BUILDING COMMUNITIES
EMBRACING DIVERSITY IN ALL WE DO
MID-ATLANTIC ASSOCIATION OF MUSEUMS
ANNUAL MEETING 2015
WYNDHAM PHILADELPHIA HISTORIC DISTRICT
PHILADELPHIA, PA | OCTOBER 21–23, 2015
Welcome to MAAM 2015,

Building Communities:
Embracing Diversity In All We Do

Museums live within communities, but do we know who makes up these communities? Whom do we serve? Are our audiences reflected in our boards, on our staff, and in our programming? How do we ensure our institutions are relevant to our communities? How do we explore difficult subjects? Just what do we mean by ‘diversity’?

To succeed today, museums must continually re-examine who we are, what we do, why we do it and who we are doing it for! Transformational change can grow as both leadership and staff embrace the idea of a visitor-centered museum that reflects, respects and responds to the communities it serves.

In addition to presentations by our two speakers, Rosalyn McPherson and Jeannie L. Howe, both influential thought leaders, we have assembled a broad cross-section of professionals to share their experiences in building and expanding communities, improving collaborations, accessing new fiscal resources, developing entrepreneurial techniques, creating inclusive experiences and more. We hope the sessions and lectures will encourage dialogue during our conference, and provide us all with new perspectives, as well as innovative and perhaps provocative ideas to share and inspire us as we return to our own institutions.

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GECKO GROUP
Dear Colleagues

On behalf of the Board of the Mid-Atlantic Association of Museums, I am excited to welcome you to Philadelphia, the perfect place to host our annual conference—a city of museums. This year’s conference focuses on creating strong, diverse and sustainable communities.

Each year the MAAM Annual Meeting provides museums and allied organizations with an opportunity to share and exchange provocative ideas and new practices. This year’s theme—Building Communities: Embracing Diversity in All We Do—reflects the growing importance of developing new audiences, creating new funding streams, and staying relevant in a rapidly changing society. It is an exciting time in which we live as our institutions adapt to new challenges.

Many individuals and committees helped to make this conference possible. Special thanks are due to Margaret O’Reilly and Michelle Paulus for chairing the conference committee, to our treasurer, John Lovell, for a fantastic opening reception and to Danielle Rice for providing outstanding leadership of the preconference tour team. Board member Jobi Zink ably chaired the program committee. Special thanks also go to Barbara Bartlett and Patrick Dickenson for their significant efforts in making this conference a success.

The corporate and educational sponsors for this conference have generously supported the field, and MAAM and I encourage you to read more about them in this program and to visit the museum marketplace during the conference. Their products and services enable us to do our jobs professionally and creatively.

We know that all of you will enliven the discussions over the next several days with your experiences. Thank you for lending your voices and your expertise to the 2015 MAAM annual conference.

Best Wishes,

Franklin L. Haynes
Director and Distinguished Professor
Cooperstown Graduate Program
MAAM Board President

Welcome

Welcome to MAAM’s annual conference Building Communities: Embracing Diversity in All We Do. This year’s conference will speak to issues impacting all museums. Our presenters will share their experiences, successes and maybe some failures, to allow us all to expand our thinking and our approaches to our work. What we hear will certainly provoke thought and further dialogue. We hope you find the conference professionally fulfilling and that you also enjoy connecting with and learning from our colleagues in the region.

The entire Board at the Mid-Atlantic Association of Museums has been working hard to ensure that this year’s conference is a success. We’re thrilled to offer special thanks to Audrey Nason for her efforts in editing this program book. We also want to thank the volunteers and sponsors who have made this conference possible! We cannot list every sponsor here but you will see their names throughout the program and conference. We are grateful for each sponsor’s support of this annual gathering of the mid-Atlantic region’s museum professionals and students.

We wish to extend special recognition to our leadership sponsors. In particular, Ellie Bynum-Haley, President of Geico Group Communications Design has worked with us every step of the way as our Platinum Sponsor. Our Gold and Bronze Sponsors have also provided essential leadership support. Gold Sponsors are the Cooperstown Graduate Program and the Conservation Center for Art and Historic Artists. Bronze Sponsors are Johns Hopkins University Museum Studies Program; New Jersey Association of Museums; Drexel University Museum Studies program; D.T. Mistick; Crozier Fine Arts; and Kaat & Hood Structural Engineering. We also want to acknowledge our scholarship sponsors, Design & Production, Inc. and George Washington University.

All the best,

Michelle Paulus
Margaret O’Reilly
2015 MAAM Conference Co-Chairs

Opening Reception at Kimmel Center for the Performing Arts

Join friends and colleagues at MAAM’s 2015 Annual Meeting opening reception in the world-famous Kimmel Center for the Performing Arts from 6-8 PM on Wednesday, October 21. Enjoy drinks, savory hors d’oeuvres and dessert in the mezzanine lounge overlooking the Kimmel’s brilliant contemporary lobby or on the adjoining terrace above Philadelphia’s South Broad Street performing arts district. Conference attendees will be welcomed by MAAM President Gretchen Sorin, and Helen Hayes, Chief Cultural Officer for the City of Philadelphia’s Office of Arts, Culture and the Creative Economy.

