



Mid-Atlantic  
Association of **Museums**



# DO MUSEUMS STILL NEED **OBJECTS?**

**MID-ATLANTIC ASSOCIATION OF MUSEUMS**  
VIRTUAL ANNUAL MEETING 2020

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**October 5–16, 2020**  
Full Program

[midatlanticmuseums.org/annual-meeting](https://midatlanticmuseums.org/annual-meeting)

# Welcome to MAAM 2020

## DO MUSEUMS STILL NEED OBJECTS?

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

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## Dear Colleagues

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

So many Americans have been lost to a global pandemic. The murders of George Floyd and Breonna Taylor, among so many others, bringing to light a serious racial divide and igniting nation-wide protests. Our cultural institutions closed, pivoting to online content, and then were challenged to reopen safely to protect both staff and visitors. How should our museums respond to all that is happening? Do Museums

Still Need Objects? We decided that this conference theme remains relevant especially with the addition of sessions that take into consideration the new realities that we are all facing.

Although 2020 has offered us many trials, it also offers opportunities as well. It forces us to think about our online presence and to develop creative ways of engaging the audiences who can't or won't come to our institutions. It encourages us to think of new ways of creating interactive exhibitions and of seeking techniques to maintain our mental health. But most importantly, it challenges us to consider our responsibility to our communities and to our nation and to ponder our role in helping citizens to understand and negotiate their government and the natural world.

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

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

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

Best Wishes,

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

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*Museum, Bedminster, NJ*

# Schedule-at-a-Glance

## WEEK 1

MONDAY, OCTOBER 5	
10:30 AM to 11:00 AM	Intro to MAAM Annual Meeting, Welcome
11:00 AM to 11:30 AM	Community-Centered Approaches in Museums   <i>Speaker: Stephanie Johnson-Cunningham, Museum Hue</i>
11:30 AM to 12:00 PM	Community-Centered Approaches in Museums   <i>Speaker: Lisa Sasaki, Executive Director, Asian Pacific American Center</i>
12:30 PM to 2:00 PM	<b>SESSION 1</b> Agents of Healing and Wellness: Museum Objects Serve Us and They Save Us
2:00 PM to 2:30 PM	Exhibitor Hour
2:30 PM to 4:00 PM	<b>SESSION 2</b> Hacking the World: Imagining the Post-Pandemic Museum   <i>Sponsored by Quatrefoil Associates</i>
4:30 PM to 5:00 PM	AAM MAP Update: Using the Museum Assessment Program to Move Forward
5:00 PM to 6:00 PM	Happy Hour
TUESDAY, OCTOBER 6	
10:00 AM to 11:30AM	KEYNOTE: Choices and Intentions: Reflections During a Crisis
12:30 PM to 2:00 PM	EdCom of MAAM Meeting
2:00 PM to 2:30 PM	Exhibitor Hour
2:30 PM to 4:00 PM	<b>SESSION 3</b> Multi-Sensory Mapping: Design for an Inclusive Visitor Experience <i>Sponsored by Quatrefoil Associates</i>
4:30 PM to 5:00 PM	NAME Meet-Up
WEDNESDAY, OCTOBER 7	
10:00 AM to 11:30AM	<b>SESSION 4</b> Making Digital Content for All
12:30 PM to 2:00 PM	<b>SESSION 5</b> Ivory, Horn & Tortoiseshell: Challenges and Opportunities   <i>Sponsored by CatalogIt</i>
2:00 PM to 2:30 PM	CatalogIt Tech Talk   <i>Sponsored by CatalogIt</i>
2:30 PM to 4:00 PM	<b>SESSION 6</b> Design, Decolonization, Digital: A Conversation on Digital Tools and Student-curated Exhibitions
5:00 PM to 6:30 PM	Trivia Break   <i>Sponsored by Lucidea</i>
THURSDAY, OCTOBER 8	
10:00 AM to 11:30AM	KEYNOTE: What COVID 19 Has Taught Us About Objects   <i>Fireline Corporation</i>
12:30 PM to 2:00 PM	Independent Museum Professionals Meet-Up
2:00 PM to 2:30 PM	JacobsWyper Architects Tech Talk
2:30 PM to 4:00 PM	<b>SESSION 7</b> Duty to Care: Improving Collections Stewardship at Nemours Estate   <i>Sponsored by CatalogIt</i>
4:30 PM to 6:00 PM	Museum Studies Programs of MAAM Cocktail Hour
FRIDAY OCTOBER 9	
10:00 AM to 11:30AM	Building Personal Resilience, Wendy Luke
11:30 AM to 12:00 PM	Community-Centered Approaches in Museums   <i>Speaker: Sean Kelley and Jonathan Whitney</i>
12:30 PM to 2:00 PM	<b>SESSION 8</b> Q?rius@7: Lessons Learned and Future Challenges of a Handling Collection <i>Sponsored by Quatrefoil Associates</i>
2:00 PM to 2:30 PM	Exhibitor Hour
2:30 PM to 4:00 PM	<b>SESSION 9</b> Curating Conflict and Controversy at Arlington House, the Robert E. Lee Memorial

