Optimism, Outrage, & Outcomes
October 8-10, 2024
Wyndham Philadelphia Historic District

Conference Theme
Museums aspire to educate, inspire, and enlighten. They are places for museum professionals and members of the public to build community and nurture creativity. Museums can also be places to address the issues that face our society today: inequality, polarizing politics, the climate crisis, and a seemingly omnipresent sense of division and outrage. This year’s conference is an opportunity for museums to come together and share how they work together and build creative, optimistic solutions and outcomes to address these challenges. Join us for round tables, panels, workshops, and tours that focus on projects both completed and in-progress as we explore our journey together and leave with a renewed sense of energy and hope. Please note priority will be given to proposed sessions that encourage a hands-on or collaborative experience.

Registration
Register for the Annual Meeting here, Tuesday, October 8-Thursday, October 10, 2024.

Please note: Registration for tours and Opening Reception will open soon. The preliminary schedule is subject to change.

Questions about the Annual Meeting? Contact info@midatlanticmuseums.org.
Hotel
Reserve your room: **Wyndham Philadelphia Historic District**, 400 Arch Street, Philadelphia, PA

Book your room at a discounted rate online [here](#) or by calling 1-877-999-3223 and refer to: **MAAM 2024 Annual Meeting**. The discounted room rate will be available until Monday, September 16, 2024 at 5:00 pm EST.

**Schedule at-a-Glance**
*Pre-registration required.*

**Tuesday, October 8**

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<th>Time</th>
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<tr>
<td>10:00am-11:00am</td>
<td>American Philosophical Society*</td>
<td>105 S. 5th Street</td>
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<tr>
<td>10:00am-11:00am</td>
<td>Independence National Historical Park*</td>
<td>143 S. 3rd Street</td>
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<tr>
<td>10:00am-11:00am</td>
<td>Independence Seaport Museum*</td>
<td>211 S. Columbus Blvd</td>
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<td>11:00am-12:00pm</td>
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<tr>
<td>1:30pm-3:00pm</td>
<td>National Constitution Center*</td>
<td>525 Arch Street</td>
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<tr>
<td>1:30pm-3:00pm</td>
<td>National Liberty Museum*</td>
<td>321 Chestnut Street</td>
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<tr>
<td>2:00pm-4:00pm</td>
<td>Capture and Release: Supporting Community Museum Storytelling Workshop*</td>
<td>TBD, Wyndham</td>
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<tr>
<td>4:00pm-5:00pm</td>
<td>Community Museum Networking Event*</td>
<td>Arch Street Meeting House 320</td>
</tr>
<tr>
<td>5:30pm-7:30pm</td>
<td>Opening Reception <em>Sponsored by Glenmede</em></td>
<td>Science History Institute 315</td>
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**Wednesday, October 9**

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<th>Time</th>
<th>Event</th>
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<tr>
<td>7:30am–5:00pm</td>
<td>Exhibitors’ Hall Open</td>
<td>Founders Ballroom, Wyndham</td>
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Questions about the Annual Meeting? Contact info@midatlanticmuseums.org.
<table>
<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
<th>Location</th>
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<tbody>
<tr>
<td>8:00am-9:00am</td>
<td>Breakfast</td>
<td>Founders Ballroom, Wyndham</td>
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| 9:00am-10:15am    | Keynote Address: *Cultural Institutions: Essential Infrastructure of Hope and Optimism*, Stephanie Hill Wilchfort  
|                   | *Sponsored by Science History Institute*                                      | Founders Ballroom, Wyndham    |
| 10:15am-10:30am   | Coffee Break                                                                   | Founders Ballroom, Wyndham    |
| 10:30am-11:45am   | SESSION 1A: **From Crisis to Confidence**: Strengthening Museum Outcomes via Financial Innovation  
|                   | SESSION 1B: **Succession Planning Trends and Tools in Museums and Collecting Organizations**  
|                   | SESSION 1C: **Sparking Resistance**: Graphic History, Graphic Novel            | TBD, Wyndham                  |
| 12:00pm-1:30pm    | MAAM Meet & Eat                                                                | Founders Ballroom, Wyndham    |
| 1:45pm-3:00pm     | SESSION 2A: **Museum Studies Roundtable**: Faculty Reflect on Training the Next Generation of Museum Professionals  
|                   | SESSION 2B: **Relevance and Responsiveness**: Preparing for Conversations around Difficult Issues  
|                   | SESSION 2C: **Leveling Up**: Designing a Community Generated Video Game Exhibition | TBD, Wyndham                  |

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<tr>
<td>3:00pm-3:30pm</td>
<td>Coffee Break for First Time Attendees (including those that haven’t attended in last 5 years)</td>
<td>Founders Ballroom, Wyndham</td>
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| 3:30pm-4:45pm   | SESSION 3A: **A Town Hall on Deepening Educational Impact through Artificial Intelligence**  
|                 | SESSION 3B: **Beginning to Begin**  
|                 | SESSION 3C: **#StewardshipMonday**: Making the Case for Collections Stewardship  
|                 | SESSION 3D: **Forging New Perspectives** | TBD, Wyndham               |
| 5:15pm-6:30pm   | Awards Reception                                                      | Founders Ballroom, Wyndham |

**Thursday, October 10**

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<tr>
<td>7:30am–2:00pm</td>
<td>Exhibitors’ Hall Open</td>
<td>Founders Ballroom, Wyndham</td>
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<tr>
<td>7:30am–8:15am</td>
<td>Breakfast</td>
<td>Founders Ballroom, Wyndham</td>
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</table>
| 8:15am-9:30am   | SESSION 4A: **Devastation and Recovery**: How the Brandywine Museum is Adapting after Hurricane Ida  
|                 | SESSION 4B: **A Practical Guide to Positive Museology**              | TBD, Wyndham               |
|                 | SESSION 4C: **Out of MANY, One... Project**: A Collaboration to Bring an Exhibition about Democracy Across the State of New York |                           |