The Kimmel Center designed by Rafael Vinoly Architects opened in 2001 as the home of the Philadelphia Orchestra. Today, the Kimmel Center, mission is to operate a world-class performing arts venue that “engages and serves a broad audience through diverse programming, arts education and community outreach.”

IMAGE CREDITS: Kimmel Interior; Jeff Goldberg/Exto

Schedule-at-a-Glance

WEDNESDAY OCTOBER 21ST

Time Event / Meeting Location
9:00 am – 4:00 pm Opening Breakfast Franklin & Jefferson
7:30 am – 9:00 am Stephen Weil Memorial Lecture by Rosalyn McPherson, Urban League of Philadelphia Franklin & Jefferson
11:15 am – 12:30 pm Leadership Lunch (by Invitation Only) Intercontinental
10:30 am – 11:00 am Welcome to University City Jeanette W. Cooke Center
10:30 am – 6:00 pm Archival Collections in Museums: Challenges and Opportunities Franklin
11:15 am – 12:30 pm Diverse Minds Franklin
7:30 pm – 9:00 pm Socializing with MAAM Alumni at the Kimmel Center Franklin & Jefferson
8:00 pm – 9:30 pm Dinner D.T. Mistick
9:00 pm – 12:00 am Philadelphia’s Historic Diversity Historic District

THURSDAY OCTOBER 22ND

Time Event / Meeting Location
9:00 am – 10:15 am Philadelphia’s Historic Diversity Historic District
10:15 am – 11:30 am Using Thinking Routines with Art Franklin
10:30 am – 11:00 am Leadership Lunch (by Invitation Only) or Lunch on Your Own Betsy Ross
11:45 am – 1:30 pm Project Service Day for lunch Riverhouse
12:30 pm – 1:45 pm Breakout Session II Betsy Ross
1:45 pm – 3:00 pm Breakout Session III Franklin

All sessions to be held at Wyndham Philadelphia Historic District Hotel, unless otherwise noted.
**Schedule-at-a-Glance**

**THURSDAY OCTOBER 22ND**

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<tr>
<th>Time</th>
<th>Event / Meeting</th>
<th>Location</th>
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<tbody>
<tr>
<td>8:00 am – 9:00 am</td>
<td>Registration</td>
<td>Foyer &amp; Sherman</td>
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<td>8:00 am – 9:00 am</td>
<td>Exhibitor Hall open</td>
<td>Foyer &amp; Sherman</td>
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<tr>
<td>9:30 am – 10:45 am</td>
<td>BREAKOUT SESSION I: Feeling a Part of History: Integrating Dramatic Arts in Telling Difficult Stories</td>
<td>Franklin</td>
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<tr>
<td>10:45 am – 11:45 am</td>
<td>Morning Break with Refreshments Sponsored by Direct Museum Studies</td>
<td>Foyer &amp; Sherman</td>
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<td>11:45 am – 12:15 pm</td>
<td>BREAKOUT SESSION II: When Diversity is a Problem: Multiple Numbering Systems in One Collection</td>
<td>Jefferson</td>
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<tr>
<td>12:30 pm – 2:00 pm</td>
<td>Lunchroom, Raffle Drawings</td>
<td>Jefferson</td>
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<tr>
<td>2:15 pm – 3:30 pm</td>
<td>BREAKOUT SESSION III: Curation Community: Building Living Studies and a New Maker Network</td>
<td>Hancock</td>
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<tr>
<td>3:45 pm – 5:15 pm</td>
<td>EXHIBITOR HALL RECEPTION</td>
<td>Foyer &amp; Sherman</td>
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<tr>
<td>5:00 pm – 7:30 pm</td>
<td>POSTER SESSIONS: What Are We Afraid Of? Using Dialogue to Address Social Justice Issues Distribution Center</td>
<td>Hancock</td>
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<tr>
<td>8:00 pm – 9:00 pm</td>
<td>EVENING RECEPTION AND OPEN HOUSE</td>
<td>Foyer &amp; Sherman</td>
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<td>9:00 pm – 10:00 pm</td>
<td>Uncommon Approaches to the Common Core</td>
<td>Hancock</td>
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<tr>
<td>8:30 am – 10:00 am</td>
<td>Afternoon Break with Refreshments Sponsored by Johns Hopkins University Museum Studies Program</td>
<td>Foyer &amp; Sherman</td>
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<tr>
<td>10:30 am – 11:45 am</td>
<td>BREAKOUT SESSION IV: Finding Voices: Facing Realities</td>
<td>Franklin</td>
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<tr>
<td>11:45 am – 12:15 pm</td>
<td>Creative Programming and Partnerships for Diverse Revenue Streams: The Experience of Three Philadelphia Historic Sites</td>
<td>Jefferson</td>
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<tr>
<td>12:30 pm – 1:30 pm</td>
<td>Breakout Together: Uncommon Approaches to the Common Core</td>
<td>Hancock</td>
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<tr>
<td>1:30 pm – 2:45 pm</td>
<td>EXHIBITOR HALL RECEPTION</td>
<td>Foyer &amp; Sherman</td>
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<tr>
<td>2:00 pm – 3:15 pm</td>
<td>Afternoon Break with Refreshments Sponsored by Direct Museum Studies</td>
<td>Jefferson</td>
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<tr>
<td>3:15 pm – 4:30 pm</td>
<td>LIGHT REFRESHMENTS WILL BE SERVED.</td>
<td>Jefferson</td>
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**EXHIBITOR HALL RECEPTION**

**Wyndham Philadelphia Historic District**

Foyer & Sherman Room
Thursday, October 22, 2015
4:45 pm – 6:00 pm
Visit our Exhibitor sponsors to discover how they can help your organization.
Light refreshments will be served.

