

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 The UMS Lobby

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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

- Project Objectives
- Target Audiences
- Key Strategies
- Successes
- Challenges



Photo: Todd Rosenberg

What is UMS?



Hill Auditorium, Ann Arbor

What is UMS?

- Mission: To inspire individuals and enrich communities by connecting audiences and artists in uncommon and engaging experiences.
- Program Areas: Presentation of music (classical, chamber, world, jazz, contemporary), theater, and dance, as well as educational and community engagement programs (K-12, university, and adult levels)
- UMS, now in its 133rd season, is one of the oldest university presenters in the country, and presents music, theater, and dance from all over the world in multiple venues in Ann Arbor and on the U-M campus.
- 31 full-time staff
- Annual operating budget in 11/12: \$7.2 million

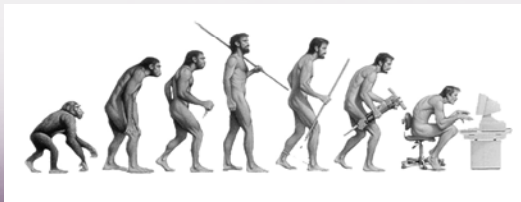
Project Objectives

- Recreate the kinds of things that happen in lobbies in a virtual, UMS-branded space (UMS does not own the venues in which we present).
- Brand the physical lobbies so that people distinguish UMS from the U-M School of Music, Theatre & Dance and other presenting organizations on campus.



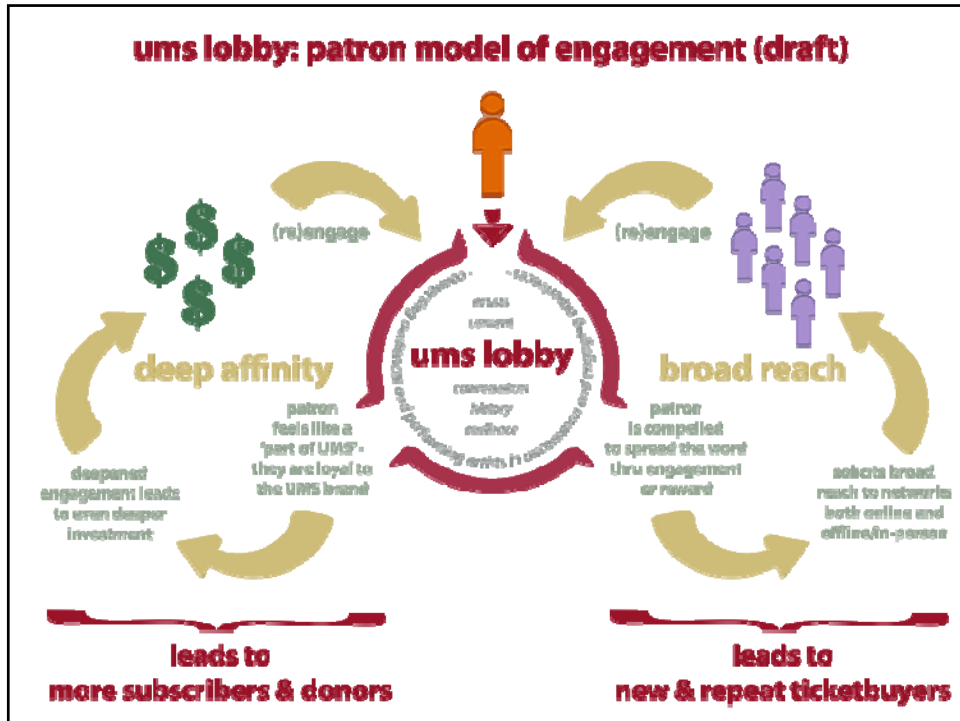
Project Objectives

- The UMS Lobby was a prototype project created within EmcArts' Innovation Lab program (funded by the Doris Duke Charitable Foundation).
- Meant to tap into the Web 2.0 ethos: social sharing, content creation, “authenticity,” and move away from the traditional marketing message.



