

Student Roles on Opening Night

Students are “museum staff” on Opening Night, and may have several roles. Consider the following roles for your students as you develop their Opening Night schedules.

Greeter: Student greeters stationed at the entrance of the museum distribute program brochures and direct visitors to the exhibition. Brochures may include a summary of exhibition highlights, a map of the museum floor, a schedule of live events or demonstrations, and additional information about the museum topic.

Tour guide: Student guides offer interested visitors a short tour of the museum, emphasizing key points from each exhibit. It’s a good idea to require that each student offer at least one tour. Leading a tour will require students to learn about all the exhibits, not just their own. Tours should be short and to the point—most museum visitors want time to explore the exhibits independently.

Docent / Interpreter: Student docents or interpreters are stationed at each exhibit, encouraging visitor interaction by highlighting key exhibit elements, and posing or answering questions.

Presenter: Some opening events offer live demonstrations or dramatizations staffed by students.

Evaluator: Students can conduct simple visitor studies on opening night. In this summative evaluation activity, student evaluators use observations, exit surveys, or questionnaires to determine what visitors liked about the exhibition and what they learned. (See *Learning on Display*, chapter 12 for more information.)