



Mid-Atlantic
Association of **Museums**



BUILDING COMMUNITIES

EMBRACING DIVERSITY
IN ALL WE DO

**MID-ATLANTIC ASSOCIATION OF MUSEUMS
ANNUAL MEETING 2015**

WYNDHAM PHILADELPHIA HISTORIC DISTRICT
PHILADELPHIA, PA | OCTOBER 21–23, 2015



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Welcome to MAAM 2015,

Building Communities: *Embracing Diversity In All We Do*

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

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

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

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GECKO GROUP

Dear Colleagues

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

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

Many individuals and committees helped to make this conference possible. Special thanks are due to Margaret O’Reilly and Michelle Paulus for chairing the conference committee, to our treasurer, John Lovell, for a fantastic opening reception and to Danielle Rice for providing outstanding leadership of the preconference

Welcome

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

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

tour team. Board member Jobi Zink ably chaired the program committee. Special thanks also go to Barbara Bartlett and Patrick Dickerson for their significant efforts in making this conference a success.

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

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

Best Wishes,

Gretchen Sorin

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

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

All the best,

Michelle Paulus

Margaret O'Reilly

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



Gretchen S. Sorin, Ph.D.



Opening Reception at Kimmel Center for the Performing Arts
300 S Broad St, Philadelphia, PA 19102
Wednesday, October 21, 2015
6:00 pm – 8:00 pm
Sponsored by Cooperstown Graduate Program

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

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

IMAGE CREDITS: Kimmel Exterior; ©Jeff Goldberg/ Esto

Schedule-at-a-Glance

All sessions to be held at Wyndham Philadelphia Historic District Hotel, unless otherwise noted.

WEDNESDAY OCTOBER 21ST

Time	Event / Meeting
9:00 am – 4:00 pm	White Glove Gang: Volunteer Collections Project Service Day
Afternoon offsite tours (Pre-registration required; tours are \$10 per person)	
1:00 pm – 2:30 pm	Discover University City
1:30 pm – 4:00/30 pm	Philadelphia’s Historic Diversity Designing Exhibitions in Philadelphia Science Museums
3:00 pm – 4:30 pm	National Museum of American Jewish History & the American Philosophical Society The Museum at the Chemical Heritage Foundation
6:00 pm – 8:00 pm	Opening Reception at The Kimmel Center Sponsored by Cooperstown Graduate Program

THURSDAY OCTOBER 22ND

Time	Event / Meeting	Location
7:00 am – 4:00 pm	Registration	Foyer
7:30 am – 9:00 am	Opening Breakfast Stephen Weil Memorial Lecture by Rosalyn McPherson, Urban League of Philadelphia	Franklin & Jefferson
9:15 am – 10:30 am	BREAKOUT SESSION I <i>Sponsored by D.T. Mistick</i> 1 Foodies, Ghosts and Gears: Welcoming New Partnerships for New Audiences 2 Best Practices in Developing Programs to Bridge the Gap Between Museums and Individuals with Cognitive, Intellectual and Sensory Processing Disabilities 3 Archival Collections in Museums: Challenges and Opportunities	Franklin Jefferson Hancock
10:30 am – 6:00 pm	Exhibitor Hall	Foyer & Sherman
10:30 am – 11:00 am	Morning Break with Refreshments <i>Sponsored by Crozier Fine Arts</i>	Foyer & Sherman
11:15 am – 12:30 pm	BREAKOUT SESSION II <i>Sponsored by New Jersey Association of Museums</i> 4 Diversity Matters 5 Explore, Experience, Enjoy: Spaces and Technology to Engage All Visitors 6 Confronting Violence: Exhibitions + Partners for Change	Franklin Jefferson Hancock
12:30 pm – 1:45 pm	Leadership Lunch (by Invitation Only) or Lunch on Your Own	Betsy Ross
1:45 pm – 3:00 pm	BREAKOUT SESSION III <i>Sponsored by Keast & Hood Structural Engineering</i> 7 Using Thinking Routines with Art to Inspire Creative Writing 8 Blending Money and Mission: Cultural Entrepreneurship for Museums 9 Northgate Park Reclaimed: Rutgers-Camden Center for the Arts, Camden Art Gardens Programs	Franklin Jefferson Hancock