UMS Lobby Mission

The UMS Lobby will expand and redefine what we mean by “the UMS experience.” By combining online and live components in everything UMS does, we’ll enable more people to engage more continuously and more deeply with each other, with the extraordinary history of UMS, with the artists we present, and with the life of UMS in Ann Arbor and throughout the region.



Target Audiences


Existing Patrons

- Build loyalty within already-committed audiences
- Provide an opportunity for longer-lasting, richer UMS experience
- Myth Busting: not just about developing "new" or "young" audience members.

Digitally Networked People

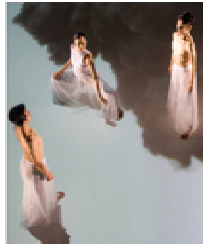
- Create a tool for people who are well-connected digitally
- Integrate with pre-existing and popular social sharing tools.
- Provide more content and touch points for those who are digitally saavy




www.UIMS.org

HOME
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head line »




Just Released: 11/12 Series Brochure – view the digital version!

April 20, 2011 – 2:52 pm | No Comment


The 11/12 UMS season brochure just arrived at our office, and we're getting it out in the mail just as soon as we can. You can catch a sneak peek by viewing the digital version here.

[Read the full story »](#)


featured posts »



People Are Talking: Takkis Quartet
April 8, 2011 – 0:00 | 3 Comments



People Are Talking: Septeto Nacional Ignacio Piñero de Cuba
April 7, 2011 – 0:00 | 7 Comments



From the UMS Archives: DJ Spooky
April 6, 2011 – 11:16 | No Comment

people are talking!
What did you think? Share your experiences from recent performances and hear what others are saying.

explore
NEW! Check out some of our latest multimedia work – from special artist access to behind the scenes to upcoming shows.

music
From classical to jazz and global rhythms, discover more about the artists and styles that appear on UMS's stages.


theater & dance
From Shakespeare to performance art, ballet to modern, the UMS stage comes alive with theater and dance.

living archive
A work in progress! Find details about our rich history – or help contribute your own story to the UMS legacy!

other recent posts »


UMS 11/12 Season: The Complete List

April 8, 2011 – 8:00 pm | 2 Comments



UMS announces its 11/12 season, opening Saturday, September 17, 2011, and running through Sunday, April 22, 2012. The season features 56 performances by 40 diverse artists, including world-class performers from local and national...

Facebook



University Musical Society on Facebook

Like

People Are Talking: Sankai Juku

Submitted by Jim Letja on October 20, 2010 – 6:04 pm
14 Comments


Is it beautiful? Is it grotesque? Is it captivating? Is it bizarre? Is it horrifying? Is it enlightening? Is it just plain weird? Is it all of these things?

How would **"YOU"** describe Sankai Juku?

Also, make sure you catch our [behind-the-scenes](#) look at the show.

Jessica Jackson says:
October 25, 2010 at 10:55 am

I really enjoyed watching the Saturday night performance. The energy and precision held in each movement, regardless of how small the movement was, really displayed the talent of each member of Sankai Juku. I ended up pouring over videos of butoh dance over the rest of the weekend, and I believe that seeing it in person is so much more gratifying because of the force of will the dancer exudes. It is so difficult to really get that feeling in a video. I went to this for an assignment for a dance class, and I know I will have a lot to write about! I am really fascinated by butoh style dance; it is something I wish to explore not only as an audience member but also as a dancer.



Anya says:
October 26, 2010 at 10:40 pm

I loved it, it was exactly like my daily life, from waking up as a shapeless thing of clay through the bloody mess in the middle to the falling down like a shapeless thing of clay at the end...



Lisa says:
October 24, 2010 at 4:46 pm

My experience was the same as Mike M's. At first I didn't know how to react, but as the dance progressed, I became increasingly captivated by how its abstract expression could create in such overwhelming feelings in me. I loved the segment where dancers wore horrifying white, corset-topped gowns with red lacing, white makeup and earrings, and moved over and around a red-ringed water-filled bowl.



