



K L U G E - R U H E

A B O R I G I N A L

A R T ▸ C O L L E C T I O N

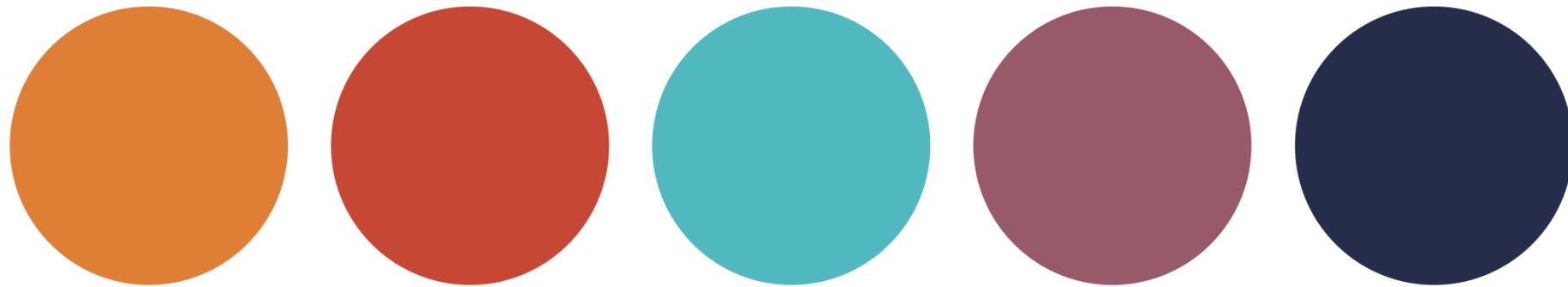
O F T H E U N I V E R S I T Y O F V I R G I N I A



**Our doubts  
are traitors**  
*and make us lose the  
good we oft might win,  
by fearing to attempt.*

# Branding

## Colors



Use Canva to help create templates and utilize their vast library of design elements

# Mapping Your Digital Ecosystem

Instagram	<b>15K</b> followers
Facebook	<b>3.6K</b> followers / <b>3.3K</b> likes
LinkedIn	<b>163</b> followers
YouTube	<b>401</b> subscribers
Vimeo	<b>2</b> followers
Flickr	<b>3</b> followers
Pinterest	n/a ?
Twitter	n/a ?
TikTok	n/a ?

[instagram.com/kluggeruhe](https://www.instagram.com/kluggeruhe)

[facebook.com/kluggeruhe](https://www.facebook.com/kluggeruhe)

[linkedin.com/company/kluggeruhe](https://www.linkedin.com/company/kluggeruhe)

[youtube.com/@kluggeruheaboriginalartcoll8828](https://www.youtube.com/@kluggeruheaboriginalartcoll8828)

# Platform Strategy

## Audiences

Doers.

Recipients.

Donors.

## Key Messaging Pillars

Education.

Vision.

Impact.

**Top Performing Content by Platform**

**Platform Benchmarks**

# INSTAGRAM

Kluge-Ruhe Art Museum

The one and only museum of Indigenous Australian art in the United States.

[kluge-ruhe.org](http://kluge-ruhe.org)



klugeruhe

Follow

Message



1,850 posts

15K followers

1,312 following

Kluge-Ruhe Art Museum

The one and only museum of Indigenous Australian art in the United States.

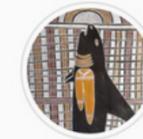
[kluge-ruhe.org](http://kluge-ruhe.org)



MADAYIN



Papunya Tula



Shark Week ...

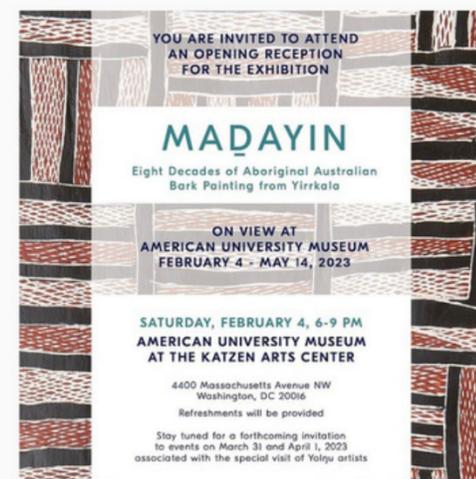
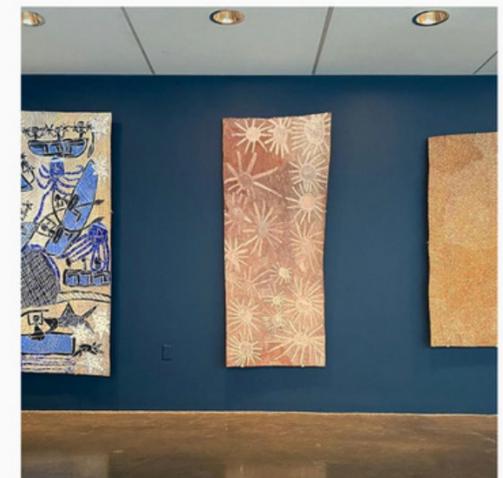


Takeover!!!

POSTS

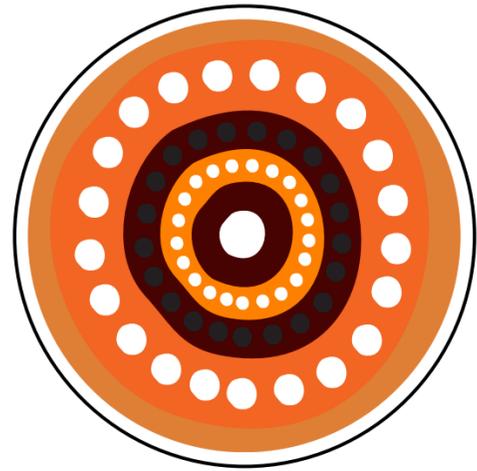
REELS

TAGGED

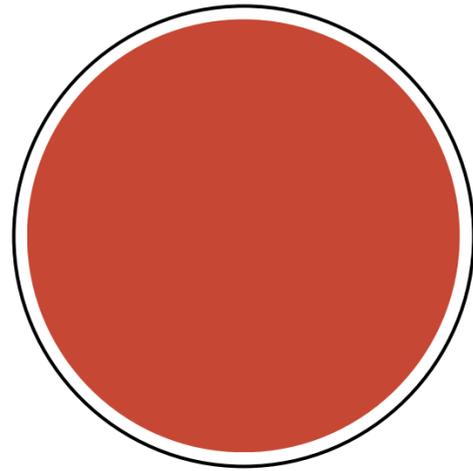


# INSTAGRAM

Create story highlights with simple iconography to showcase important aspects of the museum



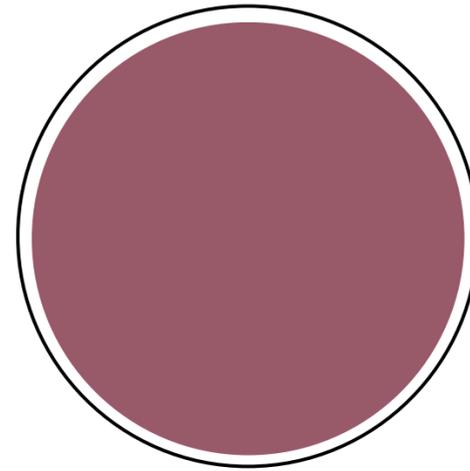
ARTISTS



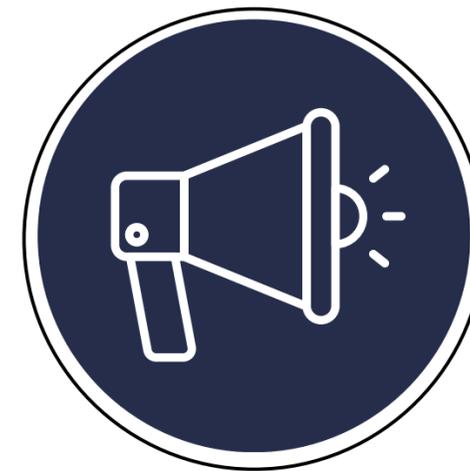
EVENTS



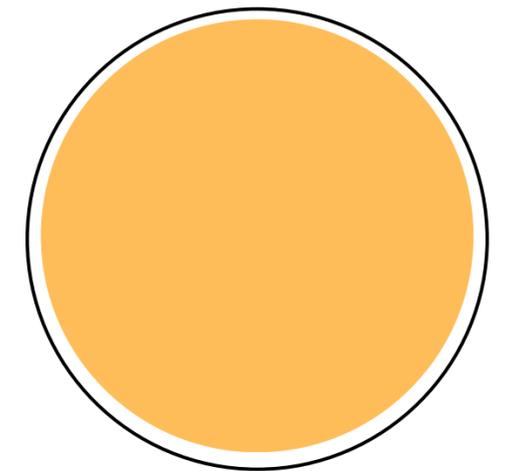
DONATE



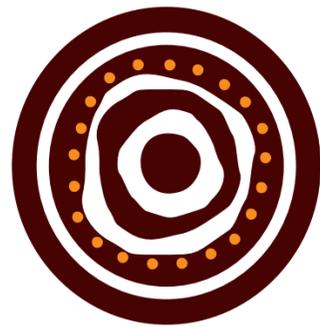
STAFF



NEWS



PARTNERS

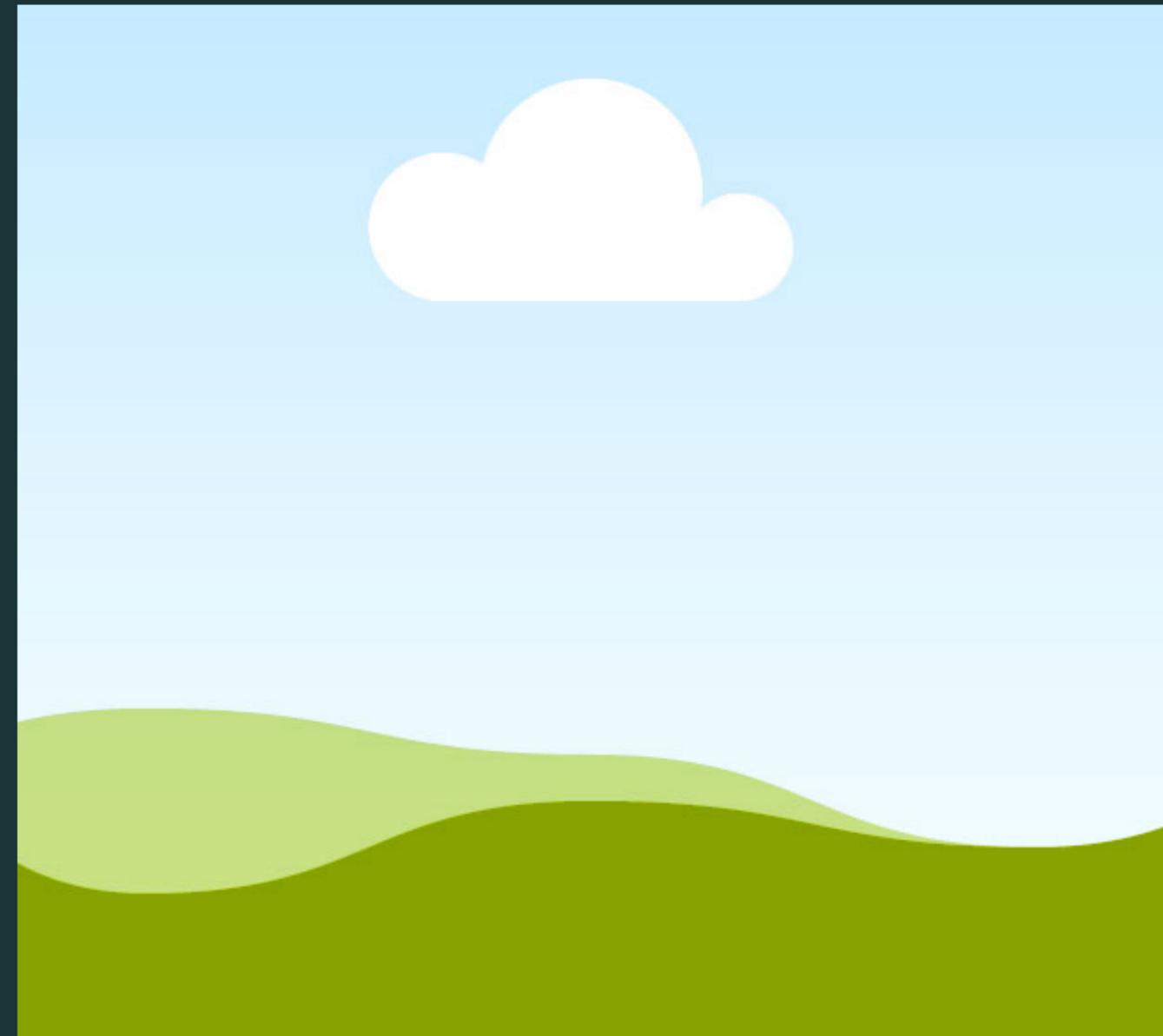




“

One feels the excitement of hearing an untold story.

