



PHILADELPHIA 2010

Number	Title	Description
WORKSHOP	Getting the Green Light: Reducing Energy Use at the Rosenbach	<p>Stories of the benefits of low energy lamps animate any discussion about gallery lighting. LED, ceramic metal halide and other technologies promise cost savings, better UV performance and a demonstration that the Museum reflects the public's growing expectation that civic buildings be sustainable. But budgets don't always favor chasing a developing technology.</p> <p>The Rosenbach Museum and Library looked for ways of reducing energy use and caring for its works on paper when it reconsidered lighting for the changing exhibitions gallery. Its solution made innovative use of standard lighting systems and suggests a strategy for the incremental adoption of new technology.</p> <p>This session will introduce museum professionals to the decision making strategies that design teams use in evaluating building systems. The example of gallery lighting explains how understanding a range of options allows a Museum to pair performance, initial budget and long-term cost savings.</p> <p>The session will use a powerpoint presentation format, discussion and questions for half the session. The last half will involve small group work where participants will engage in how to take an operational change and begin to propose how to implement one specific change in their museum.</p>
1	Renewing the Atwater Kent **Double Session**	<p>Reinventing a city history museum in a 200 year old building forces a small institution to imagine its mission over the foreseeable future, consider its priorities, and understand its finances before jumping into the water. The story of the recently completed renewal of the Atwater Kent Museum of Philadelphia began eight years ago as a master facilities plan that identified the challenges and fit of a contemporary museum into historic space. The process was iterative: what fits within inflexible space and how can contemporary systems be inserted into an historic structure. The process took 8 years for many reasons and required flexibility from leadership and a design team intent on a successful outcome.</p>

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| 2 | Corporate Giving: It's a Team Approach! | Securing corporate dollars and building a successful corporate giving program is an ever growing challenge. This program will focus on how to work together and communicate successfully as a team, from development to marketing to education, in order to meet the goals and objectives of your corporate partners in today's environment. Also, what are today's corporations looking for when they partner with a non-profit organization? |
| 3 | Successful Collaboration Between Institutions | Case study of the development of an exhibition (on display at the University of Pennsylvania during the conference) involving a collaboration between a small museum (Wharton Esherick Museum), a specialized university library (Penn's Rare Book and Manuscript Library), a theater (Hedgerow Theatre), an archive (Penn's Architectural Archives), a major museum (Philadelphia Museum of Art) and a private publisher (Schiffer Publishing). The session will examine benefits for small institutions of collaborations with larger institutions and discuss important issues that need to be resolved for a successful collaboration to occur, including differences in planning processes between institutions, funding sources, legal issues (memoranda of understanding, contracts, insurance), divisions of labor and responsibilities, and communication. Special attention will be paid to ways to leverage the strengths of the various organizations to produce an outcome greater than the sum of its parts. |
| 4 | Things That Go Bump in the Night - When Collections Strike Back | Have you ever wondered what to do with that vial of mercury you found tucked into a box in your collection? What about a seemingly harmless box of old medicines? Can that stuffed deer head mounted above the fireplace in your historic house be toxic? Should you invest in a Geiger counter for your museum? Come and learn about how to identify and deal with some of the most common safety issues in collections and hear some amazing stories from two of Philadelphia's most unusual collections. |
| 5 | Get With the Program!: Creating, Implementing and Maintaining Special Events | What are the joys and agonies of starting, developing and growing your new event? How can you keep your event fresh year after year? Participate in a lively discussion on starting and growing a special event at your institution. Public program and education staff representing The Academy of Natural Sciences, Camden Children's Garden and the Garden State Discovery Museum share their answers to these challenges and more, based on experience with BugFest -- a public celebration, Passport to Discovery -- a multi-cultural event and Going Green in the Garden -- a school festival. |



