

COLONIAL WILLIAMSBURG INNOVATION STUDIOS

> *Becoming the world's largest online American history museum.*



Through Colonial Williamsburg Innovation Studios we will create and curate media content, including materials for students and teachers as well as anyone hungry to learn about our nation's history and government.

Colonial Williamsburg Innovation Studios

Teachers will enable their students to see themselves in the Colonial Williamsburg stories.

For nearly 100 years, Colonial Williamsburg has engaged generations of Americans in the triumphs and tragedies of our shared history — and today’s landscape means our ability to make a difference is more urgently needed than ever. The Colonial Williamsburg Foundation possesses unique primary resources, world-class historic interpretation and a strong educational core to address critical knowledge voids in U.S. history and civic disengagement. Indeed, much of the history Americans seek to understand happened right here in Williamsburg, Virginia.

Just as Colonial Williamsburg is the world’s largest American history museum, a virtual Williamsburg will become the world’s largest online American history museum. We are creating the Colonial Williamsburg Innovation Studios, which will enable us to greatly multiply the impact of our work at this time when the nation most needs the valuable educational resources the Foundation can provide.

Through our online educational programming, participants form connections between their own experiences and the experiences of

people of the past, highlighting Williamsburg’s relevance and providing an understanding of who we



Above right: Architectural Historian Jenn Wilkoski films a video in the Magazine.

Below: Nation Builder Col. George Washington, portrayed by Daniel Cross, discusses a topic with teachers online.



are today and the historical context of current events. Citizens are seeking experiences that are based on well researched, expertly curated content and they are turning to Colonial Williamsburg in increasingly large numbers, including 23 million views of video content.

In addition to enhancing and supporting staff directly involved with content creation, we will support our Nation Builders and interpreters, extraordinary storytellers who possess unique abilities to bring our content to life, participate in historically accurate conversations and create experiences for our virtual audiences that pull them into our Historic Area.

An opportunity to be thoughtful and intentional with equipment purchases will enhance production quality and efficiency and provide a sustainable model necessary for growing our audience base. A robust and easy to access content management and delivery system (CMS) for audiences to interact with resources will also be critical to our success.

By highlighting the diversity of the founding generation, teachers will enable their students to see themselves in these stories and imagine how they might contribute to the continued building of our nation and their own communities.