## WEEK 2

MONDAY, OCTOBER 12	
10:00 AM to 11:30AM	<b>SESSION 10</b> The Power of the Tangible
12:30 PM to 2:00 PM	<b>SESSION 11</b> Rethinking Community Outreach: Partnering to Create Literacy Infused Programming
2:30 PM to 4:00 PM	<b>SESSION 12</b> Balancing Heritage and Healthcare: Interpreting and Educating with Objects in the Hospital
4:30 PM to 5:00 PM	AAM MAP Update: Using the Museum Assessment Program to Move Forward
5:00 PM to 6:30 PM	Happy Hour
TUESDAY, OCTOBER 13	
10:00 AM to 11:00 AM	Community-Centered Approaches in Museums   <i>Speaker: Silvia Fllippini-Fantoni, Newark Museum of Art</i>
11:00 AM to 12:00 PM	Stephen Weil Memorial Lecture   <i>Speaker: Makeba Clay</i>
12:30 PM to 2:00 PM	<b>SESSION 13</b> Light vs. Artifact   <i>Sponsored by CatalogIt</i>
2:30 PM to 4:00 PM	Registrar’s Committee of MAAM
4:30 PM to 5:30 PM	Emerging Museum Professionals Reflect and Connect
9:00 PM Eastern (PBS)	“Driving While Black” Watch Party
WEDNESDAY, OCTOBER 14	
10:00 AM to 11:30 AM	<b>SESSION 14</b> Expansion of the Noguchi Museum Campus
12:30 PM to 2:00 PM	<b>SESSION 15</b> Teaching and Learning with (Virtual) Collections: Strengths and Challenges of Object-Based Instruction in Augmented and Virtual Realities
2:30 PM to 4:00 PM	<b>SESSION 16</b> What Happens to Interactive Exhibits and Museum Environments After COVID-19? <i>Sponsored by Quatrefoil Associates</i>
5:00 PM to 6:30 PM	Trivia Break
THURSDAY, OCTOBER 15	
12:30 PM to 2:00 PM	<b>SESSION 17</b> What Do Museums Need More than Objects? Federal and Grant Dollars!
2:30 PM to 4:00 PM	Emerging Museum Professionals of MAAM Meet-Up
FRIDAY, OCTOBER 16	
10:00 AM to 11:00 AM	MAAM Annual Business Meeting
11:00 AM to 12:00 PM	Wrap-Up: Moderated Panel Discussion on Community-Centered Approaches in Museums
1:00 PM to 2:30 PM	Consider this a Pep Talk: EMP’s, Students, and the Future of the Field
3:00 PM to 4:30 PM	MAAM Social Justice Network Meeting



# Guest Speakers

## COMMUNITY-CENTERED APPROACHES IN MUSEUMS

### Stephanie Johnson-Cunningham

Co-Founder and Creative Director, Museum Hue, New York, NY

Monday October 5th from 12:30 PM to 2 PM

### Lisa Sasaki

Executive Director, Asian Pacific American Center, Washington, D.C.