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| 6 | <p>Creating a Culture of Thinking:
A New Kind of Docent Education Program</p> | <p>Ron Ritchhart of Harvard's Project Zero defines a culture of thinking as a place in which the group's collective, as well as individual thinking, is valued, visible, and actively promoted. This session will examine how museum tour groups, as microcultures, have the opportunity to become cultures of thinking and how Ritchhart's framework has been applied to the National Gallery of Art's school docent and school tour program to support this outcome. In this session: 1. Presenters will provide an overview of cultures of thinking and the eight cultural forces that define and shape a group's experience, as defined by Ritchhart. 2. Then, participants will be invited to discuss what these cultural forces (which are always present) look like in their museum. 3. Next, presenters will discuss a case study of how Ritchhart's framework dramatically changed the National Gallery's school docent education program and what they learned from the experience. 4. Finally, participants will be asked to debrief the session, using a Project Zero protocol called Connect-Extend-Challenge, and discuss how these ideas could be applied to their setting.</p> |
| 7 | <p>Building a Transatlantic Bridge: An International Museum and School Collaboration</p> | <p>Westmoreland Museum of American Art in Greensburg, PA and the LVR-Industriemuseum in Oberhausen, Germany developed the program Building a Transatlantic Bridge. The program provided opportunities for high school students in both countries to forge cultural understandings and create lasting bonds, learn how steelmaking was key to the growth of both regions, and use technology with a focus on art and industrial heritage. Building A Transatlantic Bridge was funded by MCCA, a program of the Bureau of Educational and Cultural Affairs of the U.S. Department of State in partnership with AAM. Our session will present the results of this program.</p> |
| 8 | <p>Self-Evident Truths: 100 Tips for Revolutionizing Your Membership-Development Program</p> | <p>What worked for the patriots may not work for us. Fundraising is not always democratic. But good membership and development programs provide more than funds. This program highlights basic assumptions and then provides steps to implementation. We will examine the development cycle and how to engage our colleagues, our staff, our Board, and even our monarch (CEO) in programs that serve long-term needs. Emphasis will be placed on ideas for small museums. The panelists are seasoned membership/development professionals. Sheldon Wolf is a past chair of the AAM Development and Membership Committee. Dana Hines co-authored the book, "Membership Development."</p> |



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A Green Revolution or Business as Usual - New Directions in Environmental Guidelines

Current guidelines for museum environmental conditions were created when energy was relatively inexpensive and global climate considerations were not part of mainstream discussions. The result was a simplified parameter of 50% +/- 5% relative humidity. A reexamination of this strict standard suggests it may not reflect understanding of the complex needs of museum collections.

In a new era of energy crises, the global economic downturn, and a rising awareness of green practices and technology, new discussions and resolutions concerning environmental guidelines are taking place. What effects will changes to these guidelines have on your museum or historic house and your collections? What changes are being suggested and what are the issues for museum leaders to consider? How do the needs of collections and the green revolution intersect? Join us for a panel discussion with conservators who have been examining and shaping revisions to these guidelines.



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- A Energizing Yourself** How do you stay energized in your career? How do you create and utilize a professional network to achieve your goals? Explore the experience of three mid-career professionals who have used training, involvement in professional organizations, new jobs or responsibilities, even moves to new parts of the country to stay up-to-date and enthusiastic about working in the museum world. Then join in discussions to brainstorm opportunities to energize yourself. Whether you are just entering the field and thinking about a career path or have been in the field for years and looking for new ways to approach your work, join the conversation!
- B Coming Together to Brew a Science Cafe** In 2009, five venerable Philadelphia institutions united to create a science café to promote enthusiasm for science, a subject many people find intimidating. Like most science cafes around the world, Science on Tap is held in a casual bar setting and seeks to engage people from diverse backgrounds in discussions about scientific subjects. In this panel, representatives from three of the five institutions that collaborate on Science on Tap will talk about their experiences. This session will reveal what it takes to bring science to the masses in the spirit of collaboration and with little or no budget. The panelists will also discuss how to adapt the science cafe model to art, historical, and other cultural institutions.
- C High School Interns, How Can They Impact Your Institution?** Museum professionals have to find creative ways to meet institutional initiatives in the current economic environment. At the United States Holocaust Memorial Museum, collections management and visitor services staff have done so by developing specific internship programs for high school students. By collaborating with local high schools, these programs enable USHMM staff to accomplish departmental goals while providing opportunities for students to gain important work and life skills. Learn about the benefits achieved and obstacles faced in developing, implementing and managing such internship programs for all involved.
- D Free and Engaging Online Exhibitions: The Museum of the Macabre Model** The Museum of the Macabre, an online museum for all things haunted, has developed a cost-free internet model to allow small museums the ability to showcase their collections online and develop web-based exhibitions. Museum of the Macabre co-founder and Chief Executive Officer Richard W. Fink II will describe how this upstart non-profit developed a passionate and engaging internet following using only free software and technologies available to museums of on a budget.



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- E** **Getting the Most From Videoconferencing**
- Looking to revitalize your videoconference program? This session highlights four museums that have enhanced museum content for a dynamic experience. Diane Nadler from Pennsbury Manor will demonstrate how to incorporate hands-on objects and interactivity to help bridge the distance. Julie Wilson from the National Baseball Hall of Fame will explain how to create multi-session visits allowing students to build content knowledge. John Buchinger from the New York State Historical Association and Farmer s Museum will discuss videoconferencing on-site and getting a cow on camera. Sally Otis from the Smithsonian American Art Museum will discuss the videoconference training program for docents.
- F** **Making Connections with Collections: Sharing the Results of Statewide Preservation Planning Projects**
- This panel discussion will present the work of Pennsylvania, New Jersey and Delaware in developing statewide preservation plans through the national IMLS Connecting to Collections Initiative. The plans for each of these states are ambitious with proposed education and assistance programs to benefit a wide variety of collecting institutions. After attending this session, participants will learn about the processes behind the development of the Connecting to Collections planning projects in each of these states, the findings from the surveys and focus groups conducted in these states, the proposed implementation strategies for each state and upcoming programs and events as well.
- G** **Improving Security with Reduced Staff & Budgets**
- The story is the same across the country. Budget cuts, reduced staff, hiring freezes, and yet the duty to protect has not gone away. In fact, it has been elevated because of heightened fears and escalated threats to public safety. So how does the astute administrator balance the need to provide a safe environment with a lack of funds and personnel? This session, presented by a nationally recognized authority on the protection of cultural institutions, walks the audience through reasonable, practical, cost-effective steps to improve the institution's protection, make better spending decisions, and meet the demands of our ever-changing national environment. Addresses a wide variety of timely security & safety concerns for institutions of all size and scope.

