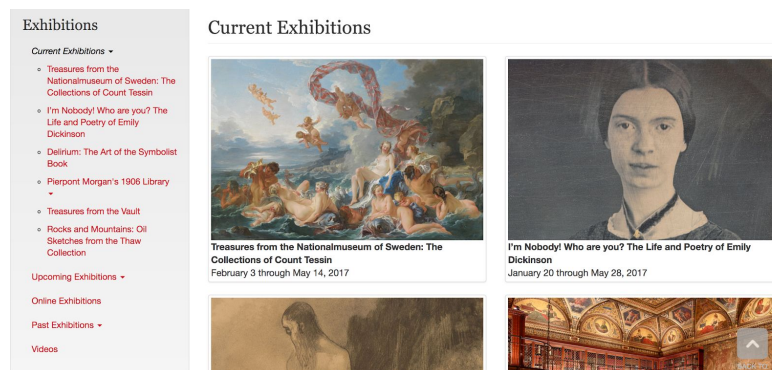


Tori Burrell  
LIS 258  
Discussion One

The Morgan Library & Museum has a wide variety of collections from Medieval and Renaissance Manuscripts to Modern and Contemporary Drawings. With eight curatorial departments, The Morgan houses a lot of information and uses different tactics in order for their information to reach their visitors. Under their Exhibitions tab, The Morgan offers patrons options to view current exhibitions on the web, which can initially prompt the patron to visit the museum if they see something of interest. The Morgan also offers online exhibits if the patron is unable to make it into the museum but would still like to receive the information from the exhibit.



Screenshot of the [Current Exhibitions](#) page.

While The Morgan does not have any current interactive exhibits, they offer scheduled tours, Gallery Talks, Lectures and Discussions, Workshops, Films and Concerts. This allows visitors to gain new perspectives on the items in the museum as well as enlarge their educational palet. They also offer Family Programs which provides the opportunity for families to learn about creative expression and art together. Different programs consist of a variety of innovative art or writing workshops for certain age groups. This all depending on the material being used.

- Public Programs
- Calendar
- Concerts ▾
- Lectures and Discussions
- Films
- Gallery Talks
- Tours
- Family Programs
- Adult Workshops
- Weekends at the Morgan
- Swedish Festival
- Public Programs Home

## Public Programs



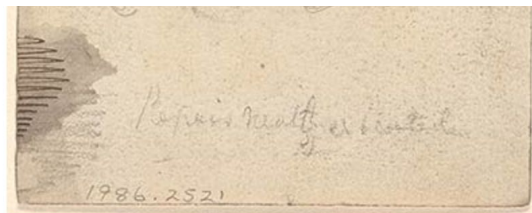
To complement the Morgan's exhibitions, the institution offers a wide variety of musical performances, lectures, readings, films, family programs, and tours.

See listings for upcoming [concerts](#), [lectures](#) and [gallery talks](#), [films](#), [public tours](#), and [family programs](#).

*The Morgan's education programs are generously supported by*

Screenshot from The Morgan's [Public Programs](#) page.

The NMC Horizon Report: 2015 Edition states, "Museums are digitizing components of their collections to increase access while creating greater audience engagement" (p. 22). This is evident with The Morgan's use of CORSAIR, more information on that can be found [here](#). While The Morgan uses CORSAIR for their online collection catalog, they also have social media options where the user can share a specific image within the catalog on Twitter, Facebook, Pinterest or through another outlet. Not only does this allow the user to share something of interest on their own platform but it also lets those who see it aware of where the object came from so they are able to find it themselves. You can also download the images online if the patron requires further use of the material.



Download verso image: [366597v\\_0002.jpg](#)



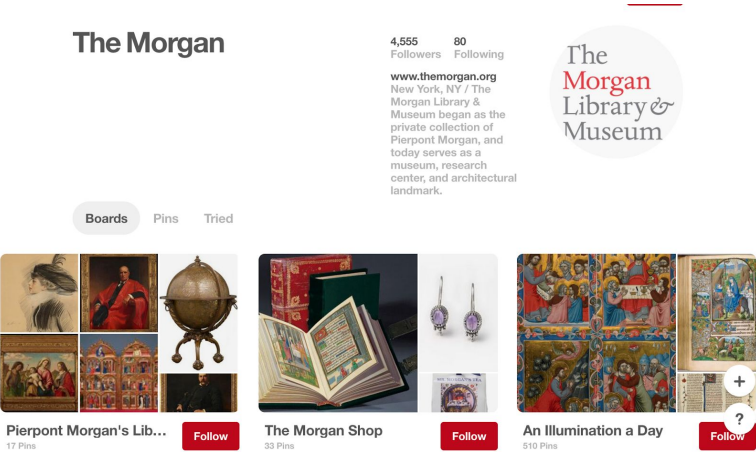
Screenshot of "*Repairs neatly executed with the utmost dis-patch*". Verso: *Pencil Sketch Of an Artist At an Easel [drawing]*" [webpage via CORSAIR](#) towards the bottom.

There is also an option to Stay Connected to The Morgan by subscribing to their E-Newsletter or via a social media outlet once the visitor leaves. This giving the patron updates about The Morgan once they leave and encouragement to visit again. Having the option of social media outlets or signing up for the E-Newsletter further proves the flexibility of The Morgan. For example, there may be patrons that are not familiar with social media or have difficulty navigating it, this making the E-Newsletter the better option.



Screenshot of The Morgan's Stay Connected options.

The Morgan's Pinterest social outlet is really interesting. It has over 15 different boards all divided into categories such as Year of the Monkey, Zodiac & Astrology, Architecture, etc. All boards have photos from The Morgan with respect to the corresponding category. This giving the patron the option to only follow the boards or categories that they have an interest in, like a filter. This also gives a sneak peek to the vast collections that The Morgan has without giving away too much, but enough to possibly form an information need or inquiry.



Screenshot of The Morgan's Pinterest page.

While The Morgan has an enormous amount of information to offer, their flexibility within their various social media outlets and website, allows them to get their information to their patrons with or without a filter. The versatility in sharing information that The Morgan Library & Museum offers, not only helps get their information to patrons, but it helps their patrons share things of their interest with others. This making patrons educators as well. With such a wide collection, they definitely cater to their audiences in a very organized manner.

### **References**

Johnson, L., Adams Becker, S., Estrada, V., & Freeman, A. (2015). NMC Horizon Report: 2015 Museum Edition. Retrieved March 21, 2017, from <http://files.eric.ed.gov/fulltext/ED559371>.