Schedule-at-a-Glance (continued)

THURSDAY OCTOBER 22ND (continued)

Time	Event / Meeting	Location
3:00 pm – 3:15 pm	Afternoon Break with Refreshments <i>Sponsored by Johns Hopkins University Museum Studies Program</i>	Foyer & Sherman
3:15 pm – 4:30 pm	BREAKOUT SESSION IV 10 Finding Voices: Facing Realities 11 Creative Programming and Partnerships for Diverse Revenue Streams: The Experience of Three Philadelphia Historic Sites 12 Stronger Together: Uncommon Approaches to the Common Core	Franklin Jefferson Hancock
4:45 pm – 5:15 pm	Registrar's Committee Business Meeting	Jefferson
4:45 pm – 6:00 pm	EXHIBITOR HALL RECEPTION	Foyer & Sherman
5:00 pm – 7:30 pm	EVENING RECEPTION AND OPEN HOUSE Conservation Center for Art and Historic Artifacts <i>(Travel by public transportation suggested)</i> <i>Sponsored by Conservation Center for Art and Historic Artifacts</i>	264 S. 23rd St.

FRIDAY OCTOBER 23RD

Time	Event / Meeting	Location
8:00 am – 1:00 pm	Registration	Foyer
8:00 am – 3:30pm	Exhibitor Hall open	Foyer & Sherman
9:30 am – 10:45 am	BREAKOUT SESSION I 13 Feeling a Part of History: Integrating Dramatic Arts in Telling Difficult Stories 14 Building Diversity from the Ground Up 15 What Are We Afraid Of? Using Dialogue to Address Social Justice Issues	Franklin Jefferson Hancock
10:45 am – 11:00 am	Morning Break with Refreshments <i>Sponsored by Drexel Museum Studies</i>	Foyer & Sherman
11:00 am – 12:15 pm	BREAKOUT SESSION II 16 A New Model for Broadening Audience: A Historical Society Experiment 17 When Diversity is a Problem: Multiple Numbering Systems in One Collection 18 Opening Doors to Accessibility: Best Practices in Creating Inclusive Experiences	Franklin Jefferson Hancock
12:30 pm – 2:00 pm	Luncheon, Raffle Drawings Keynote Address by Jeannie L. Howe, Greater Baltimore Cultural Alliance	
2:15 pm – 3:30 pm	BREAKOUT SESSION III 19 Crafting Community: Building Living Studios and a New Maker Network 20 Taking a Stand: Collaborative Approaches to Exhibiting and Teaching Social Activism within Museums 21 How to Use Exhibitions and Programming to Diversify Audiences	Franklin Jefferson Hancock

Exhibitor Hall Reception
Wyndham Philadelphia
Historic District

Foyer & Sherman Room
Thursday, October 22, 2015
4:45 pm – 6:00 pm

Visit our Exhibitor sponsors to discover how they can help your organization. Light refreshments will be served.

Open House and Reception
at Conservation Center
for Art & Historic Artifacts

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

The Conservation Center for Art & Historic Artifacts (CCAHA), a nonprofit paper conservation facility, is hosting its annual Open House from 5-7:30 PM on October 22. CCAHA's conservation staff will display a variety of artifacts treated in the lab, from rare books to fine art. Light refreshments will be served.

*Public Transportation is suggested.
Buses are \$2.25, exact change required.*



Guest
Speakers

Rosalyn McPherson

THURSDAY, OCTOBER 22ND

Stephen Weil Memorial Lecture
8:00 am – 9:00 am
Franklin & Jefferson Rooms

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

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

Prior to launching her firm, Ms. McPherson had a distinguished career in educational publishing and subsequently museum administration. She served as Senior Vice President for the Science Center at the Franklin Institute (Philadelphia, PA) and as Senior Vice President and Publisher for Time Life Education (Alexandria, VA). Time, Inc., McGraw Hill, Inc., Scholastic Inc. and CBS, Inc. are among the

other companies where she worked as an editor and marketer. She also served as an adjunct professor at the School of Business in Rutgers University in New Jersey.