Questions about the Annual Meeting? Contact info@midatlanticmuseums.org.
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<tr>
<th>Time</th>
<th>Session A</th>
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<tr>
<td>9:45am-11:00am</td>
<td>SESSION 4D: <strong>Cooch’s Bridge</strong>: The African American Presence: Building Community Through the Arts</td>
<td>TBD, Wyndham</td>
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<td>SESSION 5A: <strong>Challenging Expectations &amp; Inspiring Empathy</strong>: Presenting Perspectives in the Unhoused Exhibit</td>
<td>TBD, Wyndham</td>
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<td>SESSION 5B: <strong>Finding the Fun in DEAI Fundamentals</strong></td>
<td>TBD, Wyndham</td>
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<td>SESSION 5C: <strong>What If... New Museums, New Narratives</strong></td>
<td>TBD, Wyndham</td>
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<td>SESSION 5D: <strong>Opportunities and Challenges of Nonprofit &amp; Government Agency Partnerships</strong></td>
<td>TBD, Wyndham</td>
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<tr>
<td>11:00am-11:15am</td>
<td>Coffee Break</td>
<td>Founders Ballroom, Wyndham</td>
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<td>11:15am–12:15pm</td>
<td>Resume Review/Poster Presentations/Affinity Group Meet Ups</td>
<td>TBD, Wyndham</td>
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<tr>
<td>12:15pm-1:45pm</td>
<td>Leadership Lunch <em>by invitation</em> Or Lunch on your own</td>
<td>Founders Ballroom, Wyndham</td>
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<td>1:45pm-3:00pm</td>
<td>SESSION 6A: <strong>Labor, Equity, Transparency</strong>: Unionizing in Museums</td>
<td>TBD, Wyndham</td>
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<td>SESSION 6B: <strong>NEH and IMLS Grant Opportunities</strong>: Demystifying the Application Process for Small and Mid-Sized Museums</td>
<td>TBD, Wyndham</td>
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<td>SESSION 6C: <strong>Finding Optimism in Creative Community Partnership</strong></td>
<td>TBD, Wyndham</td>
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<tr>
<td>3:15pm-4:30pm</td>
<td>SESSION 7A: <strong>Can A Capital Campaign Address Established Intolerance?</strong></td>
<td>TBD, Wyndham</td>
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<td>SESSION 7B: <strong>Scaffolding Shakespeare:</strong> Diverse Digital Strategies to Engage Broad Audiences</td>
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<td>SESSION 7C: <strong>Deconstructing Play in the Exhibition Context</strong></td>
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<tr>
<td>5:00pm-7:30pm</td>
<td>Fall Open House at Conservation Center For Art &amp; Historic Artifacts</td>
<td>264 S. 23rd Street Philadelphia, PA 19103</td>
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**Workshops, Events, & Opening Reception**

*Workshop and Tour Registration is available here.*

**Tour: American Philosophical Society**

Tuesday, October 8, 10:00 am-11:00 am  
Location: 105 South 5th Street, Philadelphia  
**Distance from Wyndham:** 0.3 miles (8 minute walk)  
Join us at the American Philosophical Society for a look behind the scenes with Associate Director of the Museum, Mary Grace Wahl. We'll explore our newly renovated museum collections storage space and exhibition gallery, featuring our current exhibition *Sketching Splendor: American Natural History, 1750-1850*. Learn about the process to rehouse the museum collections within archive collections storage in a safe and sustainable way. Explore the newly refurbished gallery, complete with moveable walls for more creative exhibition design. Hear about the challenges and opportunities of the projects.

*Note: Pre-registration.*

**Tour: Independence National Historical Park**

Tuesday, October 8, 2024, 10:00 am  
Location: 143 S. 3rd Street, Philadelphia  
**Distance from Wyndham:** 0.4 miles (8 minute walk)  
Please join us for a behind-the-scenes tour of Independence National Historical Park’s museum collection conducted by the park’s curatorial staff. Together examine artifacts spanning the 17th through the 20th centuries and discuss how they contribute to Independence Park’s mission to commemorate people, ideas, and events that reflect the

*Questions about the Annual Meeting? Contact info@midatlanticmuseums.org.*
search for liberty in our multicultural nation. Explore how both the collection’s focus and its use have changed over time, as well as the impetus for those changes, particularly the upcoming 2026 Semiquincentennial of America’s Independence.

Note: Pre-registration.

Tour: Independence Seaport Museum
Tuesday, October 8, 2024, 10:00 am-11:00 am and 11:00 am-12:00 pm
Location: 211 S. Columbus Blvd, Philadelphia
Distance from Wyndham: 0.8 miles (17 minute walk)

Climb aboard for an exclusive tour of the Independence Seaport Museum’s historic ships, *USS Olympia* and submarine *USS Becuna*. Tour participants will be guided through by both education and preservation staff to hear about the balancing act of those two spheres onboard historic ships. Choose from either one of the ships to suit your interests. *Olympia*, the oldest floating steel warship, is best known as Commodore George Dewey’s flagship in the Battle of Manila Bay during the Spanish American War. *Becuna* is a WWII era submarine which served through the war up through the Cold War. Whichever your choice, learn how museum object’s of this size provide immersive learning environments and particular challenges and opportunities of both caring for and interpreting them for the public.

- Tour of the *Olympia*: 10:00 am-11:00 am; 11:00 am-12:00 pm
- Tour of the *Becuna*: 10:00 am-11:00 am; 11:00 am-12:00 pm

Note: Pre-registration.

Tour: National Constitution Center
Tuesday, October 8, 2024, 1:30 pm-3:00 pm
Location: 525 Arch Street, Philadelphia
Distance from Wyndham: 0.2 miles (5 minute walk)

After more than two decades on Philadelphia’s Independence Mall, the National Constitution Center has entered a period of transformation as it renovates its original, 20,000-square foot exhibit gallery. Join us for an exclusive, off-hours tour of the first new exhibit of this endeavor, *The First Amendment*, which opened in September 2023, while getting a sneak peek into plans for what’s next for 2026. You will learn about the goals, successes, and challenges of the project, as well as gain insight from the visitor research conducted over many years that has helped to inform strategy and decision making.

Note: Pre-registration.

Tour: National Liberty Museum
Tuesday, October 8, 1:30-3:00 pm
Location: 321 Chestnut Street, Philadelphia
Distance from Wyndham: 0.3 miles (6 minute walk)

Questions about the Annual Meeting? Contact info@midatlanticmuseums.org.
Join us for a behind-the-scenes tour of the National Liberty Museum, designed specifically for conference attendees, to learn about the museum’s innovative approach to content creation and programming. Emerging from a three-year discovery and planning process and primed to implement a new, refined strategic interpretive plan in the coming years, NLM is at a pivotal juncture in the museum’s history and is forging a path that both honors and evolves beyond our founder’s vision to actualize our role as a museum for all. Museum staff will lead attendees through our four floors of changing exhibitions and permanent galleries, showcasing our collaboration with artists and community partners, our commitment to challenging and enriching how our visitors think about liberty, and our internal processes and practices that bring our vision to life.

