Welcome to MAAM 2022
ONWARD! WHAT’S NEXT?

WELCOME COLLEAGUES!

We have all been through an unprecedented experience both in our personal and professional lives. It’s time to take stock, rebuild, and recharge. We are excited to gather with colleagues and friends in our first in-person meeting since the pandemic to think together about how we move ONWARD from here. On behalf of the board of the Mid-Atlantic Association of Museums, I welcome you to our nation’s capital and to an exciting program.

Many individuals and committees helped to make this conference possible. Special thanks are due to our annual meeting co-chairs, Amanda Gillen from The Frick Pittsburgh and Angela Winand from the National African American Museum of History and Culture. We also appreciate Elizabeth Alberding, Chair of the White Gloves Gang, and her “gang” for their volunteer work in local museums. MAAM’s gratitude goes as well to all of the institutions that opened their doors for the pre-conference tours.

At this meeting we welcome our new executive director, Caroline Brown. I hope that you will take some time to meet her at this conference and share your ideas about MAAM. My thanks also to our Membership & Operations Manager Michelle Paulus-Baumgarten, and our conference planning coordinators Amelia Deering, Sophia Hall, Camille Johnson, and August Stromberger for their significant efforts in making this conference a success.

The corporate and educational sponsors for this annual meeting have generously supported the field and MAAM, and I encourage you to read more about them in this program and to visit the Exhibitors’ Hall during the conference. Their products and services enable us to do our jobs professionally and creatively. I always find new ideas and new products among our sponsors that enrich my work. Thank you to all of our generous sponsors.

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, staying true to our values, we have placed a special emphasis on our commitment to inclusion. We recognize our presence on Native lands and commit to honoring this presence in an active way.

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 2022 MAAM Annual Meeting.

Gretchen Sullivan Sorin, President
Cooperstown Graduate Program

If 2020 and 2021 were about re-imaging the work of museums, 2022 is about taking what we learned, saw, and felt, and making lasting changes to our work in service of our visitors and our communities.

This year’s conference embraces the work in progress. Together we will consider what we learned in the past two years—what it means to be culturally responsive, how we define community, allocate resources, and decolonize and care for our collections. We found new ways to engage audiences and keep our institutions vibrant. Join the MAAM Annual Meeting for conversations, workshops, and roundtables about ideas and projects, including those that aren’t yet completely realized, and the risks, big and small, that museum professionals are taking to change the field.
HELLO AND WELCOME!

We are excited to welcome you to Washington, D.C. for MAAM’s first in-person Annual Meeting since 2019, and are thrilled that so many of you are able to join us for these long-overdue, in-person conversations.

It has been our honor to serve as co-chairs of the 2022 Annual Meeting. We are grateful to everyone who submitted a proposal for a conference session. It is a unique and privileged opportunity for us to get a firsthand look at the exciting work happening in museums throughout the region, and to bring creative, collaborative ideas and projects to you at this conference.

Thank you to the members of the Program Committee for the many hours of their time they volunteered to create a program that will engage and inspire us all. This conference also would not be possible without the support and efforts of the MAAM board members - talented, devoted professionals from every state in our region who are supporting the conference in ways both seen and unseen.

We also want to thank the staff of all the museums who have opened their doors to us for tours of their spaces and exhibitions for our conference attendees to enjoy, providing additional opportunities for museum professionals to meet and talk about some of our favorite things—museums!—while highlighting some of the best parts of being in the nation’s capital. Washington D.C. is home to so many interesting organizations and hard-working people who make it possible for a variety of galleries, libraries, archives, and museums to educate and entertain their visitors, and we hope that you are able to take some time this week to experience them.

We have done our best to create a program that is thoughtful, useful, and energizing, but we hope to hear from you! Session evaluations, in-person comments and feedback given to MAAM in other ways are all important to our planning committee as we develop other programming to serve MAAM members, so we thank you for giving us your thoughts on your experiences over the next couple of days.

Lastly, we want to share a sincere thank you to MAAM’s new Executive Director, Caroline Brown. Caroline has taken the helm of MAAM and led our conference planning efforts brilliantly, and we are so very grateful.

And now, ONWARD!

MAAM board members and conference co-chairs,
Amanda Dunyak Gillen
MAAM Annual Meeting Co-Chair
Angela Winand, PhD
MAAM Annual Meeting Co-Chair
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<th>FRIDAY, OCTOBER 7</th>
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<td>9:00am–10:00am</td>
<td>TOUR: National Museum of African American History and Culture (NMAAHC)</td>
<td>1400 Constitution Ave., NW, 4th Floor, Visual Art and the American Experience</td>
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<td>Constitution Ave., NW Between 12th and 14th Streets, 2nd Floor, East</td>
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<td>10:00am–11:00am</td>
<td>TOUR: National Museum of African Art (NMAfA)</td>
<td>950 Independence Ave., SW (Sub-Level One)</td>
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<td>4th Street and Independence Ave., SW, Third Floor</td>
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<td>10:00am–11:00am</td>
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<td>10:30am–11:30am</td>
<td>TOUR: National Portrait Gallery (NPG)</td>
<td>8th and G Streets NW, G Street NW entrance</td>
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<td>SATURDAY, OCTOBER 8</td>
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<td>10:15am–11:45am</td>
<td>TOUR: Mary Mcloud Bethune Council House National Historic Site</td>
<td>1318 Vermont Ave NW, Washington, DC</td>
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<td>10:15am–11:45am</td>
<td>TOUR: Anderson House</td>
<td>2118 Massachusetts Ave., NW</td>
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<td>9:00am–10:00am</td>
<td>TOUR: Hirshhorn Museum and Sculpture Garden (HMSG)</td>
<td>Independence Ave. at 7th St., SW</td>
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<td>1:30pm–5:00pm</td>
<td>WORKSHOP: Exercises for the Quiet Eye</td>
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<td>Pre-registration not required; contact Caroline Brown, <a href="mailto:director@midatlanticmuseums.org">director@midatlanticmuseums.org</a> for more information</td>
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<td>2:00pm–4:00pm</td>
<td>PRE CONFERENCE WORKSHOP: “Finding a Path Forward: An Interactive Workshop focused on Redressing Inequitable Museum Practice”</td>
<td>Congressional A</td>
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<td>3:00pm–5:00pm</td>
<td>Exhibitors’ Hall Set-up</td>
<td>Blue Room Pre Function</td>
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<td>5:30pm–6:30pm</td>
<td>Hirshhorn Museum and Sculpture Garden (HMSG)</td>
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<td>Pre-registration required</td>
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<td>6:00pm–8:00pm</td>
<td>MAAM Annual Meeting Opening Reception</td>
<td>PlanetWord 925 13th St. NW</td>
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**Monday, October 10**

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<td>7:30am–8:00am</td>
<td>Breakfast</td>
<td>Blue Room Pre-Function</td>
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<td>7:30am–8:00pm</td>
<td>Exhibitors’ Hall/Small Business Showcase Open</td>
<td>Blue Room Pre-Function</td>
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<td>8:00am–9:00am</td>
<td><strong>KEYNOTE ADDRESS:</strong> Dr. Joe Stahlman, “Building Peace in Troubled Times: Landscapes of Peace and Turmoil During the American War for Independence” - Sponsored by Geico Group</td>
<td>Blue Room</td>
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<td>9:15am–10:30am</td>
<td><strong>BREAKOUT SESSIONS 1</strong></td>
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| 1. The Art of Boundary Setting | 1. Congressional A  
2. When is an Experience too Immersive? Exploring Wellbeing and the Museum | 2. Congressional B  
3. Learning as We Grow: Building a Cohesive Data Culture within Visitor-Facing Teams | 3. Capitol Room  
4. Museum Outreach to Local Spanish-Speaking Audiences: Challenges and Solutions | 4. Embassy Room |
| 10:30am–11:00am| Coffee Break                                                        | Blue Room Pre-Function |
| 11:00am–12:15pm| **STEPHEN WEIL MEMORIAL LECTURE:** Noahmiel Diase, II, “The Power in Being Brave” | Blue Room |
| 12:30pm–1:45pm| **LEADERSHIP LUNCH** by invitation - Sponsored by Cooperstown Graduate Program | Blue Room |
| 12:30pm–1:45pm| Lunch on your own                                                   |                   |
| 2:00pm–3:15pm| **BREAKOUT SESSIONS 2**                                             |                   |
| 5. Let’s Talk: Conversations to Ensure Ethical Deaccessions and Collections Management | 5. Congressional A  
7. What’s the Big Idea? Finding Your Inner Compass in an Age of External Stimuli | 7. Capitol Room  
8. The PNC Innovation Zone III: The Purposeful Gaming Studio: A New Type of Science Center | 8. Embassy Room |
| 3:15–4:30pm  | Coffee Break                                                        | Blue Room Pre-Function |
| 4:45pm–5:00pm| **BREAKOUT SESSIONS 3**                                             |                   |
11. Re-Engage and Increase Relevance with the Museum Assessment Program | 11. Capitol Room  
| 6:00pm–8:00pm | Exhibitors’ Hall/Small Business Showcase Open                        | Blue Room Pre-Function |
| 6:00pm–8:00pm | Awards Reception                                                     | Blue Room |

