CHRISTOPHER ANDERSON: MUSEUM-PARTNER OBSERVATION #1

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The Holocaust Memorial & Tolerance Center of Nassau County (“HMTC”) is located in Glen Cove, NY and its mission “is to teach the history of the Holocaust and its lessons through education and community outreach.” The HMTC building houses a permanent exhibit, special collections, and archives. Exhibits at the HMTC consist of numerous museum objects such as photographs, physical artifacts, and digital media. Museum objects and exhibit organization help create an immersive experience for visitors.

As technology and user expectations evolve, museums need “to be more aware and responsive to their audiences’ evolving behaviors to stay relevant.” In order to engage patrons and enhance the visitor experience, the HMTC uses a number of innovative methods to increase engagement and connect visitors to museum objects. One feature is the permanent exhibit that blends a number of information resources including artifacts, multimedia displays, and testimonials. These resources help visitors gain a deeper understanding of the exhibits.
In addition, the HMTC is actively engaged in providing educational programming and offers innovative programs for both students and adults. Some of the educational offerings for students include “Intro to the Holocaust” and “Deconstructing Hate.” Educational programs help students gain a deeper understanding of the Holocaust and how its lessons resonate in our current society. In addition to providing programming for students, the HMTC also provides programs and events for adults and these offerings are publicized through the HMTC’s social media platforms.

Furthermore, the HMTC provides a robust schedule of events that focus on topics related to the Holocaust and modern atrocities. The events webpage contains an easy to read layout that includes an option for searching by date and/or keyword. The programming and events provide a useful supplement to the permanent and special exhibits at the HMTC.
Although there are currently no exhibits available online, the HMTC maintains numerous digital tools such as Facebook, Instagram, LinkedIn, Pinterest, Twitter, YouTube, and a blog. These resources allow the HMTC to promote exhibits, programs, and events across multiple digital platforms and target relevant demographic groups.
With a unique mix of exhibits, educational programming, events, and digital outreach tools, the HMTC is well positioned to attract and educate a wide cross-section of patrons.

Combining traditional exhibits and programming with cutting-edge digital resources provides an impressive balance of strategies that help visitors connect with museum objects.
Endnotes


9 Id.

Bibliography


