
Please stand by for realtime captions.

>> So. This is Jacob -- [Indiscernible] the manager of [Indiscernible] -- [Indiscernible - low volume] Thank you for joining us today. I the SI webinar. I just need to make a quick technical -- context -- Nancy Proctor -- [Indiscernible - low volume] Is in charge of the [Indiscernible] strategy and the initiative -- [Indiscernible - low volume]

>> The reason we decided to work with us today -- because the -- the challenges -- [Audio spotty] was one of the top challenges -- Nancy is [Indiscernible] and she volunteered to -- the strategy at her agency. They have the number of mobile app products -- [Audio spotty] she will talk to us today about how they go about creating these maps another level project -- products -- I have spoken about Nancy -- she is gone background -- maybe she will have some time to share with us let's go ahead and -- thank Nancy for coming in a being with us today.

>> Thank you very much for having me and I look forward to hearing everybody's comments. I have been working on level strategy and initiative at is the Sony it for over a year now. But -- I I am sure that any of you have ever worked with mobile or any other digital platform that there are changes -- [Indiscernible] if you like we are always learning. So I am sure you will see that they will help me develop -- my thoughts around what we are doing at the the Sony and as well.

>> Please do feel free to get in touch with be at the e-mail address -- 19-- proctorn@si.edu -- and I'm sure [Indiscernible] will put us in such as well.

>> Just to jump into things that it is a be a there -- fairly quick overview. And again I am happy to follow-up in more detail if you have further question afterwards docket a will so show you at the end of the talk some places where we publish information on what we do on mobile and other [Indiscernible] resources that will help will to you.

>> As I started inking about strategy for [Indiscernible] we have some key questions that came up. I will be able to into depth into all of these in the hour that we have but I think it might be useful to you have a holistic to think of -- in your agencies.

>> First of all -- the basic definition. What is mole? What do I mean when we say that -- mobile --

>>

>> who are the people formerly known as the audience? we've looked we are try to reach with their local products and services.

>> why is mobile important to them and our organizations

>> How does it support our overall strategic plan and priorities?

>> what is the state of the art of mobile at our organization and what are strength, weaknesses, opportunities and threats?

>> What then out of all of a -- that can we devise as our mobile strategy and our strategic olds? How will we deliver on them? what needs to change in our organization to enable us to 60 with mobile? who is the team that will do it? And finally, what will we need to fund and how?

>> So the first question -- what is mobile? Is one that I find endlessly estimating. -- Fascinating. I think these days think about mobile as primarily -- at mobile websites. At really we think about our target audiences entity the practice -- [Indiscernible] we find that mobile in God -- encompasses a very broad range it very comparable vices. iPod and other devices -- gaming to vices. But also portable devices like tablet and even yours -- candles etc. -- candles etc. Includes smartphones -- absent mobile websites. But also dumb phone. They have about 75% -- that to voice calls and text messaging.

>> Podcast that have video and audio -- but other downloadable content -- our mobile as e-books and the like.

>> Mobile [Indiscernible] includes both scenarios where we ask them to bring their own devices -- but also situations where we are actually hanging out devices which [Indiscernible] MP3 players -- audio devices and [Indiscernible] in devices like iPod touches.

>> It includes both mobile websites, but also increasingly visitation to websites

that were probably designed for large screen but to mobile devices. And that last point you might have seen a report that came out in March -- [Indiscernible] reported and it was a report from IBM about the local -- mobile market. Notice the statistic I just mentioned about 75% percentage of the world -- in voice and text messaging. Only about 27% of smartphones. We did a very large survey of visitors to the national [Indiscernible] [Indiscernible - muffled speaker] Usj Center. And found that percentage of all visitors were slightly higher than the national averages [Indiscernible] will close to 40%. I will show you at the end of the [Indiscernible] the report of that study

>> But the statistic that struck me the most in this little info graphic was the rate at which mobile Internet traffic is catching up with and it seems -- in the past desktop Internet use. So what we are looking at is by 2014, we would then see on a trend an increasing percentage of Internet use is coming from mobile devices. To whether or not your website was designed or mobile devices, that some people are going to be seeing you. And I think that will directly change what we think of the web as being we think -- with experiences as being. And has a particular challenge for an organization like the Smithsonian which is very much about content and research. Where we have incredible depth to our web content.