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

Born in New Orleans, Ms. McPherson holds a BS in Secondary Education from Southern University & A&M College in Baton Rouge, LA and an MBA in Marketing from Fairleigh Dickinson University in Teaneck, NJ. The daughter of an army officer and an elementary school teacher, Roz has traveled around the world since childhood and credits that experience with fostering her appreciation for the world's varied cultures and geographic environments.

Guest Speakers (continued)



Jeannie L. Howe

FRIDAY, OCTOBER 23RD
MAAM Luncheon Keynote Address
12:30 pm – 2:00 pm
Franklin & Jefferson Rooms

Jeannie L. Howe is the Executive Director of the Greater Baltimore Cultural Alliance (GBCA), a regional, membership organization that was organized by artists and cultural organizations to unify, nurture and promote the cultural sector in Baltimore and its five surrounding counties. Under her leadership, since January 2012, GBCA has transformed and expanded its services to the cultural community, including: new professional development initiatives for artists and emerging arts management leaders of color; relaunching of audience development strategies; support of artists with awards and grants; and advocating for the health, visibility and financial strength of the sector. Membership during this time has increased from 80 to nearly 500 artists and organizations.

Prior to joining GBCA, Howe was founder and president of BayCliff Associates, and provided management and fundraising consultation for nonprofit clients, including Everyman Theatre in Baltimore for which she led a successful

\$17.7 million capital campaign. Her career has included leadership positions with a range of nonprofit organizations including the Alley Theatre, Baltimore Reads and The Marrow Foundation (now Be the Match Foundation). Howe has held many volunteer positions including her current service on the Baltimore Orchard Project and Callaway Garrison Improvement Association Boards of Directors. Howe received a MA in Theatre from Miami University of Ohio and a BA in Theatre from St. Mary’s College of Maryland. In 2014, the *Daily Record* recognized her as one of Maryland’s Top 100 Women.

Mid-Atlantic Association of Museums Board List

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Session Descriptions

THURSDAY, OCTOBER 22ND
9:15 am – 10:30 am

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

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

Chair: *Maressa McFarlane, Historic Education and Volunteer Supervisor, Historic Speedwell, Morris County Park Commission*

Speakers: *Melanie Bump, Curator of Collections and Exhibitions, Historic Sites, Morris County Park Commission; Kathleen Humphreys, Program Specialist, Fosterfields Living Historical Farm, Morris County Park Commission*

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

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

Chair: *Ashley Terrell-Rea, Program Specialist, Smithsonian Institution, Accessibility Program*

Speakers: *Motoko Hioki, Museum Specialist, Smithsonian Institution, National Postal Museum; Angela Wenger, Chief Operating Officer, New Jersey Center for Aquatic Sciences; Brie Ilenda, Manager of Academic Engagement, New Jersey Center for Aquatic Sciences; Timshel Purdum, Director of Education, Academy of Natural Sciences of Drexel University; Jacquie Genovesi, Vice President, Education, Academy of Natural Sciences of Drexel University*

3 Archival Collections in Museums: Challenges and Opportunities

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

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

Speakers: *Kristen Froehlich, Director of the Collection, Philadelphia History Museum at the Atwater Kent; Carrie Hogan, Senior Curator, American Swedish Historical Museum; Sarah Leu, Lead Surveyor, Hidden Collections Initiative for Pennsylvania Small Archival Repositories, Historical Society of Pennsylvania*

THURSDAY, OCTOBER 22ND
11:15 am – 12:30 pm

4 Diversity Matters

The word “diversity” gets bandied about so easily that it’s started to lose meaning. Are we talking about getting more people of color in the door? Greater age diversity? Better gender balance? The deeply entrenched but outdated practices that are preventing greater inclusion of underrepresented populations? Cultural competency? All of the above? If definitions of diversity vary greatly within each institution and indeed each community, how can we find common ground to talk about these issues across the field? Let’s start with a frank discussion among very different institutions about successes and challenges, dreams and reality.