JOHN HOPE FRANKLIN  
*recipient of the Kluge Prize*

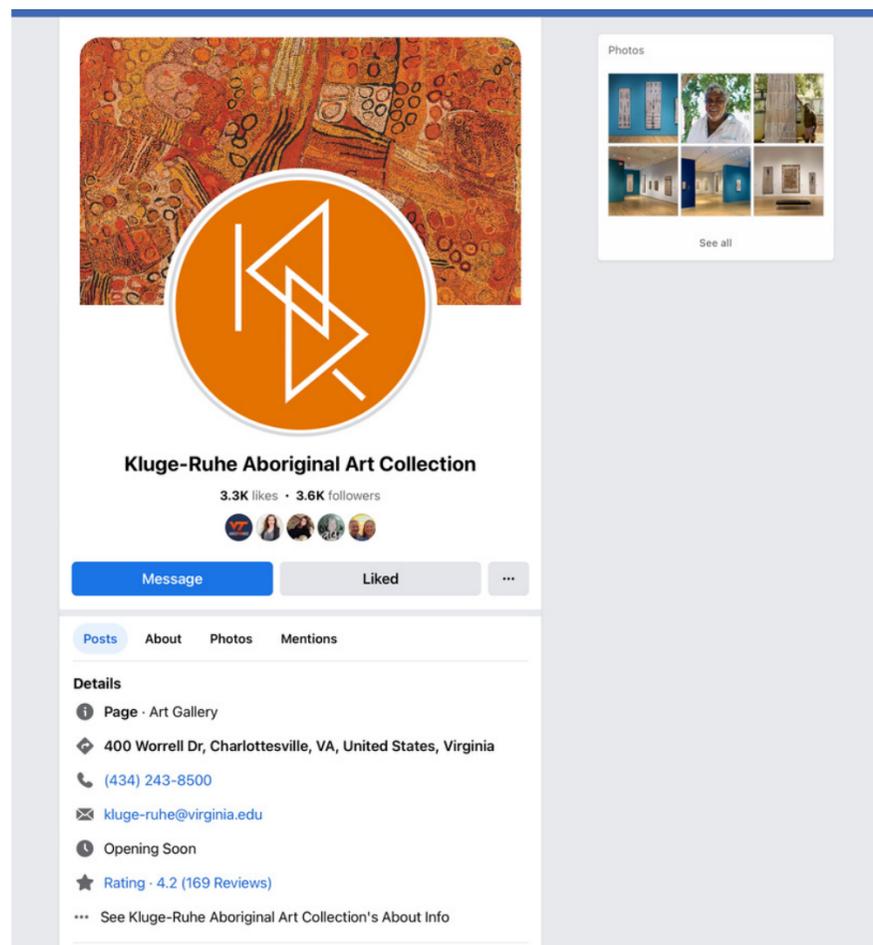


# FACEBOOK

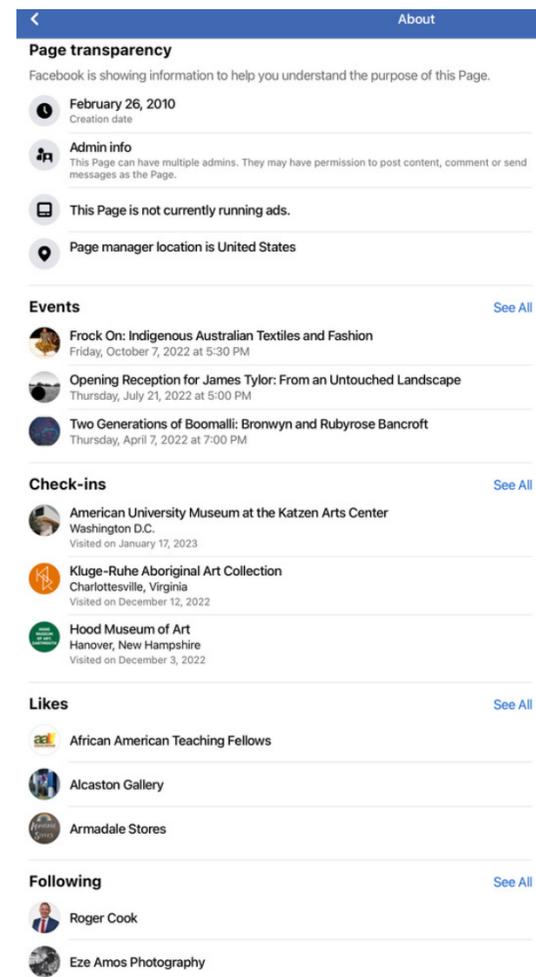
I believe the bio is cut off and missing something?

**ABOUT** - “the only museum in the United States dedicated to the exhibition and study of Australian Aboriginal”

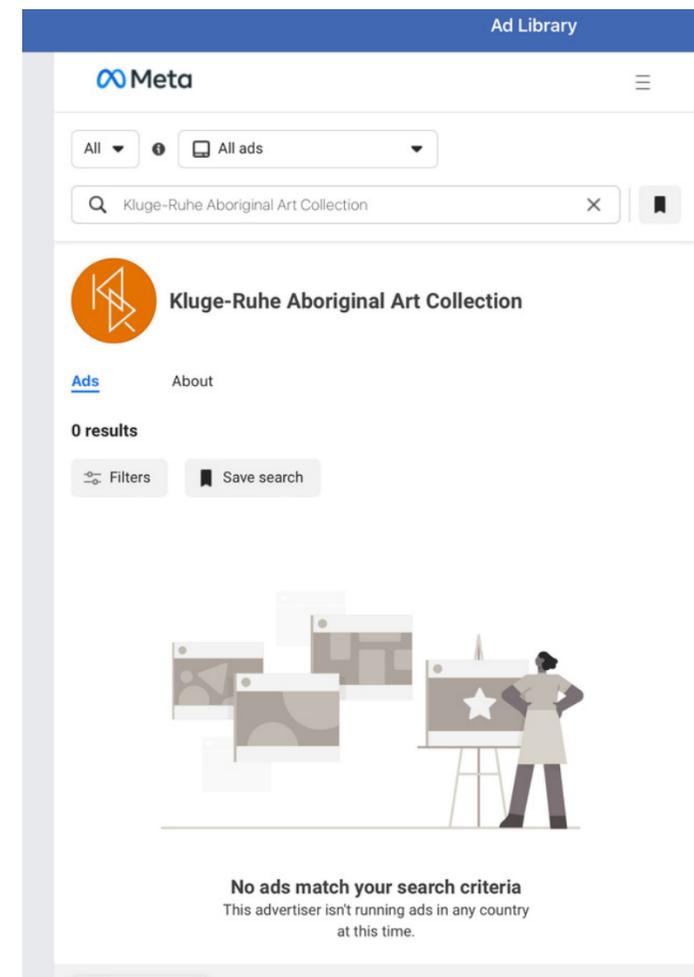
Have you ever placed any paid advertising (nothing shows up in a search)



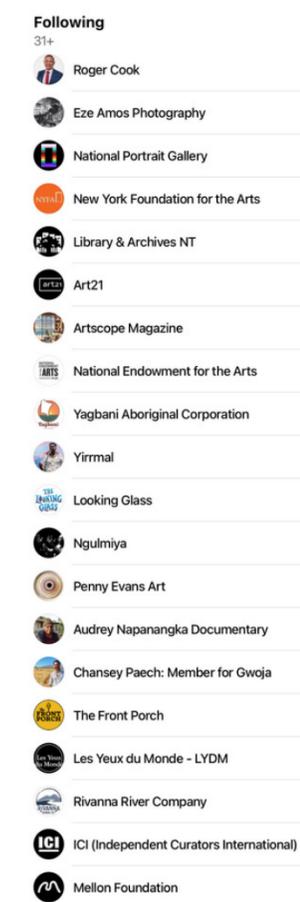
The image shows the Facebook profile page for Kluge-Ruhe Aboriginal Art Collection. The profile picture is a circular logo with a stylized 'K' and 'R' in white on an orange background. The cover photo is a vibrant Aboriginal artwork. The page name is 'Kluge-Ruhe Aboriginal Art Collection' with 3.3K likes and 3.6K followers. The bio is partially cut off, showing 'the only museum in the United States dedicated to the exhibition and study of Australian Aboriginal'. The page is categorized as an 'Art Gallery' and is located at 400 Worrell Dr, Charlottesville, VA, United States, Virginia. The phone number is (434) 243-8500 and the email is kluge-ruhe@virginia.edu. The page is marked as 'Opening Soon' and has a rating of 4.2 from 169 reviews.



The image shows the 'About' page for Kluge-Ruhe Aboriginal Art Collection. It provides transparency information, including the creation date of February 26, 2010, and admin information. It states that the page is not currently running ads and that the page manager location is in the United States. The 'Events' section lists three upcoming events: 'Frock On: Indigenous Australian Textiles and Fashion' on Friday, October 7, 2022 at 5:30 PM; 'Opening Reception for James Tylor: From an Untouched Landscape' on Thursday, July 21, 2022 at 5:00 PM; and 'Two Generations of Boomalli: Bronwyn and Rubyrose Bancroft' on Thursday, April 7, 2022 at 7:00 PM. The 'Check-ins' section shows visits from the American University Museum at the Katzen Arts Center in Washington D.C. (visited on January 17, 2023), Kluge-Ruhe Aboriginal Art Collection in Charlottesville, Virginia (visited on December 12, 2022), and the Hood Museum of Art in Hanover, New Hampshire (visited on December 3, 2022). The 'Likes' section lists African American Teaching Fellows, Alcaston Gallery, and Armadale Stores. The 'Following' section lists Roger Cook and Eze Amos Photography.



The image shows the Facebook Ad Library search results for 'Kluge-Ruhe Aboriginal Art Collection'. The search is performed in the Meta Ad Library. The search criteria are set to 'All' and 'All ads'. The search results show 0 results. A message at the bottom states: 'No ads match your search criteria. This advertiser isn't running ads in any country at this time.' The background of the ad library interface features a stylized illustration of a person standing next to a presentation board with a star on it.



The image shows a list of accounts followed on Facebook. The list includes 31+ accounts, with the following names visible: Roger Cook, Eze Amos Photography, National Portrait Gallery, New York Foundation for the Arts, Library & Archives NT, Art21, Artscope Magazine, National Endowment for the Arts, Yagbani Aboriginal Corporation, Yirmal, Looking Glass, Ngulmiya, Penny Evans Art, Audrey Napanangka Documentary, Chansey Paech: Member for Gwoja, The Front Porch, Les Yeux du Monde - LYDM, Rivanna River Company, ICI (Independent Curators International), and Mellon Foundation.



The image shows a grid of profile pictures for accounts liked by the user. The grid is titled 'ALL LIKES' and contains 67 profile pictures. The accounts include a variety of art-related organizations and individuals, such as African American Teaching Fellows, Alcaston Gallery, Armadale Stores, Art Gallery of Ballarat, Art Gallery of New South Wales, Art Gallery of South Australia, Australian Cultural Fund, Bangarra Dance Theatre, Black Student Alliance (BSA), Brown College at Monroe Hill, Buku-Larrnggay... Regional Art..., CURE, Cairns Art Gallery, Cairns Indigenous..., Center for Global Inequ..., Charlotteville..., Experience Charlotteville..., Eze Amos Photography, Fine Art Conservatio..., First Nations Telegraph, Frank Buffalo Hyde Fan Club, Galerie IDAIA, Hood Museum of Art, IDAIA, Injalak Arts Gumbalany, International Residence..., Kierfeld Contemporary, Koorie Heritage Tru..., Melbourne Museum, Museum and Art Gallery o..., Museum of Contempor..., Musée de la civilisation, Musée du qual Brantley..., National Gallery of..., Nungas Community, Satellite Boy, Seattle Art Museum, Stop the Forced..., Tarnanthi, The Andy Warhol..., The Blue Ridge Swim..., The Fralin Museum of..., The Ian Potter Museum of..., The Jefferson Literary and..., The Sapphires, The UVA, The Virginia, Tropfest, UVA College, and UVA.

# FACEBOOK

You've already got a lot of great mentions on Facebook.

The goal would be to have more patrons who visit the gallery to post and tag you to gain visibility!

The image displays a collage of Facebook posts from various organizations and individuals, all praising the Kluge-Ruhe Aboriginal Art Collection and the 'Madayin' exhibition. The posts are arranged in a grid-like fashion, showing different perspectives and mentions.