>> And as you know that is something that we are challenged -- with smaller screens and interview some designs were them. Something that is something that we will have to get good at very quickly. And it is going to be a learning curve there.

>> The a portion of this metric on the right -- [Indiscernible - muffled speaker] It seems like -- things like maps and searching, social networking, with the two music or reading the news. But I think we will see [Indiscernible] coming up especially in [Indiscernible] contact. Like the Smithsonian. People using their mobile devices to create content. They get work done. And a very important [Indiscernible] is learning. Learning will be a level where we are focusing a lot of attention in the following years.

>> why mobile? why is it worth spending all this time figuring out how to do mobile right. I think partly it has to do with incredible power that mobile brings to user experiences. And I think that power drives from two seemingly contradictory [Indiscernible] [Indiscernible - muffled speaker] At the same time. On the one hand -- mobile is a very personal experience. These devices especially if they are devices that belong to the audiences, to our users. Are things that we carry close to our body but they probably store photos of our loved ones. Contact details of friends and professional networks. A lot of really important information is stored in these devices. It is very highly versatile eyes experience of using them is a very intimate one.

>> One colleague said to me, listening to a phone cast or an audio tour is a lawful out like having somebody whisper in your ear. That is a physical proximity that [Indiscernible] just anyone. So I think is a point of responsibility -- is something to think about -- [Indiscernible - muffled speaker] We will be very careful about how we approach that an respectful of the opportunity.

>> At the same time mobile is incredibly social. The devices -- the social networking. Ended in Kabul mobility to -- ability -- and the social in the public. I think gives an incredible power. Any real transformative power. In how organizations are connecting with their audiences.

>> Mobile -- is disruptive. And that can be -- that can take on the full 360°; [Indiscernible] of a positive of something that we are not comfortable with. That we are not even prepared to deal with. You might recall a certain [Indiscernible] arrested at an exhibition at the national portrait Gallery earlier this year. [Indiscernible] and there is a video in it that was released by David [Indiscernible] in some enterprising it [Indiscernible] got a copy of this put it on iPod and [Indiscernible] at the museum. [Indiscernible - muffled speaker] Deep attention -- intentionally -- in the national portrait Ellery. It is important to keep in mind that this is about our strategy -- the folks what can be done with devices. And how can you turn these into real opportunities to connect with our audience is. Rather than more patience for leasing.

>> More locations for policing.

>> This is a slide that a bar it from a presentation by Jason Grigsby -- last year -- really fantastic mobile strategist. He said a really brilliant thing about mobile strategy. He says you don't need a mobile strategy, you need a will to be part of the strategy. And so the power of mobile -- [Indiscernible - muffled speaker] And

the need to be promote will to be really integrated in everything that we do there two things that have informed the strategy that we have developed for mobile at this and Sony and.

>> The first being to integrate mobile into everything that we do. The and here is to create a whole greater than the sum of its parts of the that become a sort of a glue or connective tissue in the network of platforms and audiences and an initiative that we are developing here at this and Sony and. And then a second platform in our strategy is really to transform the way the institution works to harness that [Indiscernible] power to help us achieve the strategic goals and visions for the 21st century.

>> And we will talk a little bit more about how we will measure our progress and success later on in the presentation.

>> So we have also articulated a vision for mobile -- at the institution which is really to take the power to wreck and increase the entire world population now. Has a network connected device in their pocket. It might just be a dumb phone. It might be a smartphone. These are a very powerful tool. That can really help us exponentially expand our reach and also our work. So we want to set as our vision -- that we want to increase the world. To help us [Indiscernible] increase the knowledge. So we will use these powerful devices in every way possible. [Indiscernible] [Indiscernible - muffled speaker] To enlist collaborators to globally undertake the real important work of these two should to get things done. To put the institution -- Smithsonian not just in the people's pockets, but in their hands.

>> Now that might sound like a fairly melodramatic hairy scary vision. But I actually think it is incredibly practical. And it's something that the Smithsonian has been doing for a very long time. Back in 1847 we had our very first secretary -- [Indiscernible - muffled speaker] Secretary Henry started using what was then the new technology, the telegraph. To get recruit volunteers from around within South America to telegraph in daily reports -- in the ETA we built what eventually became the first national weather service.

>> Our second secretary in -- secretary [Indiscernible] -- they were shifted to Washington DC by the train carload. He also worked with [Indiscernible] the right -- on the right of the screen the Mayberry in club -- a group of young naturalists who collected for the Smithsonian -- they are known as our interns now. And today this and Sony and has more volunteers on its staff that we have paid staff.