Chair: *Gigi Naglak, Curator of Museum Education, American Philosophical Society*

Speakers: *Sean Kelly, Senior Vice President and Director of Interpretation and Public Programming, Eastern State Penitentiary; Cara Sharf, Program & Communications Manager, Wagner Free Institute of Science; Melissa Martens Yaverbaum, Executive Director, Council of American Jewish Museums*

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

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

Chair: *Jonathan Traficante, AIA, Principal, Schwartz/Silver Architects*

Speakers: *Amanda Dunyak Gillen, Director of Education, Frick Art & Historical Center; Steve Bromage, Executive Director, Maine Historical Society; Gabe Kean, Founder and Principal, Belle & Wissell Co.*

(continued on page 10)

Session Descriptions *(continued)*

6

Confronting Violence: Exhibition + Partners for Change

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

Chair: *Patricia Tuohy, Head, Exhibition Program, National Library of Medicine*

Speakers: *Catherine Jacquet, PhD, Guest Curator/ Assistant Professor, Louisiana State University; Jiwon Kim, Exhibition Educator, National Library of Medicine; Samantha Scott, Exhibition Designer, The Design Minds; Amy C. Sullivan, PhD, Visiting Assistant Professor, Macalester College; Lauri Fennell, Reference/Patron Services, Temple University*

THURSDAY, OCTOBER 22ND
1:45 pm – 3:00 pm

7

Using Thinking Routines with Art to Inspire Creative Writing

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

Chair: *Elizabeth Diamant, Senior Educator, Manager of School Tours and Docent Programs, National Gallery of Art*

Speaker: *Julie Carmean, Museum Educator and Coordinator of Professional Development for Art Around the Corner, National Gallery of Art*

8

Blending Money and Mission: Cultural Entrepreneurship for Museums

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

Chair: *Brian Alexander, Visiting Professor in Museum Administration & Director of the Institute for Cultural Entrepreneurship, Cooperstown Graduate Program*

Speakers: *Kwasi Agyemang, Graduate Student, Cooperstown Graduate Program; Lynne A. Sessions, Former Assistant Professor, Department of Economics & Business, State University of New York at Oneonta*

9

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

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

youth music residency; mini-murals throughout and gardens, comprised of native species.

Chair: *Noreen Scott Garrity, Associate Director of Education, Rutgers-Camden Center for the Arts*

Speakers: *Carmen Pendleton, Community and Artist Programs Manager, Rutgers-Camden Center for the Arts; Angel M. Osorio, CEO, District Council Collaborative Board (DCCB)*

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

10

Finding Voices: Facing Realities

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

Chair: *Monica O. Montgomery, Action Director/ Co Founder, LatimerNOW @ Lewis Latimer Historic House/Museum Hue*

Speakers: *Florcy Morisset, Curator, Vivant Art Collection; Elon Cook, Director, Robins House Historic Site; Erin Bernard, Director, Philadelphia Public History Truck*

11

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

Three historic sites in Philadelphia — Christ Church, Eastern State Penitentiary, and Stenton/ Historic Germantown — share experiences developing creative programming and partnerships that generate new revenue sources. Panelists will establish a framework for creative programming and partnerships that promotes new revenue generation, audience development and sustainable programs. Panelists will discuss their organization's approach to creative programming and partnerships and how

revenues have changed over time. Participants will learn how to tap new revenue sources with diverse programming and gain insights into their own organization's potential for new revenue and new audiences.