**Open House and Reception**

at Conservation Center for Art & Historic Antiquities

264 S 23rd St, Philadelphia, PA 19103
Thursday, October 22, 2015
5:00 pm – 7:30 pm
Sponsored by the Conservation Center for Art & Historic Antiquities

**Location**

Foyer & Sherman Room

**Guest Speakers**

**Rosalyn McPherson**

**Thursday, October 22nd**

Stephen Weil Memorial Lecture

8:00 am – 9:00 am

Franklin & Jefferson Rooms

Rosalyn McPherson is President and CEO of

The Urban League of Philadelphia (ULP). ULP is an affiliate of the National Urban League, the nation’s oldest and largest community-based movement dedicated to empowering African Americans. The Urban League of Philadelphia connects individuals, community-based groups, civic organizations and businesses seeking to improve the social and economic well-being of African Americans throughout the region.

Before joining the ULP, Ms. McPherson was President and Founder of The ROI Group, Inc., a firm that provided construction management of historic sites and museum exhibitions; strategic planning; and marketing and communications to corporations, governmental agencies and non-profit institutions, especially in the areas of healthcare disparities, education, science and history. The City of Philadelphia, the American Heart Association, Einstein Healthcare Network, Sun Life Financial and Lincoln Financial Group were among the firm’s clients.

Prior to launching her firm, Ms. McPherson had a distinguished career in educational publishing and subsequently museum administration. She served as Senior Vice President for the Science Center at the Franklin Institute (Philadelphia, PA) and as Senior Vice President and Publisher for Time Life Education (Alexandria, VA). Time, Inc., McGraw Hill, Inc., Scholastic Inc. and CBS, Inc. are among the other companies where she worked as an editor and marketer. She also served as an adjunct professor at the School of Business in Rutgers University in New Jersey.

A committed civic leader, Ms. McPherson sits on the boards of a number of associations including the Mental Health Association of Southeastern Pennsylvania, Greater Philadelphia Chamber of Commerce, National Philanthropic Trust and First Person Arts. She recently served on the Advisory Council for Drexel University’s School of Media Arts and Design and for Temple University’s Public Relations Department. She was the winner of the 2012 Madame C J Walker Award for Women Entrepreneurs from the Philadelphia Chapter of the National Coalition of 100 Black Women and the winner of the “Breaking Barriers” Award from the Hot Mamas Case Study Project at George Washington University in DC. She was recently honored by the Philadelphia Business Journal as a “Most Admired CEO.”

Born in New Orleans, Ms. McPherson holds a BS in Secondary Education from Southern University & A&M College in Baton Rouge, LA and an MBA in Marketing from Fairleigh Dickinson University in Teaneck, NJ. The daughter of an army officer and an elementary school teacher, Rosalyn has traveled around the world since childhood and credits that experience with fostering her appreciation for the world’s varied cultures and geographic environments.
Jeannie L. Howe is the Executive Director of the Greater Baltimore Cultural Alliance (GBCA), a regional, membership organization that was organized by artists and cultural organizations to unify, nurture and promote the cultural sector in Baltimore and its five surrounding counties. Under her leadership, since January 2012, GBCA has transformed and expanded its services to the cultural community, including: new professional development initiatives for artists and emerging arts management leaders of color; relaunching of audience development strategies; support of artists with awards and grants; and advocating for the health, visibility and financial strength of the sector. Membership during this time has increased from 80 to nearly 500 artists and organizations.

Prior to joining GBCA, Howe was founder and president of BayCiff Associates, and provided management and fundraising consultation for nonprofit clients, including Everyman Theatre in Baltimore for which she led a successful $17.7 million capital campaign. Her career has included leadership positions with a range of nonprofit organizations including the Alley Theatre, Baltimore Roads and The Marrow Foundation (now Be the Match Foundation). Howe has held many volunteer positions including her current service on the Baltimore Orchard Project and Callaway Garrison Improvement Association Boards of Directors.

Howe received a BA in Theatre from University of Ohio and a BA in Theatre from St. John’s College in Maryland. In 2014, the Daily Record recognized her as one of Maryland’s Top 10 Women.