>> So this idea of recruiting the world has really been a part of this and Sony and strategy from the very beginning. And I think it's approach to it over the fact that we -- [Indiscernible] belong to the people of the United States. In the world as well. And the fact that we would never have enough money, enough time and enough staff to do everything we can, should and what to do.

>> So I think recruiting the world is a pragmatic whole as ambitious as it may seem. And something about mobile enables us to do on a scale that has never before been possible.

>> These other strategic goals that we have articulated for ourselves -- first of all to use mobile to engage new audiences where they are. Both on-site and beyond the visitor centers -- but also beyond -- where are audiences might be in the world.

>> We want to use mobile to create new opportunities for learning. For mobile learning. To extend the experiences and opportunities for creativity and shared discovery beyond the museum and beyond the classroom. We're thinking about micro-learning. And collaborative learning -- whatever would -- we won our audiences to learn from each other.

>> Our third goal is to open access to our data, collections and research and support new uses of it. Through APIs -- opening up our collection databases -- making research data in all forms available for others to do things with. That perhaps we would never have anticipated or thought of in the really important -- is a really important part of our strategy.

>> Forth we want to use mobile to enable our staff to have work at the leading edge of technologies for getting their work done. To be participating with other colleagues in their field. who will use it to transcend boundaries and go -- collect initiative. This is not a new challenge we think about -- [Indiscernible - muffled speaker] Everything from natural history to contemporary art to Native American culture. To marine biology. That we are hopeful that these connective mobile devices

will help us to be connected with communities both along these type of projects -- everything they do.

>> And finally I think it is important for updating this and Sony and experience. So that our values and collaboration of community are really effective and helping to do every thing of them I can cause them as well as -- [Indiscernible - low volume] [Indiscernible - muffled speaker]

>> And partners and she took plan process involves looking at our overall institutional strategy and [Indiscernible] and see how mobile can help us achieve those. So want to go through these next few slides in detail. But you can't read -- [Silence] And revitalizing education and strengthening our collection as well as our organizational -- [Indiscernible]

>> I will point out that final -- about the restraining miserable outcome -- again because of the power of the small computers in the connective nature and able us to collect and share our data about what we are doing. To become a much more transparent institution -- that was not possible with earlier technology that forms.

>> And his the 30th undergoing a brand and initiatives. Really thinking about our rent values and what kind of experience we want to make available to our visitors. And here to -- mobile -- we found that it really support our key goals. Our focus group was helping us out with that brand value -- to identify needs from our ideas in how to connect with the institution.

>> So how are we going to do it? The slides -- this slide shows a key context or objective that we are undertaking to support the achievement of our overall vision and goals for mobile Abyssinian. First of all we need a bit of a common framework. It will make it easier to navigate, to find and to have a quality user experience to enable offering that is the Sony and. Putting a more slight -- concrete Irma -- [Indiscernible - muffled speaker] There is many hundreds of them -- and there is not a lot in common with one using a website to another. And that can be kind of confusing to our visitors. So we're hoping that we can get out ahead of this and create some sort of crumb -- common framework to join a power different mobile experiences and make it easier for our audiences to use.

>> One of the ways we can do that is by developing an internal comments of shared tools, resources and training so that we can really work according to best practices in the industry. A very important part of any mobile project at this and Sony and is asking the question -- what if we have our God -- to use and what can we go to share with future projects. Again as an organization design -- off Mack we feel very deeply a commitment to open sourcing and sharing in making available anything that we develop here.

>> We need in infrastructure and backend system to support Smithsonian's mobile initiative, products and services we are starting to put in now -- in the institution -- a group of contact management systems -- that all of our eventual units -- [Indiscernible - muffled speaker] The research division have access to in order to publish content. To essential and their own individual mobile outpatients and websites.

>> A really important part of this is the standards and I will come out in just a moment but the content in the data management talk

>> We also just finished helping a government policy -- which is aiming to balance essential ever and it's in order to achieve a common -- economies of scale across the institution with [Indiscernible] per individual museums and individual divisions to create diversity and fostering culture of diversity in institution.

>> And finally in this kind is back to what I said earlier, we are really keen on using mobile metrics, audience research, product testing and evaluation to support the ongoing development and quality insurance of mobile products.