Monday, October 5, 11:30 AM

### Sean Kelley

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

### Jonathan Whitney

Co-Founder, Flux Creative Consulting

Friday, October 9, 11:30 AM

### Silvia Fllippini-Fantoni

Deputy Director of Learning and Engagement, Newark Museum of Art, Newark, NJ

Tuesday, October 13, 10:00 AM

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

## STEPHEN WEIL MEMORIAL LECTURE

### Makeba Clay

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

Tuesday, October 13, 11:00 AM

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

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



### Makeba Clay

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

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

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

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

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

# MAAM Featured Events

## Happy Hour

Monday, October 5 and October 12 from 5:00 PM to 6:00 PM

Drop in to network with colleagues and discuss what’s happening in the field!

## Trivia Break

Wednesday, October 7 at 5:00 PM  
(Sponsored by Lucidea)  
Wednesday, October 14 at 5:00 pm

Test your museum trivia! We’ll ask questions covering some of your favorite topics related to museums! Between rounds, there will be ample time to mingle with team members and other attending museum professionals.

## Stephen Weil Memorial Lecture

Tuesday, October 13, 11:00 AM

This lecture is named for Stephen E. Weil (1928-2005), whose career and writings exemplified visionary thinking about the meaning of museums as public institutions. Weil was the longtime deputy director of the Hirshorn Museum and Sculpture Garden and wrote such seminal works as Rethinking the Museum and Other Meditations (1990) and Making Museums Matter (2002).

## Emerging Museum Professionals Reflect and Connect

Tuesday, October 13, 4:30 PM to 5:30 PM

Join fellow emerging museum professionals Jessica Goon and Kaitlyn Miller for a networking opportunity and discussion about the central theme of the conference: “do museums need objects?” You will have the opportunity to discuss the themes you encountered in the conference sessions and hear from other emerging museum professionals about their view on the subject. It is a great opportunity to meet new people from all across the museum field!

## Driving While Black

Tuesday, October 13, 9:00 PM Eastern on PBS  
(and join us on Zoom!)

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

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

## MAAM Annual Business Meeting

Friday, October 16 from 10:00 AM to 11:00 AM

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

# Thank You

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

### GOLD



### SILVER



### BRONZE



### BENEFACTOR





# Session Descriptions

## WEEK 1

### Introduction to MAAM Annual Meeting and Welcome

Monday, October 5th from 10:30 AM to 11:00 AM

### Community-Centered Approaches in Museums

Monday, October 5 from 11:00 AM to 12:00 PM  
Friday, October 9th from 11:30 to 12:30 PM

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

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

### SESSION 1

#### Agents of Healing and Wellness: Museum Objects Serve Us and Save Us

Monday October 5th from 12:30 PM to 2 PM

In museum exhibitions, whether passive or highly participatory, human-object encounters have remarkable healthful and healing impacts on participants. It's happening every day in seen and unseen ways, with all kinds of objects, and it's happening everywhere, including within your own institution. Utilizing the framework of Psychotherapeutic Object Dynamics, researchers and practitioners have identified specific ways in which objects in exhibitions serve an intrinsic and primary role in human mental health. Those dynamics will be shared in this session with illustrations from studies with the September 11 Memorial and Museum; the War Childhood

Museum in Sarajevo; the Derby Museum and Art Gallery in England; the Museum at FIT in New York; and Sweden's National Museums of World Culture. Attendees will see how object experiences contribute to mental health and how these healthful and healing affects are universal. Attendees will also learn how to engage diverse museum constituencies by creating object-based exhibition experiences that focus on health and healing for communities experiencing trauma.

Attendees, let's personalize this: please send an everyday or museum-based meaningful object experience of your own to me at [Brenda\\_cowan@fitnyc.edu](mailto:Brenda_cowan@fitnyc.edu) so it can be included in the presentation!