Mid-Atlantic Association of Museums Board List

JOAN BACRACH Senior Curator Museum Management Program National Park Service
BARBARA G. BARTLETT Director Louisiana State Historic Site Board Secretary
MICHAEL CAGNO Senior Director The Negro Museum of Houston University of Houston Board Chair
PRUDENCE PROCTOR HAINES Director of Education and Public Engagement Alabama City Wetumpka Museum of Art
JOHN J. HAWKINS Director National Museum of the American Indian New York
SHAWN HENNE Senior Director American Museum of Natural History
JESSICA JENKINS Manager of Marketing and Public Relations Philadelphia Art Museum
JUDITH LINDAHI Internship Coordinator, Museum Studies Program Johns Hopkins University
BETH LEVITHAL Senior Director Philadelphia Museum of Art
JOHN LOVE Director (retired) Bureau of Historic Sites, New York State Office of Parks, Recreation and Historic Preservation Board Treasurer
MARGARET O’REILLY Acting Executive Director & Curator of Fine Art New Jersey State Museum
DANIELLE RICE Program Director, Museum Leadership Johns Hopkins University
HELEN SHARNON Program Director, Museum Education The University of the Arts
GRETCHEN SOREN Director and Distinguished Professor Cooperstown Graduate Program Franklin C. Rose
FRANKLIN VALENCHE Senior Director Historic House Trust of New York City
ZUBI ZINN Director Arosevelt-Museum & Library

Foodies, Ghosts and Gears: Welcoming New Partnerships for New Audiences

Building partnerships with other organizations strengthens links to our communities, attracting audiences that we traditionally have not reached at our sites. Our session will outline three featured programs: Food Revolution Day, in conjunction with Jamie Oliver’s Food Revolution; Paranormal Evenings, in conjunction with Ghost One and Island Paranormal investigators; and International Steamposium City at Speedwell, in conjunction with self-Infest Events. We will point out some of the benefits and drawbacks of partnerships, and offer session attendees the opportunity to brainstorm some ideas of different partnerships that would work for their museums. The session will conclude with a list of the top ten lessons that we have learned in the five years that we’ve been working with our partners.

Chair: Melissa Bump, Curator of Collections and Exhibitions, Historic Sites, Morris County Park Commission

Speakers: Melissa Bump, Curator of Collections and Exhibitions, Historic Sites, Morris County Park Commission; Kathleen Humphreys, Program Specialist, Fairmount Park Historical Ponds, Morris County Park Commission

Best Practices in Developing Programs to Bridge the Gap Between Museums and Individuals with Cognitive, Intellectual and Sensory Processing Disabilities

Through case studies from the Smithsonian museums, the Walters Art Museum and other programs, the panel will explore techniques to reach individuals and families with disabilities. We will provide tips on selecting vehicles to include in programs, explain pre-visit materials, explore gallery activities that facilitate an understanding of the museum content, and discuss training and evaluation necessary for successful programs. Participants will leave with concrete examples of programs that can be replicated and effective tools that can easily be integrated into a larger program. Additionally, the session will promote discussion of inclusive exhibit design.

Chair: Ashley Treffel-Ree, Program Specialist, Smithsonian Institution, Accessibility Program

Speakers: Motofu Hoki, Museum Specialist, Smithsonian Institution, National Postal Museum; Angela Winger, Chief Operating Officer, New Jersey Center for Aquatic Sciences; Brie Venda, Manager of Academic Engagement, New Jersey Center for Aquatic Sciences; Melissa Pardun, Director of Education, Academy of Natural Sciences of Drexel University

Archival Collections in Museums: Challenges and Opportunities

Many museums have important archival collections but lack the resources to manage these collections effectively. In this session, attendees will learn how the Historical Society of Pennsylvania’s Hidden Collections Initiative for Pennsylvania Smaller Archival Repositories (HCI-PSAR) has worked with over 150 Philadelphia-area museums and historical organizations to create and post online finding aids to these collections, thus making these (often previously hidden) collections better-known and more accessible to researchers. Additionally, archivists will sum up best practices for managing archival collections, and Philadelphia-area curators will speak frankly about the challenges of managing archives in museums without professional archival staff.

Chair: Jack McCarthy, Project Director, Hidden Collections Initiative for Pennsylvania Smaller Archival Repositories, Historical Society of Pennsylvania

Speakers: Kristen Froehlich, Director of the Collection, Philadelphia History Museum at the Atwater Kent; Carrie Higgin, Senior Curator, American Swashbuckler Historical Museum; Sarah Lee, Lead Surveyor, Hidden Collections Initiative for Pennsylvania Smaller Archival Repositories, Historical Society of Pennsylvania

Thur., Oct. 22nd

10:30 am – 12:30 pm

Museums and Individuals with Disabilities

Connect these possibilities to a more diverse visitor base? As we discuss the role of orientation spaces and interactive technology, do we find that support for interactive designers to shape an updated experience. As we discuss the role of orientation spaces and interactive technology, do we find that support for interactive designers to shape an updated experience. If definitions of diversity vary greatly within each institution and indeed each community, how can we find common ground to talk about these issues across the field? Let’s start with a frank discussion among very different institutions about successes and challenges, and react to them.

