

MUSEUM-PARTNER OBSERVATION 1

MACARTHUR MEMORIAL MUSEUM

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The MacArthur Memorial website describes this organization as

A museum and research center in Norfolk, Virginia USA that is dedicated to preserving and presenting the life of General Douglas MacArthur and that of the millions of men and women who served with him in World War I, World War II, and the Korean War. The MacArthur Memorial houses the tomb of General MacArthur and his wife Jean, a nine-gallery museum, a library and archives, a 165-seat theatre, a gift shop, and a special exhibit gallery (2019).

In explaining (“Developing Effective Digital Strategies,” 2016) as “multiple channels of technologies that provide unique opportunities for audience engagement” a museum’s online presence is more than its website due to 21<sup>st</sup> technology that includes “social media, mobile tools and apps, electronic fundraising, and much more” (2016, p. 22). The MacArthur Memorial offers several digital strategies that are available to their users through the website (MacArthur Memorial, 2019).



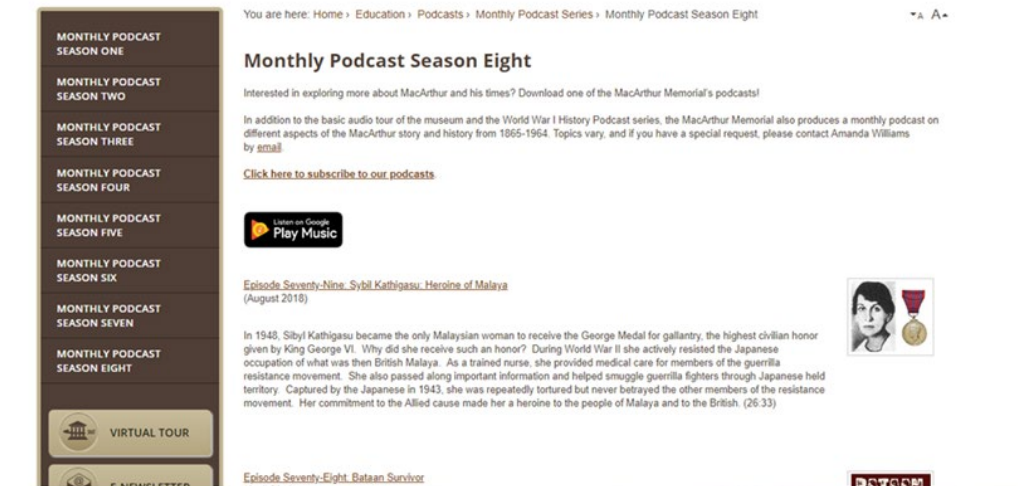
MacArthur Memorial. (2019). Museum. Screenshot by author. Retrieved from <http://macarthurmemorial.org/27/Museum>

The General Douglas MacArthur Foundation was established in 1962 to commemorate the life and achievements of General Douglas MacArthur, particularly as they relate to his credo "Duty, Honor, Country" and its relevance to future generations of Americans (MacArthur Memorial, 2019). There is a convenient audio podcast that is available on the website that can be used on a mobile device for a museum visit (MacArthur Memorial, 2019).



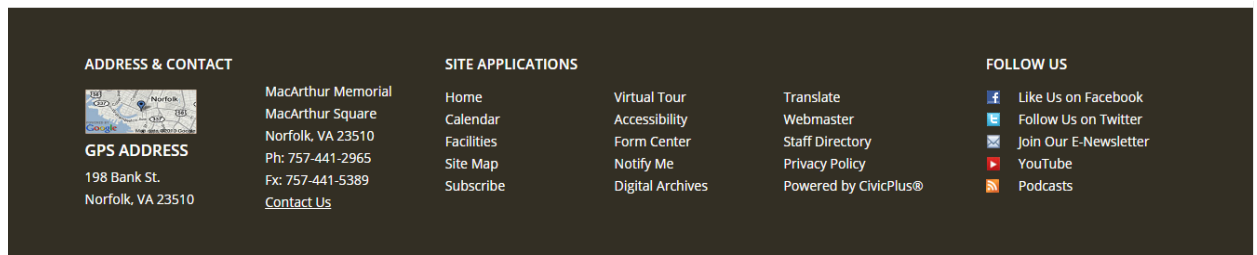
MacArthur Memorial. (2019). Podcast audio tour. Screen shot by author. Retrieved from <http://va-norfolkmacarthurmemorial.civicplus.com/193/Podcast-Tour>

There are many other podcasts to choose from that reflects the history and research that aligns with the organization's mission (MacArthur Memorial, 2019).



