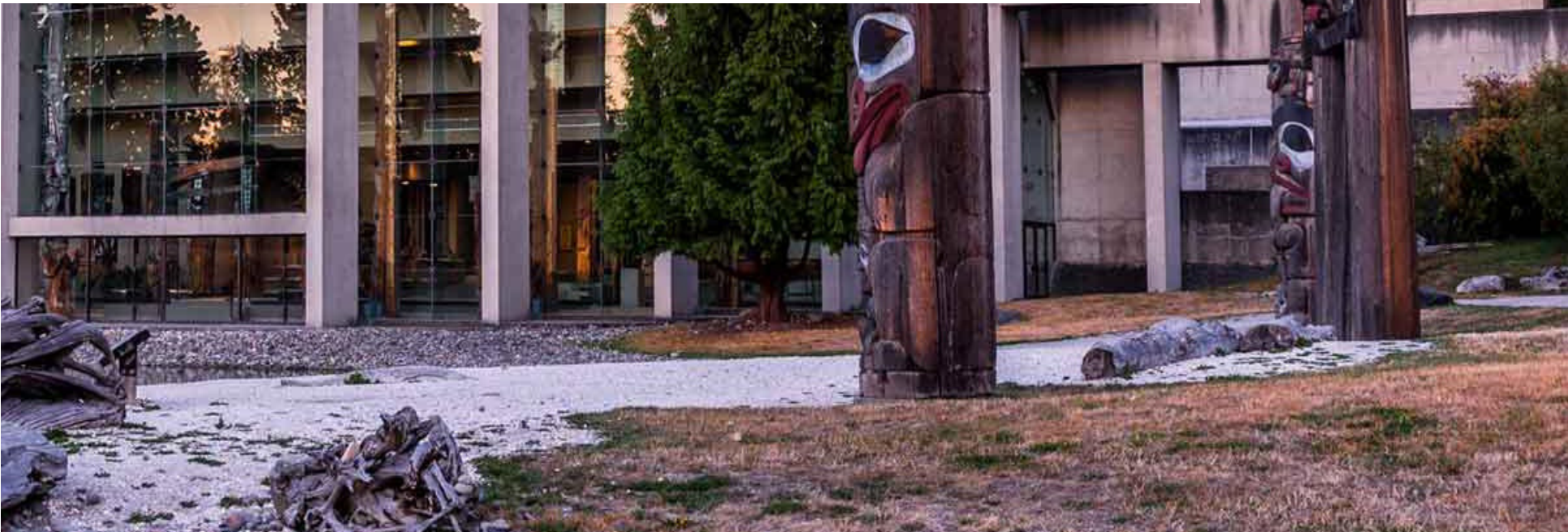


MUSEUM OF ANTHROPOLOGY

*PREPARED BY: Katrina Gao, Daniel Im,
Grace Hsueh, Erin Yang, Kevin Yang*



Business Model Canvas of MOA

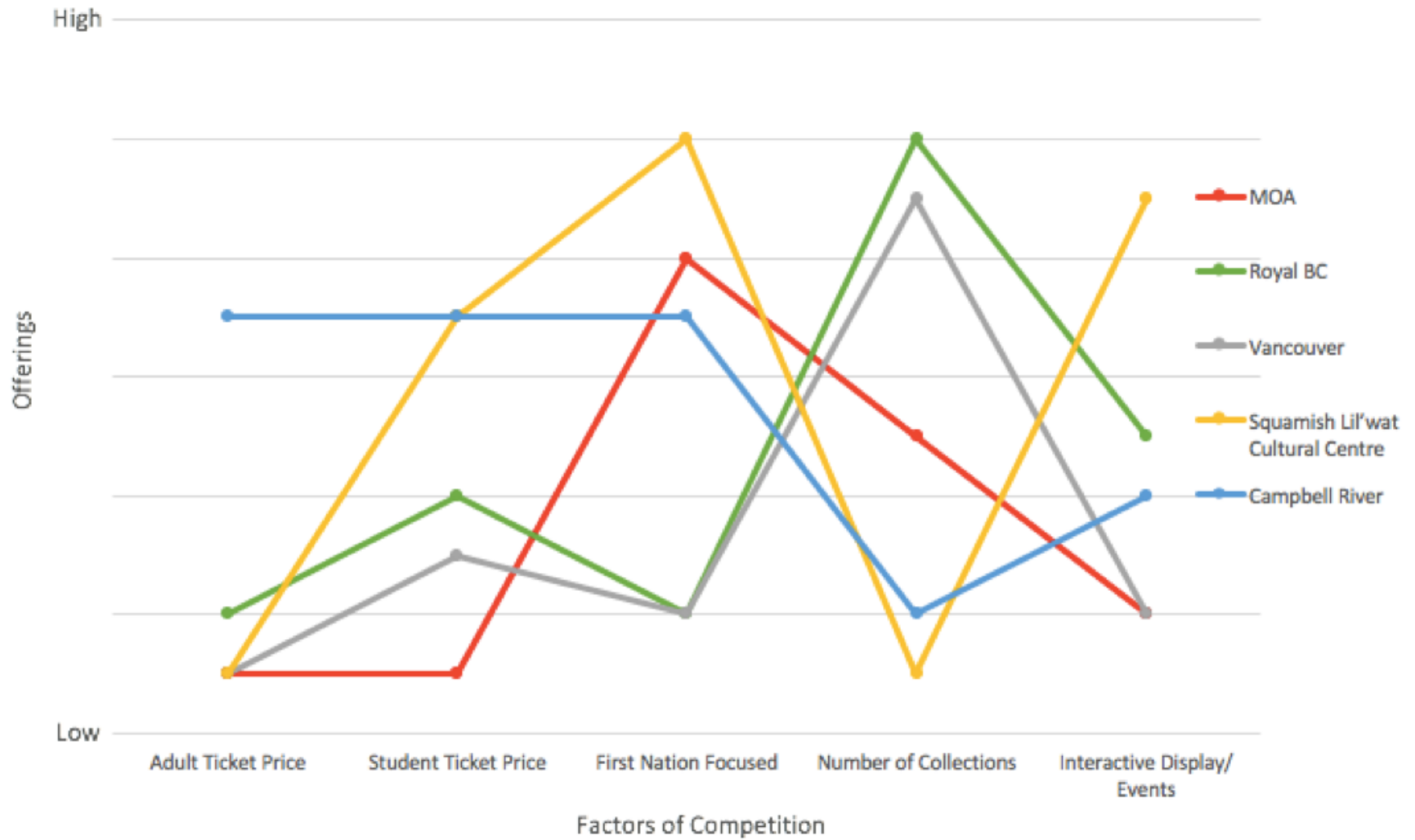
Key Partners <ul style="list-style-type: none"> - First Nations band government - Other Museums - UBC and faculties - Donors 	Key Activities <ul style="list-style-type: none"> - Education purpose to public - Culture preservation - Increase inclusiveness of community - Research and programs - Exhibitions - Events 	Value Propositions <ul style="list-style-type: none"> - A leading anthropology museum in education and research in different cultures around the world, with special focus on First Nations peoples of BC 	Customer Relationships <ul style="list-style-type: none"> - Information source for community - Act as connection bridge between the community and the First Nations peoples 	Customer Segment <ul style="list-style-type: none"> - Students - UBC students/ community - Public - First Nations
	Key Resources <ul style="list-style-type: none"> - Wide range of collections - Partnerships with different anthropology museums - Funding 		Distribution Channel <ul style="list-style-type: none"> - On site - Online collections 	
Cost Structure <ul style="list-style-type: none"> - Salaries and benefits for employees (1/2 of 2013 expenses) - Research and programming expenses (1/5 of 2013 expenses) - Earned revenue expenses - Operating expenses 			Revenue Stream <ul style="list-style-type: none"> - Government funding (culture preservation purpose) - UBC funding (research and development) - Ticket sales (education, experiences) - Endowment income (connection, common values) 	