Chair: Gigi Nagal, Curator of Museum Education, American Philosophical Society

Speakers: Ken Kiley, Senior Vice President and Director of Interpretation and Public Programming, Eastern State Penitentiary; Cate Chadwick, Program & Communications Manager, Wagner Free Institute of Science, Melissa Martens Verweybaun, Executive Director Council of American Jewish Museums

Explore, Experience, Enjoy: Spaces and Technology to Engage All Visitors

In a choose-your-own-adventure world, can technology and the built environment be used to engage visitors in a personalized way? This session begins with the Frick Art & Historical Center, a Pittsburgh, PA, museum, home to an historic estate, an art museum, a car and carriage museum and an education center, and follows the collaborative process among museums, architects and interactive designers to shape an updated experience. As we discuss the role of orientation spaces and interactive technology, do we find that support for self-directed exploration multiplies the possible experiences of the campus and collections? How do we connect these possibilities to a more diverse visitor base?

Chair: Jonathan Tischconte, AIA, Principal, Schwartz/ Silver Architects

Speakers: Amanda Dunyi Gilen, Director of Education, Frick Art & Historical Center, Steve Bramlage, Executive Director, Maine Historical Society; Gabe Kno, Founder and Principal, BeVe & Wissel Co
Confronting Violence: Exhibition + Partners for Change

The National Library of Medicine’s project Confronting Violence: Improving Women’s Lives chronicles the work of nurse activists in the 1970s and 1980s to change the way the medical profession recognized and treated victims of domestic violence. Those who engage in developing exhibitions, educational resources and community partnerships will benefit from the panel discussion. The project curator, designer, educator, outreach resource developer and a representative from a host venue will showcase how they created meaningful and useful content in support of challenging subject matter. They will offer strategies for engaging with communities and creating opportunities for new audiences around the project theme.

Chair: Patricia Terkla, Head, Exhibition Program, National Library of Medicine
Speakers: Catherine Jaquett, PhD, Guest Curator/Assistant Professor, Louisiana State University; Joanne Kim, Exhibition Educator, National Library of Medicine; Samantha Scott, Exhibition Designer, The Design Agency; Amy C. Sullivan, PhD, Writing Assistant Professor, Macalester College; Lauren Fennell, Reference/Patron Services, Temple University

Blending Money and Mission: Cultural Entrepreneurship for Museums

What does it mean to become a cultural entrepreneur? We will discuss the entrepreneurial mindset and how we can apply it to the cultural world. We will also examine the entrepreneurial process and the obstacles in creating an entrepreneurial culture in your museum. These and other issues will be addressed in this five-part session: (1) Becoming a cultural entrepreneur; (2) Case studies of successful entrepreneurship in museums; (3) The Institute for Cultural Entrepreneurship as a mid-career training opportunity; (4) Graduate Student presentation from New York State Entrepreneur/Business Plan Competition, and (5) Q & A and distribution of resources in entrepreneurship.

Chair: Brian Alexander, Visiting Professor in Museum Administration & Director of the Institute for Cultural Entrepreneurship, Cooperstown Graduate Program
Speakers: Keoni Agyemang, Graduate Student, Cooperstown Graduate Program; Jayne A. Sessions, Former Assistant Professor, Department of Economics & Business, State University of New York at Oswego

Northgate Park Reclaimed: Rutgers-Camden Center for the Arts, Camden Art Gardens Program

Museums can serve as a unique focal point in their communities, communities and community artists need active, positive engagement. This symbiotic relationship can yield benefits for all. How do you “green” these opportunities in your community? Camden Art Gardens is a good model of a community arts program that starts out directly in the neighborhoods, makes a long-term commitment and accomplishes specific goals and outcomes in the process. Northgate Park was abandoned, overrun by drug dealers and subsequently locked up. Community organizations met at RCCA’s Steedman Gallery in Fall 2007 and galvanized the community. RCCA has brought arts projects to the park’s musical celebrations and a youth music residency, mini-marathons throughout and gardens, comprised of native species.

Chair: Warren Scott Gantry, Associate Director of Education, Rutgers-Camden Center for the Arts
Speakers: Carmen Península, Community and Artist Programs Manager, Rutgers-Camden Center for the Arts; Angel M. Ochoa, CEO, District Council Collaborative (DCCB)

ThURSDAY, OCTOBER 22ND
3:15 pm – 4:30 pm

Finding Voices: Facing Realities

Finding Voices: Facing Realities focuses on social justice in museums. Museums have the potential to become centers of gravity for discussions around civic unrest and human rights. To remain relevant, museums must fuse social action with inclusion to deconstruct internalized oppressions and be in service to society. This session will help teaching institutions to find community partners; facilitate salons and storytelling; fuse activism within community engagement and curatorial practices and influence visitors’ peripheral social awareness in advocating for a more just society.