**Tuesday, October 11**

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<td><strong>BREAKOUT SESSIONS 4</strong></td>
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| 13. Changing the Narrative: Challenges, & Triumphs of Interpreting Enslavement at Historic House Museums | 13. Congressional B  
15. Learning to Pivot: Audience Research for Education and Exhibits in a (Suddenly!) Online-Only Environment | 15. Embassy Room |
| 9:15am–9:45am | Coffee Break                                                        | Blue Room Pre-Function |
| 9:45am–11:00am| **BREAKOUT SESSIONS 5**                                             |                   |
17. Logging In/Logging Off: Digital Strategy for a Very Online Era | 17. Congressional B  
18. Who are the Real “Native New Yorkers”? A New Exhibition Has Fresh Answers | 18. Capitol Room  
| 11:00am–12:00pm| **SPECIAL SESSION:** Philip Yenawine                                | Blue Room |
| 12:15pm–1:15pm| Resume Review/Career Conversations/Time for professional affinity groups to meet (self-organized) | Blue Room |
| 1:15pm–2:45pm | **BUSINESS LUNCHEON** - Sponsored by Becker & Frondorf             | Blue Room |
| 2:45pm–4:00pm | **BREAKOUT SESSIONS 6**                                             |                   |
| 20 Build (Your Community) Back Better: Using museum practices for urban and regional planning | 20. Congressional A  
21. Engaging Liberty: Contribute to an Emerging Museum Experience through Participatory Exercises and Insightful Conversations with Thought Leaders at an Inspirational Concept Museum | 21. Congressional B  
22. Re-imagining the Experience: XR-powered Museum Education in the Era of the Metaverse | 22. Capitol Room  

**Schedule-at-a-Glance**

**MONDAY, OCTOBER 10**

- 7:30am–8:00am: Breakfast
- 7:30am–8:00pm: Exhibitors’ Hall/Small Business Showcase Open
- 8:00am–9:00am: **KEYNOTE ADDRESS:** Dr. Joe Stahlman, “Building Peace in Troubled Times: Landscapes of Peace and Turmoil During the American War for Independence” - Sponsored by Geico Group
- 9:15am–10:30am: **BREAKOUT SESSIONS 1**
  - 1. The Art of Boundary Setting  
  - 2. When is an Experience too Immersive? Exploring Wellbeing and the Museum  
  - 3. Learning as We Grow: Building a Cohesive Data Culture within Visitor-Facing Teams  
  - 4. Museum Outreach to Local Spanish-Speaking Audiences: Challenges and Solutions
- 10:30am–11:00am: Coffee Break
- 11:00am–12:15pm: **STEPHEN WEIL MEMORIAL LECTURE:** Noahmiel Diase, II, “The Power in Being Brave”
- 12:30pm–1:45pm: **LEADERSHIP LUNCH** by invitation - Sponsored by Cooperstown Graduate Program
- 12:30pm–1:45pm: Lunch on your own
- 2:00pm–3:15pm: **BREAKOUT SESSIONS 2**
  - 5. Let’s Talk: Conversations to Ensure Ethical Deaccessions and Collections Management  
  - 6. Next Gen Design: Empowering Emerging Cultural Experience Designers  
  - 7. What’s the Big Idea? Finding Your Inner Compass in an Age of External Stimuli  
  - 8. The PNC Innovation Zone III: The Purposeful Gaming Studio: A New Type of Science Center
- 3:15–4:30pm: Coffee Break
- 4:45pm–5:00pm: **BREAKOUT SESSIONS 3**
  - 9. No Limits: Using Podcasts to Create Rich On-Demand Programming  
  - 10. Onward, Upward, Always: Nonprofit Estate and the Journey to Organizational Authenticity  
  - 11. Re-Engage and Increase Relevance with the Museum Assessment Program  
  - 12. Building & Sustaining Collaborative Relationships with Institutions of Higher Education from College Partners
- 6:00pm–8:00pm: Exhibitors’ Hall/Small Business Showcase Open
- 6:00pm–8:00pm: Awards Reception

**TUESDAY, OCTOBER 11**

- 7:30am–8:00am: Breakfast
- 7:30am–9:00pm: Exhibitors’ Hall/Small Business Showcase Open
- 8:00am–9:15am: **BREAKOUT SESSIONS 4**
  - 13. Changing the Narrative: Challenges, & Triumphs of Interpreting Enslavement at Historic House Museums  
  - 14. DEAI in Museums: Hiring, Recruitment, and Pipeline Development  
  - 15. Learning to Pivot: Audience Research for Education and Exhibits in a (Suddenly!) Online-Only Environment
- 9:15am–9:45am: Coffee Break
- 9:45am–11:00am: **BREAKOUT SESSIONS 5**
  - 16. Sustaining Collections and Collaborations: Stakeholder Engagement and Envisioning an Academic Art Museum  
  - 17. Logging In/Logging Off: Digital Strategy for a Very Online Era  
  - 18. Who are the Real “Native New Yorkers”? A New Exhibition Has Fresh Answers  
- 11:00am–12:00pm: **SPECIAL SESSION:** Philip Yenawine
- 12:15pm–1:15pm: Resume Review/Career Conversations/Time for professional affinity groups to meet (self-organized)
- 1:15pm–2:45pm: **BUSINESS LUNCHEON** - Sponsored by Becker & Frondorf
- 2:45pm–4:00pm: **BREAKOUT SESSIONS 6**
  - 20 Build (Your Community) Back Better: Using museum practices for urban and regional planning  
  - 21. Engaging Liberty: Contribute to an Emerging Museum Experience through Participatory Exercises and Insightful Conversations with Thought Leaders at an Inspirational Concept Museum  
  - 22. Re-imagining the Experience: XR-powered Museum Education in the Era of the Metaverse  
  - 23. Provenance Research: What’s Next?
GUEST SPEAKERS

KEYNOTE PRESENTATION
Building Peace in Troubled Times: Landscapes of Peace and Turmoil During the American War for Independence

Dr. Joe Stahlman
Director of Seneca Nation’s Seneca-Iroquois National Museum-Onhsa’wá:de Culture Center

Monday, October 10, 11:00am
Location: Blue Room

The world has shifted, and museums are being called upon to do something different. But historically, “different” is not a role or popular with traditional audiences. What does it take to move forward in a world that is no longer resistant to the role we know in 2019?

The new paths and opportunities before us lay in planning exhibitions, community engagement, and producing programs for our audiences. I posit this is our new normal, an ever-shifting world, where dynamic conversations are shaped by our communities and the issues around us. Are we brave enough to see differently? Are we brave enough to listen to our communities? Are we taking the big risks that will equip us with the skills to move forward wisely, even when we’re afraid, unsure, or unaware, even when the potential to fail has never been bigger.

I will share with you how I’m embracing the power to be brave and how you can too.

Nehemiah Dixon, III
Senior Director for Programs and Community Engagement, The Phillips Collection

Monday, October 10, 11:00am
Location: Blue Room

As an artist whose work focuses on historical and contemporary social justice issues, he is currently working with the Neighborhood Design Center and the towns of North Brentwood and Brentwood in Prince George’s County, Maryland, to remove and turn a segregation-era barrier between the two towns into a memorial sculpture and park. His design features a sculpture of two hands lifting the barrier in the air so that the two towns can walk freely beneath it. He is working with the local communities and governments to ensure that the monument the artists have insight from all interested community stakeholders.

Nehemiah has previously served as the CEO/President of Notary Art where he developed a Maker space for the residents of Ward 8 and an instructor at the Corcoran School of Art at George Washington University. His previous experience in the DC arts community includes positions as Managing Director at Art World News, Gateway CDC board member, Visual Arts Coordinator at Joint Movement Empowerment, and many years ago as a Museum Assistant at The Phillips Collection. Nehemiah received a Bachelor of Fine Art from the Maryland Institute College of Art.

STEPHEN WEIL MEMORIAL LECTURE
The Power in Being Brave

Nehemiah Dixon, III
Senior Director for Programs and Community Engagement, The Phillips Collection

Tuesday, October 11, 11:00am
Location: Blue Room

As an artist whose work focuses on historical and contemporary social justice issues, he is currently working with the Neighborhood Design Center and the towns of North Brentwood and Brentwood in Prince George’s County, Maryland, to remove and turn a segregation-era barrier between the two towns into a memorial sculpture and park. His design features a sculpture of two hands lifting the barrier in the air so that the two towns can walk freely beneath it. He is working with the local communities and governments to ensure that the monument the artists have insight from all interested community stakeholders.

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SPECIAL SESSION
A Conversation with Philip Yenawine

Creative Director, Watershed Collaborative

Tuesday, October 11, 11:00am
Location: Blue Room

Philip Yenawine is currently Creative Director of the Watershed Collaborative, a nonprofit educational organization that offers online training in Visual Thinking Strategies (VTS), a program with many applications including teaching teachers to use arts to teach visual literacy, thinking, and communication skills. He consults with many organizations that have found VTS to be useful to their missions including the National Center for Montessori in the Public Sector, Huskey Group, and VTS internationally.

Director of Education at the Museum of Modern Art from 1983-93, Yenawine has also served as the George A. Miller Board member, Visual Arts Coordinator at Joe’s Movement Emporium, and many years ago as a Museum Assistant at The Phillips Collection. Yenawine received a Bachelor of Fine Art from the Maryland Institute College of Art.

