

Track: Open Space Discussion 7/17/18 – 1:30 pm Circle 18

Topic: Digital Cards- Bringing Members to the Digital Age

Convener: Samantha Nass, Perot Museum of Nature and Science - Samantha.nass@perotmuseum.org

Scribe: Luke McKenzie, Perot Museum of Nature and Science – luke.mckenzie@perotmuseum.org

Participants Captured:

Emily Galey-	Perform. Arts FW	Alycia Anderson-	Walker Art Center	Colleen Monfils-	Showfestival
Myles King-	Kennedy Center	Julie Knight	SFMOMA	Peter Appleby-	Public Theater
Jessica Bonanno	McCarter	Ryan Griffin-	ZACH Theater	Mercedes Brown-	DTC
Donny Repsher	NY City Center	Erin Waelder-	Ausin Theatre Alliance	Cheryl Miller-	Brooklyn Academy
Paul Sloggan-	Crystal Bridges	Dale Edwards-	Houston Grand Opera	Anne Henry-	Kimmel Center
Joeph Fermouth-	Grant Park Music Fest	Michelle Connizzo-	Ringling Museum of Art	Seema Salem-	BAM
Mark Boyer-	PMNS	J OKin-	BAM	Travis Calvert	BAM
Constance Dewey-	LA Phil	Keli Kirwin-	Tulsa Botanic Garden	Arthur Curtis-	Philadelphia Orchestra
Tom McLaughlin-	Cincinnati Baller	Emma Vernon-	Dallas Zoo		

1. Current Digital Card users in the Session:

- a. Perot Museum of Nature and Science- Sam and Luke
 - i. Cuseum for Apple/Android Wallet
 1. API in bulk (stored procedure)
 - ii. Web PDF via TNEW
 1. API (individual)
- b. Dallas Zoo- Emma Vernon
 - i. TNEW Browser
 1. Screenshots- easy fraud without ID check
 2. Direct admission for members via digital Card
- c. Public Theater- Peter Appleby
 - i. Wallet passes(Android and Apple)
 1. Custom in house

?- Older Patrons need mailed cards- they will request them

- Both Perot museum and Dallas Zoo have received this feedback
- Opt out via CSI at Box office and then Digital Opt out interest is added
- Some of these patrons will print and laminate the web versions of cards in order to have a physical card

?- Reciprocity

- Through Cuseum additional logos cannot be added (other than your own) unless placed next to yours
- Still works at reciprocal locations (SO FAR!)
- Reciprocal program language on the “back” of the card

?- Email coming from 3rd Party

- Cuseum sends it as it is from PMNS with a cuseum email address.
 - We had complete control over language in the email.

- d. Pending VS Live memberships
 - i. Pending memberships will not reflect on the digital card until membership expires.
 - 1. Dallas Zoo and PMNS have this
 - 2. PMNS Web PDF version DOES pull pending memberships
- e. Parking
 - i. Dallas Zoo has had push back from members as they have to show their card to redeem their parking for the day
 - 1. "You want me to use my phone while driving!"
- f. Integration with Member Portals
- g. Scanning VS Typing constituent IDs
 - i. Barcode font for NSCAN- "3of9_barcode"
 - ii. Use for concessions?
- h. Renewal directly from Card/Portal
- i. Geofencing potential
- j. Digital Ticketing directly to Wallet?
- k. Paper materials printed during rollout
 - i. PMNS have been doing a tiered rollout for members to test; but all new and renewing members stopped receiving printed materials unless requested
 - 1. General feedback has been good but we have gotten opt out of digital cards. Timeline- Last 6 months
 - 2. Interest will be pulled next year in dynamic list to send members who opted out
 - ii. Dallas Zoo rolled out digital cards all at once with several other major changes at once
 - 1. Completely stopped printing materials when digital rolled out
 - 2. Still get a lot of requests to print cards