Chair: Monica O. Montgomery, Action Director/Co-Founder, LatinxNOW & Lewis Latimer Historical House/Museum
Speakers: Flancy Marzo, Curator, Vivant Art Collection, Elan Cook, Director, Roberto Huerta Historical Site, Erin Bernard, Director, Philadelphia History Museum

Creative Programming and Partnerships for Diverse Revenue Streams: The Experience of Three Philadelphia Historic Sites

Three historic sites in Philadelphia — Christ Church, Eastern State Penitentiary, and Stonington Historic Germantown — share experiences developing creative programming and partnerships that generate new revenue sources. Panelists will establish a framework for creative programming and partnerships that promotes new revenue generation, audience development and sustainable programs. Panelists will discuss their organization’s approach to creative programming and partnerships and how revenues have changed over time. Participants will learn how to tap new revenue sources with diverse programming and gain insights into their own organization’s potential for new revenue and new audiences.

Chair: James Stevens, Senior Associate, ConsultInc, Inc.
Speakers: Soree Jane (Sukh) El, President and CEO, Eastern State Penitentiary Historic Site; Barbara Hogan, Executive Director, Christ Church Presbyterian Trust; Dennis Pinkard, President, Historic Germantown

Stronger Together: Uncommon Approaches to the Common Core

Explore how NABCCO215 and dissimilar museums began working together, rather than competing, to meet the challenges of teacher training across disciplines for the Common Core Learning Standards. Using the newly formed long Island College’s Cultural Education Coalition as a case study, this session will explore how a non-museum organization helped bring institutions with diverse collections, audiences and practices together to become a new learning community that has benefited not only the intended audience of classroom teachers, but has strengthened local museum education. Then join in the fun of tackling how you museum can make common core connections for teachers.

Chair: Nongy Richter, Museum Education Director, Hofstra University Museum
Speakers: Thaye Garrison-Pendler, Director of the Cloister Fine Arts Education,143 Holocaust Memorial and Tolerance Center of Nassau County; Joanne Sprong, Program Specialist, Artist in Education and Exploratory Venturing, NABCCO215

FRIDAY, OCTOBER 23RD
9:30 am – 10:45 am

Feeling a Part of History: Integrating Dramatic Arts in Telling Difficult Stories

In the creation and performance of Liberty to Go for the Freedom Theatre, we attempted to broaden audiences for a historical society. A museum educator, playwright, evaluator and participant share experiences, lessons and insights into how to engage different communities. In particular, the Historical Society is trying to appeal to people that have not traditionally joined or visited, such as performing arts patrons, members of the neighboring LGBTQ community and general history enthusiasts. The project also includes comprehensive evaluation whereby members of the “new audience” participate in program design by meeting throughout the process and refining the development of the project itself.

Chair: Beth Twiss, Senior Director of Programs and Services, Historical Society of Pennsylvania
Speakers: Al Gordon, Playwright; Elizabeth Tinker, Fellowships and Internships, Smithsonian Institution

A Historical Society Experiments: A New Model for Broadening Audience

A museum educator, playwright, evaluator and audience advocate share an innovative project that attempts to breakaudience for a historical society. While the artist creates a new play, he also contributes to this goal and engages diverse communities. In particular, the Historical Society is trying to appeal to people that have not traditionally joined or visited, such as performing arts patrons, members of the neighboring LGBTQ community and general history enthusiasts. The project also includes comprehensive evaluation whereby members of the “new audience” participate in program design by meeting throughout the process and refining the development of the project itself.

Chair: Al Gordon, Playwright; Elizabeth Tinker, Fellowships and Internships, Smithsonian Institution

When Diversity is a Problem: Multiple Numbering Systems in One Collection

If museums want to attract active citizen participation in social issues, we need multiple ways to view exchange that use our content to help people feel the human impact of policies as well as foster new understanding through the exchanges of visitor perspectives. This session provides an introduction to facilitated dialogues, an interpretive technique that allows museums to better enter into conversations about critical contemporary issues and foster personal connections between visitors and sites.

Chair: Sarah Pherson, Senior Director, Methodology and Practice, International Coalition of Sites of Conscience
Speakers: Dr Wil Walker, Cooperstown Graduate Program; Lauren Zuhl, Director of Education and Tour Programs, Eastern State Penitentiary

FRI, OCTOBER 23RD
11:00 am – 12:15 pm

10-11
Using Thinking Routines with Art
To Inspire Creative Writing

How might we use art as a powerful tool to spark imagination and help create rich writing in a museum setting? How can thinking routines be used to structure a group conversation and support deeper thinking and learning across audiences? This session, participants will engage with a work of art. The poem by Joan Miro, using Artful Thinking Routines. The group will then write Word Pile Poems and a personal narrative inspired by the work of art. This session will model habits of close looking, purposeful dialogue, evidence-based reasoning and creative questioning.

Chair: Elizabeth Diament, Senior Educator, Manager of School Tours and Docent Programs, National Gallery of Art
Speakers: Julie Carmean, Museum Educator and Coordinator of Professional Development for Art Around the Country, National Gallery of Art

12-13
Finding Voices: Facing Realities
Finding Voices: Facing Realities focuses on social justice in museums. Museums have the potential to become centers of gravity for discussions around civic unrest and human rights. To remain relevant, museums must fuse social action with inclusion to deconstruct internalized oppressions and be in service to society. This session will help teaching institutions to find community partners; facilitate salons and storytelling; fuse activism within community engagement and curatorial practices and influence visitors’ peripheral social awareness in advocating for a more just society.