Tour highlights include our summer exhibition, In Pursuit: Artists’ Perspectives on a Nation, featuring diverse artists presenting thought-provoking works that reflect on America’s evolving identity and values, as well as our recently opened Free Speech: Our Right. Our Responsibility, the first of three exhibitions in the Museum’s Year of Free Speech running through summer 2025.

Note: Pre-registration.

Capture and Release: Supporting Community Museum Storytelling
Tuesday, October 8, 2:00 pm-4:00 pm
Location: Wyndham Philadelphia Historic District

Storytelling is at the core of what museums provide, but time and resources can be limited for community museums and smaller cultural organizations. Join the Community Museum Network (MAAM Affiliate)* to learn about why we should be working toward capturing community stories and economical and practical ways you can get started and move your project forward.

As a result of this workshop you will learn why stories should be captured; discuss who should be recording; identify easy and inexpensive tools; review recording best practices and rights and permissions; consider distribution; and practice with a new friend. Plus, enjoy a chance to network after the workshop; included with workshop registration.

*The Community Museum Network is a newly-formed initiative that aims to connect community museums and those wanting to develop more community-driven practices in their organizations.

Note: Pre-registration and separate fee.

Community Museums Networking Event at Arch Street Meeting House
Tuesday, October 8, 4:00 pm-5:00 pm
Address: 320 Arch Street, Philadelphia, PA

Questions about the Annual Meeting? Contact info@midatlanticmuseums.org.
Distance from Wyndham: 400 feet (2 minute walk)
What does it mean to be a community museum? Are you one? Do you aspire to operate more like a community museum? Are you curious about what it means to be one? Join us for this meet and greet networking event to learn more. Museum professionals and Industry Partners are also welcome. This networking event is included with the Capture and Release Workshop registration.

Note: Pre-registration and separate fee.

Opening Reception at Science History Institute, Sponsored by Glenmede
Tuesday, October 8, 5:30 pm-7:30 pm
Location: 315 Chestnut Street, Philadelphia, PA 19106
Distance from Wyndham: 0.3 miles (7 minute walk)
Join friends and colleagues at MAAM’s opening reception at the Science History Institute. Enjoy drinks and hors d’oeuvres and explore Bugs and Bakelite buttons, lab notes and lifesaving letters, vaccines and vats of bright, colorful dyes, and more. These exhibitions explore the diverse and surprising histories behind the science that shapes the world.

Note: Included with Annual Meeting registration or by pre-registration only

The Stephen Weil Memorial Keynote Address: Cultural Institutions: Essential Infrastructure of Hope and Optimism, Stephanie Hill Wilchfort
Sponsored by The Science History Institute
Wednesday, October 9, 9:00 am
Location: Founders Ballroom
Hope and optimism are at the core of strong societies. Through storytelling and shared experiences, museums support the psychological building blocks of hope and optimism: a sense of shared purpose; historical perspective that reminds us our actions can improve our circumstances; and moments of awe. Cultural institutions are more than just agents of social and economic development, they are the essential infrastructure our world needs to vision its future during a time of instability and disruption.

For more than two decades, Stephen Weil was one of the giants in our museum region. As a visionary in the museum field, many of his writings from the 70s, 80s, and 90s are as relevant and provocative today as they were then. The Weil Keynote is presented by an eminent museum professional or professionals who, like Steve, are poking, prodding, and moving the field forward.

Questions about the Annual Meeting? Contact info@midatlanticmuseums.org.
**Speaker Biography:**

Stephanie Hill Wilchfort was appointed Ronay Menschel Director and President of the Museum of the City of New York (MCNY) in August 2023. Founded in 1923 as the first city museum in the United States, MCNY is New York City’s flagship storyteller, serving roughly 300,000 people annually through exhibitions and programs that celebrate, document, and interpret the city’s past, present, and future.

Previously, Stephanie served as President & CEO of Brooklyn Children's Museum (BCM), the country’s first and one of its largest children’s museums. During her tenure BCM realized a 30% growth in visitorship, raised $45 million in capital support, and completed four major capital projects, including a ground-breaking partnership with Brooklyn Public Library (BPL) that ensured a permanent home for BPL in Crown Heights. Following pandemic-related closure, Stephanie led BCM’s re-opening in September 2020, bringing over one hundred staff members back to work on the Museum’s floor, safely welcoming thousands of visitors for in-person experiences, and subsequently opening the Museum’s second floor as a vaccination site for children and adults in partnership with the NYC Department of Health & Mental Hygiene. Nearly 40,000 people in Central Brooklyn received their shots at Brooklyn Children’s Museum.

A Brooklyn native, Stephanie has worked in arts and culture for two decades. She has previously held roles including Vice President of Development for the Lower East Side Tenement Museum; Assistant Vice President and Senior Project Director at Sesame Workshop; and Director of Development for New York Public Radio/WNYC. She began her career at New York Public Media/WNET and Lincoln Center for the Performing Arts.

Stephanie currently serves as the Executive Vice-Chair for the Cultural Institutions Group (CIG) of the City of New York, helping to lead advocacy for a coalition of 34 cultural institutions, including The Metropolitan Museum of Art, American Museum of Natural History, and Brooklyn Museum. She served as Brooklyn Vice-Chair of the CIG from 2017 to 2020. She has been a panelist and speaker for the International Council of Museums; American Alliance of Museums; Association of Children’s Museums; Institute of Museum and Library Services; National Endowment for the Arts; and Lincoln Center Cultural Innovation Fund, among others. She holds an MBA from Columbia Business School, an MPA in economic policy from Columbia’s School of International and Public Affairs, and a BA from Binghamton University (SUNY). She and her husband Benjamin live in Brooklyn and are parents to three boys, ages 11, 14, and 17.

*Questions about the Annual Meeting? Contact info@midatlanticmuseums.org.*
MAAM Meet & Eat
Wednesday, October 9, 12:00 pm-1:30 pm
Location: Founders Ballroom
Join fellow conference attendees for lunch, conversation, and updates from MAAM leadership. We also introduce both new MAAM board members and our 2024 Fellowship awardees.

Awards Reception
Wednesday, October 11, 5:15pm-6:30pm
Location: Founders Ballroom
Join in a celebration of the Mid-Atlantic Association of Museums 2024 Award Recipients. Light refreshments will be provided.

Resume Review/Career Conversations
Thursday, October 10, 11:15am-12:15pm
Location: Penn
Do you need advice on making a career change? Need to have someone look over your resume? Bring your career questions and/or resume to our MAAM board members and colleagues and sit and discuss. Open to all career levels. Prior registration recommended.