- Hood Museum of Art (Nov 30, 2022):** Announces special open hours for the 'Madayin: Eight Decades of Aboriginal Australian Bark Painting from Yirrkala!' exhibition, including a guided tour by curator Henry Skerritt.
- Antiques And The Arts Weekly (Sep 14, 2022):** Celebrates the 50th anniversary of Papunya Tula Artists, highlighting the Kluge-Ruhe Aboriginal Art Collection's role in showcasing their work.
- Virginia Association of Museums (Aug 16, 2022):** Expresses excitement about a special shout-out to the Kluge-Ruhe Aboriginal Art Collection, mentioning actors/comedians Steve Martin and Martin Short.
- David McCormick (Oct 19, 2022):** Shares his love for the 'stunningly gorgeous' Aboriginal art at the Kluge-Ruhe collection.
- Australia in the United States (Aug 15, 2022):** Celebrates the collection at the University of Virginia, mentioning Steve Martin's visit and the collection's significance as a collection of Australian Aboriginal art.
- Kluge-Ruhe Aboriginal Art Collection (Aug 13, 2022):** Posts a question about favorite places to visit in Virginia, with Steve Martin replying 'I love the whole area. Hold on, I'm loo...'
- Hood Museum of Art (Aug 25, 2022):** Celebrates the installation of a massive bark painting, 'Munyuku Wāṇa' by artist Gambali Nurruwutthun, as a milestone.
- Australia in the United States (Sep 26, 2022):** Congratulates the Hood Museum of Art, Buku-Larrnggay Mulka, and Kluge-Ruhe Aboriginal Art Collection on their successful opening programs for 'Madayin: Eight Decades of Aboriginal Australian Bark Painting from Yirrkala!'.
- Virginia Association of Museums (Apr 5, 2022):** Announces a Peer Group Chat for College and University Museums, featuring Margo Smith, Director of the Kluge-Ruhe Aboriginal Art Collection, and Cameron Patterson, Executive Director of the Robert Russa Moton Museum.

The posts include various images of the art collection, people viewing the art, and text-based announcements and mentions. The Facebook interface elements like 'Like', 'Comment', and 'Share' buttons are visible on several posts.

# LINKEDIN

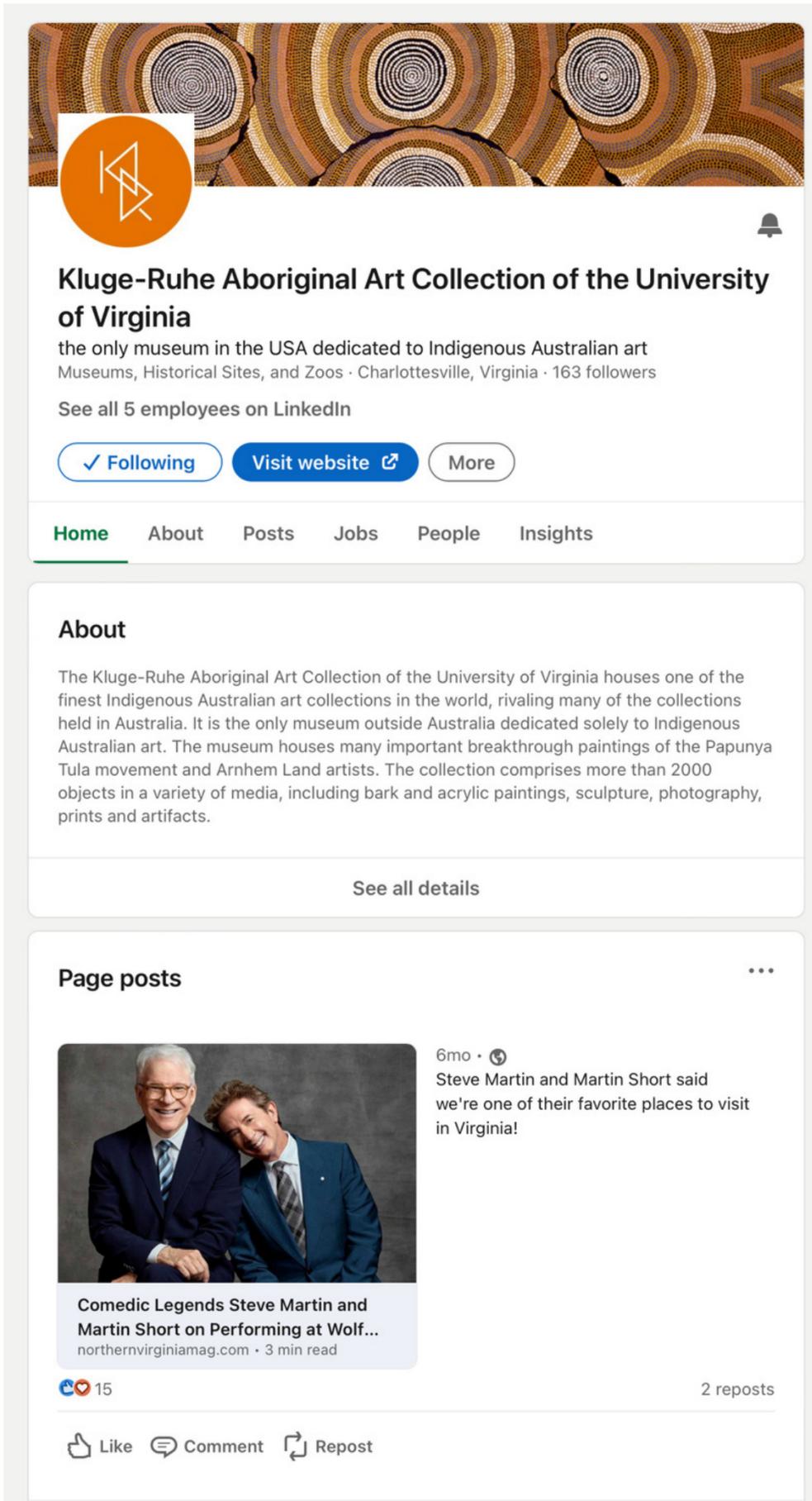
163 Followers

## Kluge-Ruhe Aboriginal Art Collection of the University of Virginia

the only museum in the USA dedicated to Indigenous Australian art

“The Kluge-Ruhe Aboriginal Art Collection of the University of Virginia houses one of the finest Indigenous Australian art collections in the world, rivaling many of the collections held in Australia. It is the only museum outside Australia dedicated solely to Indigenous Australian art. The museum houses many important breakthrough paintings of the Papunya Tula movement and Arnhem Land artists. The collection comprises more than 2000 objects in a variety of media, including bark and acrylic paintings, sculpture, photography, prints and artifacts.”

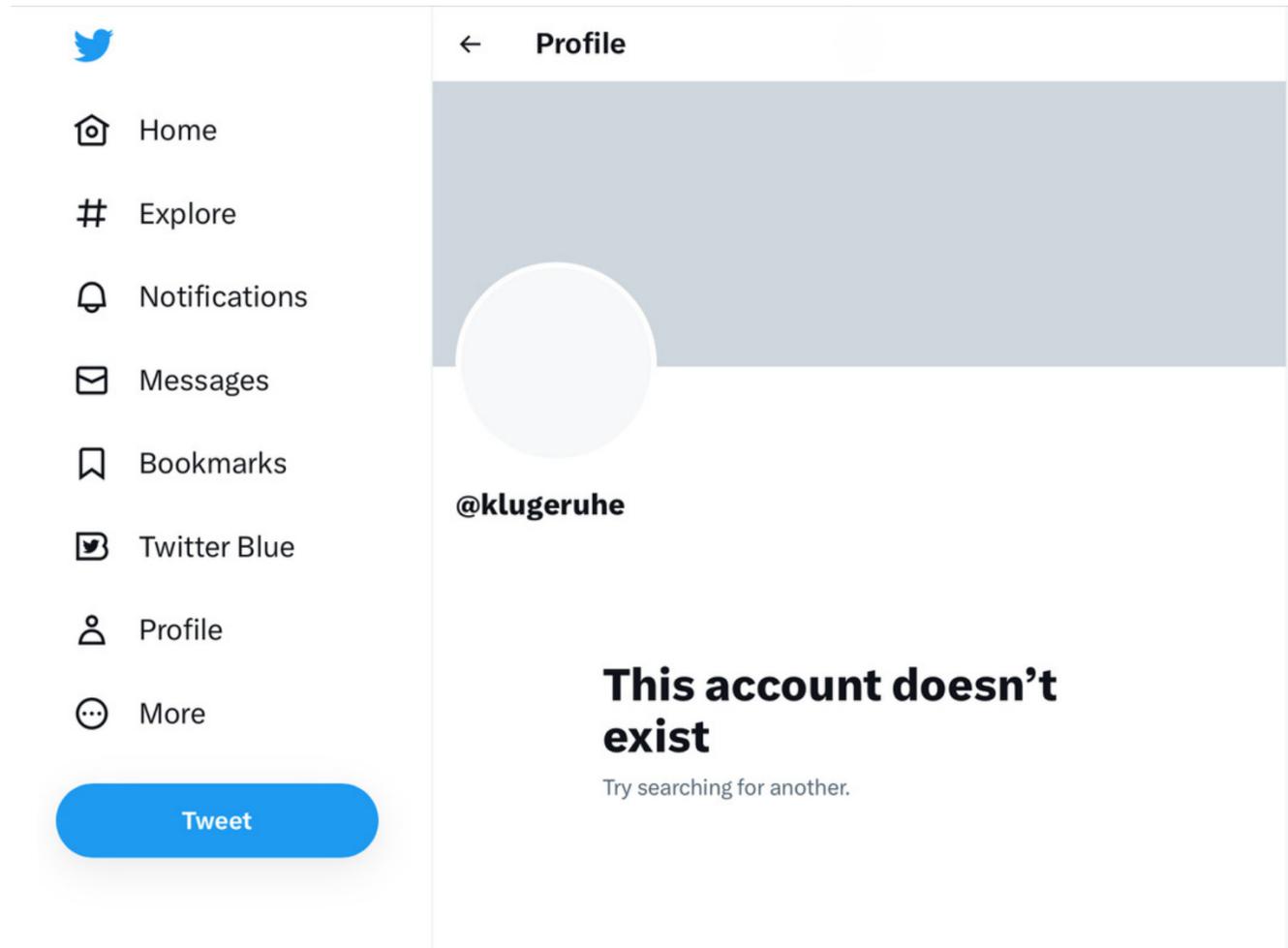
- **I love the background photo on this account!**
- Post more frequently including curated content as well as relevant news from partners.



The screenshot shows the LinkedIn profile page for the Kluge-Ruhe Aboriginal Art Collection of the University of Virginia. The profile picture is a circular logo with a stylized 'K' and 'R' in orange. The background of the header is a vibrant, abstract pattern of concentric circles in shades of brown, orange, and white, reminiscent of Indigenous Australian art. The page includes a navigation bar with 'Home', 'About', 'Posts', 'Jobs', 'People', and 'Insights'. The 'About' section contains the text: 'The Kluge-Ruhe Aboriginal Art Collection of the University of Virginia houses one of the finest Indigenous Australian art collections in the world, rivaling many of the collections held in Australia. It is the only museum outside Australia dedicated solely to Indigenous Australian art. The museum houses many important breakthrough paintings of the Papunya Tula movement and Arnhem Land artists. The collection comprises more than 2000 objects in a variety of media, including bark and acrylic paintings, sculpture, photography, prints and artifacts.' Below this is a 'See all details' link. The 'Page posts' section features a post from 6 months ago by Steve Martin and Martin Short, with a photo of the two comedians and the text: 'Steve Martin and Martin Short said we're one of their favorite places to visit in Virginia!'. The post has 15 likes and 2 reposts.