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| H | Wyck: Re-Interpreting an Historic House | This panel will discuss the innovative interpretive planning project undertaken at Wyck, one of Philadelphia's oldest houses, and our participatory implementation process. Panelists include staff and project consultants. The panel will introduce our inclusive planning process and Wyck's challenges and goals for providing a comprehensive (and comprehensible) experience of our 300-year site and history. This planning process has informed an entirely new way of installing the house, forsaking the traditional house museum model and proceeding with a creative, participatory, dynamic, and still historically appropriate interpretation. Our interpretive plan outlines a process that allows for immediate, ongoing feedback from the public and refinement of our interpretive strategies, with the goal of ensuring successful interpretation of Wyck. |
| I | Using Technology-Based Programs to Enhance Your Museum Content | How can you utilize technology solutions to make your museum's content more accessible to people around the world? This session will examine making content available through videoconferencing, webcasts and on-line bulletin boards to reach a broader audience. Chris Lawrence from the NY Hall of Science will talk about videoconferencing with schools using Skype, Elluminate and Safari Montage Live. Jason Allen from the National Constitution Center will discuss the videoconference series and web cast The Exchange. Sally Otis from the Smithsonian American Art Museum will discuss how the online bulletin board, Blackboard, contributes to teacher discussion and creating videoconference programs. |
| J | The More, the Merrier: Pros and Cons of Multiple Museum Visits | Each year, approximately 75,000 students participate in Philadelphia Museum of Art (PMA) school programs. These programs allow students to engage with and learn about works of art while making connections to classroom learning. While most classes come for single visits, a significant number of schools are participating in multiple visit lessons at the PMA. Each of the PMA's multiple visit programs is distinctive in terms of its target grade, program content, funding, and history. Educators from the PMA Division of Education will present and discuss their experiences with multiple visit curricula. |
| K | Sustainability | <i>Awaiting final description...</i> |
| L | Museum and School Partnership Roundtable | Want an opportunity to talk with fellow educators at other museums about all of those details related to running school programs? Want some tips on developing partnerships with schools instead of serving as a provider of programs? Attend this informal roundtable discussion to ask your questions and share your experiences. Discussion topics will reflect those introduced in <i>An Alliance of Spirit: Museum and School Partnerships</i> , published earlier this year by the AAM Press, and co-edited by Kim Fortney and Beverly Sheppard. |



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| M | Revolution and Evolution: Making Art Accessible in Today's Classrooms | How can educational materials increase the accessibility of your museum's collection and directly impact classroom learning? In this session, find out how to excite and engage K-12 teachers and students through thematic teaching poster sets. Presenters will discuss the working process behind two recent successful poster projects that feature American art, one from the Philadelphia Museum of Art and one created in collaboration between three Smithsonian museums. Topics will include practical advice on the use of teacher advisory groups, the marriage of high- and low-technology solutions, accompanying professional development workshops, and ways that collaboration can benefit small museums. |
| N | Leadership, Ambassadorship, Mentorship: Museums as a "Revolutionary" for Teens | This presentation is designed to showcase three notable museums that offer educational programming focused on teaching, inspiring and mentoring teen participants to prepare them for their future as responsible and successful adults. A recent survey lists over thirty mid-Atlantic museums of various sizes and types which provide such programs. The presenters will share their innovative and often revolutionary approaches of integrating teens into their vision. All participating panelists share the belief that staff involvement, strong school and community partnerships, and mentoring by professionals will help meet their museums goals and ensure the survival of museums in an ever changing society. |
| O | Which history, whose history? Finding common ground in a cultural tornado | We seek to get at what truths may be interesting to visitors and how they may or may not be the truths we who work in museums think about. The culture that Gore Vidal has called the United States of Amnesia is changing very rapidly; the structures and assumptions that used to be in place seem to be dissolving. What's replacing them? What, if anything, will the future need to know of the past? What, if anything, do visitors think we're doing when we make an exhibition? What are the stories our culture needs to hear and how do we know? Are these the roles we need to be playing now, helping people feel connected to something larger than themselves? Even if we have the authority to do that, do we have the ability? |



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P **Can Evaluation
Revolutionize Museums**

Evaluation is a tool that many funders deem a way to increase the relevance of an exhibit and to ensure that it will engage the intended audience or meet stated outcomes. But is there a proper way to do this work that leads to these results? Can any size museum do good evaluation work? After a simple primer about evaluation, panelists will discuss how they have been involved with evaluation – what motivated the work, what resources were necessary, and what the results were. Was the museum “revolutionized” internally or were exhibits more engaging because it learned more about its visitors?

