

Program Planning Form
AHC Museum Education Class
Updated February 2019

Program Name: Home sweet home

Proposed dates/times: year-round

On-campus or virtual program? Virtual

Name of program developer: Sarah Craig

PROGRAM BASICS

Brief Program Description: This program would explore the architecture and lives of the residents of the smith family farm.

Educational Objective: to educate visitors on what farm life was like during the 19th century and to educate them on the architecture of the house,

Connection to current exhibits, collections, and programs:
The smith family farm

Relationship to Atlanta History Center strategic plan
(see http://www.atlantahistorycenter.com/assets/documents/AHC_Strategic_Plan_2017.pdf)

AUDIENCE AND MARKETING

Target audience
Any one

Marketing strategies

Online and radio advertisements

Projected attendance:
20-250 people

BUDGET

Anticipated costs (provide budget):

writing -100

production-200

Funding and partnership possibilities (include both cash and in-kind contributions)

Funding and partnership possibilities (include both cash and in-kind contributions) Earned income expected.

National endowment for the humanities: \$300

Georgia council for the arts: \$200

Admission: \$200 for the first 50 add on \$50 for up to 50 additional guests.

Total: \$700 with a profit of \$400

Earned income expected (include admission fee information):

Earned income of \$200

PROGRAM DETAILS

Detailed program narrative:

the program would be one hour long and would cover the history of the smith family farm and how the different architectural features and layout of the house affected farm life. This would be done via a PowerPoint presentation. The presentation would start out talking about the smith family and who they were and what life on the farm was like. The program would then speak on how the different architectural features to aid in farm life

Program Schedule:

10:00-10:30- focus on the Smith family and what life on the farm was like

10:30-11:00- Focus on the architectural features and how they aided farm life.

Program set-up (include technology for virtual programs):

3 computers

Number and type of Staff Needed (Include Planning and Production/Day of Event):

We would need 3 staff members.

1 member to run experience.

1 member to run the screen

1 member to use the moderate the chat.

Any other program logistics

The screens and mic would be muted for the event.

To evaluate guests will be given a virtual survey via email.