COMPANY ANALYSIS



FIVE C ANALYSIS

Strategy Canvas for MOA



COMPETITIVE ANALYSIS

STRATEGY 1

INCREASE IMPACT OF DIGITAL MARKETING



PERFORMANCE
METRICS

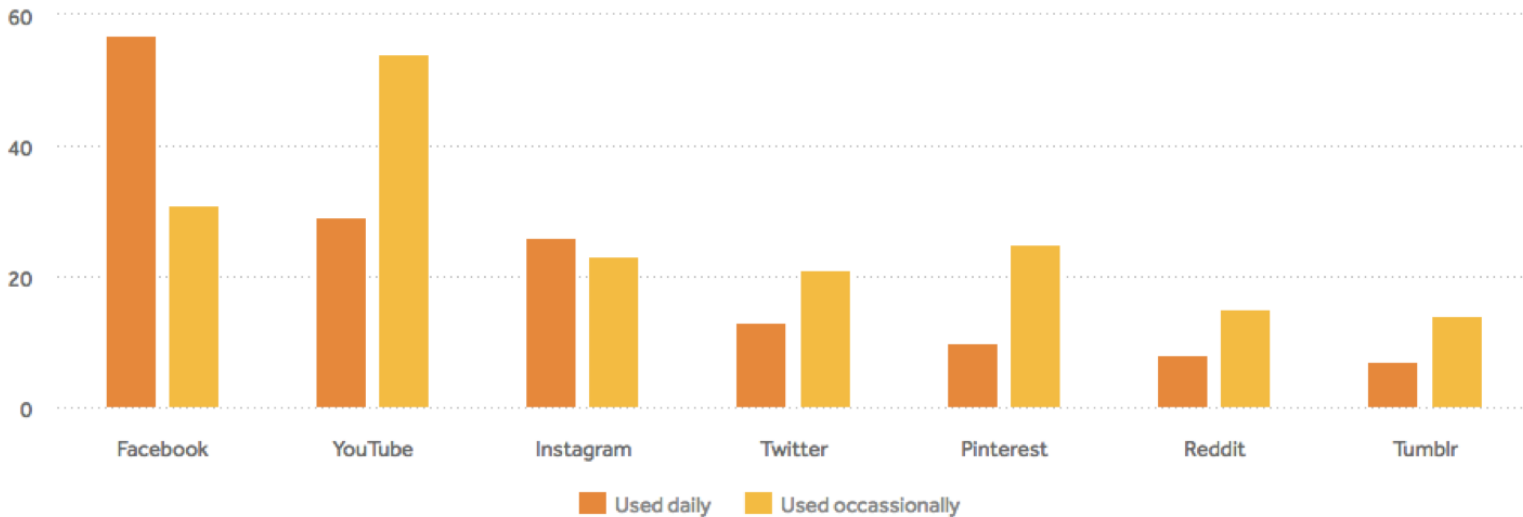
Number of followers, comments, and shares on
MOA's social media accounts

Click through rate and bounce rate of MOA's
landing page

Email list growth rate and open rate

Facebook dominates as a social media platform for news and information

Question: How often, if at all, do you get news and information from each of the following?



Tactic 1A: Social Media Audit



Balance high level
and low level
engagement posts



Incorporate videos
and relevant
hashtags



Use rich media to
generate leads

Tactic 1B: SEO



SEO tools:
Google
Keyword
Planner, Google
Analytics, Moz

Keywords:
"UBC fun",
"free events
UBC", "UBC
student life"



About 958,000 results (0.66 seconds)

[#UBCfun | Student Services](#)

<https://students.ubc.ca/campus-life/fun>

Have some **fun** at the **UBC** Vancouver campus. ... The **UBC** Longhouse: My Home Away From Home ... Creating community and a sense of belonging at **UBC**.

[UBC Recreation: Home Page](#)

www.recreation.ubc.ca/

Then come celebrate the 30+ year **UBC** tradition that is Storm the Wall at the 3rd ... Join us for **fun** and check out some of the key heats of the year including iron ...

You've visited this page many times. Last visit: 16/09/16

[Fun | UBC Recreation](#)

www.recreation.ubc.ca/the-point-blog/fun-2/

... around **UBC**? Look no further we have come up with 5 must do things for families at **UBC**! ... Here are 8 things you may not have known about this **fun** event.

[11 surprising facts about UBC - UBC | Undergraduate Programs and ...](#)

you.ubc.ca/ubc_stories/ubc-fun-facts/

Here are 11 **fun** facts that you may not have known about **UBC**: Hannah Simone, who plays "Cece" on the hit TV sitcom New Girl, graduated from **UBC** with a ...

