It’s In the Bag:
Developing Family Backpacks for your Museum

Handouts

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Development Checklist

☐ Establish Goals and Outcomes for your backpack program: what problem will backpacks help solve?

☐ Research:
  - Other backpack programs
  - Your audience
  - Subject matter
  - Potential funders

☐ Secure Funding:
  - Create a preliminary budget (decide how many bags to create, don’t forget staff time and prototyping costs)
  - Research on potential partnerships
  - Investigate grants or corporate funding

☐ The Great Brainstorm:
  - Themes
  - Activities (target age, multiple learning approaches)
  - Take-home material

☐ Build Prototypes:
  - Keep it cheap
  - Include instructions
  - Build in-house

☐ Test Prototypes:
  - Create evaluation tool (that evaluates your goals)
  - Set up in high traffic areas
  - Consider time of year to test
  - Use both observation and evaluation tool
  - Modify activities and instructions as needed and re-test
  - Don’t be afraid to let go of favorite ideas

☐ Production:
  - Consider in-house vs external
  - Create a look & feel
  - Make extra while you have the budget
  - Don’t forget in-backpack storage

☐ Logistics:
  - Free or rental fee?
  - Decide on lost or damaged costs to borrower
  - Create checkout process (form, collateral, etc)
  - Number or name the bags
  - Consider storage space
  - Don’t put them all out on the floor
  - Maintenance

☐ Launch and PR
  - Advertise: online, social media, brochure, e-newsletters, on-site
  - Train staff to make the pitch to appropriate targets
  - Consider launch date (time of year, paired with another event or solo, etc)
  - Track usage and collect quotes

☐ Don’t be afraid to make changes even after launching!!
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Family Backpack Budget Template

I. Staff Time
   a. Project Manager
   b. Project Staff
   c. Graphic Designer
   d. Prototype Fabricator
   e. Evaluator
   f. Final Design Fabricator

II. Backpacks and Containers*
   a. How will you store your backpacks?
   b. How will you store each activity within the backpack?

III. Activity Supplies for Prototyping
   a. Give yourself enough funds to try various products to see what will work best.

IV. Activity Supplies for Final Production
   a. Remember the little things, i.e. rope, string, glue, etc.

V. Graphics and Printing*
   a. Graphic Design
      i. i.e. Labels, directions, design on backpack, etc.
   b. What materials will you be printing on and what do they cost?
   c. Take home – how many, how many pages?

VI. Fabrication*
   a. Outsourcing vs. in-house
   b. What do you need to make vs. buy and alter? How much will it cost to alter?
   c. What equipment or machinery do you need to buy to make the activities?

VII. Marketing
   a. What advertising will you buy?
   b. Website updates
   c. Signage, rack cards, and other printed advertising materials
   d. Staff time to post on free online family websites

VIII. Training Staff

*Remember to make extras!!! Things will get lost, stolen and break.
## Sample

### National Symbols Activity Ideas

<table>
<thead>
<tr>
<th>IDEA</th>
<th>ACTIVITY TYPE</th>
<th>NOTES</th>
<th>LM</th>
<th>RC</th>
<th>MH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bingo (symbols)</td>
<td>Looking, Manipulating</td>
<td>i.e. flags, Uncle Sam</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Telescope</td>
<td>Looking</td>
<td>Compare modern USSC to historic photo. Spot the differences</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Compass and Map Reading</td>
<td>Manipulative, Looking</td>
<td>Use the compass and a map to chart your course from one location/activity to another</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Guerriere the Terrier Stuffed Toy</td>
<td>Touchable</td>
<td>Character narrates the various activities and stops</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Weave Flag Bookmark</td>
<td>Manipulative, Art Making</td>
<td>word games, puzzles, connect the dots, mazes, riddles etc. Where’s Guerriere?; I Spy; OW Holmes Poem or Celebratory Toast Mad Libs; Decode Signal Flags; design your own figurehead; Going to Boston Dice game; Flat Guerriere to cut out with clothes; Make a paper boat/hat</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Story Cards</td>
<td></td>
<td>Use the groups’ cards to tell a story of USSC, her victories and celebrations during War of 1812</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Decorate Powder Horn, scrimshaw or design souvenir of USSC</td>
<td>Art Making</td>
<td>With national and ship symbols</td>
<td>X</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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Sample Evaluation Form

Seabag Discovery Kits: Tools of the Trade

Is this your first stop in the Navy Yard?

Are you planning on stopping anywhere else? Constitution? Visitor Center? USS Cassin Young?

We are developing a new family backpack program. We have a prototype of the kit. Would you and your group/family be interested in trying it out for us during your visit and then answering a couple of questions about the experience at the end (about 5 minutes)? Would you mind if the two of us observe your visit from afar?

Time out:

Time in:

Mark Conversation

Mark on Map where used each activity

________________________

Evaluation

1. Did you use everything in the kit? Y / N

   a. How come? Interest, timing, clarity of directions?

2. What was your favorite activity? How come?

3. What was your least favorite activity? How come?

4. Would you recommend this to a friend?

5. Did you spend more time in the Navy Yard today than you thought you would because of the kit?

6. How did the kit effect your visit here?

7. Did the kit help you facilitate your visit with the children?

8. About the booklet: Did you read the booklet?
   Will you use it at home?
   Was its purpose clear?

9. Guerriere the Terrier:
   Was he an asset/nice addition to the kit?

10. Bingo:
   Were the instructions clear?
   Rate this activity, 1-5?
   Who in your group participated in this activity?

11. Telescope:
   Were the instructions clear?
   Rate this activity, 1-5?
   Who in your group participated in this activity?

12. Compass and Map:
   Were the instructions clear?
   Rate this activity, 1-5?
   Who in your group participated in this activity?

13. Oakum:
   Were the instructions clear?
   Rate this activity, 1-5?
   Who in your group participated in this activity?

14. Story Cards:
   Were the instructions clear?
   Rate this activity, 1-5?
   Who in your group participated in this activity?
15. Knot Tying:

Were the instructions clear?
Rate this activity, 1-5?
Who in your group participated in this activity?

16. Going to Boston:

Were the instructions clear?
Rate this activity, 1-5?
Who in your group participated in this activity?

17. Lacing Card:

Were the instructions clear?
Rate this activity, 1-5?
Who in your group participated in this activity?

18. Magnadoodle Powderhorn:

Were the instructions clear?
Rate this activity, 1-5?
Who in your group participated in this activity?

19. How would you rate the overall Seabag Discovery Kit Experience? 1-5 (5 Highest)

20. Comments?
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Family Backpack Checkout Form Tips

I. Get the information you need to find your bag again.
II. Don’t ask for information people won’t want to give.
III. Use your form to track contents of your backpack.
IV. Include the necessary legalese (ask a lawyer).
V. Include the information the family needs (when/where to return the bag).