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

### SESSION 2

#### Hacking the World—Imagining the Post-Pandemic Museum

Monday, October 5th from 2:30 PM to 4 PM

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

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

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

**Speakers:** Michael W. Burns Principal/Design Director, Quatrefoil Associates, Laurel MD; Alvaro Amat, Exhibition Design Director, Field Museum, Chicago, IL; Betsy Loring, Founder/Owner, *exploring exhibits & engagement*, LLC, Worcester, MA

## SESSION TRACKS

### Education, Engagement

SESSIONS: 1, 4, 11, 12, 15

### Exhibitions

*Sponsored by Quatrefoil Associates*

SESSIONS: 2, 3, 8, 16

### Diversity and Cultural Competency

SESSIONS: 6, 8, 9, 12, *Driving While Black, Community Centered Approaches in Museums*

### Collections

*Sponsored by CatalogIt*

SESSIONS: 5, 7, 13

### Facilities

SESSIONS: 7, 8, 14

### Leadership

SESSIONS: Keynote Oct 6, Keynote Oct 8, Building Personal Resilience, 10, 17



Breakout session at MAAM 2019, photo courtesy of Shivkumar Desai



Seton Hall University students enjoying MAAM 2019, photo courtesy of Shivkumar Desai



MAAM 2019 attendees enjoying a tour of Manitoga, photo courtesy of Saskia Schmidt



# Session Descriptions

## WEEK 1

### AAM MAP UPDATE: Using the Museum Assessment Program to Move Forward

*Monday, October 5th and Monday, October 12th from 4:30 to 5:00 PM*

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

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

### KEYNOTE PANEL: Choices and Intentions: Reflections During a Crisis

*Tuesday, October 6th from 10:00 AM to 11:30 AM*

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

**Speakers:** Inez Wolins, Director of Visitor Engagement, Winterthur Museum, Garden & Library, Wilmington, DE; Randi Korn, Intentional Practice Leader and Founding Director, Randi Korn & Associates, Alexandria, VA; Deborah Schwartz, President, & CEO, Brooklyn Historical Society, Brooklyn, NY; T. Barton Thurber, The Anne Hendricks Bass Director, Loeb Art Center, Vassar College, Poughkeepsie, NY

### SESSION 3

#### Multi-Sensory Mapping: Designing for an Inclusive Visitor Experience

*Tuesday, October 6th from 2:30 PM to 4PM*

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

**Speakers:** Abby Tourtellotte, Associate and Project Manager, Quinn Evans Architects, Washington, D.C.; Carolina Uechi, Designer, Washington, D.C.; David Coronado, Senior Communications Officer, Smithsonian Latino Center, Washington, D.C.

### SESSION 4

#### Making Digital Content For All

*Wednesday, October 7th from 10:00 AM to 11:30 AM*

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

**Speakers:** Kevin Schott, Associate Director of Interpretive Programs, Penn Museum, Philadelphia, PA; Allyson Mitchell, Penn Museum, Philadelphia, PA; Carlos José Pérez Sámano, Philadelphia, PA

## WEEK 1

### SESSION 5

#### Ivory, Horn & Tortoiseshell: Challenges and Opportunities

*Wednesday, October 7th from 12:30 PM to 2 PM*

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

**Speakers:** Ann Wagner, Curator of Decorative Arts, Winterthur Museum, Garden, & Library, Winterthur, DE; Lara Kaplan, Objects Conservator, Winterthur Museum and Affiliated Assistant Professor in Art Conservation, University of Delaware. Winterthur Museum, Winterthur, DE; Katie Lagarde, Cataloguing Assistant, Winterthur Museum, Winterthur, DE; Janice B. Klein, Consultant, EightSixSix Consulting | Executive Director of the Museum Association of Arizona

### SESSION 6

#### Design, Decolonization, Digital: A Conversation on Digital Tools and Student-Curated Exhibitions

*Wednesday, October 7th from 2:30 PM to 4:00 PM*

How can student-curators and museum staff and faculty who support them most effectively use digital tools in creating exhibitions? How can museum staff and instructors empower students inclined to create and use digital elements in their exhibitions? How can these tools be best used in service of social justice within academic and museum institutions and

collections? This session will begin with an introduction, 3 short (5 minute) case study presentations by followed by a guided discussion/brainstorming session with the audience. Case study exhibitions include topics ranging from Colorism, Stress in the time of COVID-19, and Representations of Black Womanhood among other examples drawn from existing student-curated exhibitions and online programs. The main learning objective for this session is to identify common opportunities and challenges when creating online content and to provide participants with a useful set of questions and considerations to empower them as they pursue digital exhibition endeavors.