BUSINESS LUNCHEON
The State of the American Alliance of Museums

Laura Lott
President and CEO of the American Alliance of Museums

Tuesday, October 11, 11:15pm
Location: Blue Room

Laura Lott has been president and CEO of the American Alliance of Museums since June 2015. Representing more than 35,000 museum professionals and volunteers, institutions and corporate partners serving the field, the Alliance stands for the broad scope of the museum community. A graduate of American University in Washington, D.C., Laura is a Virginia-licensed CPA and private pilot. She resides in Northern Virginia with her husband and daughter.
REFRESHING OURSELVES IN THE GALLERY: EXERCISES FOR THE QUIET EYE

Sunday, October 9, 1:30pm–2:30pm EQE Orientation; 3:00pm–5:00pm EQE Workshop
Location TBD

“Exercises for the Quiet Eye” is an interactive workshop for anyone interested in taking the time to learn new techniques for viewing art. Each workshop is all about doing—exploring, seeing, reflecting, responding; it will consist of a series of guided exercises to explore what we can learn from art and artifacts rather than about them. Different informal exercises encourage patient reflection, appreciation, and avoidance of hurried pressure to “understand” or the rush to fix an interpretation of what we see prematurely. The special nature of Storr’s program brings insights to beginners and professional educators alike. Originally developed in museum galleries, EQE is for independent visitors as well as adult or children’s groups. It can be integrated into formal education settings and assignments, from teacher training, to studio art ‘crits’ and preparation for writing in the humanities. Today’s session is really for us as colleagues, a shared opportunity to get together again and look at “the original thing,” at least.

Annie Storr has devoted her career to exploring the intersection of art history and public education. She holds an M.A.T. in Museum Education for GWU, Ph.D. in Art History from the U. Delaware and other degrees in Art and Religion. She was awarded a National Graduate Fellowship from the US Dept. of Education for her dissertation on the intellectual history of core themes in American art museum docent tours, traced back to the 18thC. Annie was the founding Chair of Education Studies Department at the Corcoran College of Art Design. Prior to that, she was Head of Education Programs for the American Alliance (Association) of Museums, as well as Director of Arts Management at American University. She has been a practicing museum educator for more than 3 decades, first as Curator of Education at the Winnipeg Art Gallery (Canada). With an evolving group of students and colleagues, Annie created the guided-looking method called, “Exercises for the Quiet Eye” at the Corcoran College of Art and Design, at Harvard’s Museum Studies program, and at Pendle Hill near Philadelphia. In 2021, she was the Frances Shaw Fellow at Ragdale Art Colony, where she drafted 7 chapters of a book about the philosophy & practice of EQE. She lives in Greater Washington, DC, is a Terra Foundation Research & Education Fellow at Hull House (Chicago), and teaches one semester each year in New England. She is an Affiliate Scholar at Brandeis University’s Women’s Studies Research Center and teaches at the College of Holy Cross (art history/humanities) and the University of New Hampshire (museum studies).

PRE-CONFERENCE WORKSHOP:
FINDING A PATH FORWARD: AN INTERACTIVE WORKSHOP FOCUSED ON REDRESSING INEQUITABLE MUSEUM PRACTICE

Sunday, October 9, 2:00pm–4:00pm
ROOM: Congressional A

The Memorial Art Gallery of the University of Rochester (MAG) is identifying and exploring issues and possible solutions related to the problematic gallery space that displays the arts of Africa, Oceania and the Americas (ADA). The MAG team – a curator, a museum educator, a museum studies MA candidate, and a PhD candidate – will facilitate this collaborative, interactive workshop, intended to help museum professionals confront, make transparent, and redress some of the historical and structural inequities inherent in museum practice. Participants will be encouraged and empowered to share their thinking, struggles, and successes related to addressing and reframing problematic collections, installations, and art historical narratives. Together, as
a cohort of museum professionals at varying stages in their careers, workshop participants will co-construct potential strategies that can be further developed and implemented at their own institutions.

The MAG team will facilitate this workshop using their museum as a useful and provocative case study. Given their collaborative work, the facilitators also hope to serve as a model for cross-departmental collaboration and meaningful engagement of burgeoning professionals. As a structured, but fluid ideation session, this workshop will enable participants to explore questions related to redressing the impact of potentially harmful curatorial and interpretive choices, focusing on non-Western cultures in particular, that have long been shaped by Eurocentrism, colonialism, and systemic racism. Additionally, the workshop has the potential to develop into a cohort of professionals that can serve as thought partners in this monumental and ongoing paradigm shift within our museums.

WORKSHOP LEADERS:
Nile Blunt, McPherson Director of Academic Programs, Memorial Art Gallery of the University of Rochester; Jessica Marten, Curator in Charge/Curator of American Art, Memorial Art Gallery of the University of Rochester; Kate Korsh, Graduate Intern, Memorial Art Gallery of the University of Rochester; Rebecca Rosen, PhD Candidate, Teaching & Curriculum, Warner School of Education, University of Rochester

OPENING RECEPTION: PLANET WORD
Sunday, October 9, 6:00pm–8:00pm
Join friends and colleagues at MAAM’s opening reception at Planet Word! Enjoy drinks and hors d’oeuvres in the Mansard Room and explore exhibitions, including The Magic Library, Unlock the Music/Karaoke, Joking Around, Where do Words Come From, Words in the Arts, Speech Making/Giving, I’m Sold- Advertising and Media, and Words Matter-The impact of words.

Planet Word is an immersive language experience located at the historic Franklin School in Washington, D.C. Ideal for all ages, Planet Word is a voice-activated museum (the world’s first!), and their interactive galleries and exhibits bring words and language to life in all sorts of fun ways.

LOCATION: 925 13th St. NW,
Note: Pre-registration required
Distance from Omni Shoreham Hotel: 30 min by metro; 11 min by rideshare

AWARDS RECEPTION
Monday, October 10, 6:00pm–8:00pm
ROOM: Blue Room
Join in a celebration of the Mid-Atlantic Association of Museums 2022 Award Recipients. MAAM will recognize the winners of the Emerging Professional Award, the Making an Impact Award, and the Katherine Coffey Award. Light refreshments will be provided.

RESUME REVIEW/CAREER CONVERSATIONS
Tuesday, October 11, 12:15pm–1:15pm
ROOM: Blue Room
Do you need advice on organizational change? Have questions about how to develop a collections reorganization policy? Need to have someone look over your resume? Bring your career questions and/or resume to our MAAM board members or sit and discuss with colleagues in your field. Open to all career levels.

LEADERSHIP LUNCHEON
Monday, October 10, 12:30pm-1:45pm
ROOM: Blue Room
This invitation-only lunch is an opportunity for the 2022 fellowship awardees and emerging leaders to meet with MAAM board members and others to discuss the museum field and their own career aspirations.

Sponsored by the Cooperstown Graduate Program

PROFESSIONAL AFFINITY GROUP MEETINGS
Tuesday, October 11, 12:15pm–1:15pm
Gather and connect with professional affinity groups during this time. These are self-coordinated gatherings with locations determined on your own. Planned gatherings and contact information will be advertised at the Registration Table throughout the Annual Meeting.

BUSINESS LUNCHEON
Join fellow conference attendees for lunch, conversation, and updates from MAAM leadership about goals and plans for the next year. We also welcome Laura Lott, President and CEO of the American Alliance of Museums, to speak about upcoming efforts by AAM, and will introduce both new MAAM board members and our 2022 Fellowship awardees.

Sponsored by Becker & Frondorf
grow up female in the United States has always been part of the American conversation. Definitions of girlhood have changed, what it means to be a girl is complicated. Young women are often told that girls are made of weaker stuff. They changed history. From Helen Keller to Naomi Wadler, girls have spoken up, challenged expectations, and been on the front lines of social change. Although we learn from the past is that girls are made of stronger stuff. They changed history. From Helen Keller to Naomi Wadler, girls have spoken up, challenged expectations, and been on the front lines of social change. Although definitions of girlhood have changed, what it means to grow up female in the United States has always been part of the American conversation.

National Museum of African American History and Culture (NMAAHC)
Friday, October 7, 9:00am-10:00am
Saturday, October 8, 9:00am-10:00am
Location: 1400 Constitution Ave., NW, 4th Floor, Visual Art and the American Experience Note: Pre-registration required; transportation will not be provided.
Distance from Omni Shoreham: 24 minutes on Metro Red Line to Metro Center; 28 minutes on Red Line with transfer to Blue Line to Smithsonian

National Museum of American History (NMAH)
Friday, October 7, 9:00am-10:00am
Saturday, October 8, 10:00am-11:00am
Sunday, October 9, 10:00am-11:00am
EXHIBITION: ¡Presente! A Latino History of the United States Reexamine what you know about U.S. history by learning more about Latino identity, immigration, historical legacies, and how Latinos and Latinas have shaped the nation. Listen to first-person oral histories, examine 3D objects, dive into historical biographies, and explore the exhibition to see how the past relates to the present.
Location: Constitution Avenue, NW, Between 12th and 14th Streets, Molina Family Latino Gallery Note: Pre-registration required; transportation will not be provided.
Distance from Omni Shoreham: 24 minutes on Metro Red Line to Metro Center; 28 minutes on Red Line with transfer to Blue Line to Smithsonian

With a design inspired by zines, the 5,000-square-foot gallery features five story sections: Education (Being Schooled), Wellness (Body Talk), Work (Hey, Where’s My Girlhood?), Fashion (Girl’s Remix), and seven biographical interactives stories in A Girl’s Life.

