DO MUSEUMS STILL NEED OBJECTS?

MID- ATLANTIC ASSOCIATION OF MUSEUMS
VIRTUAL ANNUAL MEETING 2020

October 5–16, 2020
Full Program

midatlanticmuseums.org/annual-meeting
Welcome to MAAM 2020
DO MUSEUMS STILL NEED OBJECTS?

The Mid-Atlantic Association of Museums Annual Meeting is an annual conference dedicated to fostering excellence in museums by providing our region’s museum professionals with high-quality professional development, networking opportunities, and special events.

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Dear Colleagues
What a year it has been! 2020 is one of those years that we would perhaps rather forget.

So many Americans have been lost to a global pandemic. The murders of George Floyd and Breonna Taylor, among so many others, bringing to light a serious racial divide and igniting nation-wide protests. Our cultural institutions closed, pivoting to online content, and then were challenged to reopen safely to protect both staff and visitors. How should our museums respond to all that is happening? Do Museums Still Need Objects? We decided that this conference theme remains relevant especially with the addition of sessions that take into consideration the new realities that we are all facing.

Although 2020 has offered us many trials, it also offers opportunities as well. It forces us to think about our online presence and to develop creative ways of engaging the audiences who can’t or won’t come to our institutions. It encourages us to think of new ways of creating interactive exhibitions and of seeking techniques to maintain our mental health.

But most importantly, it challenges us to consider our responsibility to our communities and to our nation and to ponder our role in helping citizens to understand and negotiate their government and the natural world.

On behalf of the board of the Mid-Atlantic Association of Museums, I am excited to welcome you to MAAM’s online conference. Each year the MAAM Annual Meeting provides museums and allied organizations with an opportunity to share and exchange provocative ideas and new practices. We hope that the design of the conference—over two weeks—will prevent computer fatigue, while permitting us to get together. Although we are not in the same physical space, we are together and I hope that you will find these sessions useful.

MAAM’s gratitude goes particularly to our sponsors who you can view on page 9 and on our Industry Partner Showcase on our website. These companies and firms have steadfastly served our profession and continued to support MAAM and its mission even in this difficult time. I encourage you to read more about our corporate sponsors on our website and to attend their sessions and patronize their businesses. Their products and services enable us to do our jobs professionally and creatively. And, I must thank our Executive Director Averie Shaughnessy-Comfort for her capable and creative leadership during this crisis.

We know that all of you will enliven the discussions over the next two weeks and I look forward to greeting each one of you in person at our conference in Wilmington, Delaware in October, 2021. Thank you for lending your voices and your expertise to the 2020 MAAM Annual Meeting.

Best Wishes,

Gretchen S. Sorin, Ph.D.
Director and Distinguished Professor
Cooperstown Graduate Program
MAAM Board President

www.midatlanticmuseums.org/annual-meeting
WEEK 1

MONDAY, OCTOBER 5
10:30 AM to 11:00 AM Intro to MAAM Annual Meeting, Welcome
11:00 AM to 11:30 AM Community-Centered Approaches in Museums  | Speaker: Stephanie Johnson-Cunningham, Museum Hue
11:30 AM to 12:00 PM Community-Centered Approaches in Museums  | Speaker: Lisa Sasaki, Executive Director, Asian Pacific American Center
12:30 PM to 2:00 PM SESSION 1 Agents of Healing and Wellness: Museum Objects Serve Us and They Save Us
2:00 PM to 2:30 PM Exhibitor Hour
2:30 PM to 4:00 PM SESSION 2 Hacking the World: Imagining the Post-Pandemic Museum  | Sponsored by Quatrefoil Associates
4:30 PM to 5:00 PM AAM MAP Update: Using the Museum Assessment Program to Move Forward
5:00 PM to 6:00 PM Happy Hour

TUESDAY, OCTOBER 6
10:00 AM to 11:30AM KEYNOTE: Choices and Intentions: Reflections During a Crisis
12:30 PM to 2:00 PM EdCom of MAAM Meeting
2:00 PM to 2:30 PM Exhibitor Hour
2:30 PM to 4:00 PM SESSION 3 Multi-Sensory Mapping: Design for an Inclusive Visitor Experience  | Sponsored by Quatrefoil Associates
4:30 PM to 5:00 PM NAME Meet-Up

WEDNESDAY, OCTOBER 7
10:00 AM to 11:30AM SESSION 4 Making Digital Content for All
12:30 PM to 2:00 PM SESSION 5 Ivory, Horn & TortoiseShell: Challenges and Opportunities  | Sponsored by CatalogIt
2:00 PM to 2:30 PM CatalogIt Tech Talk  | Sponsored by CatalogIt
2:30 PM to 4:00 PM SESSION 6 Design, Decolonization, Digital: A Conversation on Digital Tools and Student-curated Exhibitions
5:00 PM to 6:10 PM Trivia Break  | Sponsored by LucidEye