Snapshots of the UMS Archive

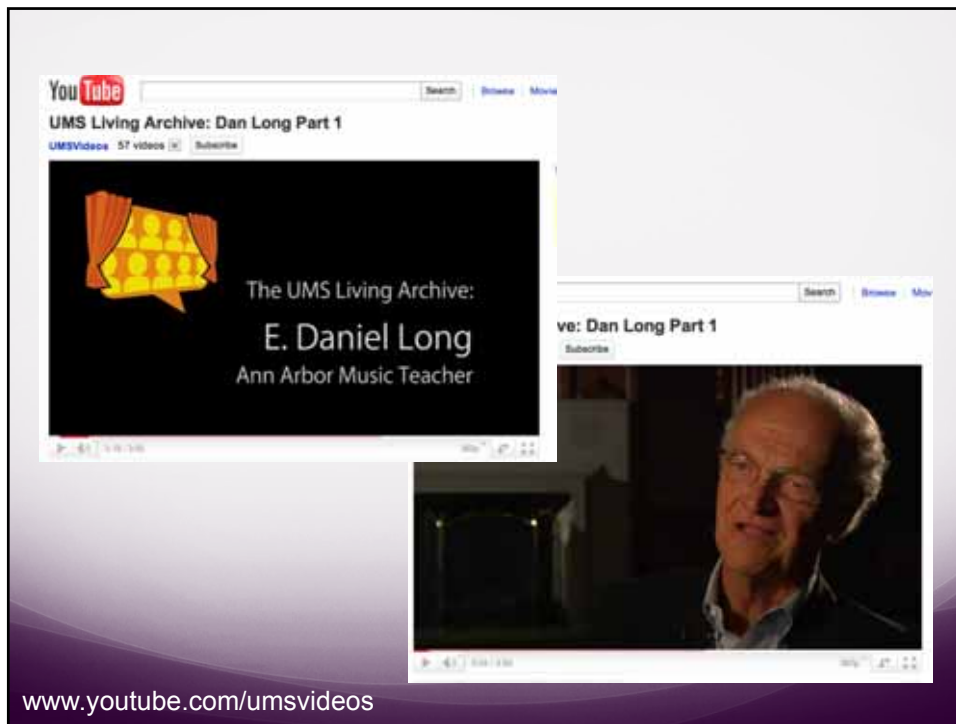


133 years of bound program books

Card Catalog: 133 years of artists and repertoire (over 25,000 cards)



www.ums.aadl.org



Lobby 1.0 Beta (Feb 2010-June 2010)

- 90+ posts
- 350+ comments (23 in P.A.T.)
- 5,000+ unique visits
- 40,000+ pageviews
- 3 “live” events (promo, discussion, post-its)
- Archive development (AADL: 1st 100 years of programs online)
- Living archive videos - 8 interviews
- Project presentations at conferences (i.e. NAMP, INTIX etc.)

Successes

- Professional development opportunity for staff members
- Change in organizational culture
- Cross-departmental collaboration
- Ann Arbor District Library relationship
- People are Talking
- Project was further funded with a Duke “Continuing Innovation” grant
- Artist-driven content

Challenges

- Difficulty producing artist-driven content because we're a presenter, not a producer, and have limited access to artists and their schedules
- Organizational understanding-it took at least a full year for staff to understand that this is a continuous project with no end
- Massive challenges of archive digitization-realizing and accepting that it will never be perfect
- Connecting Historical Archive to Living Archive
- How do we make archive information interactive and accessible?
- Changes to the way we view our web presence and what we do on the web

What's next?

- Continue publishing new content
- Information architecture study of both www.ums.org and www.umslobby.org
- Redesign of both websites
- Archival database design and artist/repertoire data entry
- Integrate archive with www.umslobby.org

What's next?

- Continue Living Archive video interviews
- Launch archive with announcement of Hill 100 in Spring 2012
- Hill 100: 12/13 season marks the 100th anniversary of Hill Auditorium

Want to stay updated?

- Join the UMS E-Newsletter at www.ums.org
- Subscribe to the UMS Lobby's RSS feed at www.umslobby.org
- Contribute to People are Talking!
- Follow University Musical Society on Facebook
- Follow UMS on Twitter @UMSNews and #umslobby