**Speakers:** Katherine A. Himics, Master of Arts in Museum Professions | Seton Hall University (2020); Kimberly McCleary, Head of Youth Services, Upper Darby Township Library| The Cooperstown Program (2016); Kaila Temple, Lois F. McNeil Fellow, Winterthur Program in American Material Culture, University of Delaware (2021); Catharine Dann Roeber, Associate Professor, Decorative Arts and Material Culture, Winterthur Museum, Garden, & Library and the University of Delaware, Winterthur, DE

### KEYNOTE AND DISCUSSION: What COVID-19 Has Taught Us About Objects

*Thursday, October 8th from 10:30 AM to 12:00 PM*

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

**Speaker:** Cynthia Falk, Professor, Cooperstown Graduate Program | SUNY Oneonta, Cooperstown, NY

# Session Descriptions

## WEEK 1

### SESSION 7

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

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

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

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

#### Building Personal Resilience

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

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

**Speakers:** Wendy Luke, The HR Sage, Washington, D.C.; Barbara Beizer, Nancy Reller

### SESSION 8

#### Q?rius@7: Lessons Learned and Future Challenges of a Handling Collection

Friday, October 9th from 12:30 PM to 2PM

Q?rius is turning 7! An interactive learning space for tweens and teens at the Smithsonian's National Museum of Natural

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

**Speakers:** David Fante, Principal, /Project Manager, EwingCole, Philadelphia, PA; Michael Lawrence Assistant Director for Exhibitions Office of Exhibits, Smithsonian National Museum of Natural History, Washington, D.C.; Ryan Delahoussaye, RA, LEED AP Project Architect EwingCole, Philadelphia, PA; Efrain Tejada, Acting Chief of Learning Venues and Visitor Experience, National Museum of Natural History, Washington, DC

### SESSION 9

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

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

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

**Speakers:** Kimberly Robinson, Museum Curator, National Park Service/ George Washington Memorial Parkway, McLean, VA; Justin Monetti, Chief of Visitor Services, National Park Service, George Washington Memorial Parkway, McLean, VA; Steve Hammond, Community Partner and Syphax Family Descendant, Sterling VA

## WEEK 2

### SESSION 10

#### The Power of the Tangible

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

If we agree that museum collections are relevant, the COVID pandemic of 2019-2020 did not alter that. If anything, it shines a light on an issue that will be at the forefront of conversations about collections as museums move forward in an ever-changing world. Why do we look at objects and collections as important, and how can we make these objects accessible and tangible to diverse audiences?

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

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

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

### SESSION 11

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

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

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

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

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

### SESSION 12

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

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

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

**Speakers:** Annie Thomas-Bubel, Community Education & Museum Services Coordinator, Nemours Estate, Wilmington, DE; Kenneth Darsney, Manager of Gardens and Grounds, Nemours Estate, Wilmington, DE; Thomas Ratay, Garden Specialist, Nemours Estate, Wilmington, DE; Melissa Nicely, Child Life Manager, Child Life, Creative Arts Therapy, and School Programs, Nemours/Alfred I. duPont Hospital for Children, Wilmington, DE; Sara Narimanian, Child Life Program Coordinator, Child Life, Creative Arts Therapy, and School Programs, Nemours/Alfred I. duPont Hospital for Children, Wilmington, DE; Parent of Patient, Nemours/Alfred I. duPont Hospital for Children, Wilmington, DE



# Session Descriptions

## WEEK 2

### AAM MAP UPDATE: Using the Museum Assessment Program to Move Forward

Monday, October 5th and Monday, October 12th  
from 4:30 to 5:00 PM

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

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

### Stephen Weil Memorial Lecture

Tuesday, October 13 from 11:00 AM to 12:00 PM

This lecture is named for Stephen E. Weil (1928-2005), whose career and writings exemplified visionary thinking about the meaning of museums as public institutions. Weil was

the longtime deputy director of the Hirshorn Museum and Sculpture Garden and wrote such seminal works as Rethinking the Museum and Other Meditations (1990) and Making Museums Matter (2002).