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16-17
A Historical Society Experiments: A New Model for Broadening Audience
A museum educator, playwright, evaluator and audience advocate share an innovative project that attempts to breakaudience for a historical society. While the artist creates a new play, he also contributes to this goal and engages diverse communities. In particular, the Historical Society is trying to appeal to people that have not traditionally joined or visited, such as performing arts patrons, members of the neighboring LGBTQ community and general history enthusiasts. The project also includes comprehensive evaluation whereby members of the “new audience” participate in program design by meeting throughout the process and refining the development of the project itself.

Chair: Al Gordon, Playwright; Elizabeth Tinker, Fellowships and Internships, Smithsonian Institution

When Diversity is a Problem: Multiple Numbering Systems in One Collection
If museums want to attract active citizen participation in social issues, we need multiple ways to view exchange that use our content to help people feel the human impact of policies as well as foster new understanding through the exchanges of visitor perspectives. This session provides an introduction to facilitated dialogues, an interpretive technique that allows museums to better enter into conversations about critical contemporary issues and foster personal connections between visitors and sites.

Chair: Sarah Pherson, Senior Director, Methodology and Practice, International Coalition of Sites of Conscience
Speakers: Dr Wil Walker, Cooperstown Graduate Program; Lauren Zuhl, Director of Education and Tour Programs, Eastern State Penitentiary

FRI, OCTOBER 23RD
11:00 am – 12:15 pm

Session Descriptions (continued)
18 Opening Doors to Accessibility: Best Practices in Creating Inclusive Experiences

This session will educate arts professionals on best practices for serving audiences with special needs. The presentation will offer an overview of guidelines for creating exceptional art experiences for those with disabilities. Panelists will offer insights into developing programs through a case study of one museum’s journey to create and engage new audiences through community outreach. Additionally, the session will explore the development of an arts therapy program especially created for students with severe challenges, and how three of these organizations formed an innovative partnership.

Chair: Cassandra Demski, Curator of Education, Grounds for Sculpture

Speakers: Robert Carr, Director of Programs & Services, New Jersey Theater Alliance and Cultural Access Network; Ronnie R. Brown, Director of Operations and Guest Services; Grounds for Sculpture; John McElney, Executive Director, New Jersey Theater Alliance and Cultural Access Network; Keith Garlett, Chair of the Kelly Collection of American Illustration; Casey Pecoraro, Manager, The Kelly Collection of American Illustration

20 Taking a Stand: Collaborative Approaches to Exhibiting and Teaching Social Activism Within Museums

Living two case studies, this session will explore the potential for collaboration between museum exhibitions and museum education programs that examine issues of social justice. The Museum of the City of New York’s ongoing exhibition Activist New York is bolstered by a partnership between the education and curatorial departments that enhances opportunities for teachers and students to encounter social activism. Eastern State Penitentiary’s Big Graph, a massive bar graph that illustrates the growth of the U.S. prison population, is used as a catalyst for conversation on school tours of the historic site. Session participants will learn about these initiatives’ content, and pedagogical approaches to teaching these histories that encourage visitors to find contemporary connections.

Chair: Rob Green, Assistant Director, Frederick A.O. Schwarz Children’s Center, Museum of the City of New York

Speakers: Jeanne Steinberg, Manager of Student Programs, Museum of the City of New York; Zach S. Sadowski, puffin Foundation Center of Social Activism, Museum of the City of New York; Lauren Zokol, Director of Education and Tour Programs, Eastern State Penitentiary/Historic Site

19 Crafting Community: Building Living Studios and a New Maker Network

How can artisan residencies and museums stimulate community revitalization while reaching out and building a new arts audience? Creator Square responds by importing artisans into a living studio and museum, mixing with local makers, and connecting with Johnstown, PA’s, creative and manufacturing network, including defense contractors. Targeting museum visitors, fundraisers and administrators, this session’s goal is to provide strategies for building community through outreach to diverse populations, including current/former industrial workers whose job-skills need refocusing on innovative crafts, small batch manufacturing and traditional manufacturer product reinvention. Expected outcomes will broaden the audience’s idea of the museum’s role in stimulating economic development.

Chair: Paul Bloxham, AIA LEED, Principie; Springhead Design, Co-Director; Creator Square Living-Artisan Studios + Museum

Speakers: Donald M. Bank, Principal, Good Future Innovation and Co-Director, Creator Square Living-Artisan Studios + Museum; Angela Rizzo, Executive Director, Bottlesworks Art Center & Museum; Mike Kase, President, Community Foundation for the Alleghenies

21 How to Use Exhibitions and Programming to Diversify Audiences

Professionals from Philadelphia art museums will discuss how to use programming and exhibitions to diversify audiences, reach under-represented communities and foster the museum a place of social interaction. Learn about Woodmere Art Museum and Lifeline Music Coalition’s five-year partnership to produce the Museum’s Friday Night Jazz series, creating bridges with Philadelphia’s regional, multi-cultural communities. Hear how museum collaborations with the School District of Philadelphia engage students and teachers from low-income neighborhoods. Discover how a marketing campaign between the Philadelphia Academy of the Fine Arts’ 95th Anniversary exhibition and Little Giant Media increased diversity and broadened the age-range of museum members. Explore how particular exhibitions and museum volunteer education expanding audience diversity and demographics. Learn about ARIZA Philadelphia’s initiative to serve people with Alzheimer’s disease and their caregivers through interactive and inclusive tours. Panelists will discuss challenges, how to assess audience growth and options for successful outcomes.