# TWITTER

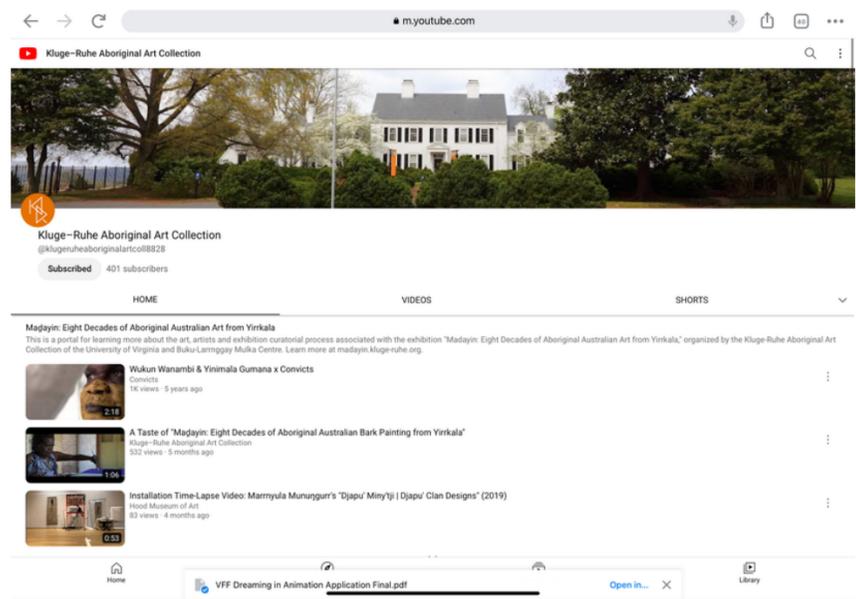
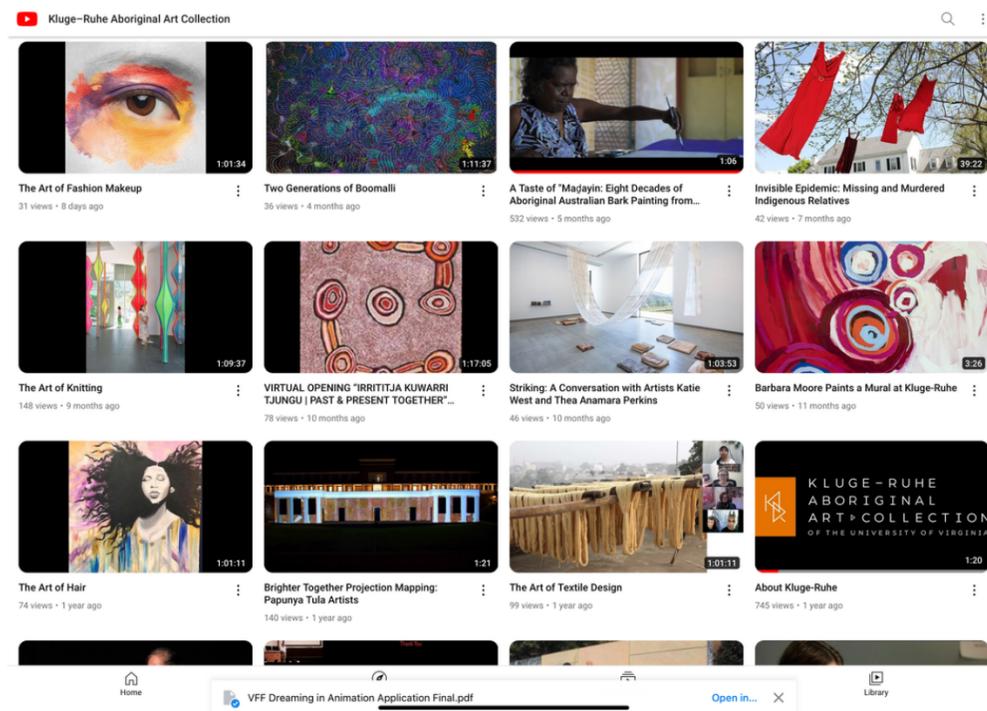
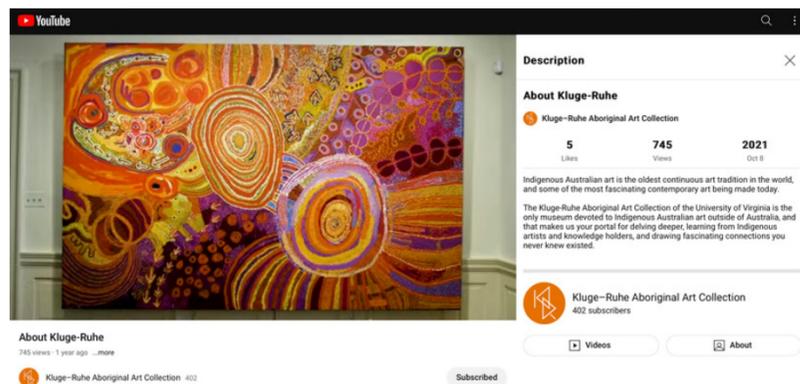
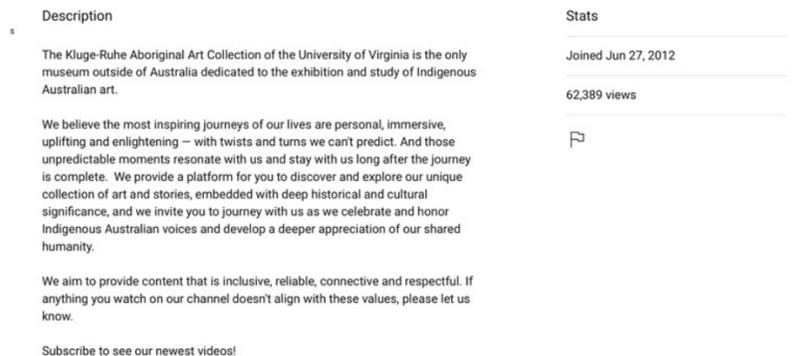
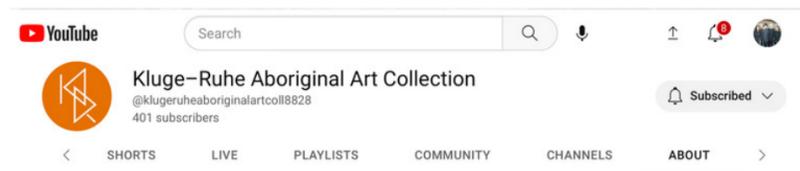
I couldn't find Kluge-Ruhe on twitter, but you should be on it!  
If you were, you could get tagged in tweets like this! :)



# YOUTUBE

Consider having collage of artwork or inside photos of the museum as background image.

You can spend a minimum of \$1/day to promote a video to get more views. It would be interesting to test out using advertising to different audiences. Also create a new and shorter 30 sec promo video for the gallery in addition to the “About Kluge-Ruhe” video which is 1 minute 20 seconds.



# VIMEO

- 63 Videos
- 11 Collections
- 2 Following

Thanks for joining Vimeo! Time to [create a password](#) for your account.

**vimeo** Manage Videos ▾ Resources ▾ Features ▾ Watch ▾ Upgrade 🔍 🔔 👤 [New video](#) ▾

## Kluge-Ruhe Collection's Videos

63 Videos 0 Appearances

Sort: [Date](#) | [Alphabetical](#) | [Plays](#) | [Likes](#) | [Duration](#) 🏠 📑 🔍



**Kangaroos in Aboriginal Art**  
1 year ago



**Reko Rennie and Frank Buffalo Hyde Creat...**  
1 year ago



**Reko Rennie and Frank Buffalo Hyde Creat...**  
1 year ago



**A Young Collector Shares His Boomerangs**  
1 year ago



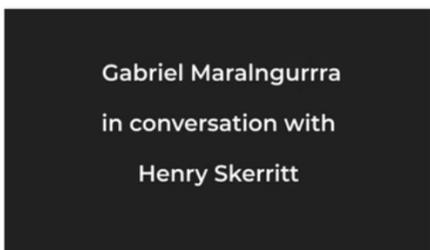
**Joey Hopscotch: Become a Kangaroo!**  
1 year ago



**Dub Leffler Artist Talk**  
1 year ago



**The Art of Comic Books**  
1 year ago



**Gabriel Maralngurra in conversation with Henry Skerritt**  
1 year ago

### BROWSE VIDEOS

Here are all of the videos that Kluge-Ruhe Collection has uploaded to Vimeo. Appearances are videos that Kluge-Ruhe Collection has been credited in by others.

[Following](#)

### ALSO CHECK OUT

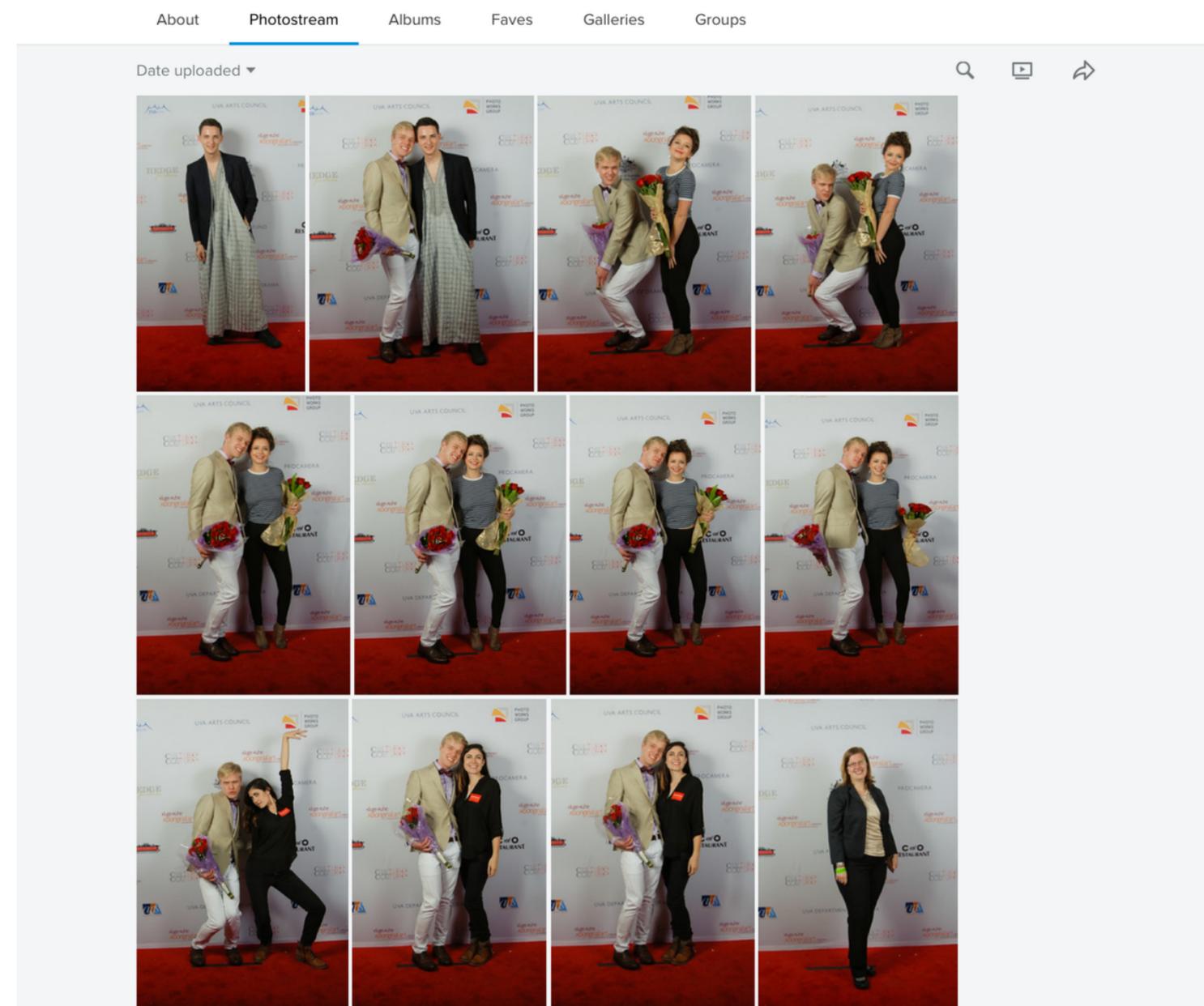
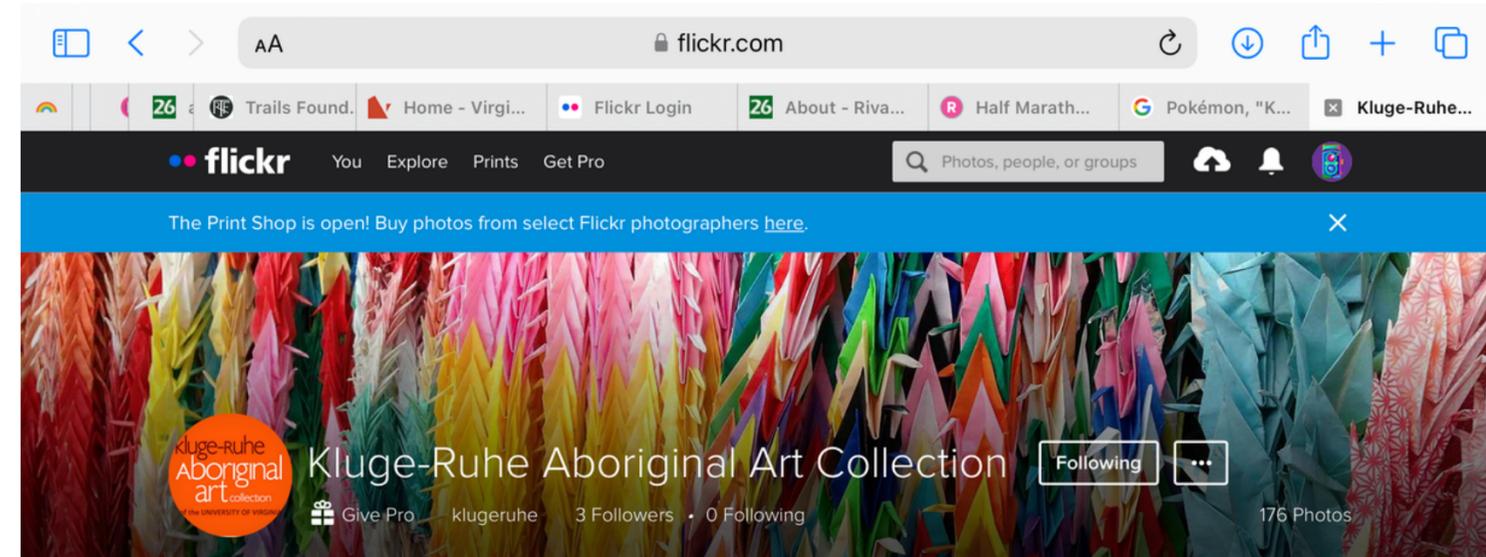
More stuff from Kluge-Ruhe Collection

- [63 Videos](#)
- [11 Collections](#)
- [2 Following](#)

[Kluge-Ruhe Collection's Videos](#)

# FLICKR

Add more content!