THURSDAY, OCTOBER 8
10:00 AM to 11:30AM KEYNOTE: What COVID 19 Has Taught Us About Objects  | FineLine Corporation
12:30 PM to 2:00 PM Independent Museum Professionals Meet-Up
2:00 PM to 2:30 PM Jacob Wyper Architects Tech Talk
2:30 PM to 4:00 PM SESSION 7 Duty to Care: Improving Collections Stewardship at Nemours Estate  | Sponsored by CatalogIt
4:30 PM to 6:00 PM Museum Studies Programs of MAAM, Cocktalk Hour

FRIDAY, OCTOBER 9
10:00 AM to 11:30AM Building Personal Resilience, Wendy Luke
11:30 AM to 12:00 PM Community-Centered Approaches in Museums  | Speaker: Sean Kelley and Jonathan Whitney
12:30 PM to 2:00 PM SESSION 8 QHäniyâ: Lessons Learned and Future Challenges of a Handling Collection  | Sponsored by Quatrefoil Associates
2:00 PM to 2:30 PM Exhibitor Hour
2:30 PM to 4:00 PM SESSION 9 Curating Conflict and Controversy at Arlington House, the Robert E. Lee Memorial

WEEK 2

MONDAY, OCTOBER 12
10:00 AM to 11:30AM SESSION 10 The Power of the Tangible
12:30 PM to 2:00 PM SESSION 11 Rethinking Community Outreach: Partnering to Create Literacy-Infused Programming
2:30 PM to 4:00 PM SESSION 12 Balancing Heritage and Healthcare: Interpreting and Educating with Objects in the Hospital
4:30 PM to 5:00 PM AAM MAP Update: Using the Museum Assessment Program to Move Forward
5:00 PM to 6:30 PM Happy Hour

TUESDAY, OCTOBER 13
10:00 AM to 11:00 AM Community-Centered Approaches in Museums  | Speaker: Silvia Filipijn-Pantoni, Newark Museum of Art
11:00 AM to 12:00 PM Stephen Weil Memorial Lecture  | Speaker: Melodie Clay
12:30 PM to 2:00 PM SESSION 13 Light vs. Artifact  | Sponsored by CatalogIt
2:30 PM to 4:00 PM Registrar’s Committee of MAAM
4:30 PM to 5:30 PM Emerging Museum Professionals Reflect and Connect
9:00 PM Eastern (PBS) “Driving While Black” Watch Party

WEDNESDAY, OCTOBER 14
10:00 AM to 11:30 AM SESSION 14 Expansion of the Noguchi Museum Campus
12:30 PM to 2:00 PM SESSION 15 Teaching and Learning with (Virtual) Collections: Strengths and Challenges of Object-Based Instruction in Augmented and Virtual Realities
2:30 PM to 4:00 PM SESSION 16 What Happens to Interactive Exhibits and Museum Environments After COVID-19?  | Sponsored by CatalogIt
5:00 PM to 6:30 PM Trivia Break

THURSDAY, OCTOBER 15
12:30 PM to 2:00 PM SESSION 17 What Do Museums Need More Than Objects? Federal and Grant Dollars!
2:30 PM to 4:00 PM Emerging Museum Professionals of MAAM Meet-Up

FRIDAY, OCTOBER 16
10:00 AM to 11:00 AM MAAM Annual Business Meeting
11:00 AM to 12:00 PM Wrap-Up: Moderated Panel Discussion on Community-Centered Approaches in Museums
1:00 PM to 2:30 PM Consider this a Pep Talk: EMP, Students, and the Future of the Field
3:00 PM to 4:30 PM MAAM Social Justice Network Meeting
COMMUNITY-CENTERED APPROACHES IN MUSEUMS

Stephanie Johnson-Cunningham
Co-Founder and Creative Director, Museum Hue, New York, NY
Monday, October 5th from 12:30 PM to 2 PM

Lisa Sasaki
Executive Director, Asian Pacific American Center, Washington, D.C.
Monday, October 5, 11:30 AM

Sean Kelley
Senior Vice President, Director of Interpretation, Eastern State Penitentiary Historic Site, Philadelphia, PA

Jonathan Whitney
Co-Founder, Flux Creative Consulting
Friday, October 9, 11:30 AM

Silvia Filippini-Fantoni
Deputy Director of Learning and Engagement, Newark Museum of Art, Newark, NJ
Tuesday, October 13, 11:00 AM

These vignettes will highlight community-centered approaches in interpretation, collections, education, and leadership from across the Mid-Atlantic region. We will hear from museum professionals and cultural leaders of color about how they’ve used their space and their programming, collections, and leadership to tell more diverse stories. Attendees will learn how these professionals work through unforeseen challenges to allow their institutions to provide greater impact in their communities. Panelists will inspire attendees to broaden their ideas of what a museum can, and should be.