>> There is a quick word on standards occupant of the old took about families that like to thrushes. Everybody thinks they are a good idea but everyone to use anyone else's. That is surly true here -- as it is anywhere. I wanted to make you aware of I think quite a useful initiative that was started by the museum of art -- [Indiscernible - muffled speaker] Pour mobile troop content -- your agency may not have visitor explanations that we do it this and Sony and. Where people might comment that they want a guided audio or other facility. But that is certainly something that -- [Indiscernible - muffled speaker] Into the cultural world. It has the come -- auditors have been around for about six years -- but we think we can start scribing the primary and this common elements of these mobile experiences. And

using markup tools to essentially make it easier to support the content of the platform -- one buffer to another. And the OC I can say for sure about mobile is that I am not going to be -- [Indiscernible] [Indiscernible - muffled speaker] And probably most of the visitors to dismiss any and won't either. So therefore we have to design our content to the horrible across the increasing range and fast paced changes of the mobile platform.

>> So really think that standards in terms of markup leg which is and also file content access format is going to be really important the back. And they urge you to visit [Indiscernible] is a them mobile were the others and I have written about [Indiscernible - muffled speaker] There is also interesting information there about the open -- open course but will tour operating platform called [Indiscernible].

>> We did go through fairly extensive workshop process -- with a staff that would lead by Forrester Research. To understand what our product based of tickets and therefore our annual focus should be over the next 3 to 5 years. And this is a very high-level summary of that. Which again -- I will not go through this in detail because I think it is very depending on your particular organization and priority. But it is a useful approach to go to and say, what are the specific things we are trying to achieve with mobile. And in what order can we realistically do those given the resources and mechanisms of the technology development et cetera.

>> However I would say expect this to change very rapidly. And took it to upset if it doesn't come out to be -- as it was first written.

>> As I said at the beginning of this -- we went through a process of developing a governance model for the institution. And we define -- decided to go for a official social media approach to government -- ever in its. [Indiscernible - muffled speaker] It is up to slow down products and innovation by creating yet another committee, yet another on a Mac. Yet another long set of forms that need to be filled in before anybody can even think about doing this project. But rather to use sort of a host moderation approach. That is to say, if a project seem to be really going way off reservation or be disastrous to or bad in some way, we can now is do a take down as we do on our social media site. So many posts something really inappropriate, have a policy to take it down but otherwise we really let things go. And encourage the community to police itself.

>> So the community of mobile edition or Z. stakeholders in the institutions will be writing these practice I it. The policies, the standards that a mobile project should follow. It is my job to make sure that those resources -- best practice information is -- comfortable and available. [Indiscernible - muffled speaker] It is in their personal response ability to themselves familiar with all the information on following an incident in information. And you will review projects in a quarterly review section. Some of those are [Indiscernible] is of those practices need to change be updated. The changes in the platform are better understanding of our audiences and our needs. We have weekly meetings and quarterly -- if anybody wants to talk about the mobile project that this was Sony and. There is a very together opportunity for people to come and bring their questions and their projects and the input from their peers.

>> And the what the your we anticipate calling a strategy summit where we will address rewriting and revising formal policy document. For also making major infrastructure -- things like that -- [Indiscernible - low volume] Put out as an initiative.

>> I thought it would be interesting just to write out for you the list of people that could be involved in a mobile project. And I think this kind of goes back to a point that we made right at the beginning about the power of mobile and what mobile's goal is to connect initiatives, departments, agencies, audiences and communities. Take a look at these -- I can be required -- and a mobile project. You will see that it expands to different areas of expertise in the an organization. It is impossible that for a project we will have -- representatives from 24 different departments on it. But unite -- might need to consult a smaller less [Indiscernible] we. Somebody from these 24 different areas in research. Think of that -- as a opportunity to get collaborating and understanding better each area and how it works.

>> Another interesting etc. so we went through in developing our mobile strategy was as many sections talking about what needs to change at this is any and. In order for mobile to be successful. And I'm going to show you to slides with 10 points here talk there are many many more of course. Of course is also easy for discussions like

this internally as sort of an aligning session. But it is kind of done in a very focused way but I think it is incredibly useful to come up with specific areas where the organization does need to invest more resources or should how it is doing business in order to really get [Indiscernible] mobile investments.