Poster Presentations
Thursday, October 10, 11:15am-12:15pm
Location: Adams
Poster Presentations showcase the projects and research by students or groups of students in museum studies programs or related academic programs, focusing on museum-based projects. Come explore projects and initiatives from around the region in an informal setting.

Affinity Group Meet Ups
Thursday, October 10 from 11:15 am-12:15 pm

Community Museum Network
Location: Formal Dining Room
The Community Museum Network is a newly-formed MAAM initiative that aims to connect community museums and those wanting to develop more community-driven practices in their organizations. Join attendees to learn more and connect.

Questions about the Annual Meeting? Contact info@midatlanticmuseums.org.
Independent Museum Professionals
Location: Old City Pizza, 100 N. 3rd Ave and Arch Streets
**Distance from Wyndham**: 0.1 miles (3 minute walk)
Meet and connect with other Independent Museum Professionals at this casual meet-up. Whether you’re new to consulting, a seasoned independent Museum professional, or IMP-curious, join us at Old City Pizza, 100 N. 3rd Ave and Arch Streets (a few blocks from the hotel). Learn more about the IMP Network while enjoying a snack and stimulating conversation!

**Leadership Lunch**
Thursday, October 10, 12:15pm–1:45pm
Location: Founders Ballroom
This invitation-only lunch is an opportunity for the 2024 fellowship awardees and emerging leaders to meet with MAAM board members and others to discuss the museum field and their own career aspirations.

**Breakout Sessions**
*NOTE: All times are approximate and subject to change.*

**SESSION 1A:**
**From Crisis to Confidence**: Strengthening Museum Outcomes via Financial Innovation
Wednesday, October 9, 2024, 10:30 am-11:45 pm
Location: TBD
Modern museums continue to face a host of challenges: declining attendance, staffing gaps, eroding finances, growing expenses, and more. With stronger balance sheets, many major problems could be addressed or mitigated. “Money doesn’t buy happiness” but it does buy security. Our expert panel discusses real-world examples of financial innovation in museums that every museum should study and consider piloting: 1) Using auction guarantees to maximize art acquisition budgets 2) Co-owning collections to share assets and expenses 3) Inviting public investment in select artworks from the collection to grow funding and audiences 4) Building endowments to fund operational expenses in perpetuity. Join us as we discuss how innovative strategies like these can empower museums to thrive in an ever-evolving landscape.

**Presenters**: Julius Lai, Co-Founder and CEO, ArtShare; David Cole, President and CEO, Science History Institute; Jennifer Neuberger Talbott, Deputy Director for Operations and Innovation, Spencer Museum of Art; Andrea Zapata Sosa, Managing Partner at LS/Galeria and Co-Founder at CUBIC

*Questions about the Annual Meeting? Contact info@midatlanticmuseums.org.*
SESSION 1B:  
**Succession Planning Trends and Tools in Museums and Collecting Organizations**  
Wednesday, October 9, 2024, 10:30 am-11:45 pm  
Location: TBD

Staff transitions, whether unexpected or planned, can be stressful for museums, and for many organizations the current outlook for the workforce pipeline is more likely to incur outrage than optimism. In 2023, the Conservation Center for Art & Historic Artifacts and Lyrasis launched the Cultural Stewardship Succession Planning Initiative, funded by the Institute for Museum & Library Services. Using insights gathered from a national survey and series of focus groups, the initiative is currently in the process of developing a suite of tools and resources to support better succession planning outcomes at cultural institutions.

During this session, CCAHA staff will be joined by Erica Simonitis, Senior Director of Guest & Protection Services at the Barnes Museum, to discuss the implementation of an innovative initiative focused on career pathways for front-line staff. The speakers will also share examples and solicit feedback on resources in development, including a framework for internal advocacy.

**Presenters:** Alanna Shaffer, Preservation Services Operations Coordinator, Conservation Center for Art & Historic Artifacts; Camilla Dawson, Preservation Services Administrator, Conservation Center for Art & Historic Artifacts; Erica Simonitis, Senior Director of Guest & Protection Services, The Barnes Museum

SESSION 1C:  
**Sparking Resistance: Graphic History, Graphic Novel**  
Wednesday, October 9, 2024, 10:30 am-11:45 pm  
Location: TBD

Kofi’s Fire: A Spark of Resistance, an interactive graphic novel, documents the outrage and optimism of the 1741 uprising, in which enslaved people and indentured servants set fire to businesses throughout Manhattan. We follow Kofi, a man enslaved by Adolph Philips at Philipsburg Manor, as he is put on trial, convicted, and executed for arson.

Created by a Black-led team, Kofi’s Fire highlights underrepresented voices in a courtroom drama created for student audiences. In illuminating this hidden narrative, we found opportunities to contextualize the story of injustice, juxtapose 1741 Manhattan and present day, and illustrate the ongoing consequences of history.

Questions about the Annual Meeting? Contact info@midatlanticmuseums.org.
The session will explore how using a new type of digital resource enabled a historic site to explore underrepresented narratives, combining fictional elements with extensive research to present a fuller picture of Black life in Colonial New York. Attendees will learn how charrettes and user testing with scholars, educators, and students created a compassionate, engaging “modern-day textbook” and how we found beauty and contemporary relevance within this difficult history.

**Presenters:** Judith Zissman, Executive Creative Director, Blue Telescope; Reese Patillo, Senior Creative Designer; Blue Telescope; Julia Butterfield, K-12 Program Coordinator; Historic Hudson Valley; Velicia Gourdin, Illustrator, Independent

SESSION 2A:
**Museum Studies Roundtable:** Faculty Reflect on Training the Next Generation of Museum Professionals
Wednesday, October 9, 2024, 1:45 pm-3:00 pm
Location: TBD

Faculty members and museum professionals teaching in Museum Studies programs at institutions of higher education throughout the region will reflect on lessons learned about how to address emerging issues in the field from the classroom in this roundtable discussion. Faculty often straddle professional worlds and work as authors, curators and gallery/museum directors themselves and so reflections will also be offered on practices they have sought to refine and develop in the classroom that engage with questions that they see museums and galleries needing to address. They will also reflect from positions as museum professionals who have thought about hiring applicants and ways that has informed curriculum.

The session is welcome to anyone interested in learning about how these educators are training the next of museum professionals. While each speaker will share from their own experiences, we are also eager to have others join who have experiences teaching, students who can reflect on experiences they are seeking, and those who work in the field who want to share ideas about the kind of training they would like to see more of.