STEPHEN WEIL MEMORIAL LECTURE

Makeba Clay
Chief Diversity Officer, The Phillips Collection, Washington, D.C.
Tuesday, October 13, 11:00 AM

When The World Feels Upside Down: A Clarion Call for Change in Museums and Beyond

Amidst multiple, concurrent pandemics plaguing the United States and the world, museums everywhere must navigate deeply complex and uncertain times that will reveal the authenticity and durability of our commitments to diversity, equity, accessibility, and inclusion (DEAI). If nothing else, the global uprising against oppressive systems that perpetuate the continued police violence and systemic racism against Black and Brown communities as well as the disparate impacts of COVID-19 and climate change underscores the need for healing and transformation. We as museums can play a significant role in our communities as places for reflection, sparking critical dialogues, and advancing DEAI but only if we are authentically willing to address our own complicity in preserving the status quo. Drawing on personal narratives as a DEAI leader, this talk will offer ways museums can rise to the challenge of the moment and contribute to a global movement that demands greater equity and justice from us all.

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Makeba Clay
Chief Diversity Officer, The Phillips Collection, Washington, D.C.

Makeba Clay is the inaugural Chief Diversity Officer (CDO) at The Phillips Collection, America’s first modern art museum located in Washington, DC. In this role, Makeba serves as a strategist and DEAI thought partner with the leadership team in ways that cut across the institutions programs, people, policies, processes, and culture. Makeba is a dynamic and engaging global leader who has had a distinguished career that has garnered accolades from professional associations, international organizations and national publications. As a diversity and inclusion expert and leadership strategist, she is a notably sought-out author, speaker, trainer and consultant who has worked for over 20 years with leaders in the federal government, local and state government, non-profits and educational institutions.

Makeba has presented keynote addresses, lectures and workshops at local, state, national and international conferences on issues related to diversity and inclusion, educational equity, women’s leadership and empowerment, social justice, and organizational change.

Makeba is the past national president of the Association of Black Women in Higher Education (ABWHE) and has also served on numerous Boards and Advisory Councils including, The Maryland Roundtable for Diversity, Future Next Corporation, the International Education Fund, Inc, Princeton in Africa, the New Jersey Chapter of the American Council on Education Network, The Maryland Governor’s Commission on Volunteering and Service, Women Entrepreneurs of Baltimore (WEB), and Aunt Hattie’s Place, Inc., a residential center for neglected and abandoned young boys.

Makeba received a Bachelor of Arts degree from the University of Albany, a Master of Arts degree from Bowling Green State University and has completed post graduate coursework at the University of Maryland. Makeba enjoys international travel, culinary arts, interior design, event planning, mentoring young girls and women, and reading on a wide range of topics. She resides in Montgomery County, Maryland with her spouse and daughter.
MAAM Featured Events

Happy Hour
Monday, October 5 and October 12 from 5:00 PM to 6:00 PM
Drop in to network with colleagues and discuss what’s happening in the field!

Trivia Break
Wednesday, October 7 at 5:00 PM
(Sponsored by Lucidea)
Wednesday, October 14 at 5:00 p.m
Test your museum trivia! We’ll ask questions covering some of your favorite topics related to museums! Between rounds, there will be ample time to mingle with team members and other attending museum professionals.

Stephen Weil Memorial Lecture
Tuesday, October 13, 11:00 AM
This lecture is named for Stephen E. Weil (1938-2005), whose career and writings exemplified visionary thinking about the meaning of museums as public institutions. Weil was the longtime deputy director of the Hirshhorn Museum and Sculpture Garden and wrote such seminal works as Rethinking the Museum and Other Meditations (1990) and Making Museums Matter (2002).

Emerging Museum Professionals Reflect and Connect
Tuesday, October 13, 4:30 PM to 5:30 PM
Join fellow emerging museum professionals Jessica Goon and Kaityn Miller for a networking opportunity and discussion about the central theme of the conference: “do museums need objects?” You will have the opportunity to discuss the themes you encountered in the conference sessions and hear from other emerging museum professionals about their view on the subject. It is a great opportunity to meet new people from all across the museum field!

Driving While Black
Tuesday, October 13, 9:00 PM Eastern on PBS
(and join us on Zoom!)
Drawing on a wealth of recent scholarship - and based on and inspired in large part by Gretchen Sorin’s recently published study of the way the automobile and highways transformed African-American life across the 20th century “Driving While Black” examines the history of African Americans on the road from the depths of the Depression to the height of the Civil Rights movement and beyond, exploring along the way the deeply embedded dynamics of race, space and mobility in America during one of the most turbulent and transformative periods in American history—from dwbfilm.com/about

Watch the documentary on PBS, and join us and Gretchen Sorin on Zoom for some live comments about the film!

