

# CAMPUS EXHIBITIONS

## IN ADVANCEMENT OF CIVIC AND COMMUNITY ENGAGEMENT

We can create exhibitions that inspire meaningful civic action, deepen understanding of our communities and complex and interconnected social issues, and provide new opportunities for collaboration and learning. We hope these questions are helpful starting point in your planning.

### Defining the Exhibition Purpose

#### **What is the purpose of your exhibition?**

- What do you want to communicate to viewers about your community?
- What are your goals for the exhibition?

#### **How are you centering civic and community engagement?**

- Is your exhibition organized around a key concept, social issue, or historical moment?
- Is your exhibition honoring stories of your community?
- Is your exhibition celebrating service and action?
- Is your exhibition deepening connections between your institution and your community?

#### **Who is your target audience?**

- How will your target audience inform your planning (location, content, writing, etc.)?
- How will you ensure that your exhibition speaks to your intended audience?

#### **How does this exhibition align with your organization's mission, vision, and values?**

- How will your institutional or organizational civic and community engagement priorities inform your planning?



## Collaboration & Funding

### **How will the exhibition be developed in collaboration with community partners?**

- How will you connect with campus partners to further the impact of your exhibition?
- If you're working with a community partner to develop the exhibition, how will you ensure that it is a mutually beneficial collaboration?
- Will the exhibition be part of a community-based learning course?

### **How will the exhibition be funded?**

- What are the costs of the exhibition?
- Are there institutional or external grants that you can apply for?

## Creating a Project Timeline

### **When do you hope to open your exhibition?**

- Will there be an exhibition opening event?
- Is the exhibition tied to another event, festival, occasion?

### **Does the project need to be completed within the academic year or a single semester?**

- How will your timeline or syllabi support the completion of the project?

# Creating the Exhibition

## **How are you working with community partners and project team members on the exhibition?**

- Are you meeting regularly with collaborators to ensure that everyone's voice is heard and you're all on the same page?

## **What is the content of your exhibition?**

- Will the exhibition be virtual or in person or both?
- Will you include objects, photographs, or other materials?
- How does the exhibition content contribute to the central idea?
- What criteria are you using to select the content for the exhibition? Who has final say?
- What display options are available to you? (i.e. display case, tables, shelves)

## **What is your exhibition narrative?**

- How is your exhibition organized and does each section and major themes all relate to the main idea?
- Do you have a specific target outcome or call to action for the audience?
- Will there be a leaflet, guide, or other distributable material accompanying the exhibition to provide additional context to visitors?
- How does the content reflect diversity and inclusivity?

## **Will there be an interactive component of your exhibition?**

- Do you want to engage your audience in a response or action related to the exhibition?
- What logistical and technical support will be needed for the exhibition setup?
- What platforms or technologies will you use?

## Marketing the Exhibition

### How will you promote the exhibition on campus and beyond?

- Do you have a plan for generating coverage, including a media release and invitations for journalists (student or professional) to write about the exhibition?
- Who can you invite to visit the exhibition, including local schools and community partners?

### How will you honor your community in the opening celebration?

### How will you engage your campus and greater community in the exhibition throughout the time that it's on view?

- Will you host relevant programming?

## Measuring Impact

### What metrics will you use to measure the success of your exhibition?

- Will you capture attendance numbers, social media engagement, or audience critiques?
- How will you ensure your project team and community partners are part of the conversation and that you understand what evaluation measures would be most useful to your partners?

### Will you collect feedback from visitors through surveys, comment cards, or online forms?

- What are common themes or comments, and how can it inform future exhibitions?