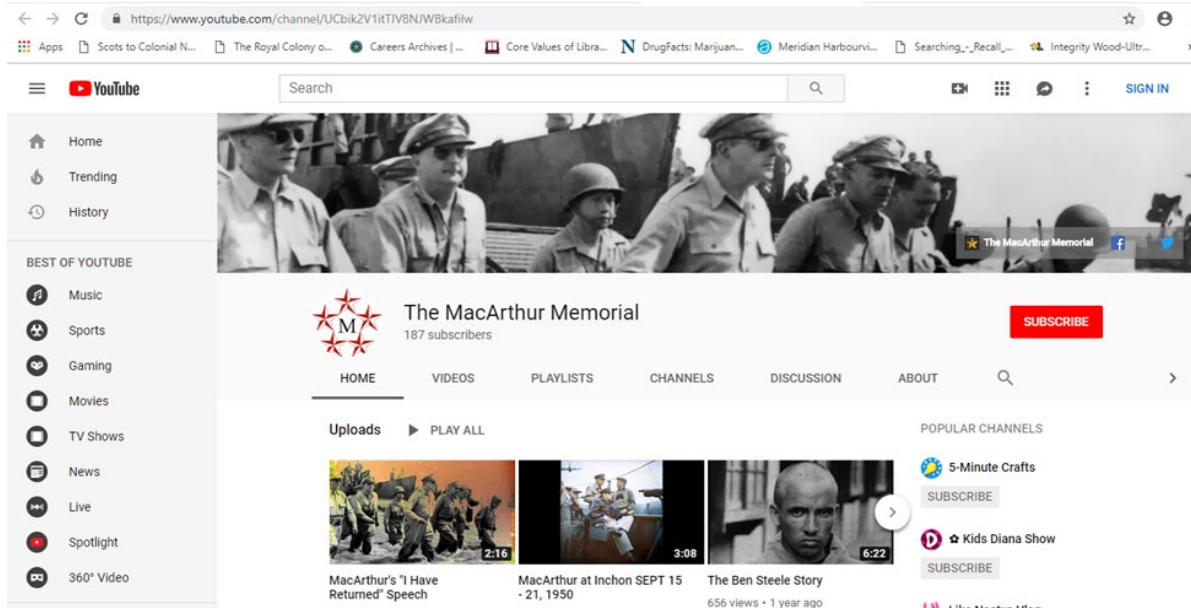
MacArthur Memorial. (2019). Monthly Podcast Season Eight. Screen shot by author. Retrieved from <http://macarthurmemorial.org/437/Monthly-Podcast-Season-Eight>

The MacArthur Memorial Museum's social media interactivity includes not only podcasts but a Twitter account, a Facebook page, a YouTube channel and an e-newsletter (MacArthur Memorial, 2019).



MacArthur Memorial. (2019). Social media links. Screen shot by author. Retrieved from <http://www.macarthurmemorial.org/>