MAAM Annual Business Meeting
Friday, October 16 from 10:00 AM to 11:00 AM
The board of directors of the Mid-Atlantic Association of Museums will present on MAAM’s Annual Business including updates on Membership, Finance, Governance, Annual Meeting, Building Museums, and Professional Development. All MAAM Members and non-members are welcome to attend this business meeting.

Thank You
The Mid-Atlantic Association of Museums thanks our conference sponsors whose generosity helped to make this meeting a success.
Your support means more now than ever. Thank you!

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Session Descriptions

WEEK 1

Introduction to MAAM Annual Meeting and Welcome
Monday, October 5th from 10:30 AM to 11:00 AM

Community-Centered Approaches in Museums
Monday, October 5 from 11:00 AM to 12:00 PM
Friday, October 9th from 11:30 to 12:30 PM

These vignettes will highlight community-centered approaches in interpretation, collections, education, and leadership from across the Mid-Atlantic region. We will hear from museum professionals and cultural leaders of color about how they’ve used their space and their programming, collections, and leadership to tell more diverse stories.

Attendees will learn how these professionals work through unforeseen challenges to allow their institutions to provide greater impact in their communities. Panelists will inspire attendees to broaden their ideas of what a museum can, and should be.

SESSION 1

Agents of Healing and Wellness: Museum Objects Serve Us and Save Us
Monday, October 5th from 2:30 PM to 4 PM

In museum exhibitions, whether passive or highly participatory, human-object encounters have remarkable healthful and healing impacts on participants. It’s happening every day in seen and unseen ways, with all kinds of objects, and it’s happening everywhere, including within your own institution. Utilizing the framework of Psychotherapeutic Object Dynamics, researchers and practitioners have identified specific ways in which objects in exhibitions serve an intrinsic and primary role in human mental health. These dynamics will be shared in this session with illustrations from studies with the September 11 Memorial and Museum; the War Childhood Museum in Sarajevo; the Derby Museum and Art Gallery in England; the Museum at FIT in New York; and Sweden’s National Museums of World Culture. Attendees will see how object experiences contribute to mental health and how these healthful and healing affects are universal. Attendees will also learn how to engage diverse museum constituencies by creating object-based exhibition experiences that focus on health and healing for communities experiencing trauma.

Attendees, let’s personalize this: please send an everyday or museum-based meaningful object experience of your own to me at Brenda_cowan@fitnyc.edu so it can be included in the presentation!

Speakers: Brenda Cowan, Professor, Exhibition & Experience Design, SUNY Fashion Institute of Technology, New York, NY

SESSION 2

Hacking the World—Imagining the Post-Pandemic Museum
Monday, October 5th from 2:30 PM to 4 PM

A global pandemic has impaired the physical, programmatic and financial mechanisms of traditional museums. As in all survival stories, improvising is key. Let’s start hacking!

Panelists will outline a new museum model that involves re-purposing places, things and phenomena existing around us. We will introduce the practice of ubiquitous museology, defining everyday places as cultural settings that can serve as both a “collection in situ”, and facilities for informal learning.

Attendees will gain an understanding of this practice by participating in an exercise involving the responsible re-purposing of ordinary places as alternative venues for engaging audiences in the museum experience.

Speakers: Michael W. Burns; Principal/Design Director, Quatrefoil Associates; Laurel Black, Founder/Owner, expLoring exhibits & engagement, LLC; Woonifer, MA

SESSION TRACKS

Education, Engagement
SESSIONS: 1, 4, 11, 12, 15

Exhibitions
Sponsored by Quatrefoil Associates
SESSIONS: 2, 3, 8, 16

Diversity and Cultural Competency
SESSIONS: 6, 8, 9, 12, Driving While Black, Community Centered Approaches in Museums

Collections
Sponsored by Catalogit
SESSIONS: 5, 7, 13

Facilities
SESSIONS: 7, 8, 14

Leadership
SESSIONS: Keynote Oct 6, Keynote Oct 8, Building Personal Resilience, 10, 17
AAM MAP UPDATE: Using the Museum Assessment Program to Move Forward
Monday, October 5th and Monday, October 12th from 4:30 to 5:00 PM

AAM’s popular Museum Assessment Program (MAP) has been upgraded, enhanced and expanded. Find out how participating in the year long process of self-assessment activities, a peer reviewer site visit and a final assessment report with prioritized recommendations can help your institution get to the next level. Attendees will receive a questionnaire to help pinpoint which of the five assessments is the best fit for their institution, receive a sample assessment activity from an actual MAP workbook, and hear about MAP museums who’ve experienced improvements in internal and external engagement, creative interpretation, relevant programming, DEAI, and more!