Location: Constitution Avenue, NW, Between 12th and 14th Streets, 2nd Floor, East Note: Pre-registration required; transportation will not be provided.
Distance from Omni Shoreham: 24 minutes on Metro Red Line to Metro Center; 28 minutes on Red Line with transfer to Blue Line to Smithsonian

National Museum of American History (NMAH)
Friday, October 7, 10:00am-11:00am
Saturday, October 8, 10:00am-11:00am
Sunday, October 9, 10:00am-11:00am
EXHIBITION: ¡Pleibol! In the Barrios and the Big Leagues / En los barrios y las grandes ligas Baseball is the national pastime. But it’s also an American export, one with a tradition that’s constantly evolving. ¡Pleibol! shares the experiences of Latinas and Latinos whose love for the game and incredible talent have changed baseball and transformed American culture forever.
Throughout the last century, Latinas and Latinos have used baseball to chase their dreams, challenge prejudice, and build communities. Whether in the barrios or the big leagues, in rural backyards or barn-storming travel teams, they left a mark on how we see, hear, and play the game.
Location: Constitution Avenue, NW, between 12th and 14th Streets, 2 East, Albert H. Small Documents Gallery Note: Pre-registration required; transportation will not be provided.
Distance from Omni Shoreham: 24 minutes on Metro Red Line to Metro Center; 28 minutes on Red Line with transfer to Blue Line to Smithsonian

National Museum of American History (NMAH)
Exhibition: Reckoning: Protest. Defiance. Resilience/Latino Art of the United States
Friday, October 7, 10:00am-11:00am
EXHIBITION: Iké Udé: Nollywood Portraits Multimedia artist Iké Udé celebrates the luminous beauty and mystique of African visionaries by tuning his lens on the talented people who drive Nollywood, Nigeria’s $3 billion film industry. Known for his performative and iconoclastic style and vibrant sense of composition, Udé’s photographs use color, attire and other markers to make elegant yet unexpected portraits. His photographs make a bold statement about the power of African identities, despite centuries of attempted erasure by Eurocentric art history and notions of beauty.
Location: 950 Independence Ave., SW (Sub-Level One) Note: Pre-registration required; transportation will not be provided.
Distance from Omni Shoreham: 23 minutes on Metro Red Line to Judiciary Square, 28 minutes on Red Line with transfer to Green/Yellow Line to L’Enfant Plaza

National Museum of American History (NMAH)
Friday, October 7, 10:00am-11:00am
Saturday, October 8, 10:00am-11:00am
Sunday, October 9, 10:00am-11:00am
EXHIBITION: Preston Singletary: Raven and the Box of Daylight
Preston Singletary: Raven and the Box of Daylight features works from internationally acclaimed artist Preston Singletary (Tlingit American, b. 1963), and tells the story of Raven, the creator of the world and giver of the stars, moon, and sun.
Throughout an immersive, multisensory experience, Raven takes visitors on a journey of the transformation of darkness into light. In addition to Singletary’s striking glass pieces, the exhibition features storytelling paired with original music, coastal Pacific Northwest soundscapes, and projected images.
Location: 4th Street and Independence Ave., SW, Third Floor Note: Pre-registration required; transportation will not be provided.
Distance from Omni Shoreham: 27 min on Metro Red Line to Judiciary Square, 28 min on Metro Red Line Chinatown w/ transfer to Green/Yellow Line to L’Enfant Plaza

National Museum of American History (NMAH)
Friday, October 7, 10:00am-11:00am
EXHIBITION: ¡Pleibol! In the Barrios and the Big Leagues / En los barrios y las grandes ligas
National Museum of the American Indian (NMAI)
Friday, October 7, 10:00am-11:00am
Saturday, October 8, 10:00am-11:00am
Sunday, October 9, 10:00am-11:00am
Through an immersive, multisensory experience, Raven takes visitors on a journey of the transformation of darkness into light. In addition to Singletary’s striking glass pieces, the exhibition features storytelling paired with original music, coastal Pacific Northwest soundscapes, and projected images.
Location: 4th Street and Independence Ave., SW, Third Floor Note: Pre-registration required; transportation will not be provided.
Distance from Omni Shoreham: 27 min on Metro Red Line to Judiciary Square, 28 min on Metro Red Line Chinatown w/ transfer to Green/Yellow Line to L’Enfant Plaza

National Museum of American History (NMAH)
Friday, October 7, 10:00am-11:00am
Saturday, October 8, 10:00am-11:00am
Sunday, October 9, 10:00am-11:00am
EXHIBITION: Iké Udé: Nollywood Portraits
Multimedia artist Iké Udé celebrates the luminous beauty and mystique of African visionaries by tuning his lens on the talented people who drive Nollywood, Nigeria’s $3 billion film industry. Known for his performative and iconoclastic style and vibrant sense of composition, Udé’s photographs use color, attire and other markers to make elegant yet unexpected portraits. His photographs make a bold statement about the power of African identities, despite centuries of attempted erasure by Eurocentric art history and notions of beauty.
Location: 950 Independence Ave., SW (Sub-Level One) Note: Pre-registration required; transportation will not be provided.
Distance from Omni Shoreham: 23 minutes on Metro Red Line to Judiciary Square, 28 minutes on Red Line with transfer to Green/Yellow Line to L’Enfant Plaza

National Museum of American History (NMAH)
with transfer to Green/Yellow Line to L’Enfant Plaza
MUSEUM TOURS CTD.

**National Museum of Natural History (NMNH)**

Friday, October 7, 10:00am-11:00am
Saturday, October 8, 10:00am-11:00am
Sunday, October 9, 10:00am-11:00am

**EXHIBITION: Documenting Diversity: How Anthropologists Record Human Life and Objects of Wonder**

Learn about the history of anthropological fieldwork and the diversity of human life through works on paper, photography, sound, and rare film from archival and library collections. Explore the breadth and splendor of the Museum’s collection through some of our most significant and beautiful artifacts and specimens.

Location: 10th St. and Constitution Ave., NW
Note: Pre-registration required; transportation will not be provided.
Distance from Omni Shoreham: 23 min on Metro Red Line to Metro Center Station

**Anderson House**

Saturday, October 8, 10:15am-11:45am

**EXHIBITION: Saving Soldiers: Medical Practice in the Revolutionary War**

Anderson House is the historic headquarters of the Society of the Cincinnati. Built in 1905 for one of our members, Larz Anderson, and his wife, Isabel, Anderson House has been the home of the Society of the Cincinnati since 1938. Today the mansion is used to advance the Society’s historic mission to promote understanding and appreciation of the remarkable achievements of the Revolutionary generation. The tour reveals the history of the Society, the significance of the American Revolution, and the lives and collections of the home’s first owners, a wealthy couple who devoted their lives to public service, travel, entertaining, collecting and philanthropy—interests and activities that are reflected in Anderson House, where much of the couple’s art collection and furnishings are still on display. Anderson House is wheelchair accessible.

Location: 2118 Massachusetts Ave., NW
Note: Pre-registration required; transportation will not be provided.
Distance from Omni Shoreham: 16 min on Metro Red Line to Dupont Circle

**National Portrait Gallery (NPG)**

Friday, October 7, 10:30am-11:30am
Saturday, October 8, 10:00am-11:00am
Sunday, October 9, 10:00am-11:00am

**EXHIBITION: I Dream a World: Selections from Brian Lanker’s Portraits of Remarkable Black Women**

Since the publication of I Dream a World: Portraits of Black Women Who Changed America over thirty years ago, African American women have gained greater visibility on the national stage and in the global arena. Yet the book’s photographs and interviews have never seemed more relevant. Illuminating the historical and cultural contributions of several remarkable individuals, this two-part exhibition features portraits of writers, entertainers, athletes, activists, and politicians, whose legacies were documented by the photojournalist Brian Lanker in the late 1980s.

**Mary McLeod Bethune Council House National Historic Site**

Saturday, October 8, 10:00am-11:00am

This National Historic Site was the first headquarters of the National Council of Negro Women (NCNW) and was Bethune’s last home in Washington, DC. Here, Bethune and the NCNW spearheaded strategies and developed programs that advanced the interests of African American women. Tours of the historic home will be followed by a short walking tour of the Logan Circle/Shaw community, where participants will learn about how the area was developed after the Civil War and how its African American residents reshaped the community during the time of legal segregation in the twentieth century. The Council House is not wheelchair accessible.

Location: 1318 Vermont Ave NW
Note: Pre-registration required; transportation will not be provided.
Distance from Omni Shoreham: 24 min on Metro Red Line to Farragut North w/ transfer to D6 Bus at K and 17th Streets

**Hirshhorn Museum and Sculpture Garden (HMSG)**

Sunday, October 9, 9:00am-10:00am or 5:30pm-6:30pm

**EXHIBITION: One with Eternity: Yayoi Kusama in the Hirshhorn Collection**

One with Eternity: Yayoi Kusama in the Hirshhorn Collection is a tribute to the life and practice of this visionary artist. This exhibition of her five works from the permanent collection, including two of the artist’s transcendent Infinity Mirror Rooms, honors Kusama’s distinctive vision of self-oblation by exploring its development across media while also underscoring the Museum’s mission: to present the most exciting art and ideas of our time.