>> This is the second slide -- and probably a lot of you in your agencies will recognize some of these issues. Shifting for example. Our attitude towards opening -- to our data. User generated content. Project management -- some sort of traditional -- technique to more agile project development processes. And of course ensuring that internal staff including legal contracting and governance are kind of unnecessarily -- [Indiscernible] procedures for instituting bottleneck forms and Ross this is -- [Indiscernible - low volume]

>> I know the thing that I think needs to be done for a mobile -- and this is always the case any to change everywhere. But quite often we come across what I would call our technology or technologies take approach to mobile. And I think when you start forgetting about what we are really trying to do, the audiences we are trying to connect with him a because it and messages that we are trying to communicate, the information and data that we are going to receive the rare try to get done. And then they start saying -- [Indiscernible - muffled speaker] iPods and iPhone that I've had are cool, but you can get distracted by shiny new things. And what we can do it of doing is turning our visitors or our target audiences into some sort of strange cyborg creature like the ones you see pictured here. Wearing antenna on their head in order to receive location-based content livery. Is an interesting generation to the project -- the antenna involved like Christmas aren't on the tree.

>> Quite often technique -- [Indiscernible - muffled speaker] [Indiscernible - low volume]

>> And said I think we need to understand that the mobile is about our audiences. And understanding them is the first step in building a mobile strategy or product. This is a slide from the mobile products desk of the roadmap -- they included some audience research.

>> And again -- I will point you at the end -- so you can find out more about the audio -- mobile audience research that we did. To mobile audience research on an annual basis for the institution overall. But also at the beginning of every project. And be certain that you answer these key questions for each project.

>> Who are the target audience is. How do they use their personal mobile devices. So even if we are planning to hand out devices, [Indiscernible - low volume] So that is really important data. Are we asking them to learn something radically new art change their culture or the rave your? If so? That is a very tough challenge to achieve -- [Indiscernible - low volume] And to do it successfully.

>> What are our audiences needs -- the scenario or our organization in general -- and what objectives do we want to achieve through the mobile platforms work --? So where we are really doing is creating a diagram where our audiences -- in one circle and our objectives represent another. We are looking for the overlap. And the link on the slide you can find more information about our mobile audiences versus -- [Indiscernible - low volume]

>> With the kind of try to articulate some product developed edibles. And this again is one of those [Indiscernible] that can be infinitely long. But it is useful -- really a conversation starter with local practitioners.

>> We listed a number one is that mobile products should be accessible and used to sit -- enable access to this was Sony an experience and resources for people of all abilities. I have to say I do think that we would she that in all of our products -- but I continue to think of it. And I will focus on it as I [Indiscernible] in principle. And this is not just for the accessibility for the user requirements ready like that. Or even just to be included in the world. But I really believe that this creates many more [Indiscernible] and contacts that when a product or service arts. Is it sensible to everybody, it increases everyone's experience. And enhances their ability to enjoy it. Large, clear, I contrast the signage is useful to everyone. Not just visually impaired people. Having rams and other systems -- to our facilities is not just to help people in will chairs, it is helpful for people pushing baby carriages, the livery packages -- delivering packages or a heavy load of equipment. So the sensible than these [Indiscernible] we want to bring into our will develop and products as well.

>> We are also looking to expand and create opportunities for engagement. Not just repackage existing materials. Not just think of mobile as yet one more platform in

which to broadcast our messages. Really to think about what is special about mobile and how we can engage it to do things to reach audiences in different ways.

>> I do think mobile is the social media and we will come back to the moment. But projects should leverage its ability to create cover stations, communities and collaborations both alone and mobile experiences and in combination with other platforms like kiosks in the gallery and et cetera.

>> Standards-based Rod at the relevant is really critical for what we want to achieve at the Sicilian. Again on the scale -- [Indiscernible - muffled speaker] At the institution.

>> And similarly, the content of digital should be conceived for cross platform it uses according to mobile content standards. And with quality metadata and [Indiscernible] we started get a really good [Indiscernible] scale.

>> Impossible -- whenever possible we should be using existing codes rather than reused -- Sir Mack we should make this available for others to use. Use standard interfaces wherever possible. Certain project obviously that require that art that would be unnecessary restraint. But I think it our mindsets is [Indiscernible] Access rather than innovating and concept [Indiscernible] I think we're going to make our lives much easier for our audiences and their users.

>> Embedding metrics and analytical tools and every product. And again evaluate and analyze and approve [Indiscernible] with every product and develop it.