**Presenters:** Daniel Tucker, Independent Curator; Kathryn Blake, Director, Juniata College Museum of Art; Martha Easton, Associate Professor of Art History and Program Director, Museum Studies, St. Joseph’s University; Izabel Galliera, Endowed Associate Professor of Art History, University of Missouri at Kansas City; James Harper, Associate Research Professor of Art History Director of Museum Studies, Penn State University;

*Questions about the Annual Meeting? Contact info@midatlanticmuseums.org.*
Ellen Owens, Director of the Castellani Art Museum of Niagara University and Senior Lecturer in Museum Studies, Niagara University; Cyril Reade, Associate Professor of Art History in the Department of Visual, Media and Performing Arts at Rutgers University-Camden and Director of the Rutgers-Camden Center for the Arts, Rutgers University-Camden

SESSION 2B:
**Relevance and Responsiveness**: Preparing for Conversations around Difficult Issues
Wednesday, October 9, 2024, 1:45 pm-3:00 pm
Location: TBD

If museums seek to be relevant to their communities, they need to be responsive to current issues and ideas. At present, however, America is experiencing an intense sense of division and outrage, fueled by disinformation and politicization. In these circumstances, our museums are struggling to expand their role as community forums, especially around immediate, hot-button subjects.

Convening open-ended conversations about difficult issues requires specific skills, coaching, planning, and preparation. This roundtable discussion will feature four presenters who are experienced in helping museums organize and facilitate community convenings. Participants in this session will learn about some of the basic elements that can reduce risk and increase opportunities for successful community engagement related to volatile issues. Preparing to be more responsive in the present will empower our museums to remain relevant in the long-term.

**Presenters**: Avi Decter, Managing Partner, History Now; Monica O. Montgomery, Monica O. Montgomery, Founding Director, DiasporaDNA Story Center; Marsha Semmel, Principal, Marsha Semmel Consulting; Lance Wheeler, Principal, Source Historical Consulting

SESSION 2C:
**Leveling Up**: Designing a Community Generated Video Game Exhibition
Wednesday, October 9, 2024, 1:45 pm-3:00 pm
Location: TBD

Exhibitions have the ability to support visitors as they explore their interests, expose them to new perspectives, and challenge their ideas and preconceptions. By engaging the community in the development process you make something that can have a lasting impact on how they see themselves, their community, and their future. The exhibition—Video Games: The Great Connector—was developed by the Harlem Gallery

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of Science. It addresses inequality and under-representation of the Black and Latinx community in the gaming industry by highlighting the ways games help young people build community, explore aspects of their identity, develop and refine skills, learn concepts, and identify future career opportunities. Attendees will hear from the exhibition development team and the Harlem Gallery of Science staff to understand how designing an exhibition with direct community engagement can lead to deeper and richer experiences for visitors and advance equality within an industry.

**Presenters:** Nick Martinez, VP of Education and Engagement at Museum of the City of New York, Exhibit Co-Curator (Nick Martinez & Associates Consulting); Matthew Lopez, Project Manager, Harlem Gallery of Science; Masaya Heywood, Program Director, Harlem Gallery of Science; Barry Joseph, Exhibit Curator and Project Coordinator (BarryJosephConsulting.com)

**SESSION 3A:**

**A Town Hall on Deepening Educational Impact through Artificial Intelligence**

Wednesday, October 9, 2024, 3:30 pm-4:45 pm  
Location: TBD

Few conversations on Artificial Intelligence (AI) focus on how Large Language Models and Generative AI tools are already changing the ways educators teach and the public learns. AI’s unprecedented capacity for speed, scale, customization and human language can both support traditional learning models and catalyze solutions to intractable problems, including accelerating online content discoverability, and personalizing content-driven experiences. This session is co-presented by museum educator and digital experience designer Deborah Howes and Dr. Synatra Smith, a cultural anthropologist and Project Manager for the New Jersey Historical Commission’s Black Heritage Trail who also participates in AI-relevant projects for the Association of African American Museums. Howes and Smith will share their understandings and experiences relevant to a wide range of educational contexts during the first half of the 75-minute program, after which they will answer questions gathered and prioritized from the live audience with the help of a free web application.

**Presenters:** Deborah Howes, President, Howes Studio; Dr. Synatra Smith, Project Manager, New Jersey Historical Commission’s Black Heritage Trail

**SESSION 3B:**

**Beginning to Begin**

Wednesday, October 9, 2024, 3:30 pm-4:45 pm

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Every project starts somewhere and begins years before it actually begins. But where should your museum start? Capital campaigns outline an optimistic future for your organization – but may feasibly be years away. Do you fix the roof while also building your board and outlining that future campaign, while also not becoming completely overwhelmed? Or do you hire a design team while completing that fundraising feasibility study and a search for your next CEO? How do you show your board progress while also managing the bottom line and setting your team up for success? From small museums to large ones, there are many similar needs and challenges, yet few share the same paths to reach their goals. Join Kelsey Bates, Director of the Rosenbach, Kate Quinn, Executive Director of the Mütter Museum and Historic Medical Library at the College of Physicians, and Beth Van Why, Senior Project Manager at Becker & Frondorf to talk about Business Planning, Board Training, Strategic Planning, and more. This panel will explore the different outcomes on long term projects, and the variety of paths to get there, depending on your organizational needs. Come prepared to share your current challenge and we will workshop possible approaches together!

**Presenters:** Beth Van Why, Senior Project Manager, Becker & Frondorf; Kate Quinn, Executive Director of the Mütter Museum and Historic Medical Library at the College of Physicians of Philadelphia; Kelsey Scouten Bates, John C. Haas Director, The Rosenbach

**SESSION 3C:**

**#StewardshipMonday:** Making the Case for Collections Stewardship

Wednesday, October 9, 2024, 3:30 pm-4:45 pm

Location: TBD

Often in small or midsize museums, where staff wear multiple hats, collections work is put on hold while something bigger, sexier, and more public facing is completed. This can lead to backlog, outdated data, or the delayed discovery of problems. Embracing a leadership change mid-pandemic, the Rosenbach Museum & Library collections department designated Monday afternoons as uninterruptible time to focus on collections activities.

“Stewardship Mondays” has led to important finds and timely discoveries within the collections such as objects that are perfect for an exhibition and uncatalogued photographs tucked inside a book. Our concentrated stewardship work also intersects with routine cataloging, efforts in provenance research, and increasing public –and institutional- awareness of our collections.