# GOOGLE

← → ↻ google.com

Images Maps Shopping Videos News Books Flights Finance

### Sharing

@klugeruhe

Australian Aboriginal art museum at UVA with over 1,700 objects, plus tours & programs. Free entry.

### Highlights

- Identifies as women-owned
- Live performances
- Good for kids

### From the business

- Identifies as women-owned

### Highlights

- Live performances

### Accessibility

- Wheelchair accessible entrance
- Wheelchair accessible parking lot
- Wheelchair accessible restroom

### Amenities

- Good for kids
- Free Wi-Fi
- Restroom
- Restaurant

### Crowd

- Family-friendly

Update this place

### Profiles

Instagram Facebook LinkedIn

google.com

Shopping Images Videos News Maps Books Flights Finance

## Kluge-Ruhe Aboriginal Art Collection of the University of Virginia

4.7 ★★★★★ (41)  
Art museum in Albemarle County, Virginia · Open

Overview Reviews Photos Updates Products About

### Reviews from the web

4.2/5 Facebook · 60 votes

### Google review summary

4.7 ★★★★★ (41)

### Rate and Review on Google

★ ★ ★ ★ ★

### Reviews

All painting 4 exhibits 4 artwork 3

Sort by: Most relevant Newest Highest Lowest

**N Nicole Flemming**  
43 reviews · 3 photos  
★★★★★ 5 months ago

We came in off the freeway, looking for a brief diversion before our one evening in Charlottesville, and were blown away by the explosion of color, texture and emotion on display. What a wonderful surprise. Knowing nothing about Aboriginal ... [More](#)



# EMAIL

- Include links to all social media platforms in email footer
- Make sure text is easily readable without obstructions. Maybe the sections with a transparent background could have been on solid color so the text is easier to read. Then the border art would really pop, too.
- Good use of text based email for confirmation

LM Lauren Maupin  
To: agoodgroup@icloud.com >

Friday

## CONFIRMED: Fred Myers Tour on Sunday, February 5

Dear Leah Connor,

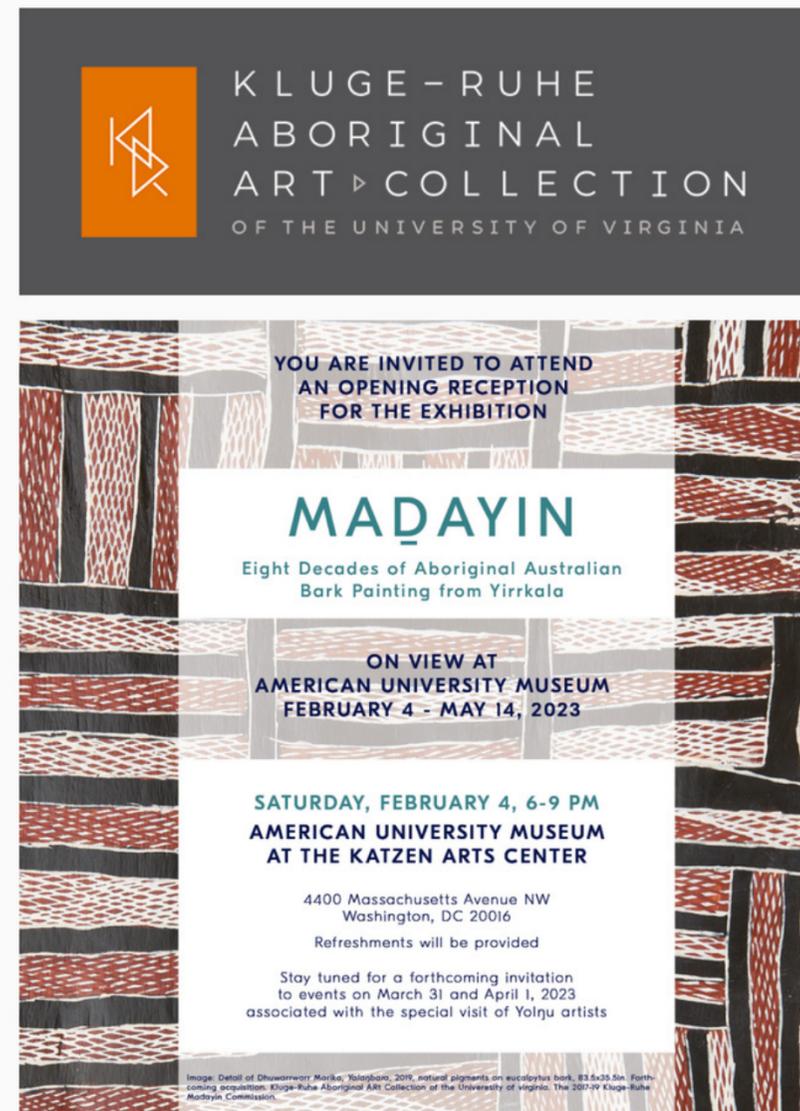
Thank you for registering for the Special Sunday Tour with Fred Myers on Sunday, February 5 at 1:30 pm. Please arrive a few minutes early to park and check in at the front desk.

If you can no longer attend the event(s), please send an email to [kluge-ruhe@virginia.edu](mailto:kluge-ruhe@virginia.edu) to let us know, as space is very limited and someone else will want your spot!

Thanks for your interest in this event, and we look forward to seeing you soon!

Staff at the [Kluge-Ruhe Aboriginal Art Collection of the University of Virginia](https://www.kluge-ruhe.org/)

You're Invited: Open MADAYIN in Washington, DC with us!



Explore more at [kluge-ruhe.org](https://www.kluge-ruhe.org)

400 Worrell Drive, Charlottesville, Virginia, 22911 USA

Kluge-Ruhe acknowledges the Monacan People as the Indigenous custodians of the land in and around Charlottesville. [Learn more here.](#)

© Kluge-Ruhe Aboriginal Art Collection of the University of Virginia. All images are protected under copyright. Using images without permission is illegal and disrespectful.

Want to change how you receive these emails? You can [update your preferences](#) or [unsubscribe from this list](#).

*memories ;)*

Dreaming in Animation program Inbox hwtears@aol.com ☆

M Maupin, Lauren (ldm3d)  
to hwtears@aol.com  
Oct 21, 2013 [Details](#)

Hi Laoghaire,

Our records show that you pre-registered for the Virginia Film Festival *Dreaming in Animation* workshop.

To complete the application process, you need to fill out the application form, which is attached to this email. You are not officially registered for the program until you submit this application and are notified of your acceptance.

Thank you for your interest in this program, and we look forward to seeing your application soon!

Lauren Maupin

Lauren Maupin | Education and Program Coordinator

[Kluge-Ruhe Aboriginal Art Collection of the University of Virginia](https://www.kluge-ruhe.org/)

[www.kluge-ruhe.org](https://www.kluge-ruhe.org) - T. 434.244.0234 - F. 434.244.0235

400 Worrell Drive - Charlottesville, VA 22911

PDF VFF Dreaming in Animati...

# MAIN WEBSITE

Include all social media links in footer. Add Instagram, Twitter, LinkedIn, Flickr, Pinterest, Vimeo, YouTube, etc. Create a webpage dedicated to social media where you can have links and/or feeds from top platforms.



KLUGE - RUHE  
ABORIGINAL  
ART COLLECTION  
OF THE UNIVERSITY OF VIRGINIA

[Home Page](#)

[Programs and Events](#)

[Explore](#)

[Visit](#)

[About](#)

[Search the Collection](#)

[Donate](#)

[Education](#)

[Contact Us](#)

[Exhibitions](#)

[Get Involved](#)

400 Worrell Drive  
Charlottesville, VA 22911  
434-243-8500  
kluge-ruhe@virginia.edu

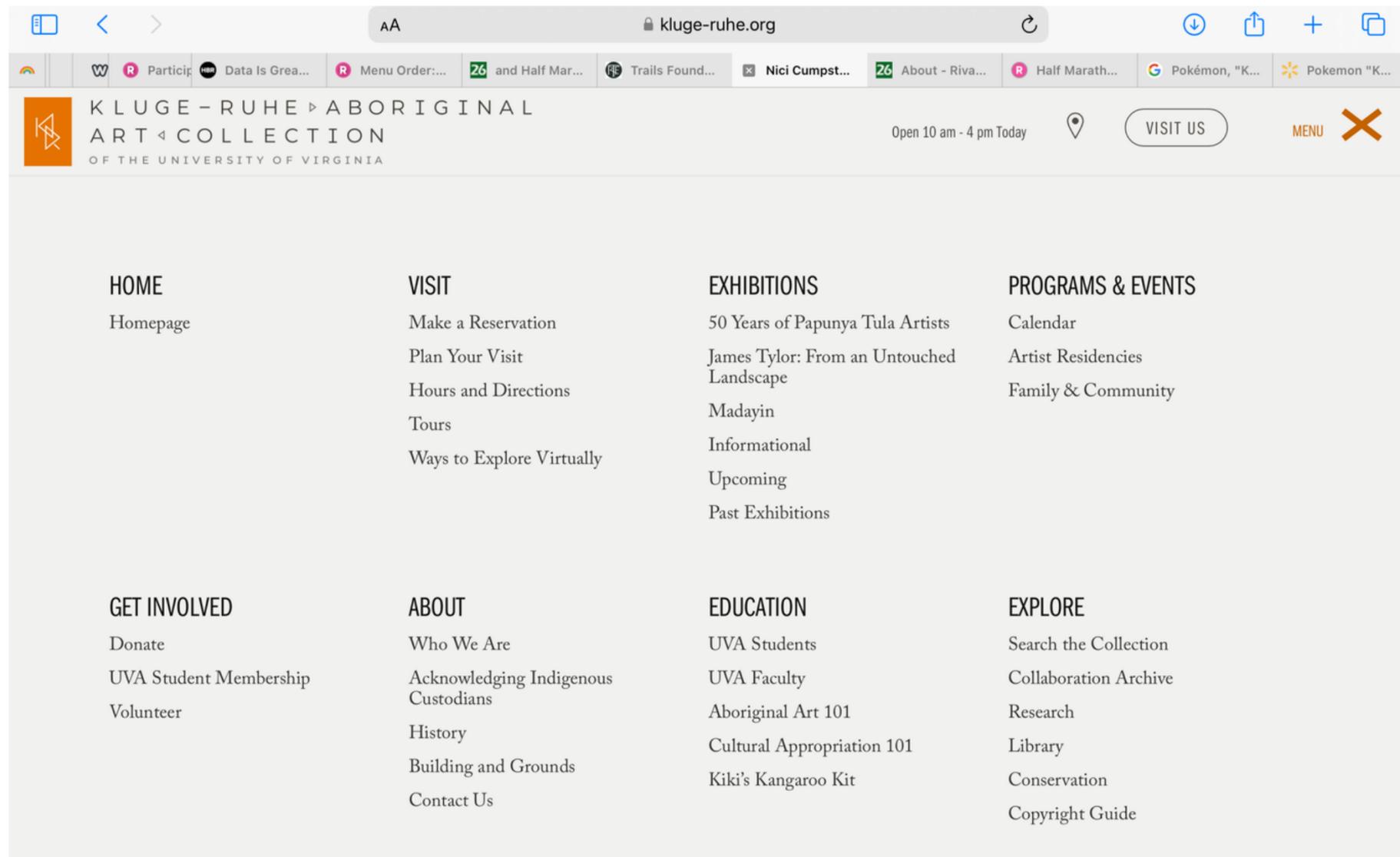
This website was made possible by the  
support of UVA Arts Council.



Site by Vibethink

# MAIN WEBSITE

The organization and navigation for your website is thorough and easy to read.



# MAIN WEBSITE

Initially I was curious why this form doesn't have a text box for people to enter comments/questions. It didn't seem obvious to me that I would need to click on "Something else" for a text box to appear. Maybe that was intentional in the design to save space and direct feedback into specific fields, but I can see the benefit of showing a default text box on the form so that visitors know they can provide feedback.

## VISIT

- Make a Reservation to Visit Kluge-Ruhe
- Plan Your Visit
- Hours and Directions
- Tours
- Contact Us

## CONTACT US

Use the form below to contact us about a variety of matters, from questions about a program to learning about artwork you own or donating artwork to Kluge-Ruhe. We look forward to hearing from you!

