

# How to Keep the Ball in Your Court

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Jennifer Gray - SMA 2024

# Museums are Magic

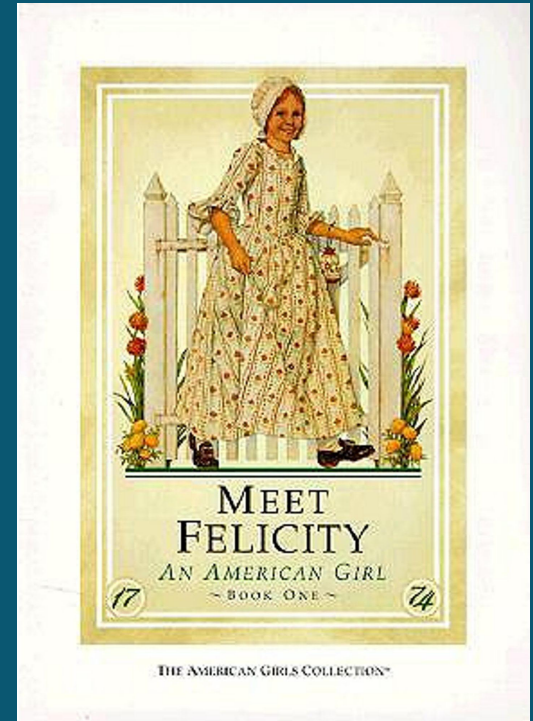
Born 1988 (why am I mentioning my age?)

The Only C

Arcadia University

BA, History (2010)

M.Ed, Early Childhood Education (2021)



Eastern State Penitentiary (2013)

Historic Philadelphia Inc. (2011-2021)

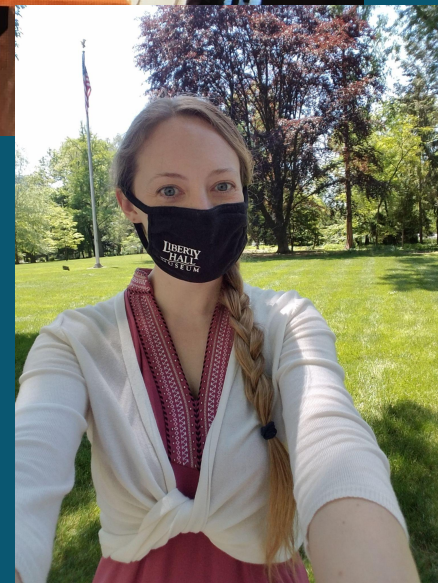
Dickens' Village (2012-2019)

Betsy Ross (2015-2021)

Liberty Hall Museum & Gardens (2020-2022)

Arch Street Meeting House (2021-present)

Teach (2021-present)



# Teaching in Museums vs. Teaching in the Classroom

Time and content

History is:

Fun for All

The Good and the Bad

In having difficult discussions, you contend with:

Bias

Violence

Cruelty

Anger

Ignorance

The Board

The Public



pest analysis



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PEST analysis stands for political, economic, social, and technological. This type of analysis is used to gauge external factors that could impact the profitability of a company. Generally, it is more effective with larger organizations that are more likely to experience the effects of macro events. Jun 13, 2023



Investopedia https://www.investopedia.com... Financial Analysis 42

### What Is PEST Analysis? Its Applications and Uses in Business

About feat

People also ask :

What are the four 4 parts of PEST analysis?