Chair: *James Stevens, Senior Associate, ConsultEcon, Inc.*

Speakers: *Sara Jane (Sally) Elk, President and CEO, Eastern State Penitentiary Historic Site; Barbara Hogue, Executive Director, Christ Church Preservation Trust; Dennis Pickeral, President, Historic Germantown*

12

Stronger Together: Uncommon Approaches to the Common Core

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

Chair: *Nancy Richner, Museum Education Director, Hofstra University Museum*

Speakers: *Tracy Garrison-Feinberg, Director of the Claire Friedlander Education Institute, Holocaust Memorial and Tolerance Center of Nassau County; Joanne Spencer, Program Specialist, Arts in Education and Exploratory Enrichment, Nassau BOCES*

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

13

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

In the creation and performance of *Liberty to Go to See*, Cliveden worked with diverse partners, including Philadelphia Young Playwrights and New Freedom Theatre. Performances drew crowds new to Cliveden and with varied backgrounds, ages and points of view. This session describes a process where

teenagers developed a script using primary sources about enslavement, servitude and women's rights that Philadelphia's oldest African American theatre produced at a small house museum. The resulting experience, *Liberty to Go to See*, challenged partners and audiences alike in surprising ways. Session participants will contemplate new ways to engage visitors by connecting the performing arts with historical narratives that embrace difficult interpretive topics and creative use of historic spaces.

Chair: *Carolyn Wallace, Education Director, Cliveden of the National Trust*

Speakers: *David O'Connor, Resident Director, Philadelphia Young Playwrights; Gail Leslie, Director of Operations, New Freedom Theatre*

14

Building Diversity from the Ground Up

The “whiteness” of the recent Oscars sent a signal that complacency about diversity has set in, particularly in the cultural sector. With a staggering 90+% of whites among museum staffs nationally, it is important to reinvigorate the discussion about the importance of staff diversity because without it, to paraphrase Tom Finkelpearl, we are “missing out on some great talent.” This session will address the following points: Why is staff diversity important? How can we attract more minorities to the museum profession by working from the ground up? (Museum studies programs; minority internships; hiring practices, etc.) How can staff diversity help audience diversity and vice-versa?

Chair: *Petra ten-Doesschate Chu, Director, MA Program, Museum Professions, Seton Hall University*

Speakers: *Dejáy Duckett, Associate Director/Curator, University of Pennsylvania/Arthur Ross Gallery; Virgil Talaïd, Education Coordinator, New York Transit Museum; Pamela Hudson Veenbaas, Program Manager, Office of Fellowships and Internships, Smithsonian Institution*

15

What Are We Afraid Of? Using Dialogue to Address Social Justice Issues

If museums want to inspire active citizen participation in social issues, we need modes of exchange that use our content to help people feel the human impact of policies as well as foster new understanding through the exchange of visitor

perspectives. This session provides an introduction to facilitated dialogue, an interpretive technique that allows museums to better engage in conversations about critical contemporary issues and fosters personal connections between visitors and sites.

Chair: *Sarah Pharaon, Senior Director, Methodology and Practice, International Coalition of Sites of Conscience*

Speakers: *Dr. Will Walker, Cooperstown Graduate Program; Lauren Zalut, Director of Education and Tour Programs, Eastern State Penitentiary*

FRIDAY, OCTOBER 23RD
11:00 am – 12:15 pm

16

A Historical Society Experiments: A New Model for Broadening Audience

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

Chair: *Beth Twiss Houting, Senior Director of Programs and Services, Historical Society of Pennsylvania*

Speakers: *Ain Gordon, Playwright; Elizabeth Tinker, Independent Museum Consultant; Whitney Lopez, Audience Advocate, Historical Society of Pennsylvania*

17

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

How do I reconcile multiple numbering systems layered on a single collection over many years? How do I merge two different numbering systems together? What about inventory numbers found in collection numbers? How do I number my book and archival collections? Do you have a number puzzle and need help solving it? Join us for a question and answer session in which three panelists with

(continued on page 12)

Session Descriptions *(continued)*

experience working with small and large cultural heritage collections at museums, libraries and archives will help you tackle your numbering conundrums. The panelists will tell you about their own real-life experiences and share different approaches they used to resolve number mysteries in their collections. The audience is encouraged to participate by sharing their own number quandaries. There will also be a small exhibit, showcasing best practices and techniques for numbering a variety of objects.