Location: Independence Ave. at 7th St., SW
Note: Pre-registration required; transportation will not be provided.
Distance from Omni Shoreham: 23 min on Metro Red Line w/ transfer to Blue Line, 26 min on Metro Red Line w/ transfer to Orange Line

**MUSEUMS TO EXPLORE ON YOUR OWN:**

Pre-registration with MAAM is not required, and MAAM is not coordinating these visits.

**National Postal Museum (NPM)**

**EXHIBITION: Baseball: America’s Homerun/ Béisbol: El Jonrón de los EE.UU.**

In celebration of the recent 150th Anniversary of Professional Baseball the National Postal Museum’s Baseball exhibit features historic objects loaned from renowned private collections that have never before been on public display. These rare artifacts—exclusively shared with the public as part of the exhibition—showcase a treasure trove of historically significant game-worn uniforms, jackets, hats, game-used bats, and memorabilia from America’s pastime.

Location: 2 Massachusetts Ave. NE
Distance from Omni Shoreham: 14 min on Metro Red Line to Chinatown/Gallery Place

**Dupont Underground**

Dupont Underground is a versatile and ever-changing space where the public can create, interact with, and deepen its cultural knowledge. In addition to its own curated programming, Dupont Underground provides event and exhibition space for partnering organizations, collaborating with galleries, art spaces, and artists. It provides a local nexus to develop collaborations with innovative cultural institutions around the world.

Location: 19 Dupont Circle NW
Distance from Omni Shoreham: 14 min on Metro Red Line to Dupont Circle, or 15 min on L2 Bus
Frances Perkins House
Frances Perkins was by far one of the most important women of her generation. In 1932, her long and distinguished career as a social worker and New York State Industrial Commissioner took an important turn when President Franklin Delano Roosevelt appointed her U.S. Secretary of Labor; the first woman ever to serve in a president’s cabinet. Perkins remained in the cabinet until 1945, one of only two original members through the entirety of Franklin Roosevelt’s presidency. The house at 2326 California Street, N.W. in Washington, D.C. is historically significant as the residence where Frances Perkins lived the longest during her active years as the nation’s first female cabinet member.

Location: 2326 California St. NW
Distance from Omni Shoreham: 16 min on L2 Bus

Islamic Center of Washington
The Islamic Center of Washington is a mosque and Islamic cultural center in Washington, D.C. It is located on Embassy Row on Massachusetts Avenue just east of the bridge over Rock Creek. When it opened in 1957, it was the largest mosque in the Western Hemisphere.

Location: 2551 Massachusetts Ave NW
Distance from Omni Shoreham: 16 min walk or 6 min Rideshare

Martin Luther King Jr. Memorial Library
EXHIBITION: Up from the People: Protest and Change in D.C.
The Martin Luther King Jr. Memorial Library is a central facility of the District of Columbia Public Library. Ludwig Mies van der Rohe designed the 400,000 square foot steel, brick, and glass structure, a rare example of modern architecture in Washington, D.C. It reopened in 2020 after 3.5 years of renovations. Up from the People, the MLK Memorial Library’s permanent exhibit, is located outside The People’s Archive on the Fourth Floor and open during the library’s regular public hours. The West Gallery, A Revolution of Values, addresses Dr. Martin Luther King Jr.’s message and his connection to the District and local activism. The East Gallery, D.C. Represented, covers local politics and history through displays on Mayor Marion Barry, D.C. home rule, and the cultural impact of go-go and punk music.

Location: 901 G St. NW
Distance from Omni Shoreham: 16 min on Metro Red Line to Chinatown/Gallery Place

Phillips Collection
WORKSHOP: Lou Stovall: The Museum Workshop
The Phillips Collection is America’s first home for modern and contemporary art, where the intimate and experimental meet. Through art, every visitor can explore the most pressing ideas of our time via dynamic collaborations, innovative inquiry, empathetic forms of public participation, and diverse voices.

Location: 1600 21st St NW
Note: Pre-Registration Required; Adults (25 people or less): $16 per person + $200 tour fee
Distance from Omni Shoreham: 14 min on Metro Red Line to Dupont Circle, 17 min on L2 Bus

Tudor Place
Saturday, October 9, 11:00am
National Historic Landmark Tudor Place Historic House & Garden preserves the stories of six generations of descendants of Martha Washington, and the enslaved and free people who lived and worked at this Georgetown landmark for nearly two centuries. By examining their legacy, we challenge ourselves and our visitors to celebrate the triumphs and to confront the complexities of the past. There is no water fountain available on site at Tudor Place.

Location: 1644 31st Street NW
Note: Pre-Registration Required; $40 ticket
Distance from Omni Shoreham: 9 min on Metro Red Line, 14 min on L2 Bus

Woodrow Wilson House
Saturday, October 9, 11:00am–12:00pm
TOUR: Executive Director’s Specialty Guided Tour and Suffrage Outside!
The President Wilson House, a historic landmark and site of the National Trust for Historic Preservation, opened to the public in 1963. This site, as a vibrant community resource and a model of preservation and presentation of collections, examines the impact of his consequential presidency and, more recently, takes an honest appraisal of Wilson’s triumphs and shortcomings. There is an access ramp to enter the House as well as a transfer chair and a historic elevator.

Location: 2320 S Street NW
Note: Pre-Registration Required; $10 ticket
Distance from Omni Shoreham: 19 min on N2 Bus w/ transfer to d2

ONWARD!

National Museum of American Jewish Military History
EXHIBITIONS: Jews in the American Military; Hall of Heroes: American Jewish Recipients of the Medal of Honor; Major General Julius Klei: His Life and Work; Captain Joshua L. Goldberg Memorial Chapel
Chartered by an act of Congress in 1958, the National Museum of American Jewish Military History, under the auspices of the Jewish War Veterans of the U.S.A., documents and preserves the contributions of Jewish Americans to the peace and freedom of the United States, educates the public concerning the courage, heroism and sacrifices made by Jewish Americans who served in the armed forces, and works to combat anti-Semitism.

Location: 1811 R St NW
Distance from Omni Shoreham: 15 min on Metro Red Line, 14 min on L2 Bus
1. The Art of Boundary Setting  
**Room:** Congressional A  
Setting clear boundaries at work, with family and friends can strengthen your relationships, help direct your energy, focus your attention, and build your resilience. Pandemic pressures and working from home have added stress to the challenge of setting boundaries, so the need to recognize and communicate your preferences and needs has never been greater. In this session you will learn:  
- Why healthy boundaries are so important  
- What gets in the way of healthy boundaries at work and at home  
- Simple ways to stop saying yes to everyone  
- How to say no with clarity and grace  
And you’ll have fun as you expand your learning and experience!  
**Speakers:** Wendy Luke, Professional Certified Coach (PCC), Chair; Nancy Reeler, Associate Certified Coach and President, Sojourn Communications; Barbara Beizer, Leadership & Transition Coach, President, B2Works, Co-Founder, Resilience Lab  

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<td>The four elements of museum wellbeing</td>
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<td>Examples of visitors’ wellbeing being ignored and nurtured</td>
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<td>Challenges and solutions to creating museum spaces that inspire wellness</td>
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<td>Frameworks and advice to help embed wellbeing in the post-lockdown museum landscape</td>
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**Speakers:** Sarah van Haastert, Business Development Lead - Experience Design, Art Processors; Jamie Lawyer, Chief Experience Officer, Rubin Museum of Art; Archana Pathak, Interim Director of the LGBTQ Center, Rubin Museum of Art; Marlissa Hudson, Managing Partner, English-Hudson Consulting  

3. Learning as We Grow: Building a Cohesive Data Culture within Visitor-Facing Teams  
**Room:** Capitol Room  

The visitor-facing teams including visitor and guest services staff are uniquely positioned to impact the visitor’s experience in the museum daily, and to provide nuanced insight into the effectiveness of a museum’s strategy for audience engagement. One early lesson NMAAHC’s Office of Visitor and Guest Services learned during the pandemic was that our staff had to feel safe and secure at work before they could extend exceptional customer service to our visitors. This led us to rethink how we leveraged the voices of our frontline staff in the data we collected about visitor safety, how we included them in the reporting that measured the museum progress towards its safety goals. This approach established a culture of iterative learning among the team, and survey results suggested that a large part of the museum’s successful reopening could be attributed to the role frontline staff played in making visitors feel safe and welcomed during their visit. Looking forward, as museum leaders think about what it means to enhance the visitor’s experience during the transition from pandemic to endemic, it’s important to think strategically about how they leverage the voices of visitor-facing team members in the process.  
**Speakers:** Herman Mariginy, Associate Director of Visitor & Guest Services, National Museum of African American History & Culture, Chair; Tammy Enright, Project Coordinator, Technology Trends Group, Office of Visitor and Guest Services, Smithsonian’s National Museum of African American History and Culture; Derrin Alle Maikle, Visitor Services Coordinator, Office of Visitor and Guest Services, Smithsonian’s National Museum of African American History and Culture; Lisa E. Williams, Visitor Services Coordinator, Office of Visitor and Guest Services, Smithsonian’s National Museum of African American History and Culture; Meera Muñoz Pandya, Bilingual Educator, Dyckman Farmhouse Museum; Melissa Kiewiet, Director of Development and Community Engagement, Dyckman Farmhouse Museum  