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This session will focus on how this initiative has helped us streamline processes, work with leadership to guided the collections goals in strategic planning, our accomplishments as well as the obstacles and interruptions encountered; and the impact of #StewardshipMonday in social media on our stakeholders.

**Presenters:** Jobi Zink, Registrar & Associate Director of Collections, Rosenbach Museum & Library; David Rhys Owen, Collections Stewardship Assistant, Rosenbach Museum & Library; Judy M. Guston, Curator & Senior Director of Collections, Rosenbach Museum & Library

SESSION 3D:
**Forging New Perspectives**
Wednesday, October 9, 2024, 3:30 pm-4:45 pm
Location: TBD

Winterthur’s "New Perspectives" program seeks to spark connections between people and collections by facilitating conversation and hands-on experience with unique materials in the library’s special collections. This presentation will discuss the collaborative effort between staff in Interpretation and the Library to create a new type of program at Winterthur: a guide-led, hands-on round table discussion utilizing library collections. This program utilizes tools and techniques used by historians to engage participants in activities that deepen their connection to material culture – enabling diverse subjects and stories to be appreciated through a new lens, fostering skill-building in critical looking and understanding, and encouraging the utilization of these tools in their wider museum experiences. Speakers will highlight the creation process and address the pros and cons of the most current iteration, with the goal of inspiring attendees to imagine and execute non-tour-based programs through collaboration with colleagues from diverse areas of their institutions.

**Presenters:** Joshua Horowitz, Tour Program Assistant, Winterthur Museum, Garden, and Library; Rebecca Parmer, Library Director, Winterthur Museum, Garden, and Library; El Clauss, Tour Program Assistant, Winterthur Museum, Garden, and Library; Tyler Johnson, Tour Program Assistant, Winterthur Museum, Garden, and Library

SESSION 4A:
**Devastation and Recovery:** How the Brandywine Museum is Adapting after Hurricane Ida
Thursday, October 10, 2024, 8:15 am-9:30 am
Location: TBD

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During Hurricane Ida in September 2021, Brandywine Conservancy and Museum of Art (BCMA) experienced significant flood damage when floodwaters engulfed the museum's lowest level which contained a lecture room, classroom, offices, mechanical and electrical systems, and more. Due to the damage, the museum was forced to close for three months. In the three years since the flooding, BCMA has planned, funded, and implemented multiple projects that position the institution to continue to thrive and grow.

The session will include a discussion of the master planning that was underway prior to the flood, a survey of the flood damage and the emergency projects implemented. A range of flood protection concepts will be discussed and how the solution for the BCMA was developed. We will split into breakout sessions and ask participants "what would you do next." The panel will reconvene to describe the steps the BCMA took including funding strategies and sources, updates to the master plan, individual construction projects and the floor hardening project.

**Presenters:** Michael Schade, AIA, LEED AP, Principal, Atkin Olshin Schade Architects; Virgina Logan, Executive Director & CEO, Brandywine Conservancy and Museum of Art; Carl Freedman, AIA, LEED AP, Senior Associate, Aegis Property Group; Isabelle Stern, P.E., Consulting Engineer, SGH

**SESSION 4B:**
**A Practical Guide to Positive Museology**
Thursday, October 10, 2024, 8:15 am-9:30 am
Location: TBD

As our increasingly divided society faces a growing number of political and social challenges, museums are uniquely positioned to offer comfort, serve as a safe space for reflection, and provide impetus for positive change. Drawing from the varied and extensive experience of our speakers, the panel will discuss practical strategies museums can follow to create a nurturing environment for their visitors. In particular, one of the aspects the conversation will explore is a direct correlation between the supportive internal culture of a museum and the experience the institution creates for its visitors. Examples may include providing staff with opportunities to see how their specific roles, from finance to curatorial, affect the audience journey and support the visitor; ensuring staff are invited to have and to understand the exhibition experiences; and engaging staff in thinking about design, a process that encourages collaboration and cultivates a sense of empowerment.

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The audience will learn about the Flourishing Museum Framework, a tool for enacting positive methodologies in all aspects of museum work, including leadership, teamwork, visitor experiences and exhibition development. Prof. Brenda Cowan and Dr. Kiersten F. Latham will share findings from their recently published book "Flourishing in Museums: Towards a Positive Museology" and Jamie Lawyer, Chief Experience Officer at the Rubin Museum of Art, will highlight ways in which a museum can make audiences feel cared for and fall in love with cultural spaces. The panel will be moderated by Abigail Honor, Founding Partner at Lorem Ipsum and co-host of Matters of Experience, a bi-monthly podcast about the creativity, innovation, and psychology driving designed experiences and encounters.

**Presenters:** Abigail Honor, Founding Partner, Lorem Ipsum Corp.; Brenda Cowan, Professor, Graduate Exhibition & Experience Design, SUNY Fashion Institute of Technology; Jamie Lawyer, Chief Experience Officer/Director of Visitor Experience & Interpretation, Rubin Museum; Dr. Kiersten F. Latham, Founder, The Museum Consulting Company

**SESSION 4C:**
**Out of MANY, One... Project:** A Collaboration to Bring an Exhibition about Democracy Across the State of New York
Thursday, October 10, 2024, 8:15 am-9:30 am
Location: TBD

As the U.S. approaches its semiquincentennial, museums are searching for ways to engage their communities to tell multivocal stories of our past, share stories of those excluded from the democratic process, and envision the future of our nation by investigating how our past has shaped American identity.

Using the Smithsonian’s traveling exhibition, “Voices and Votes” as a launching point, "A New Agora for New York,” a humanities discussion project supports 12 museums as they explore, reflect on, and tell the story of their roles in American democracy.

This session will demonstrate how MANY embraced New York’s “complicated” history through partnerships with Humanities New York, New York State Museum, and a collaborative partnership between the Onondaga Historical Association and Ska-nonh Great Law of Peace Center to help fill the gaps in the national narrative of the history of American Democracy and secured funding for its ambitious state-wide project.