Chair: Elizabeth Marecki Alberding, *Collections Manager, The Kelly Collection of American Illustration*

Speakers: Jessica Bellingham, *Assistant Collections Manager, Ethnology, Burke Museum of Natural History and Culture, University of Washington*; Casey Pecoraro, *Inventory Registrar for Maryland Historic Trust*

18

Opening Doors to Accessibility: Best Practices in Creating Inclusive Experiences

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

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

Speakers: Robert Carr, *Director of Programs & Services, New Jersey Theater Alliance and Cultural Access Network*; Bonnie R. Brown, *Director of Operations and Guest Services, Grounds for Sculpture*; John McEwen, *Executive Director, New Jersey Theater Alliance and Cultural Access Network*; Keith Garletts, *Executive Director, Arts Access Program at Matheny Medical and Educational Center*

FRIDAY, OCTOBER 23RD
2:15 pm – 3:30 pm

19

Crafting Community: Building Living Studios and a New Maker Network

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

Chair: Paul Rosenblatt, *AIA SEED, Principal, Springboard Design, Co-Director, Creator Square Living Artisan Studios + Museum*

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

20

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

Using two case studies, this session will explore the potential for collaboration between museum exhibitions and museum education programs that examine issues of social justice. The Museum of the City of New York's ongoing exhibition *Activist New York* is bolstered by a partnership between the education and curatorial departments that enhances opportunities for teachers and students to encounter social activism. Eastern State Penitentiary's Big Graph, a massive bar graph that illustrates the growth of the U.S. prison population, is used as a catalyst for conversation

on school tours of the historic site. Session participants will learn about these initiatives' content, and pedagogical approaches to teaching these histories that encourage visitors to find contemporary connections.

Chair: EY Zipris, *Assistant Director, Frederick A.O. Schwarz Children's Center, Museum of the City of New York*

Speakers: Joanna Steinberg, *Manager of Student Programs, Museum of the City of New York*; Sarah J. Seidman, *Puffin Foundation Curator of Social Activism, Museum of the City of New York*; Lauren Zalut, *Director of Education and Tour Programs, Eastern State Penitentiary Historic Site*

21

How to Use Exhibitions and Programming to Diversify Audiences

Professionals from Philadelphia art museums will discuss how to use programming and exhibitions to diversify audiences, reach under-represented communities and foster the museum as a place of social interaction. Learn about Woodmere Art Museum and Lifeline Music Coalition's five-year partnership to produce the Museum's Friday Night Jazz series, creating bridges with Philadelphia's regional, multi-cultural communities. Hear how museum collaborations with the School District of Philadelphia engage students and teachers from low-income neighborhoods. Discover how a marketing campaign between the Philadelphia Academy of the Fine Arts' 30th Anniversary exhibition and Little Giant Media increased diversity and broadened the age-range of museum members. Explore how particular exhibitions and docent/volunteer education expands audience diversity and demographics. Learn about ARTZ Philadelphia's initiative to serve people with Alzheimer's disease and their caregivers through interactive and inclusive tours. Panelists will discuss challenges, how to assess audience growth and options for successful outcomes.

Chair: Hildy Tow, *The Robert L. McNeil, Jr. Curator of Education, Woodmere Art Museum*

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



Drexel's URBN Center, home of the Antoinette Westphal College of Art and Design



Mütter Museum Civil War Exhibition



Neurons Gallery in Your Brain at The Franklin Institute

Offsite Tours

Walking or public transportation is suggested for these tours. Bus Fares are \$2.25, exact change required.

WEDNESDAY, OCTOBER 21

White Gloves Gang Volunteer Collections Projects Service Day

9:00 am – 4:00 pm

Registrars, collections managers, archivists, conservators and museum studies students engaging in a one-day, collections-based volunteer at smaller area museums, including Rosenbach Museum & Library, The Simeone Foundation Automotive Museum, and the Chemical Heritage Foundation.