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<td>Larger institutions focusing on visitor experience and interpretation</td>
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<td>Why is it important to conduct this kind of outreach?</td>
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<td>How do these considerations shift when programs are virtual?</td>
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Participants will leave with a better understanding of the challenges and realities of building community with Spanish-speaking audiences, the necessity of museums as a resource for these communities, and to start to think about how to become a resource in a way that serves them and is sustainable for the museum.  
**Speakers:** Meera Muñoz Pandya, Bilingual Educator, Smithsonian Institution, Chair; Efrain Tejada, O’Hius and Family Programs Manager, National Museum of Natural History; Melissa Kiewiet, Director of Development and Community Engagement, Dyckman Farmhouse Museum  

4. Museum Outreach to Local Spanish-Speaking Audiences: Challenges and Solutions  
**Room:** Embassy Room  

This session will discuss the nuances and complexities that are important to consider when building bilingual programming. The speakers will offer diverse perspectives on crucial questions, such as:  
- What are the goals of bilingual programming? Who is the audience?  
- Why is it important to conduct this kind of outreach?  
- How is it different in a museum space that does not deal in overtly Latinx content?  
- What does leveraging community partnerships look like in your institution?
5. Let’s Talk: Conversations to Ensure Ethical Deacessions and Collections Management
Room: Congressional A
The recent creation of the AAM Sustainability Rubric has gained new importance as COVID-19 has impacted museums worldwide. The rubric aids museums on how to maintain stable institutions when encountering a financial crisis without resorting to deacessions, a practice that can lead to the temporary or permanent loss of collections. These deacessions are responsible for connecting people and places in museums, memorials, interpretive centers, and historic landmarks.

Looking towards the future of the field, the Society for Experiential Graphic Design (SEGD) has expanded its reach to young designers. Through designated programs, a Young Designers Series (YDS), one-on-one mentor meet-ups, an Academic Task Force and university partnerships, SEGD is actively building a new generation of strong, diverse, prepared and empowered experience designers to make lasting changes to our work in service of our visitors and communities.

The session presenters will discuss their experiences communicating these important lessons to museum leadership. From the point of view of collections staff working with boards at large and small institutions, the discussion will illustrate how they work with their committees and how the discussions have or haven’t evolved. Presenters will cover the intersection of the Sustainability Rubric with the Code of Ethics and Board training and policies, as well as how these tools can help to ensure the highest museum practices are maintained during this uncertain time. This is a crucial opportunity for the audience to share their experiences and help peers navigate this critical relationship in the sustainability of today's museums. Attendees will also learn about tools for maintaining a healthy organization to avoid financial crises in times like Covid-19 using the Sustainability Rubric to communicate with boards about resources for careful collection management practices.

Speakers: Ellen Endslow, Director of Collections/Curator, Chester County History Center; Cara Seltchek, Advancement Officer, Smithsonian Institution; Christa Barleben, Registrar for Exhibitions, Newfields; Robin Cooper, Manager of Curatorial Affairs, Indianapolis Museum of Art

6. Next Gen Design: Empowering Emerging Cultural Experience Designers
Sponsored by Paul Orselli Workshop
Room: Congressional B
Experience designers work in exhibitions, interpretive graphics, interactive media and public installations. These designers are responsible for connecting people and places in museums, memorials, interpretive centers, and historic landmarks.

The panel discussion will reveal innovative methods of engaging young and diverse professionals and demonstrate new approaches to strengthening the design sector for the betterment of the visitor’s experience within a cultural space. The information is relevant to organizations that employ creative talent working with the museum’s design identity and interpretive approaches, or are interested to learn more about the sector that creates designs for cultural institutions. Session attendees will leave with actionable methods to connect with young professionals, a greater understanding of the role of experiential design in a museum, and the value that diversifying the experiential design field will have on the visitor experience and audience outreach. All are welcomed to join SEGD’s programming for and with young designers. For more about how to participate, visit SEGD.org.

Speakers: Cybelle Jones, CEO, Society for Experiential Graphic Design (SEGD); Chair, Zhengyan (Jenn) McDermott, Art Director, Local Projects; Bhawika Mishra, Experience Designer, Two Twelve; Colleen Connolly, Graphic Designer, University of Pennsylvania Museum of Archaeology and Anthropology

7. What’s the Big Idea? Finding Your Inner Compass in an Age of External Stimuli
Room: Capitol Room
Museums have spent the past few years in response mode, striving to meet our communities’ acute needs for COVID safety and social justice. The urgency of these needs has had implications for organizations’ and museum professionals’ long-term ability to sustain the work. This session offers a case study in pausing to look inward in order to create a wholistic and sustainable vision for the long term.

A panel of current staff, former staff, and community partners from the George Read II House & Gardens, a National Historic Landmark owned by the Delaware Historical Society, will tie museum leadership, interpretation, marketing, development, and capital needs into a single conversation. Since 2018, the Read House & Gardens has been transforming itself around core principles of empathy and imagination. A luminous but less-than-inclusive past has become the springboard for modern collaborators and visitors alike. They bring their multi-perspectives and intelligences to the material culture we steward, helping one another discover new ways of seeing the complex human dynamics inscribed there. In turn, this fosters new understanding of our communities in the present.

The work is ongoing, but anchoring the Read House brand in deep strategic principles has given us a nimbleness to bring different audiences together around the site’s core historical assets. Ultimately, it has moved engagement numbers and community goodwill out of the red and into the black.

Speakers: Brenton Grom, Director of the George Read II House & Gardens, Delaware Historical Society; Rebecca Duffy Stasiunas, University of Delaware; Nataki Oliver, Vice President of Data, Global & Digital Marketing, Bank of America; Amy Hall, Student, Public Relations, Schreyer Honors College, The Pennsylvania State University

8. The PNC Innovation Zone ft. The Purposeful Gaming Studio: A New Type of Science Center
Room: Embassy Room
The explosive popularity of “esports” and video games presents a fantastic opportunity for science and technology centers to engage the K-12 audience and offer unique educational opportunities. Embedded in every video game are rich elements of science, technology, engineering, arts, and mathematics. Our goal is to engage students in interactive activities and to spark an interest in STEM and technology by using esports and purposeful gaming as a platform to teach STEM-related skills. Purposeful gaming-related curricula can create 21st-century learning opportunities that are inclusive and accessible to all.

Whitaker Center renovated an underutilized non-ticketed space and created a Purposeful Gaming Studio that can host coding workshops during the day and esports competitions after hours. This includes public open plays, esports XP sessions, camps, competitions, enrichment programs, and leagues. These programs can drive new lines of revenue while reimagining science centers for the future.

Through these programs, kids of all backgrounds, including gender, race, nationality, sexual orientation, and those with different types of learning abilities, are able to participate regardless of whether they have taken part in gaming previously. These types of programs enhance the lives of those who have attended by giving them opportunities they might not have at home. This will provide science and technology centers the opportunity to offer dynamic and unique programming and to discover new ways to utilize unused space.

Speakers: Ted Black, President & CEO, Whitaker Center for Science and the Arts; Education Staff, Whitaker Center for Science and the Arts
9. No Limits: Using Podcasts to Create Rich On-Demand Programming
Room: Congressional A
In a post-pandemic world, we have to find new ways of expanding our mission beyond our walls and beyond our own schedules. In this session, museum podcast expert Hannah Hethmon will moderate a panel with speakers from the Baltimore Museum of Industry, the Jewish Museum of Maryland, and the Anacostia Community Museum. Each will discuss a way in which they’ve used podcasts (and the podcast distribution network) to create meaningful off-site audio experiences.

Participants will:
- Learn about the types of programming that can be delivered in a podcast format.
- Be inspired to think creatively about how to bring in-depth programming to audiences in an accessible way.
- Learn practical tips and best-practices for producing their own content in-house or working with an external producer.
- Leave knowing where to start their research if they want to plan their own podcast or audio program.

Speakers: Hannah Hethmon, Owner/Executive Producer, Better Lemon Creative Audio, Chair; Auni Gelles, Community Programs Manager, Baltimore Museum of Industry; Mark Gunnery, Director of Communications and Content, Jewish Museum of Maryland; Andrea Jones, Associate Director, Anacostia Community Museum

10. Onward, Upward, Always: Nemours Estate and the Journey to Organizational Authenticity
Sponsored by Monadnock Media
Room: Congressional B
Jessie Ball duPont, the longest resident of Nemours Estate in Wilmington, Delaware, claimed: “There is but one motto: Onward, upward, always!” Never did her words ring more true than during the recent pandemic, when moving in ANY direction felt uncertain. Yet once the Estate was able to define “onward”, it found itself also going upward in exciting new directions that just felt...right.

Constructed in 1910 and opened to the public in 1977, Nemours Estate traditionally focused on the property’s historic house and attracting out of town visitors—often to the detriment of its gardens, other original buildings, and unique programmatic opportunities. Although this perspective was beginning to shift pre-pandemic, COVID-19 forced Estate leadership to dramatically redefine its programs, operations, and even its identity. Results include renewed staff energy, more varied and impactful programs, and re-calibrated operations as the organization continues its holistic, evolutionary journey towards a more authentic version of itself.

Nemours Estate’s Learning Programs Coordinator, Manager of Gardens and Grounds, and Executive Director will define “authenticity”; address the challenges, surprises, and outcomes (to date) of this process; and offer lessons learned along the way.