>> And finally we do require every mobile project to have a commercial or other plan for its sustainability and maintenance. And I think -- [Indiscernible - muffled speaker] A website is not just for [Indiscernible] you don't just put it off when you're done. [Indiscernible - muffled speaker] The media content. The code needs to be updated in introit and the other mobile devices. To change their code base and their termite and so they will have to be refocused to do that but for every project to come with that plan for sustainability.

>> And I mentioned earlier the metrics of success. Around mobile. At this was Sony and we have set these five key metrics. First of all that our products must be accessible. We must enhance the accessibility overall of the Smithsonian experience.

>> You must include the quality of this was Sony in experience in collections and our work. And increase the relevance of what we do to our audiences. In the future I uses. He must increase the sustainability of our product that is to say -- including -- [Indiscernible] for maintenance. And also for the content development and the conversation took maintained over time. We are not just building a product I will have a six-month lifespan, but will actually have impact long into the future.

>> And finally our mobile initiatives increase the ability of the institution of our stakeholders. And their audiences. And this is very much to do with embedding the mobile the check [Indiscernible] and other in valuation tools to continually record on an increased quality what we're doing at mobile.

>> We come back to this question what is mobile? I would like to reiterate -- I really think that mobile is fundamentally a social media platform. And when we forget that, and we kind of fallback into what is very common in museums, a one-way delivery or broadcast technique. I think we end up falling -- creating mobile products that will fall on deaf ears. And this is just a lovely total I found of someone holding a traditional audio device to a statue.

>> We need to think outside that audio tour. As we develop mobile. Again this is probably a stronger message for museums and perhaps people in your agency.

>> But be certain that we are going beyond just delivering our wisdom like a [Indiscernible] on a stage like local devices to our audiences. Really to more to we communication technique or strategy and how we are proceeding with these mobile experiences. Going from those two microphones. To listening as much with -- as much as we are talking. As Anderson put it when the spoke at this was Sony and in 2009, it is like taking the mobile experience -- we do the talking to we help you -- the audiences, our stakeholders, do the talking.

>> Is really going from a model that Ash think of the museum as an organization with a lot -- multiplatform Institute. With content originator and authority [Indiscernible] broadcasting out from different platforms -- via AP website -- [Indiscernible] twitter, Facebook, different analog sites as well. Publications, etc. talk and I think we the social media -- [Indiscernible] for reposting comments and the like but I think we need to go beyond the kind of will by platform organization and again, think about the two-way communication. Listen as much as we

talk. [Indiscernible - muffled speaker] We don't have the voice of authority -- sending out his message from on high but rather a conversation went like the [Indiscernible] with the Internet news, you cannot take out the kind of distributed network structure. Is not really a direct hit on any single center. And I think this is a really important lesson for [Indiscernible] and other -- museums and other renovations. To design our network conversation use mobile with an important part -- to connect the different modes of the network but and from that ideas and messages you get conversation started. [Indiscernible - muffled speaker] We continue to grow and circulate and develop, even if we cannot be there -- even if we not have a staff member there -- I think that is a truly [Indiscernible] impact on our audiences and our communities.

>> Just and after I want to show you -- if you go to si.edu/mobile website -- I think this will go up later on today -- on Tuesday called artists and -- artists in dialogue to -- which is part of the art museum which is a really interesting use of twitter. It is a bit of a hack -- in the can participate both in the dial in and through the -- in the conversation -- within about the audience on their work. And that is also -- again the first -- two allows you to create your own art using the unusual techniques of these artists. Laminating would just and things like that. That is free -- feel free to download it. Unfortunately it is only available at this point in the IOS -- on [Indiscernible] products -- but there are other apps that are available on introit and all the web as well. Please check them out. We would love to have your feedback.

>> One

>> 1 Great Place. to leave us your feedback is on the Smithsonian website a G. we key. The top link -- will take you to it. And I create a page for every one of our mobile projects. where I post the views and also we get feedback from other people in the public. So I would love to hear from you there or you can contact me directly. This is my twitter handle. My e-mail address. -- The [Indiscernible] tags that I send to you -- M. to go -- a wider mobile community has tagged. And SI mobile -- with the [Indiscernible] project. The wiki Museum mobile -- the mobile on the -- information on the mobile content. You might also be interested in participate in the date handheld conference -- which is aggravated a lot of information -- [Indiscernible - muffled speaker] -- As well. With that I would love to spend the rest of our time answering any questions that you might have.