Speakers: Susan Zwerling, MAP Program Officer, American Alliance of Museums, Arlington, VA; Brianne Roth, MAP Program Officer, American Alliance of Museums, Arlington, VA

SESSION 1: Multi-Sensory Mapping: Designing for an Inclusive Visitor Experience
Tuesday, October 6th from 2:30 PM to 4:30 PM

How do we collaborate effectively on deep accessibility for exhibit experiences? Panelists will describe how multi-sensory mapping is being used for the design of the Smithsonian Latino Center’s Molina Family Latino Gallery at the National Museum of American History. This analytical sensory mapping tool was developed to help the team visualize access issues together. Acknowledging that all visitor experiences are unique based on each person’s individual needs, the tool highlights a range of movement and sensory issues that impact diverse visitor’s abilities to feel welcome and ready to engage. Participants will understand how to employ sensory data and expert users as part of an inclusive design process.

Speakers: Abby Toussaint, Associate and Project Manager, Quinn Evans Architects, Washington, DC; Caroline Uchel, Designer, Washington, D.C.; David Carns, Senior, Communications Officer, Smithsonian Latino Center, Washington, D.C.

SESSION 2: Making Digital Content for All
Wednesday, October 7th from 10:00 AM to 11:30 AM

Museums have scrambled into the digital work in response to mass closures due to quarantine. In the rush to create new content we have at times neglected certain audiences, such as people with special needs or who speak a language other than English. Creating digital content opens new opportunities and challenges. This session will use programming at the Penn Museum as case studies to look at ways digital programs were adapted for different audiences. These case studies include: adapting a live, virtual workshop for students with special needs, creating captions for video content, and recording video in languages other than English. Museum staff will share successes, failures, and lessons learned in these processes.

Speakers: Kevin Schott, Associate Director of Interpretive Programs, Penn Museum; Philadelphia, PA; Aladyn Mitchell, Penn Museum, Philadelphia, PA; Carina Perez Salamanca, Philadelphia, PA

SESSION 3: Ivory, Horn & Tortoiseshell: Challenges and Opportunities
Wednesday, October 13th from 12:30 PM to 2:00 PM

Museum professionals charged with the cataloguing, care, and interpretation of objects with animal-sourced components face many practical and philosophical issues in the process. Historically incorporating these materials, as well as contemporary jewelry and craft, pose challenges from basic species identification to nuances of interpretation. This session is focused on elephant and marine ivory, tortoise shell, in the work to explore questions and resources applicable to other natural materials. Questions include: What are some risks in accepting gifts of animal organics or actively collecting them (and their modern imitations)? How do animal-sourced materials open opportunities for dialogue with audiences? Panelists will offer a framework for recognizing the contributions animals have made to art and historical museum collections.

Speakers: Ann Wagner, Curator of Decorative Arts, Winterthur Museum, Garden, & Library, Winterthur, DE; Jane Kaplan, Objects Conservator, Winterthur Museum and Affiliated Assistant Professor in Art Conservation, University of Delaware; Winterthur Museum, Winterthur, DE; Kate Lagana, Cataloging Assistant, Winterthur Museum, Winterthur, DE; Janice B. Klein, Consultant, Eight & Four Consulting | Executive Director of the Museum Association of Arizona

SESSION 4: Design, Decolonization, Digital: A Conversation on Digital Tools and Student-Curated Exhibitions
Wednesday, October 13th from 2:30 PM to 4:00 PM

How can student-curators and museum staff and faculty who support them most effectively use digital tools in creating exhibitions? How can museum staff and instructors empower students inclined to create and use digital elements in their exhibitions? How can these tools be best used in service of social justice within academic and museum institutions and collections? This session will begin with an introduction, 3 short (5 minute) case study presentations by followed by a guided discussion/brainstorming session with the audience. Case study exhibitions include topics ranging from Colonism, Stress in the time of COVID-19, and Representations of Black Womanhood among other examples drawn from existing student-curated exhibitions and online programs. The main learning objective for this session is to identify common opportunities and challenges when creating online content and to provide a useful set of questions and considerations to empower them as they pursue digital exhibition endeavors.

Speakers: Katherine A. Himes, Master of Arts in Museum Professions | Utica College, Utica, NY; Kimberly McClancy, Head of Youth Services, Upper Darby Township Library | The Cooperstown Program (2019); Karla Temple, Les L. M. Gottlieb Fellow, Winterthur Program in American Material Culture, University of Delaware (2020); Katharine Dunn Baker, Associate Professor, Decorative Arts and Material Culture, Winterthur Museum, Garden, & Library and the University of Delaware, Winterthur, DE

KEYNOTE PANEL: Choices and Intentions: Reflections During a Crisis
Tuesday, October 6th from 10:00 AM to 11:30 AM

The COVID-19 environment creates challenges to ways museums carry out their missions, sometimes forcing institutions to affirm or reimagine how to build better versions of themselves. Panelists tackle tough questions about their purpose in times of crises. How can we better connect audiences and objects? How do we describe the impact we want to make? If we can’t be all things to all people, how do we determine which of our museum’s “products” to retain, embolden, or drop? From different times come opportunities and new habits and ways of thinking.