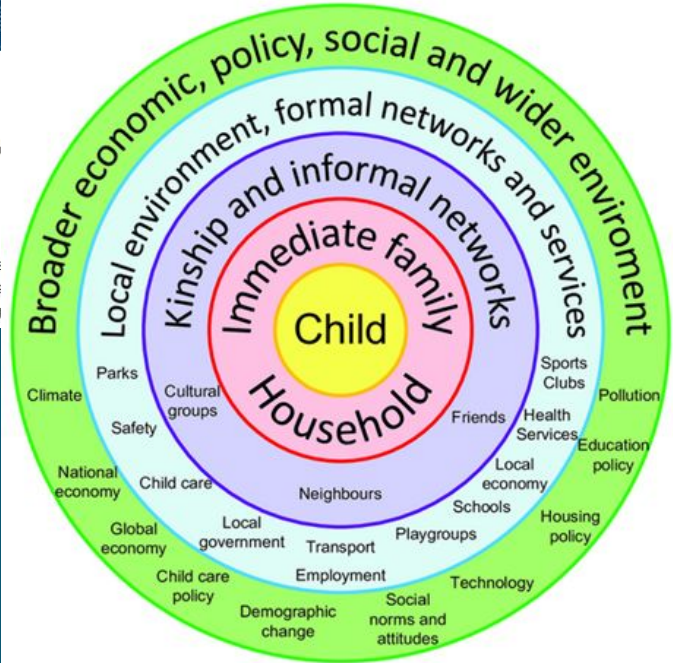
What do you mean by PESTEL analysis?

### PEST analysis :

In business analysis, PEST an of macro-environmental factors scanning component of strateg

# PEST Analysis

# Bronfenbrenner



Bronfenbrenner's ecological model. Diagram by Joel Gibbs based on Bronfenbrenner's (1979) ecological model.

# PEST

Political

Economic

Socio-Cultural

Technological



Harpers Ferry National Historical Park  
*Museum: Reading an Old Building*

# Political, Economic, Socio-Cultural, Technological

Are they accessible to those with physical limitations/mobility issues?

PEST

Are they environmentally friendly?

PEST

Are they accessible to those who are non-binary?

PES

Are they newly renovated?

ET



# Small Group Activity

1. 8-10 groups
2. Each group will receive a potentially contentious topic
3. How can you use the PEST Analysis to dissect your topic?
4. Try to get 1 comment per PEST
5. Select 1 person to share out



# Betsy Ross

Betsy, do you own slaves?

P - While slavery is legal here...

E - I am not a wealthy woman...

S - Having been raised a Quaker...

T - I perform skilled labor...

Let's talk about 21st century politics!

Betsy Ross House 2016

De-escalation

Historic Richmondtown 2023

Politics through time

# Arch Street

Yes, Quakers owned slaves

The Black Bench

Christian Slavery

P - Bronfenbrenner

E - Status symbol

S - The elders

T - North vs. South

# Hurdles to Overcome



“Easier” sites, people, locations, etc.

Supervision & training

Staff/docent/volunteer age

Antagonistic visitors

# Blocking Blame

- **Direct Blocking:** Signaling that the purpose of the interaction is not to blame (We're not here to...)
- **Reframing:** Providing an alternate point of view about a set of facts, which gives the facts a more positive, productive meaning (It sounds as if...)
- **Probing:** Eliciting additional information to clarify the context leading to the blaming (Why do you think that?)
- **Refocusing:** A statement that redirects the discussion from a nonproductive or nonessential area to a relevant area that is helpful.
- **Illustrating:** Giving concrete examples.
- **Validating:** Recognizing the validity of another's perceptions or efforts.
- **Agreeing:** Confirming someone's perception of a situation.

# Blocking Blame as Betsy Ross

- **Direct Blocking:** “I do hope you remember that there are young ones who visit me.”
- **Reframing:** “I do not have the space nor the time to make the fabric. I conducted an apprenticeship for 6 years to learn the upholstery trade...”
- **Probing:** “Why do you think that?”
- **Refocusing:** “Fabric is incredibly expensive.” “How good are your sewing skills?” “Philadelphia is the largest city within these colonies.”
- **Illustrating:** Upholsterers make flags; May 1777 receipt.
- **Validating:** “I can see where you would think that because there is no record on paper, the story is false.”
- **Agreeing:** “Yes I do have my own business. As Philadelphia is a bustling epicenter, things may be different if you are from a less-populous area.”

# Blocking Blame at the Mütter Museum

Are human remains an object in a collection?

Should there be warnings or waivers?

Should certain things not be on display?

Is there a difference between current and past (remember Bronfenbrenner)?

Does the method of acquisition matter?

Do you get grandfathered in?

Jennifer Gray

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