>> They do very much Nancy. I appreciate that and I appreciate everybody on the webinar. I think if you have a few questions -- [Indiscernible - background noise] There will be a copy of his presentation provided afterwards. And also if you have a question please feel free to put it in the chat box that and I will get to it. want to start out -- we had a question about -- during in your presentation about the weekly team meetings. [Indiscernible] can you give us a little bit more detail of how this works? Thank you.

>> Hold on one second. We have one technical difficulty.

>> Are right okay. Mac can you hear me?

>> I sure can. Mac --

>> Nancy -- the question I said -- we want to know the bit more about your weekly me of groups in your peer reviews. Can you tell us a little more about that?

>> Sure. You are all very welcome to join us on what are called welcome Wednesday but they really are designed primarily for Smithsonian staff we also have people from outside the institution joining us and it is always a great thing to get outside group [Indiscernible] to hear about other organization project as well. They have been in the vita front restaurant and D. Reed. At local plug the -- at 600plug the -- at 600 Maryland Avenue. plug the -- at 600 Maryland Avenue. They are every Wednesday from three talk to five o'clock. And we have a little background and one of the reasons we chose that [Indiscernible] is that we want something non-office like for that -- took that -- that tends to facilitate brainstorming pocket people want to bring their ideas and the best way to do it in having a problem or am interested in learning more about local advertising or [Indiscernible] and we just wanted a very relaxed atmosphere and for informal conversation about that is a drop-in session at any point in the two-hour period and I will be there

>> It is almost every Wednesday. But it is a good idea to -- shoot me an e-mail if you are planning to come and make sure that it is definitely happening on the day that you're putting to come. But you are very welcome and Linda -- the quarterly review is something we just about start -- when we went through the government

planning -- earlier this month. People felt that the welcome Wednesday have been a really great resource for them. And they wanted our kind of overall governance to take on the that sort of peer review quality. And so I am hopeful that we are going to be able to get ourselves organized to do one as early as August or September this year

>> And the idea is that the project managers and groups on the initiatives will come together and present what the project is. And their questions. Best practices to convey and learning. And I think is very gringo to our understanding what we need in terms of resources and infrastructure and following the standards and best practice documentation. For helping out future projects.

>> Thank you but I have if you were questions for you there Nancy.

>> I will just ask general question -- if you were -- if your grid you start mobile on level office or mobile strategy is another agency and you are starting fresh, what would you do -- the first thing to do -- what would you do?

>> I think the very first thing is to make sure that you understand your audiences. Kind of putting on the character of your organization, it is -- if you are there to serve a very specific group, do some research. Into mobile -- their mobile behaviors. What do they like about their platforms -- what do they not like about them. And then the other side of that coin is you want to make sure you note yourself. Understand your own agency, strategy, goals, priorities, key messages. And then again I'm a once you have got a full understanding of whom you are to have a conversation with in mobile, and what it is you're trying to convey, you can find a week spot hopefully to overlay -- that will guide you in targeting the right and most effective platforms to reach to get that message to the audience.

>> Thank you. I've got a couple questions here -- there are specific ones -- I would register broader indigo were specific. We have a couple questions about your collaboration. I noticed a couple of other people -- to collaborate -- to [Indiscernible] can you talk about the little bit.

>> Actually you probably gave me a little bit more credit than I deserve on [Indiscernible] that is a project that started about eight years ago. Long before I came into this role. And it is done in partnership with the University of Maryland. And Columbia University. And so [Indiscernible] and specifically Dr. John Chris in the natural history Museum contributed contacts expertise on [Indiscernible] all was known as trees. The eastern seaboard of the United States. And help the technical team at Colette -- Columbia and the University of Maryland develop the technology that you see in the office available now.

>> It initially started out actually [Indiscernible]. crest is a botanist and you wanted to be able to what through tropical forest and other places taking pictures of trees and leaves until he hit one that was not already in the database. That is perhaps in some ways -- [Indiscernible] [Indiscernible - muffled speaker] Technology to achieve the rapid recognition -- and perhaps were not far from trailer sci-fi network. But what I think we've got here is a really really -- it is interesting -- sometimes you start out with one project and one goal for goal A. find that actually you achieve the and actually be with more interesting than a anyway.