Speakers: Ina Holmes, Director of Visitor Engagement, Winterthur Museum, Garden & Library, Wilmington, DE; Randi Korn, Intentional Practice Leader and Founding Director, Randall Korn & Associates, Alexandria, VA; Deborah Schwartz, President, & CEO, Brooklyn Historical Society, Brooklyn, NY; Dede Phares, The Amer Hendrichs Brower Director, Leek Art Center, Vanessa College, Poulsbo, NY

SESSION 5: KEYNOTE AND DISCUSSION: What COVID-19 Has Taught Us About Objects
Thursday, October 8th from 10:30 AM to 12:00 PM

This session responds to the question “Do Museums Still Need Objects?” by exploring what COVID-19 teaches us about the meaning of things. Recent circumstances confirm that we still use objects to define ourselves and others (think Zoom backgrounds). We can use objects to create a sense of security. And while technology is a helpful tool, we find the virtual a second-rate substitute for the real. The lessons from the pandemic about the continued importance of objects in the 21st century force us to push our institutions to think critically about the role collections will play in the new normal.

Speakers: Cynthia Falk, Professor, Cooperstown Graduate Program | SUNY Oneonta, Cooperstown, NY
Session Descriptions

**WEEK 1**

**SESSION 7**

**Duty to Care: Improving Collections Stewardship at Nemours Estate**

**Thursday, Oct 8th from 2:30 PM to 4 PM**

Nemours Estate in Wilmington, Delaware, was developed by Alfred I. du Pont (1865–1935), industrialist and philanthropist. Set on 200 acres, it features a 77-room mansion, several outbuildings, and French-inspired formal gardens. The estate’s collections, ranging from artworks, furniture, and ceramics to household goods and utensils, along with books and archival materials, are inadequately housed in confined spaces. To improve stewardship, Estate leaders are striving to develop a purpose-built, climate-controlled facility to preserve the collections for future generations to enjoy and study. Providing perspectives from managers, curators, conservators and architects, the session will offer insights into decision-making, best practices, and facility design.

**Speakers:** David Serries, AIA, LEED AP; Partner, JacobsVyper Architects; Philadelphia, PA; John C. Buemen, Ph.D, Executive Director, Nemours Estate, Wilmington, DE; Laura Hartz-Stanton Executive Director, Conservation Center for Art & Historic Artifacts, Philadelphia, PA; Andrew Feuer, AIC-PA Chief Architectural Conservator Materials Conservation Collaborative Philadelphia, PA

**SESSION 8**

**Building Personal Resilience**

**Friday, October 9th from 10:00 AM to 11:30 AM**

The pandemic has us all on edge. How can we move towards the future when so many of us have struggled with loss and grief? Join us for a presentation and discussion on the concepts of resiliency and Kaizen — a small and important step you can take to strengthen your self-care.

**Speakers:** Wendy Luke, The Hill Sage, Washington, DC; Barbara Bresc, Nancy Kline

**SESSION 9**

**Curating Conflict and Controversy at Arlington House, the Robert E. Lee Memorial**

**Friday, October 9th from 2:30 PM to 4:00 PM**

This session will be an examination of the multi-year exhibit design, development and fabrication process for the new audience centered exhibitions that will be opening at Arlington House, the Robert E. Lee Memorial in 2020. This session will explore our efforts at community engagement and outreach, the curation process for the exhibit, navigating social change and controversy and our extensive collaboration with numerous partners, vendors and agencies to expand the interpretation at this challenging site to further explore the stories of all of the residents of the Arlington Plantation. Attendees will learn lessons and gather tools for managing projects related to community engagement, exhibition development and planning, incorporating interpretive best practices into your exhibit and curation.

**Speakers:** Kimberly Robin, Museum Curator, National Park Service; George Washington Memorial Parkway; Melissa, VA; Justin Manetti, Chief of Visitor Services, National Park Service, George Washington Memorial Parkway; Melissa, VA; Steve Hammond, Community Partner and Sybilus Family Descendant, Sterling VA

**SESSION 10**

**The Power of the Tangible**

**Monday, October 12 from 10:00 AM to 11:30 AM**

If we agree that museum collections are relevant, the COVID pandemic of 2020-2021 did not alter that. If anything, it shines a light on an issue that will be at the forefront of conversations about collections as museums move forward in an ever-changing world. Why do we look at objects and collections as important, and how can we make these objects accessible and tangible to diverse audiences?

Objects broaden our understanding of others and of ourselves. They are part of our cultural, historical, ethnographic, and artistic “wealth.” But, if museums are going to move forward and embrace collections for the use of the public, they will need to adjust the “delivery system.” Can we as museum professionals, work together to bring objects to the people? How? What are the losses and gains in context, texture, dimensionality? And how do we decide which objects to make accessible? What if an object isn’t imbued with a “preciousness,” but with a different measure of significance or value?

