

# Kat Tomaszewski

Executive Assistant, Marketing, Education  
Besser Museum for Northeast Michigan  
Report for September 2016

## State History Conference

- Moderating "Increasing Museum Traffic"
- Leading the downtown history walk
- The walk had over 30 people attend, which was about double what was expected.

## Fall Harvest

- Planning volunteers
- Securing presenters
- Planning hands on activities
- Finishing the museum passport
- Worked with Chris crown to plan car show
- Created advertising for event. Facebook. Website. Etc.
- Had roughly 500 visitors. The car show was a slight success. The passport was a great success. The rain dampened the outside activities but we had great feedback from those who took part in the indoor activities.

## School groups

- October 14<sup>th</sup> – Bishop Baraga 1<sup>st</sup> Grade from Cheboygan
- December 1<sup>st</sup> – Wolverine Schools
- Immanuel Lutheran (TBD)
- Developing new projects and programs to meet new benchmarks and standard and to correspond with what teachers are doing in the classroom.
- Created a new hands on activity to teach about the importance of protecting and preserving our Great Lakes (aligns with our Fish/Animal Exhibits)
- Created a new hands on activity where students can make their own log marks on tree cookies.

## Multipurpose Room

- Painting
- Rearranging
- Working with Chris
- Planning activities to coincide with current exhibits

- Making the room a resource for both kids and adults
- Anneliese has primed the boards for the 20 foot corner mural. When Matt returns he will help me hang them on the walls so that Anneliese can begin the actual mural.

## Travelling Exhibits

- Used information from interns to build a series of travelling exhibits
- Designed panels
- Worked with Chris
- Worked with Richard to validate the information
- Downloaded InDesign to create professional panels
- Found a free QR code generator
- Worked with library to get panels printed
- This was a very big project.
- Deployed the projects. Developed an iPad app to work with the videos provided by Mary Ellen and Zach.
- Worked with an app developer to create the proper coding for the videos to play and be secure.
- Ordered the iPad stands, had one come in broken. Worked with tech support to get a replacement. They, in fact, sent the wrong replacement, but we got it figured out in the end and in plenty of time for the exhibits to go out.

## Planetarium Training

- I was able to be a part of planetarium training. I learned a lot and will be able to use some of the "canned" programs for school groups this fall until we have built up a playlist of our own shows.