After attending this session, participants will know what front-end, formative, summative and remedial evaluation is. They will be better able to determine when and how to evaluate an exhibit or program. Key to decision making will be knowing whether the in-house staff can do the work or whether outside resources are needed to accomplish it. They also will be better prepared to discuss the pros and cons of evaluation with their institutional peers.

Q **Ask the Conservators!**

Four conservators (paper, textile, objects, and paintings) will give a general introduction to conservation care and assessment, ranging from simple preventative measures to knowing when to call a professional. During the second portion, the conservators will answer specific questions from the audience. After this session, you can expect to:

- 1) have a better understanding of simple preventative conservation steps
- 2) know when to call a professional conservator
- 3) have a list of resources for supplies, contacts, etc.

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- R** **"Design as Interpretation":
How Visual
Communication Can Be
Both Message and Medium**
- The program will demonstrate that it is not essential that a graphic designer be on staff, but that consultation with one early on can provide value in establishing/integrating an interpretive approach to the exhibit graphics, label panels, environmental graphic backdrops and other graphic approaches to conveying information and engaging visitors. By bringing a graphic designer into the early concept planning stages, and sharing with them the topics/themes, criteria for audience and communication goals, content and artifacts, etc., a graphic designer can contribute ideas and designs to these exhibit elements that can enhance the interpretive possibilities for the visitor by use of color, font, graphic imagery and illustration, color, etc..the graphics then become seamlessly integrated into the interpretive storyline of the overall exhibit.
- After attending this session, participants will have a better understanding of the role of a graphic designer and the interpretive role graphics can play in the creation of exhibitions. Graphics can assist in enhancing the visitor's understanding of the exhibit content and expand upon the topics/themes by using color, typography, images (graphic, illustration, photography) that serve to support and enrich the overall interpretive experience. This process and approach can not only have a positive impact on the visitor experience, but the internal process of engaging the graphic designer early on with the exhibit designer and project team can lead to the creation of an exhibition that is designed as a singular, seamless statement. In addition to the panel discussion aided by visuals, handouts will be available on both the Morris Museum and Rocket Park graphics, a flyer entitled, General Considerations for Outdoor Typography, and a listing of resources (books, articles, websites) for best practices.
- S** **Engaging Millennial
Donors – An Offline &
Online Approach**
- Many nonprofit executives make the classic mistake of thinking that donor contact should be stopped during difficult times, but in times like these, it's even more critical to keep your donors informed and engaged. In this session hear about strategies to fundraise through effective donor engagement. Leave with action plans and practical steps for your organization to raise money, bring in new donors through engagement, and build the organization's presence in the community. The presentation will focus both on ways in which to fundraise and approaches to use with donors and the public. Through case studies of our clients and discussion, participants will have a greater understanding of how to position their fundraising.



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- T** **Digital Collections in the Classroom and Beyond**
- The Museum of Anthropology recently launched an online database containing its entire permanent collection of archeological and ethnographic objects. We developed and implemented workshops for public school educators and university professors to learn to use our database in a classroom setting, to develop curriculum programs that use our digital collections, and to encourage students to use our database for research and projects. We want to share our success with the program and help other museums develop projects to use online databases. The session will be a panel discussion to explain our project, how we received funding and completed the project, time for us to show examples of our program online, and a question and answer segment.
- Attendees of the session will gain a greater understanding of the possibilities of digitization projects and applicable projects for end users. The session will also provide tips and advice for institutions that plan to apply for funding for digitization projects. We will also explain what worked during our project and what did not work to help others with similar projects save time and effort. Our session will highlight the importance of interdepartmental cooperation for the success of an interdisciplinary program. We will provide copies of materials from our workshops for all attendees.
- U** **Thinking About StEPs? Let's Work Together!**
- Description - Do you want to improve policies and practices and learn more about standards for historical societies, history museums and historic sites? This is a roundtable discussion about the StEPs: Standards for Excellence Program for History Organizations. This is your chance to see the workbook, wonder out loud about participating, learn from others' experiences, and possibly find professional colleagues interested in becoming a StEPs 'group' to take the journey in tandem. Come gain direction for the future, and begin to document your accomplishments and increase credibility and sustainability.