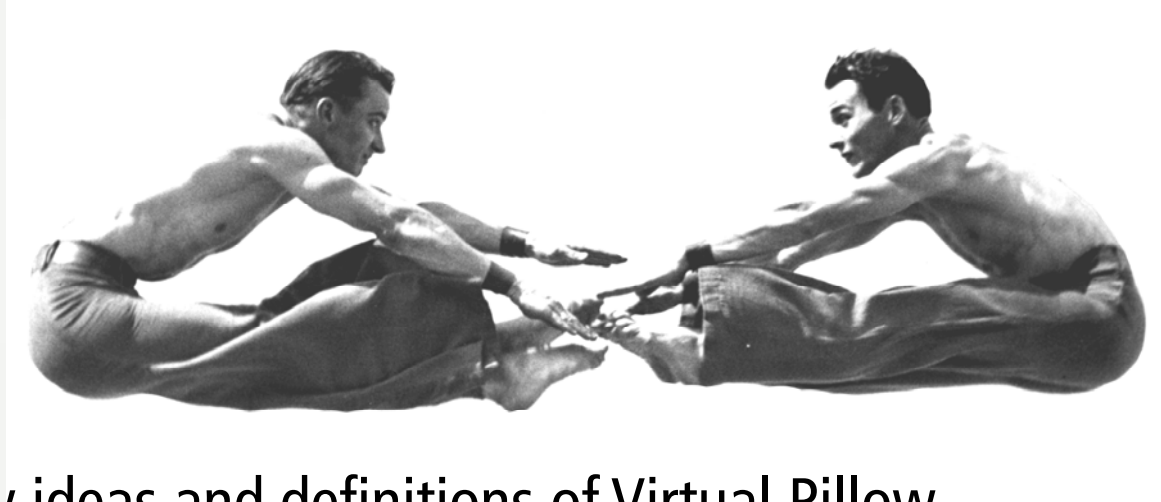


LAFa & Artists, photo Karlii Cadel

NEW Online Audience

- 12,000 visitors to Jacob's Pillow Dance Interactive (DI), launched March 2011
 - 67% were new to jacobspillow.org (.ORG)
- 1,400 visitors came from NYTimes.com launch article to DI
 - 60% were new to .ORG
- Facebook is #1 referrer to DI and .ORG
 - 7182 visits in 2011 so far
 - 55% of facebook referral traffic is new visitors
- PillowTV (YouTube channel) has close to 600K total views
 - 72% of YouTube referral traffic is new visitors

Challenges



- Many ideas and definitions of Virtual Pillow
- Easy to lose sight of objective of a new offsite audience
- “Digitizing the Archives” = boiling the ocean
- Artist rights and respectful relationships
- Demonstrating collective impact of multiple channels/efforts
- Staff time available to maintain/grow projects

What's next?

- Continual publishing of new content
- Virtual Pillow Views
- E-fundraising
- Revenue producing product ideas, target markets
- Continuing to get the word out:

Please help by sharing your Virtual Pillow experiences!

Want to stay updated?

- Subscribe to Virtual Pillow Views
 - jacobspillow.org: Click "e-club" button on top right
- Share your thoughts and questions
 - facebook.com/VirtualPillow.JacobsPillowDance
 - twitter: @JacobsPillow



Jacoby & Pronk, photo Liza Voll