Name \*

First Name

Last Name

Email Address \*

Address

Address Line 1

Address Line 2

City

State/Province

ZIP / Postal

Country

Phone Number (primary) \*

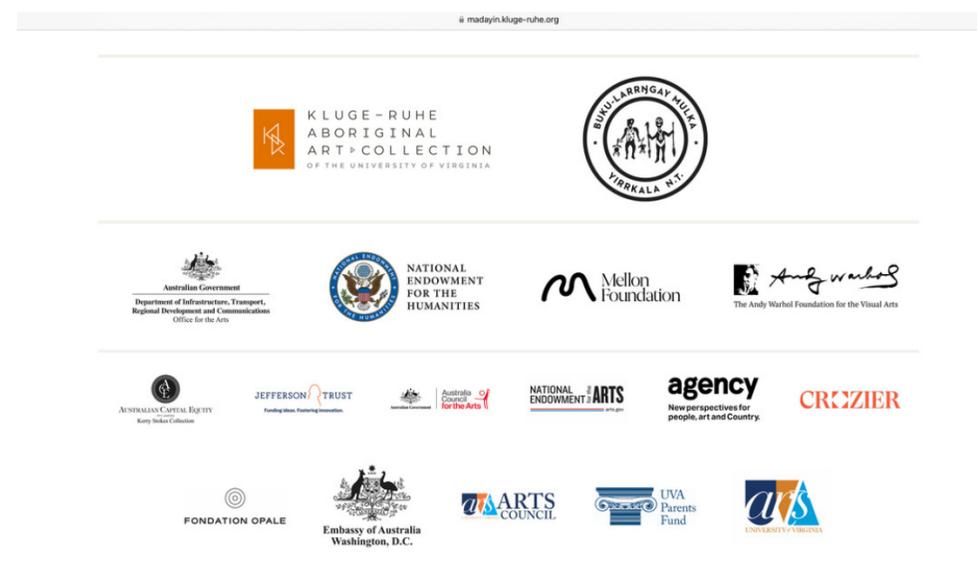
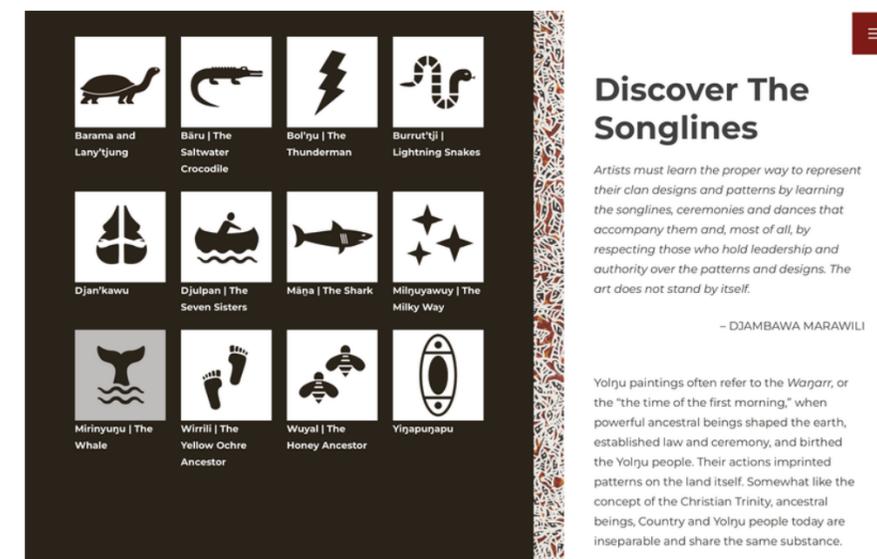
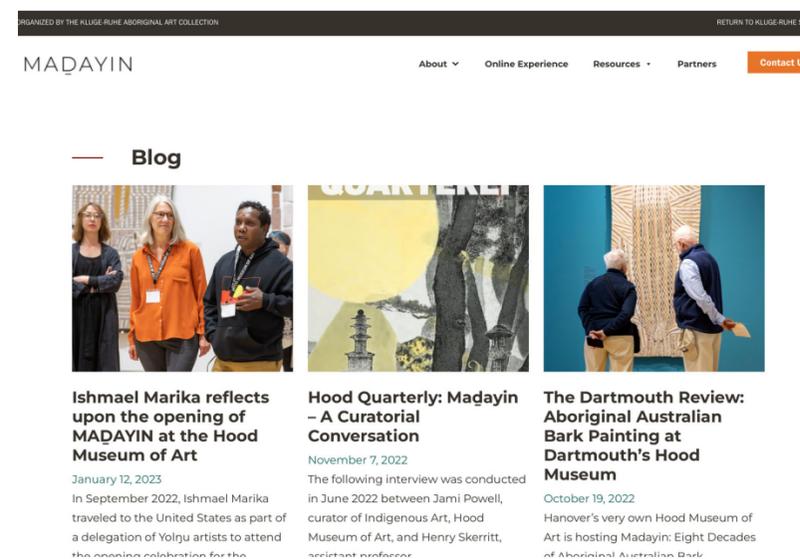
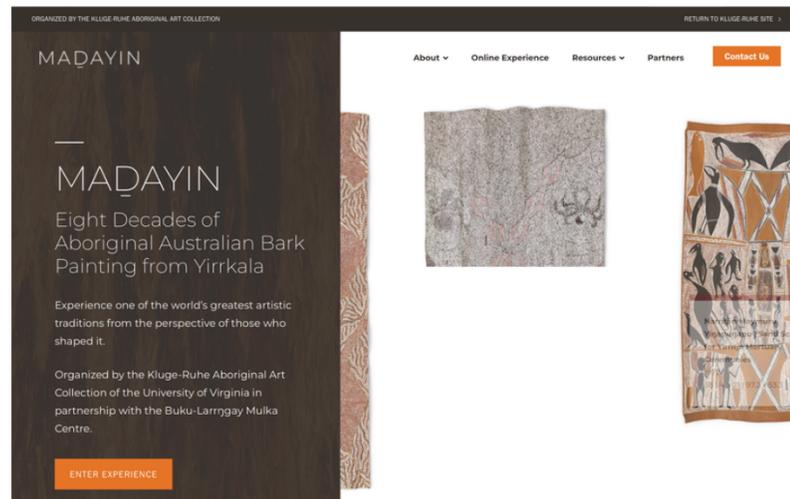
Phone Number (secondary)

I am inquiring about... \*

- A specific program or event
- Museum membership
- Partnering with Kluge-Ruhe
- Learning more about Aboriginal art I own
- Donating Aboriginal art to Kluge-Ruhe
- Requesting to use an image or seeking copyright for an image
- Something else

# Maḍayin Online

Wow! This is an incredibly rich and vibrant online experience! I'd love to explore ways to share this resource across social platforms. The footer does include Instagram and YouTube (unlike the main website).



# Podcast



## Aboriginal Art in America

By Kluge-Ruhe Aboriginal Art Collection and The Virginia Audio Collective >

Podcast

★★★★★ 0 ratings

[Sign In to Listen](#)

### Summary

Each week we spend a few minutes getting to know a work by an Indigenous Australian artist. We'll talk about medium, style, the evolution of Aboriginal art over its 50,000+ years, and the ways these works and artists transcend and translate the issues of the day from the other side of the world. Aboriginal Art in America is made by The Kluge-Ruhe Aboriginal Art Collection, the only museum outside of Australia dedicated to the exhibition and study of Indigenous Australian art, and The Virginia Audio Collective.

### Episodes

[View All](#)

- **Past & Present Together: 50 Years of Papunya Tula Artists**  
Aboriginal Art in America · Ep28 · 8/2/22  
Podcast Episode · 5m
- **Marrnyula Mununggurr's Puzzlework Paintings**  
Aboriginal Art in America · Ep27 · 7/28/22  
Podcast Episode · 6m

# Blog

ORGANIZED BY THE KLUGE-RUHE ABORIGINAL ART COLLECTION

[RETURN TO KLUGE-RUHE SITE >](#)

MADAYIN

[About ▾](#)

[Online Experience](#)

[Resources ▾](#)

[Partners](#)

[Contact Us](#)

## — Blog



### Ishmael Marika reflects upon the opening of MADAYIN at the Hood Museum of Art

January 12, 2023

In September 2022, Ishmael Marika traveled to the United States as part of a delegation of Yolŋu artists to attend the opening celebration for the



### Hood Quarterly: Madayin – A Curatorial Conversation

November 7, 2022

The following interview was conducted in June 2022 between Jami Powell, curator of Indigenous Art, Hood Museum of Art, and Henry Skerritt, assistant professor...



### The Dartmouth Review: Aboriginal Australian Bark Painting at Dartmouth's Hood Museum

October 19, 2022

Hanover's very own Hood Museum of Art is hosting Madayin: Eight Decades of Aboriginal Australian Bark

# Kiki the Kangaroo

I love mascots! Kiki the Kangaroo has so much more potential in addition to the existing “Kiki’s Kangaroo Kit”



#### KANGAROO PUPPET INSTRUCTIONS

Puppets are characters that are used to tell stories. Stories are one of the ways that Aboriginal people have handed down cultural knowledge for thousands of years.

#### **Ingredients needed:**

- Printer
- Paper bag- lunch size is perfect
- Puppet parts sheet printed out
- Scissors
- Crayons, colored pencils or markers
- Glue stick



#### **What do I do?**

1. Take your paper bag and fold the two corners of the flap under so they form a triangular “face” shape. Glue in place.
2. Print out the puppet parts and color them in.
3. Cut out your puppet parts and lay them on your paper bag.
4. Glue down your puppet parts. Put a heavy book on top and wait 5 minutes for the glue to set up.
  - a. How to glue your pouch: Glue ONLY along the left, bottom and right outside edge. Do NOT glue the top edge or the middle. This way the baby joey can slip inside the pouch.
  - b. You can glue your baby joey into the pouch, or leave it unglued so it is free to jump in and out of the pouch.



#### **Now you’re ready to bring your puppet to life!**

Think about who your puppet is and what they might be doing. Here are some things to think about to get you started:

- What’s the name of your kangaroo mama?
- What’s the name of your baby joey?
- Where do they live?
- What kind of an adventure could they go on?



# Strategic Plan

## A MUSEUM FOR THE 21ST CENTURY

The Kluge-Ruhe Aboriginal Art Collection of the University of Virginia is the only museum dedicated to Indigenous Australian art in the United States. Offering a variety of rich programming on-site and digitally, the museum attracts more than 40,000 visitors annually and reaches 300,000 visitors through loans of artwork to other museums.

Buoyed by our mission to expand the world's understanding of Indigenous Australian arts and cultures, as well as our deep relationships with Indigenous communities, Kluge-Ruhe is now establishing itself as a leader in the museum field, particularly among museums with Indigenous collections.

The worldwide movement to address inequality and injustice has been central to Kluge-Ruhe's mission for many years, where one of our key values is to amplify Indigenous voices. We have built on this strength to reimagine the role of the museum in the contemporary world in two ways: We will increase the meaningful involvement of Indigenous people throughout Kluge-Ruhe, and we will create high-value, immersive experiences to serve broader audiences.

## EMPOWERING INDIGENOUS LEADERSHIP

At Kluge-Ruhe, we respect Indigenous people as the authorities on their arts and cultures. We are committed to increasing Indigenous Australian participation, governance, and influence in everything we do. This commitment will affect the whole museum, including curation, collections management, programming and operations. By creating opportunities for Indigenous people to have a direct impact on how we share our collections with the world, we will ensure that our governance is aligned with our values.

This commitment will prepare us for success within the contemporary museum landscape, positioning Kluge-Ruhe as a leading example of responsible and enlightened governance. We will involve Indigenous people as both key stakeholders and a primary audience. We will be valued as exemplary collaborators, pursuing expanded partnerships with Indigenous Australians, government agencies in Australia and the United States, content developers, and other like-minded museums.

On UVA Grounds, we will be recognized as an integral part of the University's vibrant cultural life, where we will be sought out as active collaborators across disciplines. We will extend our alignment with President Jim Ryan's "Great and Good: The 2030 Plan," which calls UVA to "cultivate the most vibrant community in higher education."

Indigenous leadership will activate the stewardship of our collection in fresh ways. We will ensure that we have sufficient space to care for our physical collection and the resources to preserve and digitize it appropriately.



Artworks from the exhibition *Intilga Kuwari Tjungu | Past & Present Together* are projected onto the UVA Amphitheatre in the spring of 2021.

## AN EXPERIENCE TAILORED TO AUDIENCE NEEDS

Kluge-Ruhe aims to create an inclusive and welcoming environment that promotes cross-cultural dialogue and inspires discovery through research and experiential learning. To enhance the museum experience for our in-person and online visitors, we will reorient our resources—human, financial, and technological—to better identify, develop, and serve our various audiences. We will ensure that the experiences we offer are meaningful, enlightening and foster an understanding of contemporary issues.

We will meet our audiences where they are and make our collections available to them in ways that match their needs for exploration. Because Kluge-Ruhe is the only organization outside Australia with our expertise and resources, we are uniquely positioned to enthrall our audiences, inviting them into deeper engagement. We will significantly expand our digital reach, but we will not aim to reproduce the in-person museum experience virtually. Instead, Kluge-Ruhe will harness the unique benefits of digital tools to develop content that offers new and customizable ways of exploring Indigenous Australian arts and cultures. We will use our social and digital platforms to establish a space where Indigenous Australian art can be explored and appreciated from anywhere in the world.