This session is intended for directors, department heads, and museum thought leaders. Attendees will leave the presentation with tools to evaluate their organization’s authenticity; gain a new perspective on how legacy is able to define its programs, operations, and even its identity. Attendees will also receive a questionnaire to help them pinpoint which of the assessment types is the best fit for their institution’s needs.

Speakers: Scott Stroh, Executive Director, Gunston Hall; Chair; Jean Horsley, Executive Director, Nemours Estate; Annie Thomas-Bubel, Learning Programs Coordinator, Nemours Estate; Paula Phipps, Manager of Collections and Interpretation, Nemours Estate; Ken Darsney, Manager of Gardens and Grounds, Nemours Estate

11. Re-Engage and Increase Relevance with the Museum Assessment Program
Room: Capitol Room
Find out how other museums participating in the Museum Assessment Program’s (MAP) year-long process experienced better engagement with their communities and audiences, strengthened their educational activities, examined operations and allocation of resources, addressed important collections challenges, or ensured long-term success through more effective leadership-oriented governance. And, you can, too! Through one of the five MAP assessment types, small- to mid-sized museums have the opportunity with our self-assessment activities, examined operations and allocation of resources, addressed important collections challenges, or ensured long-term success through more effective leadership-oriented governance.

Attendees will learn about first-hand MAP experiences from Mid-Atlantic based museums that have gone through the MAP process and experienced improvements in areas such as internal and external engagement, relevance with their communities, DEAI, programming, and much more! Attendees will also receive a questionnaire to help them assess their own organization’s assessment report with prioritized recommendations to make lasting changes internally and externally in service of their visitors and communities.

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Speakers: Brianne Roth, MAP Program Officer, American Alliance of Museums, Chair; Susan Zwerling, MAP Program Officer, American Alliance of Museums; Samantha Ferris, Assistant Director, Riversdale House Museum

12. Building and Sustaining Collaborative Relationships with Institutions of Higher Education: Perspectives from College Partners
Room: Embassy Room
Collaboration is the cornerstone of creative, engaging, and impactful museum work. However, the time and resource intensive nature of collaborative projects can limit a small museum’s ability to engage in this work. Partnering with colleges and universities is one way small museums can benefit from sustainable collaboration in mutually-beneficial, low-to-no cost high-impact projects. In this session, three college-based museum scholars and practitioners will present a collaborative model for small museums interested in building or strengthening relationships with college and university partners.

Presenters in this session are members of the Digital Scholar- ship in Museum Partnerships Project (DSMP; www.dsmpproject.net). Now in its 5th year, DSMP uses a year-long collaborative project model that pairs a college and a community museum interested in developing digital and educational assets to improve the museum’s public access and sustainability. In this presentation, DSMP team members will present data from four of its community partner projects to describe the value of this flexible partnership model, and to illustrate the learning outcomes of these partnerships particularly for college students.

This presentation is intended for museum professionals interested in best-practices for collaborative design for production- and programming-oriented work with colleges and universities. Attendees of this presentation will leave with an understanding of 1) the benefits and challenges of these collaborative partnerships and 2) the research showing the value of these collaborations for students in higher education. Presenters will lead a structured brainstorming activity aimed at helping museums think through possibilities for establishing new partnerships or deepening existing partnerships with local institutions.

Speakers: Sara Clarke-De Reza, Assistant Professor of Education, Washington College; Raven Bishop, Instructional Technologist, Washington College; Julie Markin, Associate Professor of Anthropology, Washington College
14. DEAI In Museums: Hiring, Recruitment, and Pipeline Development
Room: Capitol Room

In the summer of 2020, following the murder of George Floyd, museum directors, educators, and leaders from across New York City formed the Cross-Museum DEAI Task Force to address diversity, equity, accessibility and inclusion (DEAI) among museum staff. With senior management representatives from 16 New York institutions, the Task Force aimed to make New York City’s cultural institutions more accessible and diverse spaces for staff, Board, members, artists, and audiences. A subset of this Task Force was responsible for meaningful change in hiring, recruitment and pipeline development practices and worked together for over a year in creating 3 deliverables: a Summary Landscape Analysis, a Hiring & Recruitment Best Practices Guide, and a Diversity Evaluation Tool. With a foreword by Tom Finkelpearl, the former Queens Museum Director and NYC Department of Cultural Affairs Commissioner, our work is poised to bring deep value to the broader field.

Furthermore, in the spirit of ensuring that our deliverables were deeply informed by the current needs of the sector, shaped by the voices and perspectives of the individuals engaged in day-to-day recruitment and hiring work, and cultivated buy-in for future users, we approached our work with a deep focus on collaboration. This means that these tools were drafted with input from representatives of 7 NYC-based institutions: American Museum of Natural History, Dia Art Foundation, Museum of Arts & Design, Museum of Modern Art, Museum of Modern Art PS1, Solomon R. Guggenheim Museum, the Studio Museum of Harlem, and the Whitney Museum of American Art. In addition, our deliverables were also informed by survey results from 11 NYC museums; focus groups with 18 Human Resources leaders from cultural institutions; and numerous 1:1 conversations with museum leaders of cultural institutions across the five boroughs. These tools were also finalized with the thoughtful input and guidance from 8 critical readers who represent diverse voices and serve as respected museum thought-leaders in the field. Lastly, these materials have been licensed under Creative Commons, for the greater good of the broader field.

Speakers: Angie Brice Thomas, Founder & CEO, Brice Consulting Group LLC, Chair; Sheree Carter-Galvan, SVP & General Counsel, American Museum of Natural History

15. Learning to Pivot: Audience research for education and exhibits in a (suddenly) online-only environment
Room: Embassy Room

Since 2015, the United States Capitol Visitor Center (CVC) has been collaborating with the Smithsonian’s Organization and Audience Research unit (SOAR) to do a comprehensive, multifaceted evaluation of the visitor experience at the Capitol. However, since the start of the pandemic, both the CVC and SOAR have had to develop new methods for audience research, craft a slate of new online content and programming for a digital-first audience, and determine how to continue evaluating in-person content, such as the redesign of their main exhibition space.

In this session, we will hear from the audience research team at SOAR, as well as two project leads in the CVC’s Education and Exhibits Division. In it, they will discuss the challenges and hidden opportunities presented by the two years of the pandemic; what they wished they knew going in, what audience research tools they had to develop, and which have become part of their ongoing toolkit.

For example, they will be discussing the value of using online visitor research methods going forward, especially at the formative/front-end phases of projects. However, there are challenges to overcome too: pivoting to online testing during the pandemic meant their pool of research participants was less diverse than with in-person testing. They will discuss how they plan to rectify this by developing robust lists of online research participants from their in-person ticketing system.

This panel will offer lessons learned about doing audience research with an online-first audience, as well as pivots (and mindset shifts) that were needed while the institution was closed to visitors.

Speakers: Paul Sturtevant, Audience Research Specialist, Smithsonian Organization and Audience Research; Julia Gross, Social Science Analyst, Smithsonian Organization and Audience Research; Diane Sanders, Exhibits Specialist, U.S. Capitol Visitor Center; Thuvia Martin, Adult, Family and Youth Programs Coordinator, U.S. Capitol Visitor Center
who have worked closely as a collaborative team with museums both large and small, attendees will learn how communication and collaboration with key stakeholders at the early stages of a project can lead to practical support and exciting results.

Speakers: Shannon Egan, PhD, Director, Schmucker Art Gallery, Gettysburg College, Chair; Wendy Claire Jessup, FIC, Conservator, Wendy Jessup and Associates, Inc.; Wendy Jessup, Collections Care Specialist, Wendy Jessup and Associates, Inc.; Michael Heny, PE, AIA, Principal, Watson and Henry Associates; Sandra Vicchio, AIA, LEED AP, NCAHB, Principal, Sandra Vicchio and Associates, LLC

17. Logging In/Logging Off: Digital Strategy for the Very Online Era
Room: Congressional B

The internet was a lifeline for museums through the pandemic. With visitation limited, livestreams and virtual programs became a lifeline to our audiences. Museums again adapted approaches to digital with reopening to balance in-person visitors and initiatives. Two years into the pandemic, the landscape is still changing faster than most museums. With all their time spent online, users are savvier and more discerning with digital products, and the demand for educational and cultural content has leveled. Behind the scenes, museums are rebuilding their teams and overhauling digital strategies.

Logging In / Logging Off: Digital Strategy for the Very Online Era will look beyond museums to reflect on the digital era and its implications for museums both large and small. Attendees will learn how to incorporate indigenous perspectives into a public exhibition, discover innovative methods to create appeal for elementary- and middle-school visitors, and dive deep into new exhibition approaches, blending artifacts, images, graphic novels, and interactive media.

Open and developed during the COVID-19 global pandemic, the Museum, design team, and all the related collaborators had to rethink a new normal to continue to fulfill the exhibition’s mission. The session also touches on new exhibition approaches discovered during the pandemic, and how these learnings can be carried over to future museum development experiences.


18. Who are the Real “Native New Yorkers”? A New Exhibition Has Fresh Answers
Room: Capitol Room

Can museum experiences challenge how most people see both New York State and Native people? Can a museum exhibition be a safe container to explore how American history and contemporary life are incomplete without a deep understanding of the role of Native nations? The new long-term exhibition at the National Museum of the American Indian has fresh answers.