### SESSION 13

#### Light vs. Artifact

Tuesday, Oct 13th from 12:30 PM to 2:00 PM

A conservator, a museum conservation coordinator, and a digitization expert will contrast strategies to avoid overexposing artworks. Is the original object integral to an exhibition? How does this translate to a real world museum? The session will introduce the effects and use of light in

museums, solutions, strategies, and successful case studies. Speakers will detail how light monitoring data is recorded and used to inform collections care decisions while continuing to exhibit artworks. This session will also discuss selection of materials and the process and examples of creating digital facsimiles of paper artifacts.

**Speakers:** Heather Hendry Senior Paper Conservator Conservation Center for Art and Historic Artifacts Philadelphia, PA; Jenny Castle Senior Conservation Coordinator Barnes Foundation Philadelphia, PA; Maggie Downing Manager of Digital Imaging Conservation Center for Art and Historic Artifacts Philadelphia, PA

### SESSION 14

#### Expansion of the Noguchi Museum Campus: Two New Spaces, Two New Ways to Look at the Collection

Wednesday, Oct 14th from 10:00 AM to 11:30 AM

The Noguchi Museum opened to the public in 1985 in Long Island City with 24,000 square feet of exhibition space and an outdoor sculpture garden, dedicated to the works of Isamu Noguchi. The museum is embarking on a new expansion project with renovating Noguchi's original studio, and opening it to the public. There will also be a new 6,000

square feet art and archive building on the adjacent lot which will accommodate an open art storage and an archive center, giving scholars the ability to be surrounded by the collection. Also, storage facilities will be brought into the museum's educational programming. Attendees will learn how two adjacent, but very distinct, buildings; one with no objects and one full of objects will bring a new possibility to expand the mission of the Museum.

**Moderator:** Amy Kaufman, Principal, AK Cultural Planning, New York, NY

**Speakers:** Koray Duman, Principal Architect, Büro Koray Duman Architects, New York, NY; Brett Littman, Executive Director, Noguchi Museum, Long Island City, NY

## WEEK 2

### SESSION 15

#### Teaching and Learning with (Virtual) Collections: Strengths and Challenges of Object-Based Instruction in Augmented and Virtual Realities

Wednesday, October 14th from 12:30 PM to 2:00 PM

Recent shifts toward social distancing and remote learning have demonstrated a need for virtual and online resources for enrichment and instruction. Though the unique experience of visiting a museum cannot be replicated in the virtual world, we can no longer deny the utility and necessity of digital collections. This session explores the opportunities and instructional challenges of encountering museum spaces and objects in virtual and augmented reality. We will use two of our Digital Scholarship in Museum Partnerships projects, one focused on middle schoolers, and one on college-age learners, as case studies. Panelists will de-mystify these technologies and demonstrate how they can be used to supplement rather than replace traditional object- and space-based instruction.

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

### SESSION 16

#### What Happens to Interactive Exhibits and Museum Environments After COVID-19?

Wednesday, Oct 14 from 2:30 PM to 4:00 PM

After months of being told to "socially distance", will museum visitors be willing to engage with touchscreens, hands-on exhibits and each other? How can we, as museum professionals, grow and learn after this crisis?

Join a spirited discussion with panelists on how we can look for solutions to retrofit and rethink our exhibit development approaches. Attendees and panelists will strategize together to develop actionable ways to bring our exhibitions and exhibit environments into the "new normal." After the conference, we will compile a list of ideas and resources to share based on the ideas generated during the session.