By reorienting our resources to better serve our audiences, we will gain recognition as a leading developer and distributor of innovative programming and extend our reach to more than 150,000 in-person and digital visits annually.

## ACHIEVING OUR VISION

Over the next five years, we will pursue four strategies to achieve this bold vision: expand Indigenous leadership, create dynamic experiences audiences will love, activate the stewardship of our collections, and accelerate our growth.

# Strategic Plan

## EXPAND INDIGENOUS LEADERSHIP

We will strengthen our governance by increasing Indigenous leadership, creating more focused governance bodies, and developing a formal succession plan. We will:

- » Reconstitute the advisory council and committees to advance Indigenous leadership.
- » Build relationships with the Monacan Nation and First Nations communities nationally and internationally.
- » Prepare for a smooth transition of leadership through considered steps.

“The next chapter for Kluge-Ruhe recognizes that Indigenous voices are critical to the organization’s leadership and decision-making, ushering in a new and dynamic era for our collections, our communities and our cultural futures.”  
- DR JILDA ANDREWS (Yuwalaraay), co-chair of the Kluge-Ruhe Advisory Council



Joe Guymala (Kurnwok), left, and Gabriel Marlangura (Kuhwinkju), right, visit UVA to teach UVA classes and represent a traveling exhibition of Aboriginal Australian memorial poles on view at The Fralin Museum of Art in spring 2020.

## CREATE DYNAMIC EXPERIENCES AUDIENCES WILL LOVE

We will offer in-person and digital opportunities for engagement that promote discovery, expand our reach, and deepen our impact. We will:

- » Integrate audience segmentation into the museum’s programmatic and fundraising initiatives.
- » Develop exhibitions and in-person learning experiences that are vibrant and immersive.
- » Generate captivating online learning experiences.
- » Foster understanding of contemporary Indigenous concerns.
- » Optimize the promotion of our physical content and the delivery of our digital content.
- » Increase Indigenous guidance of our programming.

“I know I can recommend Kluge-Ruhe to any friend and it will not fail to intrigue and surprise and be a knockout experience.”  
- MUSEUM VISITOR

## ACTIVATE THE STEWARDSHIP OF OUR COLLECTIONS

We will care for our collections by preserving them, growing them, sharing them, and promoting active custodianship of them by Indigenous peoples. We will:

- » Create more opportunities for Indigenous Australians to actively participate in researching and caring for our collections.
- » Expand our capacity and create room to grow.
- » Maintain and build our digital collection.

“One of the most important aspects of preserving, growing and caring for collections is for museums to actively engage and build meaningful relationships with Traditional Custodians. Cultural knowledge holders and elders are the only people who can enrich such collections. They know the true names of artefacts, the ways they were made, why and how they are used in their original context. They can sing and provide comfort to their artefacts like nobody else can.”  
- SHAUN ANGELES (Penangk)

Anna Malbirri (Cupapuyru/Yolngu) shows UVA students and community members how to start weaving a pandanus basket as part of a month-long visit to consult on the exhibition *With Her Hands* in summer 2019.

## ACCELERATE OUR GROWTH

We will invigorate our capacity for growth by accelerating our development potential, reallocating our resources to strengthen our digital engagement strategy, securing permanent funding for critical staff positions, and creating staff opportunities for Indigenous Australians. We will:

- » Secure funding for Kluge-Ruhe’s most important projects.
- » Increase earned revenue and fundraise to hire and retain staff.
- » Create opportunities for Indigenous Australians and First Nations people to work at the museum.
- » Participate in the movement toward global environmental sustainability as we grow.

“Only Yolngu can tell the stories for these paintings, so that our *näpaki* (non-Aboriginal people) and Yolngu can learn from them. Working together is the chance to stand up and tell the world the real message of these stories and paintings.”  
- DJAMBAWA MARAWILI AM (Madarrpa/Yolngu)



Djambawa Marawili AM (Madarrpa/Yolngu) teaches UVA printmaking students about his artistic practice during his residency in 2015.

## OUR VISION

A world in which Indigenous peoples are listened to, and their arts and cultures are honored and celebrated.

## OUR MISSION

To expand knowledge and understanding of Indigenous Australian arts and cultures to cultivate greater appreciation of human diversity and creativity.

## OUR VALUES

- We respect Indigenous people as the authorities on their art and culture, and we strive to amplify their voices.
- We collaborate with partners across the globe to deepen our impact and extend our reach.
- We create inclusive and welcoming environments that promote cross-cultural dialogue.
- We aim to inspire discovery through research and experiential learning.
- We steward all of our resources – our collections, facilities, staff and volunteers – with care and respect.

## YOUR SUPPORT

Kluge-Ruhe is redefining museum governance and audience engagement for the 21st century. With your support we will usher in a world in which Indigenous peoples and their arts and cultures are respected and valued. We invite you to join us.

## CONTACT:

Cameron Mowat, Director of University Arts Development  
434-243-5699 | cm2sd@virginia.edu



COVER IMAGE: Nganampa Ngura, *Our Country*, 2013, acrylic on canvas. Collaborative painting by Wawinga Burton (Pitjantjatjara), Ruby Williamson (Pitjantjatjara), Barbara Moore (Anmatjerr), Mary Katsajuka Pan (Pitjantjatjara), Nyurupa Kalka Burton (Pitjantjatjara), Naomi Kantjurny (Pitjantjatjara), Iuwanti Ken (Pitjantjatjara), Mona Mosaiki Shepherd (Arenge/Pitjantjatjara), Tjungkara Ken (Pitjantjatjara), Sylvia Ken (Pitjantjatjara), Katanani Tilya (Pitjantjatjara), Maringka Tunken (Pitjantjatjara) and Parnny Mick (Pitjantjatjara). © Tjaja Arts / Copyright Agency. Licensed by Artists Rights Society (ARS), New York, 2020. Gift of Richard Klingler and Jane Slater, Kluge-Ruhe Aboriginal Art Collection, 2020.0009.002

# Public Engagement and Communications Coordinator

- Perform a broad range of functions to **support the visitor experience** and external communications needs of a small museum.
- Manage and develop the museum's **social media presence, plan and send email communications, post museum events on community calendars, update the museum's website.**
- Serve as first point-of-contact for communications platforms, as assigned. Respond to emails and phone calls, assist with mailings and manage the museum's mailing lists.
- **Monitor** news, press mentions, and media coverage. Prepare **press releases** and outline pitches for local media.
- Greet visitors and answer the phone, communicate with volunteer guides and other Kluge-Ruhe staff.
- **Lead tours** of current exhibitions, promote the museum's special events and membership program.
- **Evaluate the visitor experience** and work with staff to ensure consistency and excellence.
- **Staff the museum on weekends** and one day during the week, open and close the building and attend to gallery needs and security duties.
- Manage the **gift shop** as needed, restocking and conducting sales.
- In addition to the above job responsibilities, other duties may be assigned.

# Visitor Experience Associate

- Processing gift shop sales and ensuring a positive retail experience
- Answering the phone and responding appropriately to visitor needs and questions
- Assisting with weekend events and tracking weekend visitation statistics
- **Sharing museum news, encouraging return visitation, promoting upcoming events and promoting museum membership**
- Ensuring the building and artworks remain protected and secure
- Ensuring the building and all exhibits are in excellent condition, including lighting
- Restocking the museum's gift shop and ensuring the display is aesthetically pleasing
- **Consistently thinking about the museum experience from the visitor's perspective, soliciting honest feedback from visitors, and developing ideas to improve the experience**
- **Depending on the selected candidate's skills and interest: proofread museum publications and exhibition text, update the website, engage with visitors on social media, develop visitor resources, etc.**

# Comparing Positions

Public Engagement and Communications Coordinator (Wage) R0043807

The Kluge-Ruhe Aboriginal Art Collection is seeking applications to fill the role of Public Engagement and Communications Coordinator. The position will manage museum communications and act as the face of the museum on weekends. This position supports a broad range of communications functions, such as advertising, marketing, public relations, media relations and creative production. They support the museum's ongoing communications needs and participate in specific communications projects, as assigned. In addition, they engage the public during the museum's weekend hours, providing tours, answering questions and supporting all of the museum functions to ensure an excellent visitor experience.

Qualified candidates will love interacting with the public, enjoy translating the museum's value across digital platforms, gaining cumulative knowledge about Indigenous Australian art and sharing it with others, and will enjoy working independently while providing integral support to a small team. The anticipated start date for the position is March 1, 2023; the position will remain open until filled.

This position directly supports the museum's vision to create a world in which Indigenous people are listened to, and their arts and cultures are honored and celebrated.

- Perform a broad range of functions to support the visitor experience and external communications needs of a small museum.
- Manage and develop the museum's social media presence, plan and send email communications, post museum events on community calendars, update the museum's website.
- Serve as first point-of-contact for communications platforms, as assigned. Respond to emails and phone calls, assist with mailings and manage the museum's mailing lists.
- Monitor news, press mentions, and media coverage. Prepare press releases and outline pitches for local media.
- Greet visitors and answer the phone, communicate with volunteer guides and other Kluge-Ruhe staff.
- Lead tours of current exhibitions, promote the museum's special events and membership program.
- Evaluate the visitor experience and work with staff to ensure consistency and excellence.
- Staff the museum on weekends and one day during the week, open and close the building and attend to gallery needs and security duties.
- Manage the gift shop as needed, restocking and conducting sales.
- In addition to the above job responsibilities, other duties may be assigned.

This position requires interaction with the public and working on weekends. Remote work is not possible. Must have weekend availability; 12 of the 20-25 hours are on Saturday and Sunday.

Anticipated hiring range \$20-22/hr.

To apply, please submit an application online through Workday at <https://uva.wd1.myworkdayjobs.com/UVAJobs> and attach a current CV/Resume and Cover Letter. Search on requisition number: R0043807.

This is a wage position which is not eligible for leave or other benefits and is limited to 1500 hours of work in a year. For more information, refer to the Wage Employment link: <http://uvapolicy.virginia.edu/policy/HRM-029> (<http://uvapolicy.virginia.edu/policy/HRM-029>).

The University will perform background checks on all new hires prior to employment.

Questions related to the application process may be directed to Brandi Shifflett, Sr. HR Specialist at (434) 243-4095 (tel:(434)%20243-4095) or [brc2s@virginia.edu](mailto:brc2s@virginia.edu)

Visitor Experience Associate, Kluge-Ruhe (Wage) R0045087

The Kluge-Ruhe Aboriginal Art Collection of UVA is the only museum dedicated to Indigenous Australian art in the USA and the most significant collection of its kind outside of Australia. Kluge-Ruhe seeks applicants for two part-time positions with the title Visitor Experience Associate.

Visitor Experience Associates will share the museum's many offerings with the general public and foster enthusiasm, curiosity and exploration among visitors. They act as the welcoming, hospitable face of the museum during public hours on Saturdays and Sundays. They will deliver engaging tours of the museum's current exhibitions that build visual literacy skills, expand visitor understandings about Indigeneity, arts and culture and gently challenge common misconceptions about Indigenous Australian peoples and cultures.

Other duties include:

- Processing gift shop sales and ensuring a positive retail experience
- Answering the phone and responding appropriately to visitor needs and questions
- Assisting with weekend events and tracking weekend visitation statistics
- Sharing museum news, encouraging return visitation, promoting upcoming events and promoting museum membership
- Ensuring the building and artworks remain protected and secure
- Ensuring the building and all exhibits are in excellent condition, including lighting
- Restocking the museum's gift shop and ensuring the display is aesthetically pleasing
- Consistently thinking about the museum experience from the visitor's perspective, soliciting honest feedback from visitors, and developing ideas to improve the experience
  - Depending on the selected candidate's skills and interest: proofread museum publications and exhibition text, update the website, engage with visitors on social media, develop visitor resources, etc.

Qualified candidates will love interacting with the public and will enjoy working independently while providing integral support to a small team. A primary perk of this position is the enjoyment that comes with gaining cumulative knowledge about fascinating cultures that are using art to share who they are with the world. Preferred candidates will be able to begin employment as early as March 15, 2023.

The museum is hiring two candidates to fill this role to avoid having one person responsible for working every weekend. The two Visitor Experience Associates will split the responsibility of weekend coverage; we envision multiple ways this could happen to ensure coverage and support.

Anticipated position compensation is \$18.00 Hourly

This is a wage position which is not eligible for leave or other benefits and is limited to 1500 hours of work in a year. For more information, refer to the Wage Employment link: <http://uvapolicy.virginia.edu/policy/HRM-029> (<http://uvapolicy.virginia.edu/policy/HRM-029>)

To apply, please submit an application online through Workday at <https://uva.wd1.myworkdayjobs.com/UVAJobs> and attach a current CV/Resume and Cover Letter. Search on requisition number: R0045087.

The University will perform background checks on all new hires prior to employment.

Questions related to the application process may be directed to Brandi Shifflett, Sr. HR Specialist at [brc2s@virginia.edu](mailto:brc2s@virginia.edu).