[Fun with English Language - UBC Camps - University of British ...](#)

camps.ubc.ca/summer-camps/fun-with-language/

This English language camp is a great opportunity, especially for ESL children, to engage in **fun** language-oriented activities and to meet new friends.

Tactic 1C: Email Marketing Makeover



Pop-up link



Bi-weekly
newsletter



Design



Current
newsletter:
dull &
plain

Museum of Anthropology

Blanket Stories + Volunteers Needed

To: Erin

Reply-To: us6-28b537b5e0-89bd15b91c@conversation01.mailchimpapp.com

Inbox - Google March 15, 2017 at 9:53 PM

Meet visiting artist Marie Watt.

View this in your browser (<http://us6.campaign-archive2.com/?u=afa56d665b43d9204a8794f93&id=182e0c2776&e=059dde1773>)
<http://moa.ubc.ca/volunteer>
<http://moa.ubc.ca/volunteer>

** Become a MOA Volunteer

Are you interested in museums and world arts and cultures? Do you like meeting new people? Are you an active learner? If so, you should consider joining our friendly team of Volunteer Associates. Volunteering at MOA is rewarding, fun and educational, and as a Volunteer Associate you will become an important part of the museum's success.

We're currently recruiting new volunteers join our Education and Visitor Information Committees. If you're interested, we invite you to learn more and apply online (<http://moa.ubc.ca/volunteer>). The deadline is April 13, 2017.
http://moa.ubc.ca/portfolio_page/sewing-circle/

** Blanket Stories with Marie Watt

Marie Watt is a multidisciplinary artist who uses blankets, everyday objects that carry extraordinary histories of use, as one of her primary materials. She is visiting MOA this week and we welcome you to join us for one of the fantastic events we have lined up with her, including two artist talks on Thursday, March 16 (http://moa.ubc.ca/portfolio_page/marie-watt/) and Friday, March 17 (http://moa.ubc.ca/portfolio_page/community-based-arts/), and a weekend-long community sewing circle (http://moa.ubc.ca/portfolio_page/sewing-circle/) at MOA — no experience needed! These programs are free with admission.

** Calendar of Events

STRATEGY 2

INCREASE BRAND AWARENESS IN THE UBC COMMUNITY



Performance
Metrics

Number of student attendance per faculty, percentage change in overall student attendance (year over year), analytics gathered from survey results, number of club events held at MOA, number of UBC courses in partnership with MOA

TACTIC 2A: MOA AMBASSADORS

We will spread awareness, promote events, and receive student feedback



KEEP
CALM
AND BE A
STUDENT
AMBASSADOR



TACTIC 2B: SPONSOR FACULTY EVENTS

CUS, AUS, SUS



VENUE

Discounted pricing packages for UBC clubs



CAMPUS TOUR

Imagine Day, The Spark, UBC Orientation



TACTIC 2C: INTEGRATE MOA TOURS INTO COURSE CURRICULUMS



Client, Project artifact, Research
Topic, or Field trip



Extracurricular Credit



Group Patronage



STRATEGY 3

CREATE EXTERNAL MOTIVATION
FOR NEW AND EXISTING
CUSTOMERS



Performance
Metrics

Attendance of students to
workshops hosted by MOA,
increase in attendance rate
from all target audiences

TACTIC 3A: INTERACTIVE EXHIBITS



Encourage Social
interaction



Involve Physical
Activity



Leverage Social
Media Mediums





Dreamcatcher
Workshop



Aboriginal Art
Workshop



Aboriginal Face
Mask Workshop

TACTIC 3B: INTERACTIVE EXHIBITS



RISK AND CONTINGENCIES

Risk	Likelihood	Mitigation	Contingency
Failure to incentivize MOA ambassadors	High	Select ambassadors whose value align with MOA's	Provide extrinsic rewards
"Youthen" of strategy loses other age group segment	Medium	Make sure all innovations displays are all related to educational purpose	Eliminate few strategies that contradict strategies targeting the other age groups
Overly focused on online marketing losing unreachable segments	Low	Diversify marketing channel	Decrease reliance on online marketing, and discover new marketing channels



QUESTIONS?