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**Presenters:** Ren Lee, Agora Project Fellow, Museum Association of New York; Lauren Brincat, Curator, Preservation Long Island; Joe Murphy, Director of Grant-Making, Humanities New York; Emerson Shenandoah, Director, Skå•noñh Great Law of Peace Center; Lisa Moore, Executive Director, Onondaga Historical Association

**SESSION 4D:**

**Cooch’s Bridge:** The African American Presence: Building Community Through the Arts
Thursday, October 10, 2024, 8:15 am-9:30 am
Location: TBD

The Cooch’s Bridge Historic Site, Delaware’s only Revolutionary War battle site, was purchased by the Delaware Division of Historical and Cultural Affairs (HCA) in 2018 from the Cooch family. While the HCA works to prepare the site for public visitation, the Friends of Cooch’s Bridge Historic Site (FCBHS) have begun work building a community of founding friends through a multi-pronged approach that includes engagement with performing artists interpreting the site history through their unique artistic lens. The panel will share a case study in progress through their varied perspectives, as well as excerpts of the work Cooch’s Bridge: The African American Presence that premiered to a sold out diverse audience in April 2024. The work highlights the lives of African Americans, free and enslaved, who lived, worked, and fought at the Cooch’s Bridge Historic Site with a focus on seeing the whole human, not just their trauma.

**Presenters:** Jonathan W. Whitney, Flux Creative Consulting, LLC; Vince Watchorn, President of board for the Friend’s of Cooch’s Bridge Historic Site; Daniel Citron, Historic Sites Program Manager, Delaware Division of Historical and Cultural Affairs

**SESSION 5A:**

**Challenging Expectations & Inspiring Empathy:** Presenting Perspectives in the Unhoused Exhibit
Thursday, October 10, 2024, 9:45 am-11:00 am
Location: TBD

The Mütter Museum recently opened an exhibition that challenges some assumptions the public may have about this 100+ year old institution. Unhoused: Personal Stories & Public Health presents layered stories and perspectives about homelessness. Many voices brought their unique perspectives, expectations, and desires to the exhibit development. The result is a powerful art installation and a personal, human look at an issue that impacts us all.

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This presentation will feature collaborators from the Mütter Museum, Gecko Group, and Thomas Jefferson University’s College of Population Health. Together, they will discuss the project, how it developed, and how it continues. Some topics covered include: strategies for encouraging visitor empathy; translating complex public health information into compelling, digestible storylines; collaborating with artists and researchers; and incorporating the voices of those who have experienced homelessness.

**Presenters:** Allie Francies, Interpretive Planner & Writer, Gecko Group; Michael Keys, Exhibition Manager, Mutter Museum; Rosie Frasso, PhD, SM, CPH, Professor, Program Director for Public Health, Researcher, Thomas Jefferson University; Ellie Byrom-Haley, Chief Creative Officer, Gecko Group

SESSION 5B:
**Finding the Fun in DEAI Fundamentals**
Thursday, October 10, 2024, 9:45 am-11:00 am
Location: TBD

As museums in 2024 continue to establish their diversity, equity, accessibility, and inclusion priorities, some find the work to be frustrating, arduous, or stressful. It can also be difficult to find consensus among staff about how to proceed in the most effective way.

This session will outline some common challenges across museums facing barriers to their success, drawing from experience and using case studies from my recently published textbooks on DEAI in museums. Most importantly as the session title states, we will explore how to use humor, celebrations, events, and positive interactions to further our anti-oppression museum goals.

Additionally, we will play some educational card games from the recently introduced museum DEAI Kit THE WORK, which contains scenario prompts, conversation starters, and team builders to help ease colleagues into difficult but necessary conversations.

**Presenter:** Cecile Shellman, Principal, Cecile Shellman Consulting

SESSION 5C:
**What If... New Museums, New Narratives**
Thursday, October 10, 2024, 9:45 am-11:00 am
Location: TBD

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These days, many museums are re-examining the histories they present to offer more accurate perspectives on past events. Two emerging museums—the Black Inventors Hall of Fame and the Princeton Einstein Museum—aim to address misconceptions and challenge outright lies about some of the most important thinkers of modern times. Reframing the past involves community partnerships to raise optimism and pride among those whom history has often intentionally overlooked.

An opening quiz will challenge any preconceived notions of audience members. Then, session attendees will hear from the two museum founders—James Howard and Elizabeth Romanaux—who were each inspired to set the record straight about African American inventors and about Albert Einstein’s ardent fight against racism. The session will include a spirited discussion about how to uncover and authenticate genuine stories from diverse communities, as well as peeks into the visions and planning processes for these two emerging institutions.

**Presenters:** Karen de Seve, Creative Force, Creative Content Studio; James Howard, Executive Director, Black Inventors Hall of Fame; Elizabeth Romanaux, Chair and Founder, Princeton Einstein Museum

**SESSION 5D:**
**Opportunities and Challenges of Nonprofit & Government Agency Partnerships**

**Thursday, October 10, 2024, 9:45 am-11:00 am**

**Location:** TBD

Whether as a partner, a funder, or a landlord, most museums have dealt with the bureaucracy associated with government agencies. Follow three case studies across three states, exploring the optimism needed to work alongside government entities, the outrage that can be sparked, and the eventual successful outcomes for museums.

The Malcolm X and Dr. Betty Shabazz Memorial & Education Center is in a city-owned building at the site of the civil rights leader’s assassination. When the Center decided to install an exhibition about their lives and legacies, the NYC Economic Development Corporation agreed to do some - but not all - of the work and absorb costs. The challenging relationship between the City & the Center led to conflicts, compromises, and interesting outcomes.

Grey Towers Heritage Association works with the USDA Forest Service, which manages and maintains Grey Towers National Historic Site in rural Milford, PA. Learn more about the positives and challenges of working directly with the federal government.

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Also, Springsong Museum, a new museum in Silver Spring, Maryland, is embarking on a multi-decade partnership with the local county parks department. While this collaboration has been in the works for three years, it is still in the beginning stages of a complicated negotiation.

**Presenters:** Angie L. Barry, Founder & Director, AB Museum Consulting; Claudia Ocello, President & CEO, Museum Partners Consulting; Molly Jobson, Executive Director Morgan Log House Historical Society; Rebecca Henson, Founder & Executive Director Springsong Museum

**SESSION 6A:**

**Labor, Equity, Transparency:** Unionizing in Museums  
Thursday, October 10, 2024, 1:45 pm-3:00 pm  
Location: TBD

Is your museum interested in unionizing? Is your museum unionized and up for contract renegotiation? Want to learn more about the union phenomenon blasting through the museum world?

Join us for an energetic conversation about how the union movement is transforming museums. Presenters will speak briefly about what it takes to campaign, vote, and negotiate a union contract. During this session speakers will discuss the hard truths of what it takes to organize in the face of anti-union leadership, the potential anti-labor sentiments you may face, and how to navigate the somewhat awkward dance between employee and manager during this time. We will also touch on what a post ratified contract union looks like, and the benefits of having your collective voice heard when it comes to workplace decisions. Our goal for this 75 minute meeting is to turn over the last half hour of the meeting to questions and comments from the audience.