This session will identify tactics of getting objects to all people and communicating their relevance using dynamic, experiential strategies.

**Speakers:** Clare Brown, Creative Director, Gallagher & Associates, Washington, DC; Lori Hamilton, Senior Interpretive Planner, Gallagher & Associates, Washington, DC

**SESSION 11**

**Rethinking Community Outreach: Partnering to Create Literacy Infused Programming**

**Monday, October 12 from 2:30 PM to 2:00 PM**

How can informal learning help with literacy in an urban environment? In Philadelphia, they’ve found a way. Panelists will discuss a network that provided programming to supplement informal learning and literacy development for families with young children in an urban setting. The network consisted of eight partnerships consisting of an informal learning institution/museum and one to three community-based organizations serving a particular neighborhood or group.

Partnerships developed hands-on literacy-rich programming that focused on collection related topics, delivered in a range of different community-based settings. Panelists will share problems of practice that emerged through the first two years of programming. Attendees will learn how creating these networked interventions led to families learning across an urban environment.

**Speakers:** Karen Kruzan, Co-Lead, University of Pittsburgh Center for Learning in Out of School Environments (ULCOS), Pittsburgh, PA; Kevin Crowley Co-Lead ULCOS Pittsburgh PA; Amanda Charles Program Associate William Penn Foundation, Philadelphia PA

**SESSION 12**

**Balancing Heritage and Healthcare: Interpreting and Educating with Objects in the Hospital**

**Monday, October 12th from 2:30 PM to 4:00 PM**

As part of the Nemours Children’s Healthcare System, Nemours Estate has been navigating the waters of balancing heritage and healthcare long before the COVID-19 pandemic. However, COVID-19 has caused our educational programming to pivot its approach. Panelists will offer insight on bringing historic objects and horticulture into a hospital setting, both physically and virtually. This session will cover how to rethink traditional museum education models based on balancing infection prevention, emotional connections, and equitable experiences.

**Speakers:** Annmarie Thomas-Bukler, Community Education & Museum Services Coordinator, Nemours Estate, Wilmington, DE; Kenneth Darney, Manager of Gardens and Grounds, Nemours Estate, Wilmington, DE; Thomas Ikoby, Garden Specialist, Nemours Estate, Wilmington, DE; Melissa Nicky, Child Life Manager, Child Life, Creative Arts Therapy, and School Programs, Nemours/Alfred I. duPont Hospital for Children, Wilmington, DE; Sara Narimanian, Child Life Program Coordinator, Child Life, Creative Arts Therapy, and School Programs, Nemours/Alfred I. duPont Hospital for Children, Wilmington, DE; Thomas Ratay, Garden Specialist, Nemours Estate, Wilmington, DE; Melissa Nicely, Child Life Manager, Child Life, Creative Arts Therapy, and School Programs, Nemours/Alfred I. duPont Hospital for Children, Wilmington, DE; Patricia Crow, Program Associate William Penn Foundation, Philadelphia PA

**WEEK 2**

**SESSION 13**

**QTRius: Lessons Learned and Future Challenges of a Handling Collection**

**Friday, October 9th from 10:30 AM to 2PM**

QTRius is turning 14! An interactive learning space for tweens and teens at the Smithsonian’s National Museum of Natural History, visitors engage in activities centered around the many and varied pieces of the publicly accessible collection. Panelists will discuss how the design of the space supported the original concept of bringing the science of the Natural History Museum from behind the scenes to the forefront through its collections, share lessons learned about how the space has adapted due to crowds, damage to collections, and the evolving needs of educators, and explore what the future holds for access to its collections in a post-COVID-19 world.

**Speakers:** David Fonte, Principal/Project Manager, EwingCole, Philadelphia, PA; Michael Lawrence Assistant Director for Exhibitions Office of Exhibits, Smithsonian National Museum of Natural History, Washington, DC; Ryan Dolan/esq., AIA, LEED AP, Project Architect EwingCole, Philadelphia, PA; Emanual Tsepa, Acting Chief of Learning Venues and Visitor Experience, National Museum of Natural History, Washington, DC
SESSION 10: Teaching and Learning with (Virtual) Collections: Strengths and Challenges of Object-Based Instruction in Augmented and Virtual Realities
Wednesday, October 14th from 12:30 PM to 2:00 PM
Recent shifts toward social distancing and remote learning have demonstrated a need for virtual and online resources for enrichment and instruction. Through the unique experience of visiting a museum cannot be replicated in the virtual world, we can no longer deny the utility and necessity of digital collections. This session explores the opportunities and instructional challenges of encountering museum spaces and objects in virtual and augmented reality. We will use two of our Digital Scholarship in Museum Partnerships projects, one focused on middle schoolers, and one on college-age learners, as case studies. Panelists will de-mystify these technologies and demonstrate how they can be used to supplement rather than replace traditional object- and space-based instruction.