>> So I think you at least -- it doesn't just add to the database, it helps us map trees and understand how species are spreading or doing across the United States. But also gets you to look very closely at the trees. And start relating something about that we go through the identification process but it is not just a barcode scanner for trees. When you take a picture of the leaf you don't have to verify [Indiscernible] by also looking at [Indiscernible - muffled speaker] Etc. So those are learning experiences that happen but in some ways I think it'd be more on this Missouri mission in terms of the [Indiscernible] and perhaps than you initially thought it would.

>> Thank you but I have two more -- three more questions for you. And then we'll have to call it a day.

>> First, K-tel -- talk about -- we've got a lot of up to about platforms and [Indiscernible] mobile. Can you talk a little bit about how you make that choice between IOS or android or a mobile website -- could you talk a little about that for us?

>> I sure can. And if you were my knee, I will send you a link. I edit the book for the American situation of museums that came out earlier this year talk on mobile apps for Museum. And there is a chapter in there by Ted board from the Dallas news

in the part. Specifically on the question of mobile web versus [Indiscernible] and if you just google Ted Ford [Indiscernible] you will find it log we spoke about that as well. And I think it is very engaging site to articulate on the subject.

>> But just to kind of summarize -- our policy of them is -- Smithsonian, I recommend that wherever it is logical, or possible, there should be a mobile website at the core of every app. Because again come a be native app platform and therefore the code is incredible -- evolve a credibly -- evolve incredibly rapidly. I'm not convinced that we need a dedicated developer staff in have a business any and -- for any apps they produced to maintain code. I think that code maintenance in app is asked -- left to vendors that can advertise the cost of uploading a code -- [Indiscernible] across -- hundreds of projects but I think it will be a lot cheaper for us all to kind of -- want to buy into that but that code development assets. what I do want to keep in-house, and when I did include -- into the staff already to maintain to mobile websites in their codes -- much more stable as it were. That's a good thing to keep control over as was content in a joint -- to those mobile apps. So quite often what I think you will see into the Sony in mobile products is there is a [Indiscernible] at the core that has been wrapped and published -- [Indiscernible - muffled speaker] In that native inclination and from Chanel any that are not possible yet in the web but I think we are all anticipating mobile web to become much more powerful with HQ L5 -- but we are also aware that although we might be able to eventually have [Indiscernible] public WiFi business any and -- people disabusing our mobile products in situations where there is no network activity but mobile web might not always be the perfect solution.'s we are quite happy to try to be -- the platforms have native app versions and platforms.

>> And in terms of native app -- platforms -- we go for is -- ideally we want to be on both android and IOS but we recently made the division in a major project not to publish a library urgent because -- native apps -- [Indiscernible - muffled speaker] Are very extensive and difficult to develop and they tend to be losing market share very rapidly. To return our investment -- instead we should have a bubble web site that was very uses to see that also -- [Indiscernible - low volume] [Indiscernible - muffled speaker] In the interim one.

>> So that's kind of the approach we're taking. There is obviously always exceptions. I would not -- for the knee and if role -- to have a website -- [Indiscernible - low volume] Using for experiences -- it probably will be a very large percentage of mole products going forward.

>> Mobile products.

>> Thank you Nancy but we appreciate you taking the time. We don't really have much more time for questions. There are so we dashed gray one. As if you said if you want to e-mail her with your question, these go ahead also those of you interested in collaboration can e-mail me -- I run the [Indiscernible] which is the function of the federal -- mobile project managers who are working to collaborate and learn from each other. You can e-mail me at [Indiscernible] -- [Audio spotty] but

>> I want to thank Nancy also. [Audio spotty] The design phase there is a dual monitor page -- to answer questions to design mobile gov. Of a great but today. I will turn back over to the manager University but they forget to Nancy. And will talk you again soon. [Indiscernible]

>> Are right. Thank you Nancy but that was a fantastic presentation.

>> Thank you.

>> Eggs everyone -- yes. Thank you all for attending. Also we have included a link in the chat box to -- to take out the evaluation. So please take a moment to give us your feedback. we also have [Indiscernible] at forswear coming up at August 11 and it will run from to talk to three clock eastern time. with manager University is also [Indiscernible] about your program. If you would like more information on the voucher program please e-mail us a web University@GSA.gov or give us a call at 202 web University@GSA.gov or give us a call at 202208 web University@GSA.gov or give us a call at 202-208-0668. Thank you and have a great day.

>> [Event concluded]