

Interviewer: Explain to us where are you working and why it is that some of the collaboration you are doing is quite unique either from a geographic standpoint or some of the subject matter that you are collaborating around as a 21st Century skill?

Rich Cherry: My name is Rich Cherry. I am from the Balboa Park Online Collaborative. That's a collaborative of 20 museums and cultural organizations in Balboa Park, San Diego. Balboa Park is one of the largest parks. It's a bit bigger than the Central Park and all these organizations are maybe totally completely on to the geographic location. And so it's a different kind of collaboration than what a lot of collaborations between museums and libraries that are happening at the national level, where you have a group of highly motivated people that are interested in a particular subject matter.

We are working with bunch of disparate institutions everything from you know Air and Space museum to an art museum to an anthropology museum, to a national history center. And the collaboration piece is about using sheer technology to cause those organizations to improve their ability to kind of serve the mission. So when you look at you know a national history museum and an anthropology museum a lot of that stuff that technology does is very similar and yet these organizations were going after their own direction whether it's website development or infrastructure work or you know as they do in most organization. They all have a silo for each one of those things.

The challenge is that we are doing a geographic collaboration versus a subject specific collaboration is that the varying levels of capacity within each organization you know at a national level collaboration where I have been involved in the average consumption. We had a bunch of highly motivated people from a variety of organization very specifically interested in getting their end results to educate themselves.

The three of our museums that we have at the park, they are all of varying capacities about doing that, they really like the idea but they may not have the right people on staff that they are going to be the leaders or even the thinkers, it's about how do you do something.

So what we do is we take a lot of time spending in teaching, bringing in national level speakers to talk about particular areas like social media, how that affects the cultural organization, but also taking those in, people from museums to conferences, facilitating that. So there are times they meet each other at the conference even though they work in an institution that's right next door. We find that really exciting when they come back with ideas that then help us to move program forward of getting used to this collaborative technology.

As far as the 21st Century learning stuff you know one of the programs that we have because in the park, in addition to the museums there is also the Balboa Naval Hospital. Of course we have a lot of our veterans that are coming back from it, it's a center for working on different kinds of injuries, major injuries to soldiers and so we have got this big partner with the Warrior Foundation actually, it gives some of those people who are in six months to a year with therapy. A lot of times they are doing physical therapy for a

couple hours a day, for the rest of the day they don't really have a thing to do. A job and they have to from new veterans. So we bring highly motivated individuals from that organizational program, do intensive training on technology as it's done within the cultural organizations, and then we put them on projects, so they actually get real time experience working on projects with museums.

We have had one recently redeployed all of the bigger kiosks in the sports museum. All of these button driven video kiosks from that one developed about 10 years and all the infrastructure is slowly failing. So we put it all on Southern State Appliances Services and trying to get the word about you know how do you move from these old types of devices, DVDs, just ripping them off, putting it on you know a southern state chip-based device, editing the video in a lot of cases because the logos that were used back then are not even the logos that the institution uses any more, so we actually do video editing.

To provide that training and put them to work, and you know not only are you kind of engaging them to technology, but you are also engaging them in a different way and different societies, so they are actually you know more engaged with the fact that this museum, they might want to go to a museum when they were before they actually came in to the program. And we find that a lot of the skills that we, that we provided to them are not just technology skills but kind of life skills, you know how do I put in a resume together for a job like the one I have you know that we are doing as an intern. You know how do I interact with people in an office situation versus situations in a fire team you know there is a lot of big differences about that.

And so we are really excited about that because it is relatively new and we have about four interns and probably will scale up about seven, and the funding that we got from fund that focuses on getting a project manager that actually has one of the social management skills. So I'm actually figuring out how to get these guys and girls over it, does have a lot of issues that they are worried about you know as a veteran and then applying that skill set to the technology.

Interviewer: Tell us if you would your website so folks can look at some of the specific things that you are doing.

Rich Cherry: Right, bpoc.org.

Interviewer: Terrific, thank you very much.

Interviewee: Thank you.