Speakers: Sara Clarke-Vivier, Assistant Professor of Education, Washington College; Center, Chestertown, MD; Raven Bishop, NBCT, Instructional Technologist, Washington College

SESSION 15: What Do Museums Need More than Objects? Federal and Grant Dollars!
Thursday, October 15th from 12:30 PM to 2 PM
Advocacy presents challenges to museum leaders. This session would focus on the importance of museum advocacy from the institution’s perspective. Panelists will frame out the low levels of current funding, the enormous financial burden of collections, the disaster that is the pandemic, and what advocacy efforts look like these days. What would better advocacy look like? What were the results be? How do we advocate for ourselves in federal and private grant applications?

Speakers: Rusty Belcher, M. Museums, Hornsburg, MA; Allison Fitzmaurice, Executive Director, American Helicopter Museum & Education Center, West Chester, PA

Mid-Atlantic Association of Museums Annual Business Meeting
Friday, October 16th from 10:00 AM to 11:00 AM
The board of directors of the Mid-Atlantic Association of Museums will present on MAAM’s Annual Business including updates on Membership, Finance, Governance, Annual Meeting, Building Museums, and Professional Development. All MAAM Members and non-members are welcome to attend this business meeting.

Consider this a Pep Talk: EMP’s, Students, and the Future of the Museum Field
Friday, October 16th from 1:00 PM to 2:30 PM
Join the MAAM Board of Directors and other museum field professionals for an open discussion on the future of the field and how emerging museum professionals play an important role.

www.midatlanticmuseums.org/annual-meeting
Professional Affinity Group (PAG)/Roundtable Meet-Ups

Please refer to Schedule-At-A-Glance for information on your particular interest group.

This year, MAAM is pleased to host a number of professional affinity group meet-ups over the 2-week conference. These groups hold a special interest in museums, and are independently organized by energetic and like-minded groups. Want to host a meet-up with your group? Contact us at info@midatlanticmuseums.org. The following groups will be meeting at MAAM 2020:

- EdCom
  Tuesday, October 6 from 12:30 PM to 2:00 PM
- NAME
  Tuesday, October 6 from 4:30 PM to 6:00 PM
- Independent Museum Professionals
  Thursday, October 8 from 12:30 PM to 2:00 PM
- Registrar’s Committee of MAAM
  Tuesday, October 13 from 2:30 PM to 4:00 PM
- Emerging Museum Professionals of MAAM
  Thursday, October 15 from 2:30 PM to 4:00 PM
- MAAM Social Justice Network Meeting
  Friday, October 16 from 3:00 PM to 4:30 PM

Code of Conduct

The Mid-Atlantic Association of Museums (MAAM) is committed to providing a safe, inclusive, and welcoming environment free of bias and intimidation at all of our in-person and virtual events. In accordance with federal and state laws and with non-profit best practices, MAAM expressly prohibits any form of discrimination or harassment based on race, ethnicity, religion, sex, age, sexual orientation, gender identity, national origin, disability, physicality, marital status, pregnancy, parenthood, status as a Vietnam-era or disabled veteran, or any other protected classification.

Discriminatory or harassing behavior by or towards any staff, volunteer, contractor, member, fellow, presenter, participant, vendor, or other person participating in MAAM programs or activities will not be tolerated.

Reporting

Anyone who experiences or witnesses any violation of MAAM’s Code of Conduct should report the incident to MAAM’s Executive Director or a member of the Board of Directors as soon as possible.

If you witness discrimination, harassment, or assault, respond first to the affected person’s needs and safety. Support that person if they choose to report the incident but respect their decision to report or not report. Averie Shaughnessy-Comfort, Executive Director, Mid-Atlantic Association of Museums, director@midatlanticmuseums.org, 607-431-8248

MAAM is not an adjudicating body. However, MAAM will receive complaints to support addressing grievances associated with MAAM programs and activities.

Consequences

MAAM is committed to enforcing this code of conduct at all levels of its organization. Unacceptable behavior will result in immediate removal from MAAM message boards, chats, Facebook groups, Discord channels, and the MAAM Virtual Conference and MAAM Membership without refund. MAAM reserves the right to prohibit participation in future programs and activities as well as the right to rescind association awards, fellowships, and/or and revoking or prohibiting membership.
MAAM ANNUAL MEETING 2020

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Courtesy of the artist and Tanya Bonakdar Gallery
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http://midatlanticmuseums.org/building-museums

*Given the uncertainty of how COVID-19 will progress through 2020 and 2021, MAAM remains open to considering a hybrid or virtual format for our 2021 Symposium.

Save the Date!

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