**Speakers:** Carol Bossert, Project Director, Smithsonian Institution Traveling Exhibition Service, Washington, DC; Paul Orselli,

Chief Instigator, POW! Paul Orselli Workshop, Inc. Baldwin, NY; Christina Ferwerda, Exhibit & Curriculum Developer, Ferwerda Creative Services, Brooklyn NY; Trent Oliver, Principal and Managing Director, Blue Telescope, New York NY

### SESSION 17

#### What Do Museums Need More than Objects? Federal and Grant Dollars!

Thursday, October 15th from 12:30 PM to 2 PM

Advocacy presents challenges to museum leaders. This session would focus on the importance of museum advocacy from the institution perspective. Panelists will frame out the low levels of current funding, the enormous financial burdens of collections, the disaster that is the pandemic, and what advocacy efforts look like these days. What would better advocacy look like? What would the results be? How do we advocate for ourselves in federal and private grant applications?

**Speakers:** Rusty Baker, PA Museums, Harrisburg, PA; Allison Titman, Executive Director, American Helicopter Museum & Education Center, West Chester, PA

#### Mid-Atlantic Association of Museums Annual Business Meeting

Friday, October 16 from 10:00 AM to 11:00 AM

The board of directors of the Mid-Atlantic Association of Museums will present on MAAM's Annual Business including updates on Membership, Finance, Governance, Annual Meeting, Building Museums, and Professional Development. All MAAM Members and non-members are welcome to attend this business meeting.

#### Consider this a Pep Talk: EMP's, Students, and the Future of the Museum Field

Friday, October 16 from 1:00 PM to 2:30 PM

Join the MAAM Board of Directors and other museum field professionals for an open discussion on the future of the field and how emerging museum professionals play an important role.

# \*NOTE

## Katherine Coffey Award Presentation

After careful discussion, the MAAM Katherine Coffey Award committee has decided to defer awarding the prestigious Katherine Coffey Award to 2021. The committee made this decision in consideration of the remarkable challenges currently facing the field, and given that our annual meeting is virtual this year, felt that next year would be a more appropriate time to honor a regional colleague. MAAM appreciates the significant contributions of our current nominees and will include them for consideration in next year's award cycle. We encourage all MAAM members to consider identifying a deserving colleague (or themselves) to nominate for this important in 2021.

## Thank you to our Program Committee and our Award Review Committee for 2020!

### PROGRAM COMMITTEE CHAIRS

Amanda Gillen, MAAM Board Member  
Jobi Zink, MAAM Board Member

### PROGRAM COMMITTEE PARTICIPANTS

Karen Kegelman, MAAM Board Member  
Greg Stevens, MAAM Board Member  
Bridget Rigas, MAAM Member  
Jenny-Sayre Ramberg, Mid-Atlantic NAME  
Representative and MAAM Member  
Elizabeth Alberding, White Gloves Gang Chair of the Registrar's Committee of MAAM, MAAM Member  
Melissa Kiewiet, MAAM Member  
Dillon Eggleston, Graduate Student  
Colin Havener, Graduate Student  
Averie Shaughnessy-Comfort, MAAM Executive Director

### AWARD REVIEW COMMITTEE

Greg Stevens, MAAM Board Member  
Joan Bacharach, MAAM Board Member  
Ilene Dackman-Alon, MAAM Board Member

### FELLOWSHIP REVIEW COMMITTEE

Gretchen Sorin, MAAM Board President  
David Cole, MAAM Board Member  
Michael Cagno, MAAM Board Member  
Judy Landau, MAAM Board Member

### MAAM PLANNING COODINATORS

Lauren Taylor  
Mary Horabik

## Professional Affinity Group (PAG)/Roundtable Meet-Ups

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

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

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



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# Code of Conduct

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

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

# Reporting

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

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

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

# Consequences

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



MAAM 2019  
Photo courtesy of Shivkumar Desai



MAAM 2019  
Photo courtesy of Shivkumar Desai

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Building Museums™ is an annual international symposium created, produced and managed by the Mid-Atlantic Association of Museums [MAAM].

*AIA continuing education credits will be available for workshops and sessions.*

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



For the latest information on the conference, please visit:  
<http://midatlanticmuseums.org/building-museums>

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