Go behind the scenes at the Museum’s newest permanent exhibition “Native New York,” which journeys through city and state to explore the question “What makes New York a Native place?” Designed for all ages and with content and experiences that meet New York state curriculum standards, the exhibition encompasses 12 places in present-day New York, introducing visitors to the Native nations that call the region home. Stretching from Long Island through New York City and on toward Niagara Falls, it covers pre-Revolutionary War exchanges through contemporary events. From Haudenosaunee (Iroquois) ironworkers who helped build Manhattan’s iconic skyscrapers to Lenape (Delaware) teens visiting their ancestral home, stories of Native New Yorkers provide an expanded understanding of the region’s history and reveal that New York is—and always has been—a Native place.

Through this session, listeners will learn how to incorporate indigenous perspectives into a public exhibition, discover innovative methods to create appeal for elementary- and middle-school visitors, and dive deep into new exhibition approaches, blending artifacts, images, graphic novels, and interactive media.

Speakers: Dan Davis, Manager, Integrated Media, Smithsonian National Museum of the American Indian, Chair; Jonathan Alger, Managing Partner, C&G Partners; Elena Guarinello, Exhibit Developer & Manager, Smithsonian National Museum of the American Indian

19. Cultivating the Future: Working with Teens and Youth in Your Museum
Room: Embassy Room

Museums face a number of challenges in the years ahead, particularly in developing audiences and cultivating the next generation of museum workers. Hear from staff at three small to mid-size museums about the challenges and assumptions, but also successes and surprises experienced through new and long standing programs engaging teens and tweens. Learn more about how the programs benefit both museums AND young people and get inspired to start your own version with tips and suggestions from these experts.

This session explores what it means to be responsive to community and how resources can be allocated in museums of varying sizes to create a youth program that is meeting a need for the museum, for the audience, and for the community. All three programs encourage (and will discuss) interdepartmental collaboration; museum staff at all job positions and career levels as well as volunteers and Board members can benefit from this session. Participants will walk away with ideas for why engaging youth is so important; ideas for how to structure a program for youth at their site, and examples of how the program can benefit the youth, the community, and the museum to use as “selling points” for funders. Panelists represent museums of varying sizes (from 2-30+ full- and part-time staff) and will share details about timing, funding, and sustainability of programs.

Speakers: Claudia Ociolo, President & CEO, Museum Partners Consulting, LLC, Chair; Ali Stefanik, Assistant Director of Waterfront and Community Programs, Independence Seaport Museum; Kate Nolan, Museum Curator/Manager, Historic Wicoff House Museum; Shawna Reilly, Director of Education, Historic Cherry Hill; LaReina Torain, Teaching Assistant/Site Supervisor, Historic Cherry Hill

20. Build (Your Community) Back Better: Using museum practices for urban and regional planning
Room: Congressional A

What do affordable housing, environmental justice, climate resilience, economic development, improved public transit, and accessible public parks have in common? They are all the responsibility of your urban or regional planning office. Municipal master plans (or comprehensive plans or general plans, among many other names) are designed to guide the future development and redevelopment of a municipality or region.

Planners are required to engage all residents in planning, not just those who speak the loudest at public hearings. However, planners are often given few resources for a robust community engagement process.

This is where we come in! Museums are beautifully suited to increasing and diversifying participation in community planning. Based on the Exhibition article “Dream Big(ger): From Building Exhibitions to Building...
a Better City”, this session will give a brief “flaws and all” (hello, redlining!) introduction to planning. Its past, present, and future. We’ll present several inspiring museum-planning partnerships that have documented and mitigated urban heat islands, fostered pro-social behavior in public places, and more. Attendees will leave with a list of resources to help their museum contribute to a better future for their community.

Speakers: Betsy Loring, Principal, exploring exhibits & engagement, LLC; Chair; Brad Larson, Principal, Brad Larson Media; Wendell Joseph, Project Planner, Tool, Design Group

21. Engaging Liberty: Contribute to an emerging museum experience through participatory exercises and insightful conversations with thought leaders at an Inspirational Concept Museum Room: Congressional B

For more than two decades, the National Liberty Museum has inspired people from all walks of life to consider what liberty looks like and how they can take an active role in advancing it for all. Located in Old City Philadelphia, the heart of the city’s historic district and birthplace of American democracy, the Liberty Museum challenges us to imagine liberty not as a dusty, historic artifact but as a living force that requires our deliberate attention and nurturing.

The National Liberty Museum is laying the foundation for transformation with new leadership, a refreshed brand, and strategic investment in their team and core activities. This session will explore how this investment in staff, exhibitions, programs, and infrastructure will build back momentum across audiences, membership, and its donor base. As the museum embarks on its second year of momentum across audiences, membership, and its donor base, it will be at a critical point in its interpretive planning revisioning, during the MAAM Annual Meeting in October.

This session will explore how this investment in staff, programs, and strategic investment in their team and core activities.

22. Re-imaging the Experience: XR-powered Museum Education in the Era of Metaverse Room: Capitol Room

In the past year, the concept of the Metaverse has inspired billions to re-imagine the future of their lives. As the key technology that powers the Metaverse, Extended Reality (XR)—including Augmented Reality, Virtual Reality, and Mixed Reality—has started to revolutionize people’s vision of museum education. However, urgent questions have been raised by countless museum educators and educational researchers: what is the learning mechanism in XR-powered education programs? How can museums with limited resources kickstart their XR program and catch up with the technological evolution? How would XR innovations benefit marginalized groups? Is Metaverse another fleeting fad, or can it be integrated into museums’ infrastructure sustainably?

This presentation provides the audience with a vision of future museum education. This panel will demonstrate the trend of research interest in XR-powered museum education from 2010-2022, present case studies of embracing XR in museums and historic sites, and provide the audience with practical recommendations, including:
- XR solutions allow museums with limited resources to provide a high-quality and extensive educational experience for visitors.
- Pedagogical frameworks for evaluating the XR museum experience and fostering accountable teaching and learning procedures.
- Hands-on checklists for developing XR museum programs that improve visitors’ learning achievements.

With the voice of an educational researcher, a museum technologist, and cases from active museum educators, this panel aims to help more museum professionals kick-start their XR programs and catch up with the technological revolution. Panelists will also discuss new and upcoming trends in the field of museum education, and how these emerging technologies can play critical roles in reaching marginalized groups.

Speakers: Alaine Arnott, PhD, President & CEO, National Liberty Museum; David Searles, Partner, JacobsWyper Architects; Elizabeth Grant, PhD, Chief Program Officer, National Liberty Museum; Tom Hennes, Principal, Thinc Design

23. Provenance Research: What’s Next? Room: Embassy Room

As museums work to become more transparent and relevant, researching and sharing the provenance of objects in museum collections is of utmost importance. Museums have been committed to doing this research for decades; for example, pledges to documenting Holocaust-era provenance have been in place since 1998. In our contemporary moment, new provenance questions, especially ones relating to colonial-era acquisitions and objects originating in conflict zones, have emerged and the public expects museums to share those histories. Museums, however, do not know all those important provenance stories and need to prioritize provenance research. This is ongoing, tedious, time-consuming work. Indeed, it is a work in progress! So, where does one begin?

By highlighting how three art museums of varying sizes and trends in the field of museum education, and how these emerging technologies can play critical roles in reaching marginalized groups.

Speakers: Joanna M. Gohmann, PhD, Provenance Research & Object Historian, The Smithsonian’s National Museum fo Asian Art, Freer Gallery of Art & Arthur M. Sackler Gallery, Chair; Katherine J. Gallagher, Assistant Curator and Registrar, Johns Hopkins Archaeological Museum; Lisa M. Anderson-Zhu, PhD, Associate Curator, Art of the Ancient Mediterranean; Adriana Proser, PhD, Mi and Mrs. Thomas Quincy Scott Curator of Asian Art

Archaeological Museum will each share a 15-minute presentation, reflecting on questions including: How do museums continue to honor earlier provenance commitments and expand inquiry into new areas? How does one prioritize “problems” highlighted by the media? How can museum staff efficiently and effectively conduct research on a variety of collections? How can institutions work collaboratively? Audience members will learn how other museums approach provenance issues, find and learn to use tools that assist with provenance research, and make connections with other professionals engaged in provenance research.

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George Washington’s Mount Vernon

Located in Alexandria, VA, just south of Washington DC, Mount Vernon is a Palladian style mansion built in the 18th century by George Washington's father Augustine. After George Washington's death, the mansion and property began to decline as revenues were insufficient. In the mid-19th century a group of philanthropic ladies acquired the mansion and estate, the Mount Vernon Ladies’ Association has maintained the property ever since.

The estate has been upgrading its fire alarm and fire suppression system for several years. One of these upgrades included a state-of-the-art networked mass notification system throughout the campus with the addition of VESDA “Very Early Smoke Detection Apparatus” smoke detection in the mansion.

A new Marioff HI-Fog water mist system is being installed in the Mansion and Historic Plantation out buildings. The water mist, when discharged will minimize the water usage by about 90% compared to a standard fire sprinkler system. The two-phased project is currently in its first stage of installation through December of 2019.

The small footprint of the water mist pumps & controller allowed the system to be easily located in the Hackerman House as compared to a standard fire sprinkler system.
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