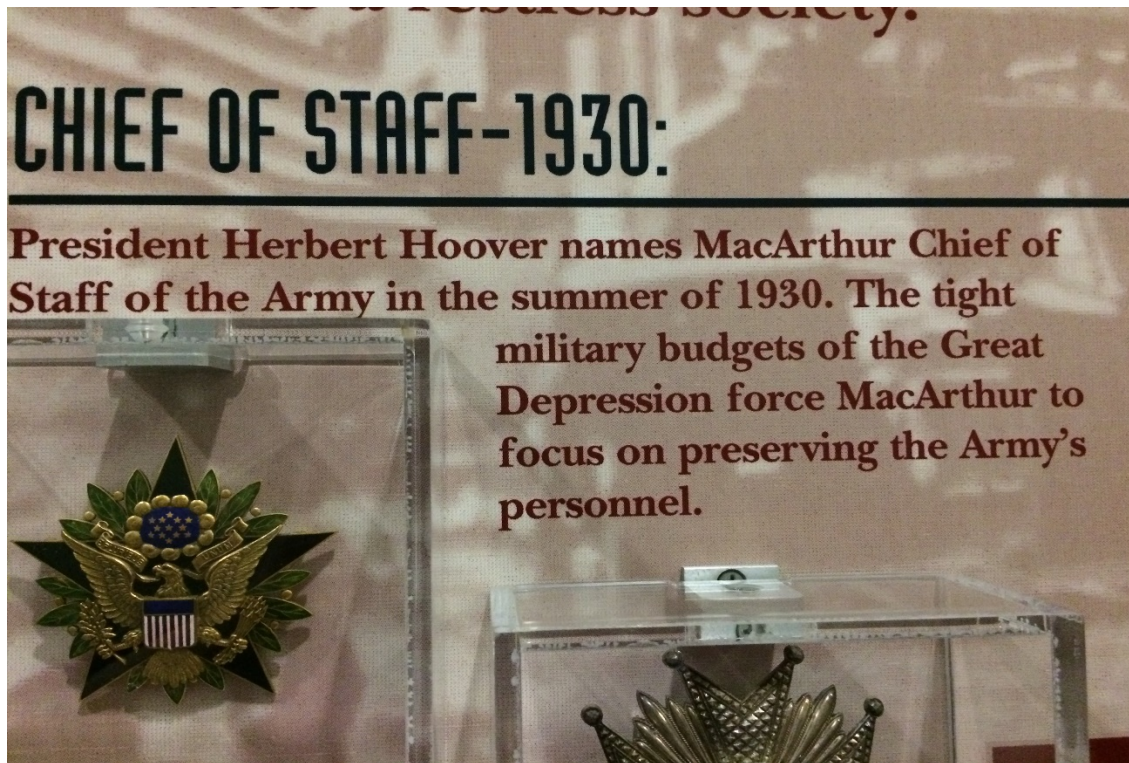
The MacArthur Memorial's YouTube channel features short educational videos, artifact talks, and other materials of historical significance (YouTube, 2019).



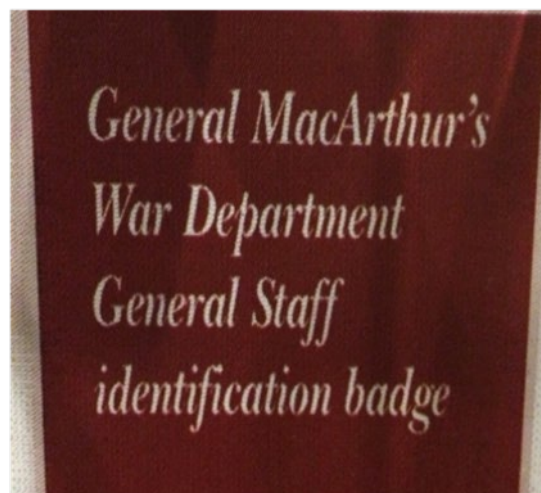
You Tube. (2019). MacArthur Memorial. Screen shot by author. Retrieved from <https://www.youtube.com/channel/UCbik2V1itTIV8NJWBkafIw/videos>

The MacArthur Memorial Museum uses several platforms for their digital presence. The interactivity does increase users' access to the collection and allows a more meaningful engagement to its visitors. There are digital strategies employed to enhance the user experience and to gain information online, but the author's object is seen in the brick and mortar museum and is traditionally displayed on a wall exhibit. It is interesting to look at the contrast of a classic bulletin board style display versus a digital presence of other objects and information.





Calvin-Smith, D. (Photographer). (2019). General MacArthur's War Department identification badge. MacArthur Memorial Museum.



Calvin-Smith, D. (Photographer). (2019). Display sign for General MacArthur's War Department identification badge. MacArthur Memorial Museum.

## References

Developing effective digital strategies – solvable challenge: Those that we understand and know how to solve. (2016). *NMC Horizon Report Museum Edition*. Retrieved from [BbNMC Horizon Report Museum Edition](#)

MacArthur Memorial Museum. (2019). Retrieved from <http://www.macarthurmemorial.org/>

YouTube Channel. (2019). MacArthur Memorial Museum. Retrieved from <https://www.youtube.com/channel/UCbik2V1itTIV8NJWBkafiIw/videos>