Speakers: Jean Woolley, Museum Educator (Retired), Philadelphia Museum of Art; School District of Philadelphia; Pamela Birmingham, Volunteer and Gallery Guide Manager, Barnes Foundation; Heike Rass, Executive Vice President, Marketing and Communications, Pennsylvania Academy of the Fine Arts; Peggy Smith, Founding Partner, Little Giant Media
Offsite Tours (continued)

WEDNESDAY, OCTOBER 21

Philadelphia’s Historic Diversity
1:30 pm – 4:30 pm
STOP 1: African American Museum in Philadelphia, 701 Arch St. (1:30 – 2:30 pm)
STOP 2: The President’s House, 534-550 Market St. (2:45 – 3:15 pm)
STOP 3: Philadelphia History Museum at the Atwater Kent, 54 S. 7th St., between Market and Ranstead Sts. (3:30 – 4:30 pm)
This tour will cover three stops dealing with aspects of Philadelphia’s rich history of varied communities. We will start at the African American Museum in Philadelphia with its permanent exhibition of this community’s history in the city from 1766 to 1856. Next, we will visit The President’s House, the location where Presidents George Washington and John Adams lived between 1790 and 1800 when Philadelphia was our nation’s capital. This site is interpreted to include information on Washington and the enslaved African Americans who served his family. We will finish at the Philadelphia History Museum where the galleries present this “city of neighborhoods.”
Travel on your own to the African American Museum, 701 Arch St.
Pre-registration for this tour is required; space is limited. $10 fee.

WEDNESDAY, OCTOBER 21

National Museum of American Jewish History and American Philosophical Society
3:00 pm – 4:30 pm
Tour will begin at 3 pm at the entrance to the National Museum of American Jewish History. We will tour the Museum for approximately 45 minutes and then walk down the street to the American Philosophical Society. The tour will end at 4:30 pm.
The National Museum of American Jewish History is the only museum in the nation dedicated exclusively to exploring and interpreting the American Jewish experience. As the repository of the largest collection of Jewish Americana in the world, with more than 25,000 objects, the NMAJH has developed extensive institutional experience in preservation, conservation and collections management supporting the fulfillment of its mission to preserve the material culture of American Jews. With its beautiful new building and its state-of-the-art exhibitions, the NMAJH provides a moving and inspiring experience. Following our visit, we will walk a block to the American Philosophical Society Museum. Founded by Ben Franklin in 1743, the APS is featuring an exhibition titled “Jefferson, Science and Exploration,” which demonstrates the connections between science and national pride and takes visitors up to the eve of Lewis and Clark’s journey. Merrill Mason, director of the museum, will tour us through the exhibition.
Travel on your own to the National Museum of American Jewish History, 101 S Independence Mall E.
Pre-registration for this tour is required; space is limited. $10 fee.

Notes:

Chemical Heritage Society exhibition, Science at Play

Philadelphia’s Historic Diversity

The Museum at the Chemical Heritage Foundation
3:00 pm – 4:30 pm
The Museum at the Chemical Heritage Foundation reveals chemistry’s untold stories. The Museum’s permanent exhibitions, Making Modernity, shows how chemistry has touched our lives — frequently in unexpected ways. Visitors can trace scientific progress in the laboratory, the factory and their homes, and learn how chemistry created and continues to shape the modern world. Registrants will also be able to explore our special exhibit, Science at Play. Chemistry sets and science toys contained much more than vials of chemicals, test tubes, and microscopes. Their colorful boxes also held manufacturers’ ambitions for success and prestige, parents’ hopes and anxieties for the future lives of their sons and daughters and children’s own desires for fun and excitement. Science at Play is the first major museum exhibit to explore the many facets of these miniature laboratories for children. Drawing from the Chemical Heritage Foundation’s own collection of more than 250 science kits and toys, it will lift the lid to reveal hidden stories of enterprise, aspiration, discovery, magic and mayhem.
Travel on your own to the Chemical Heritage Foundation, 315 Chestnut Street
Pre-registration for this tour is required; space is limited. $10 fee.

The African American Museum in Philadelphia

Philadelphia’s Historic Diversity

The National Museum of American Jewish History and American Philosophical Society
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National Museum of American Jewish History

Builder of Museum Experiences

The New Jersey Association of Museums is a non-profit membership organization that has been serving museum professionals and arts, history and science institutions in the state of New Jersey since 1923. NJAM strives to benefit members by facilitating the exchange of information through educational and networking opportunities; increasing and enhancing knowledge of best practices in museums; and, advocating on behalf of the New Jersey museum sector.

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