## **ABOUT ME**

I worked for 22 years at Learning Without Tears, a company that specializes in handwriting, literacy, and keyboarding. It seems a bit kismet considering I had horrible penmanship as a child despite always loving to write, eventually earning my MFA in Creative Writing from George Mason University.

As a RRCA certified race director and running coach, I volunteered with the Charlottesville Track Club for over 13 years by creating logos, managing training programs, and promoting events. My proudest achievement is the creation of the Rivanna Greenbelt Marathon in 2014.

I was born in Findlay, OH, raised in Reading, PA, worked in DC for 12 years, and have lived in Charlottesville since 2005.

### **favorite inspirational quote:**

“Our doubts are traitors and make us lose the good we might oft win by fearing to attempt.”

I am not a huge Shakespeare fan, I prefer James Joyce, but my husband is a 17th century scholar who shared his colleague’s favorite Shakespeare quote with me back in 2012. It’s been a running mantra and Geeks Who Drink Trivia team name ever since!

### **if I could have one magical super power:**

The ability to write a one-hit-wonder (at least the lyrics!). Music is the key to my mental health. It helps me through tough times and makes good times even better. I constantly make new playlists based on my mood, life events, and relationships.

### **What I do for fun:**

I love long walks, slow runs, Pokémon GO, Geeks Who Drink Trivia, and Wordle.

**A video introduction and marketing project overview:** [agoodgroup.com/video.html](http://agoodgroup.com/video.html)



# **My Strengths**

**Creativity**

**Strategic Thinking**

**Thorough**

**Dedication to Growth**

**Passion**

**Commitment to Learning**

**Problem Solving**

**Candid and Honest Communication Style**

**Empathetic**



## LEAH CONNOR

"Our doubts are traitors, And make us lose the good we oft might win, By fearing to attempt." -Shakespeare

### CONNECT

- ✉ [agoodgroup@icloud.com](mailto:agoodgroup@icloud.com)
- 🌐 [agoodgroup.org](http://agoodgroup.org)
- 🌐 [linkedin.com/in/leahconnor](https://www.linkedin.com/in/leahconnor)

### EDUCATION

- 🎓 **MFA in Creative Writing**  
George Mason University
- 🎓 **MA in Women's Studies**  
George Washington University
- 🎓 **BA in Women's Studies**  
Penn State University
- 🎓 **Race Director & Coach**  
Road Runners Clubs of America (RRCA) Certified

### HOBBIES

- Pokémon GO
- Running
- Trivia
- TwinsRun.com
- Wordle

### OVERVIEW

**Creative | Inquisitive | Helpful | Quirky | Dedicated**

I have extensive experience working remotely in creative services and digital marketing for non-profit organizations and small businesses. My strong work ethic, direct communication style, and empathy have made me a valued team member.

### SKILLS & EXPERTISE

- Communications Strategy
- Creative Writing
- Customer Support
- Digital Marketing
- Fundraising
- Graphic Design
- E-commerce
- Email Campaigns
- Event Management
- Proofreading and Editing
- Race Directing
- Social Media

### SOFTWARE

- Adobe Creative Suite
- Canva
- Constant Contact
- Drupal
- Facebook Ads
- Google Apps and Analytics
- Hootsuite
- MailChimp
- Microsoft Office Suite
- Quark
- RunSignup
- Salesforce Social Studio
- Weebly
- WordPress

### EXPERIENCE

- 🕒 **A Good Group** **1997 - present**  
Graphic Design & Digital Marketing (self-employed)
- 🕒 **Virginia Film Festival** **2022**  
Communications Coordinator (seasonal role)
- 🕒 **Charlottesville Track Club** **2008 - 2021**  
Marketing / Race Director
- 🕒 **Learning Without Tears** **1998 - 2020**  
Sr. Digital Media Coordinator
- 🕒 **Ragged Mountain Running Shop** **2016 - 2020**  
Graphic Design & Digital Marketing
- 🕒 **AcademyHealth** **1997 - 2016**  
Manager of Web Services / Consultant
- 🕒 **Catholics for Choice** **1995 - 1996**  
Public Policy Program Assistant
- 🕒 **Congressional Caucus for Women's Issues** **1993 - 1995**  
Legislative Assistant and Office Manager

"I have been absolutely amazed at the work you've produced this season for our socials. Never in my time at the Festival have I seen such incredible coverage like this and I really do feel our success this year is largely in part of really making the Festival been seen and constantly present across channels. You clearly have such talent and passion for this and I am confident continued success will follow you wherever you go. You bring so much enthusiasm and energy wherever you go, and I hope those traits are something you always treasure."

"Great job with the social media stuff this year! Loved the presence on all platforms!"



**Jenny Mays** · 1st  
Managing Director at Virginia Film Festival  
November 10, 2022, Jenny managed leah directly

I am lucky to work with Leah leading up to and during the Virginia Film Festival's 2022 season. She supports social media and digital marketing for the VAFF, and every single day she brings endless creativity, a zest for learning, and genuine enthusiasm to our team. Her work is innovative and also highly successful in terms of increasing our engagement, audiences, and impressions across all platforms.



**Jenny Gardiner** · 1st  
Published author; Publishing coach; freelance writer; Volunteer Coordinator, Virginia Film Festival  
November 17, 2022, Jenny worked with leah on the same team

Leah did a really fabulous job of promoting the Virginia Film Festival through a variety of social media outlets--I heard so many positive comments from people who read what she was putting out and much of garnered reactions from readers. She was also a very enthusiastic colleague who worked hard to achieve her goals while at the film festival.



**Scott Hamler** · 1st  
Owner of Forezee Marketing Solutions  
November 28, 2022, Scott was leah's client

Leah does a great job with content creation and social media marketing and management!

Leadership First

"A real team is a group of very different individuals who enjoy working together and who respect, care and trust each other."

@leadershipfirst

"IF YOU'RE WORKING  
ON SOMETHING  
EXCITING THAT YOU  
REALLY CARE ABOUT,  
YOU DON'T HAVE TO  
BE PUSHED. THE  
VISION PULLS YOU."

- STEVE JOBS

"If you are **not willing** to learn, no one can help you.  
If you are **determined** to learn, no one can stop you.'

Zig Ziglar

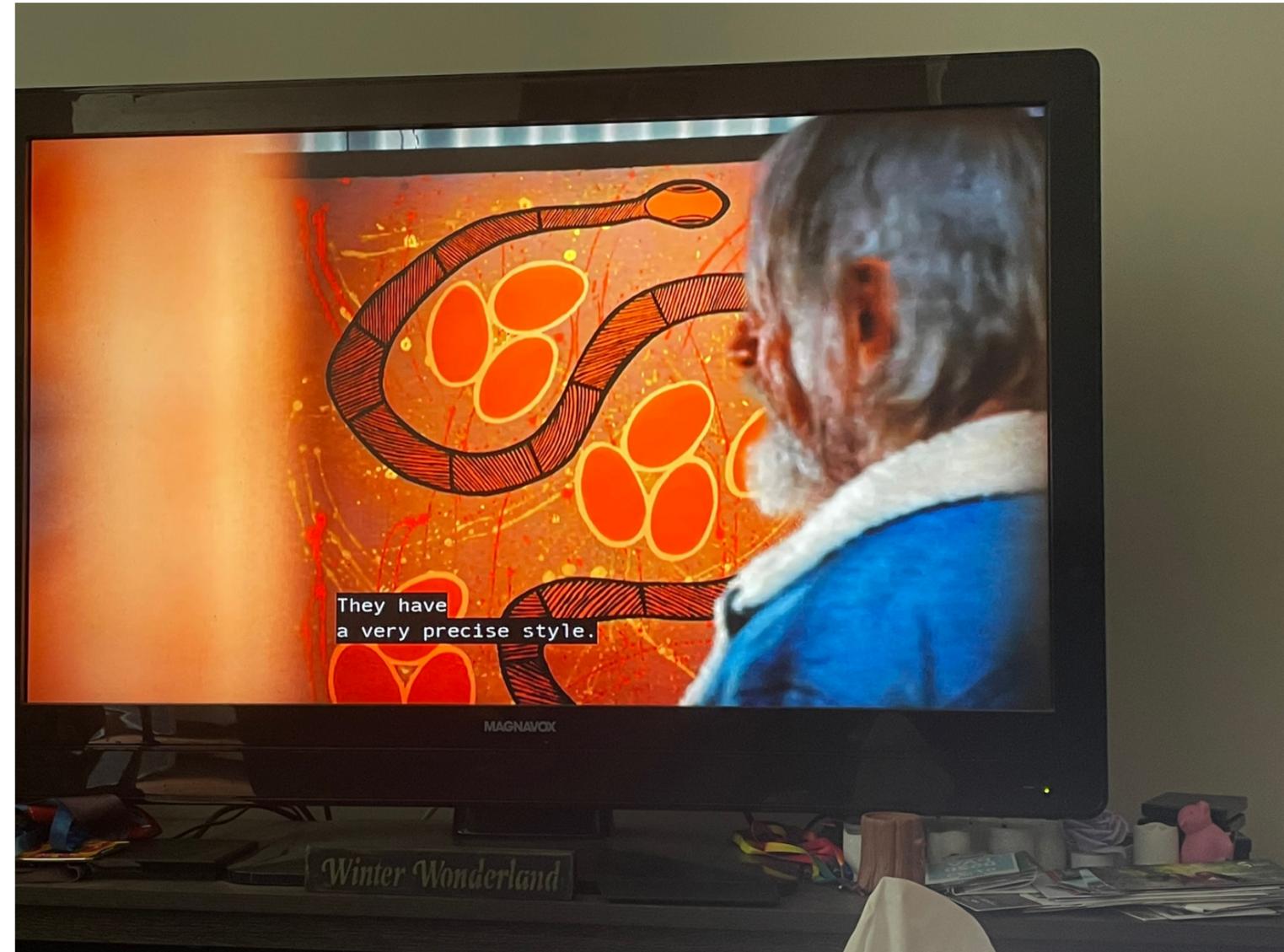
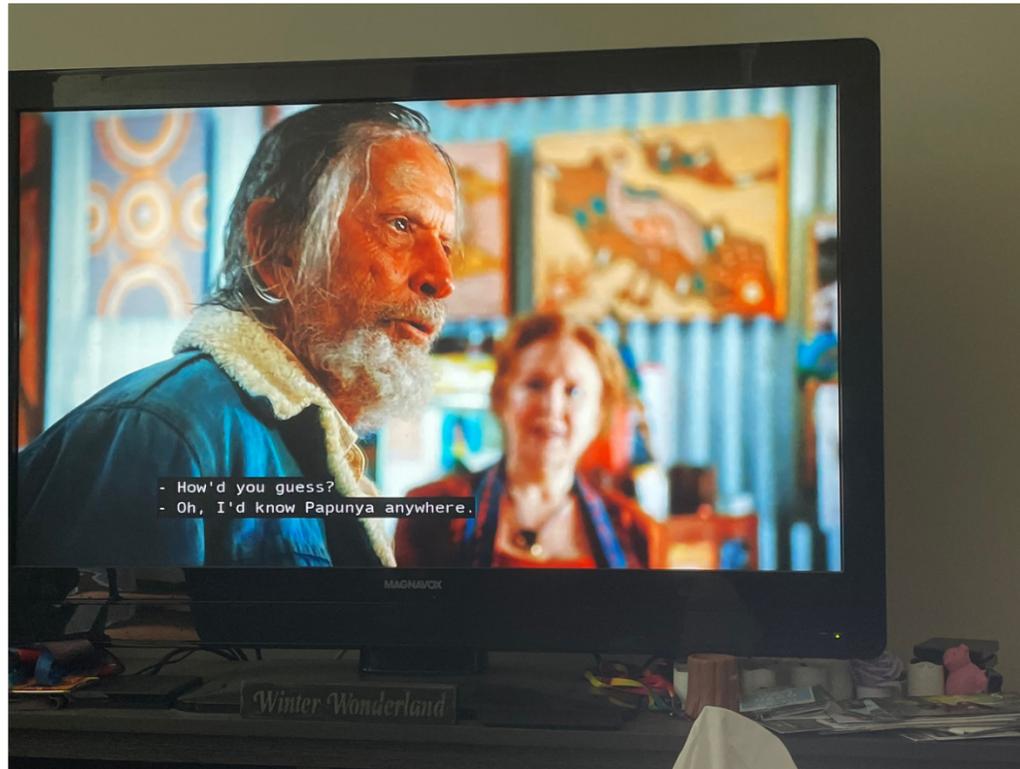
## QUESTIONS

What do you expect the person in this role to accomplish in the first week, first month, first three months, and end of year one?

How long do you think it takes someone to understand the inner workings of Kluge-Ruhe and to master the major responsibilities of this role?

What do you enjoy about your job? Why did you choose to work at Kluge-Ruhe?

**After our interviews, I rewatched "The Leftovers" episode with Aboriginal art and song lines. Now I understand it more! :)**



# THANK YOU!