Space is Limited. Pre-Registration is required. No Fee.

WEDNESDAY, OCTOBER 21

Discover University City University City Museums and Galleries

1:00 pm – 2:30 pm

STOP 1: Meet at 3501 Market Street, the lobby of the URBN Center. Visit Drexel's URBN Center, The Pearlstein Gallery.

STOP 2: The Institute of Contemporary Art at the University of Pennsylvania. 118 S. 36th St.

We begin our tour in the URBN Center, home to Drexel University's Westphal College of Media Arts and Design. This remarkable building features an innovative renovation by MS&R of a building originally designed by iconic Philadelphia architect Robert Venturi. It houses the Pearlstein Gallery, which will be exhibiting highlights from the College's historic costume collection. The exhibit is the first large-scale display of such treasures as a group of Renaissance velvets, an 18th-century *robe à l'anglaise* and contemporary couture by Ralph Rucci.

After visiting the exhibition, we will make our way up the street to the University of Pennsylvania's Institute of Contemporary Art. At the end of the tour, participants can stay in the area and walk a few blocks to see the University of Pennsylvania's Museum of Archaeology and Anthropology, or hop a bus (\$2.25, exact change) back to Center City and a join a second tour.

Travel on your own to the URBN Center at 3501 Market Street.

Pre-registration for this tour is required; space is limited. \$10 Fee.

WEDNESDAY, OCTOBER 21

Designing Exhibitions in Philadelphia Science Museums

1:30 pm – 4:00/4:30 pm

STOP 1: Mütter Museum, 19 S. 22nd St.

STOP 2: (choose one)
Franklin Institute, 222 N. 20th St.
(3:00 – 4:00 pm)

Academy of Natural Sciences,
1900 Benjamin Franklin Parkway
(3:00 – 4:00 pm)

Three Philadelphia science museums have created new long-term exhibitions in the last few years. The afternoon will start at the Mütter Museum with its installation on Civil War medicine. There will be a discussion with staff and then the group will walk to the Benjamin Franklin Parkway where attendees will have a choice between the Academy of Natural Science's *Secrets of the Diorama* or the Franklin Institute's *Your Brain*. At both sites, staff will discuss the development of each project. While held in science museums, this program is appropriate for anyone interested in exhibition interpretive strategies.

Travel on your own to the Mütter Museum, 19 S. 22nd Street St.

Pre-registration for this tour is required; space is limited. \$10 Fee.

(continued on page 14)

Offsite Tours (continued)

WEDNESDAY, OCTOBER 21

Philadelphia’s Historic Diversity

1:30 pm – 4:30 pm

STOP 1: African American Museum in Philadelphia, 701 Arch St. (1:30 – 2:30 pm)

STOP 2: The President’s House, 524-530 Market St. (2:45 – 3:15 pm)

STOP 3: Philadelphia History Museum at the Atwater Kent, 15 S. 7th St. between Market and Ranstead Sts. (3:30 – 4:30 pm)

This tour will cover three stops dealing with aspects of Philadelphia’s rich history of varied communities. We will start at the African American Museum in Philadelphia with its permanent exhibition of this community’s history in the city from 1776 to 1876. Next, we will visit The President’s House, the location where Presidents George Washington and John Adams lived between 1790 and 1800 when Philadelphia was our nation’s capital. This site is interpreted to include information on Washington and the enslaved African Americans who served his family. We will finish at the Philadelphia History Museum where the galleries present this “city of neighborhoods.”

Travel on your own to the African American Museum, 701 Arch St.

Pre-registration for this tour is required; space is limited. \$10 Fee.

WEDNESDAY, OCTOBER 21

National Museum of American Jewish History and American Philosophical Society

3:00 pm – 4:30 pm

Tour will begin at 3 pm at the entrance to the National Museum of American Jewish History. We will tour the Museum for approximately 45 minutes and then walk down the street to the American Philosophical Society. The tour will end at 4:30 pm.