Be part of the change!

**Presenters:** Deborah Schwartz, Consultant and former CEO of Brooklyn Historical Society; Olivia Desjardins, Senior Exhibition Coordinator, The George Washington University Museum and The Textile Museum; Katrina Orsini, Programs Associate, The George Washington University Museum and The Textile Museum; Adam Rizzo, School Visits Manager, Penn Museum; David Tykulsker, Labor Lawyer

**SESSION 6B:**

**NEH and IMLS Grant Opportunities:** Demystifying the Application Process for Small and Mid-Sized Museums

Questions about the Annual Meeting? Contact info@midatlanticmuseums.org.
Thursday, October 10, 2024, 1:45 pm-3:00 pm
Location: TBD

For small or mid-sized museums, applying for federal grants can be daunting. Meet staff from the Institute of Museum and Library Services (IMLS) and the National Endowment for the Humanities (NEH) who will demystify the grant application process and help potential applicants strengthen proposals. The panel is focused on opportunities for small and mid-sized museums, such as IMLS’s Inspire! Grants for Small Museums and Museums for America programs, and NEH’s Preservation Assistance Grants (PAGs) and the new Public Impact Projects at Smaller Organizations (PIP) program. Speakers include Jill Austin of NEH and Helen Wechsler of IMLS. They will be joined by two current IMLS and NEH grantees, Heather Zimmerman, Historic Germantown and Gaila Sims, Fredericksburg Area Museum, respectively, who will discuss their application and award experiences as well as the projects for which they received funding. The session will allow generous time for questions.

Presenters: Jill Austin, Senior Program Officer, National Endowment for the Humanities; Helen Wechsler, Supervisory Grants Management Specialist, Institute of Museum and Library Services; Heather Zimmerman, Program Director, Historic Germantown; Gaila C. Sims, Curator of African American History, Fredericksburg Area Museum

SESSION 6C:
Finding Optimism in Creative Community Partnership
Thursday, October 10, 2024, 1:45 pm-3:00 pm
Location: TBD

We live in a complex world filled with seemingly insurmountable challenges. As a children’s museum dedicated to designing maker learning experiences that unlock creativity, KID Museum doesn’t typically focus on topics like climate change, social injustice and, say...cancer. However, when the Georgetown University Lombardi Comprehensive Cancer Center approached us with the idea and funding to develop a program to teach students about cancer prevention, we were skeptical, but intrigued. This session will explore a unique and unlikely creative community partnership that resulted in an extraordinary experience in which both organizations leveraged their unique strengths toward impactful outcomes. Educators will model aspects of the program illustrating how the challenging topic was explored and both organizations discern the elements that contributed to this successful partnership. Attendees will leave with a blueprint for forging successful community partnerships and a sense of optimism that museums can and should address serious topics AND still have fun!

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**Presenters:** Jacqueline Eyl, Chief Program Officer, KID Museum; Dia Stone, Sr. Manager of Programs, KID Museum; Kathleen Chung, Maker Educator, KID Museum; Rebecca B. Riggins, PhD, Associate Professor of Oncology & Associate Director of Education and Training, Georgetown Lombardi Comprehensive Cancer Center

**SESSION 7A:**

**Can A Capital Campaign Address Established Intolerance?**

Thursday, October 10, 2024, 3:15 pm-4:30 pm  
Location: TBD  
As an active Quaker worship site and museum, Arch Street Meeting House (ASMH) sits at a unique crossroads of Quaker history and future. The stories that are told within our exhibits extend beyond the building and grounds into discussions of Quaker activism and well-known Friends of the past. Yet too often, the Quakers sugarcoat their history, intentionally omitting the people and actions that do not fit into their congenial and beloved memories. Aligned within a Capital Campaign, ASMH staff are working to rectify these omissions through programming and exhibit redesign. But can these centuries-old biases and opinions be successfully addressed? Can the volunteers and stakeholders of ASMH work through their discomfort to ensure the history of the past is told in its entirety: the good, the bad, and the ugly? MAAM attendees will be able to see some of these changes first-hand in the museum.

**Presenters:** Jennifer Gray, Education & Museum Manager, Arch Street Meeting House; Kayla D'Oyen, Development & Communications Manager; Arch Street Meeting House; Sean Connolly, Executive Director; Arch Street Meeting House

**SESSION 7B:**

**Scaffolding Shakespeare:** Diverse Digital Strategies to Engage Broad Audiences  
Thursday, October 10, 2024, 3:15 pm-4:30 pm  
Location: TBD  
Museums house treasures from our collective past, but the challenge lies in making these collections relevant and accessible to today’s audiences. This session explores how the Folger Shakespeare Library used innovative design and digital strategies to make its traditional collection, particularly the 82 First Folios, more engaging and accessible. We will start by unpacking the multi-year research project focused on bringing new diverse audiences to the Folger, including methodologies and findings. We will then explain how candid perspectives led to the development of digital interactives, including an animated lighting installation highlighting the differences between the First Folios, playful projected animations explaining their significance, and an in-depth touchscreen for

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exploring intriguing facts and details. These tools offer varied engagement styles and tones, sparking interest and scaffolding learning outcomes. Attendees will learn strategies for engaging diverse audiences, understand the impact of digital interactives, and gain insights into the Folger’s renovation and community engagement.

**Presenters:** Nina Callaway, Senior Narrative Strategist, Bluecadet; Peggy O'Brien, Director of Education, Folger Shakespeare Library; Caleen Sinnette Jennings, Actor, Director, and Playwright

SESSION 7C:
**Deconstructing Play in the Exhibition Context**
Thursday, October 10, 2024, 3:15 pm-4:30 pm
Location: TBD

Research shows that children’s authentic, meaningful learning happens through play. But “play” feels inappropriate when dealing with challenging topics such as slavery, war, or genocide. Additionally, play is often poorly defined in museum contexts. How can we reconcile the importance of play as a learning mechanism with authentic and appropriate teaching of difficult topics?

We will present a framework for playful learning through five factors and discuss how these factors might be extrapolated to achieve learning outcomes. We will facilitate a dialogue aimed at pushing the boundaries of play and engagement to achieve profound and engaging learning experiences. Participants will leave with a better understanding of play, and a framework to use with challenging subject matter.

**Presenters:** Kristin Scarola, Consultant, Creative Sparks Consulting; Rebecca Shulman, Consultant, Museum Questions Consulting

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