The National Museum of American Jewish History is the only museum in the nation dedicated exclusively to exploring and interpreting the American Jewish experience. As the repository of the largest collection of Jewish Americana in the world, with more than 25,000 objects, the NMAJH has developed extensive institutional

experience in preservation, conservation and collections management supporting the fulfillment of its mission to preserve the material culture of American Jews. With its beautiful new building and its state-of-the art exhibitions, the NMAJH provides a moving and inspiring experience. Following our visit, we will walk a block to the American Philosophical Society Museum. Founded by Ben Franklin in 1743, the APS is featuring an exhibition titled *Jefferson, Science and Exploration*, which demonstrates the connections between science and national pride and takes visitors up to the eve of Lewis and Clark’s journey. Merrill Mason, director of the museum, will tour us through the exhibition.

Travel on your own to the National Museum of American Jewish History, 101 S Independence Mall E.

Pre-registration for this tour is required; space is limited. \$10 Fee.

WEDNESDAY, OCTOBER 21

The Museum at the Chemical Heritage Foundation

3:00 pm – 4:30 pm

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

Travel on your own to the Chemical Heritage Foundation, 315 Chestnut Street

Pre-registration for this tour is required; space is limited. \$10 Fee.

Notes:



African American Museum in Philadelphia



National Museum of American Jewish History (dusk)



Chemical Heritage Society exhibition, Science at Play

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National Museum of American Jewish History



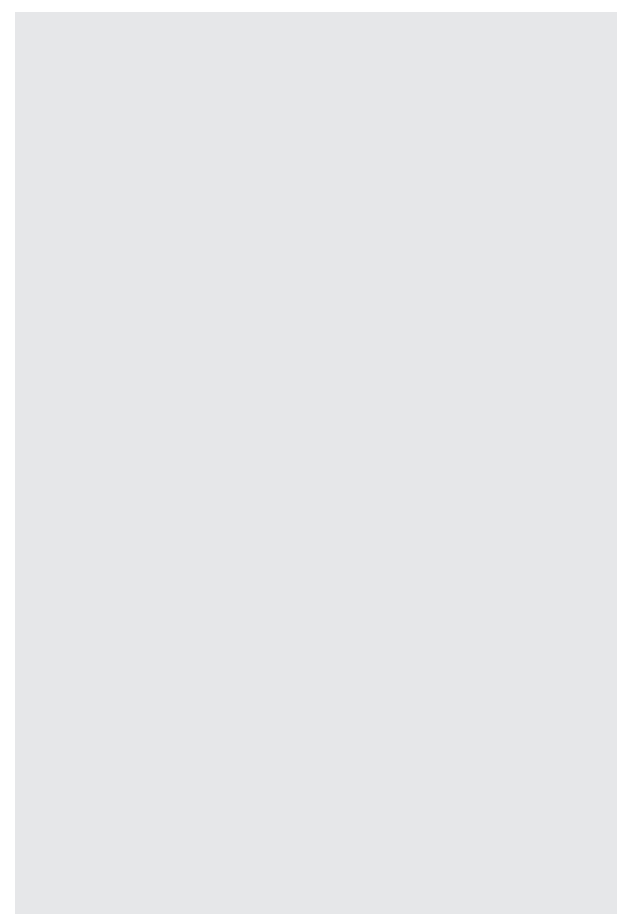
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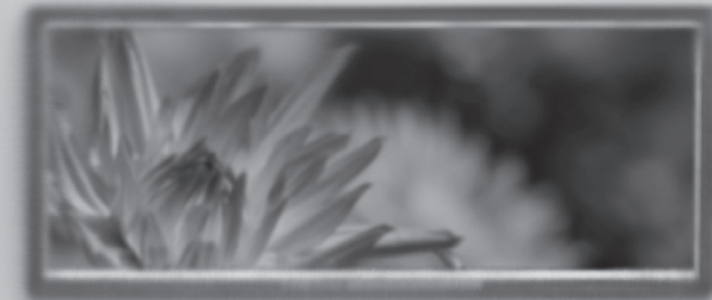
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