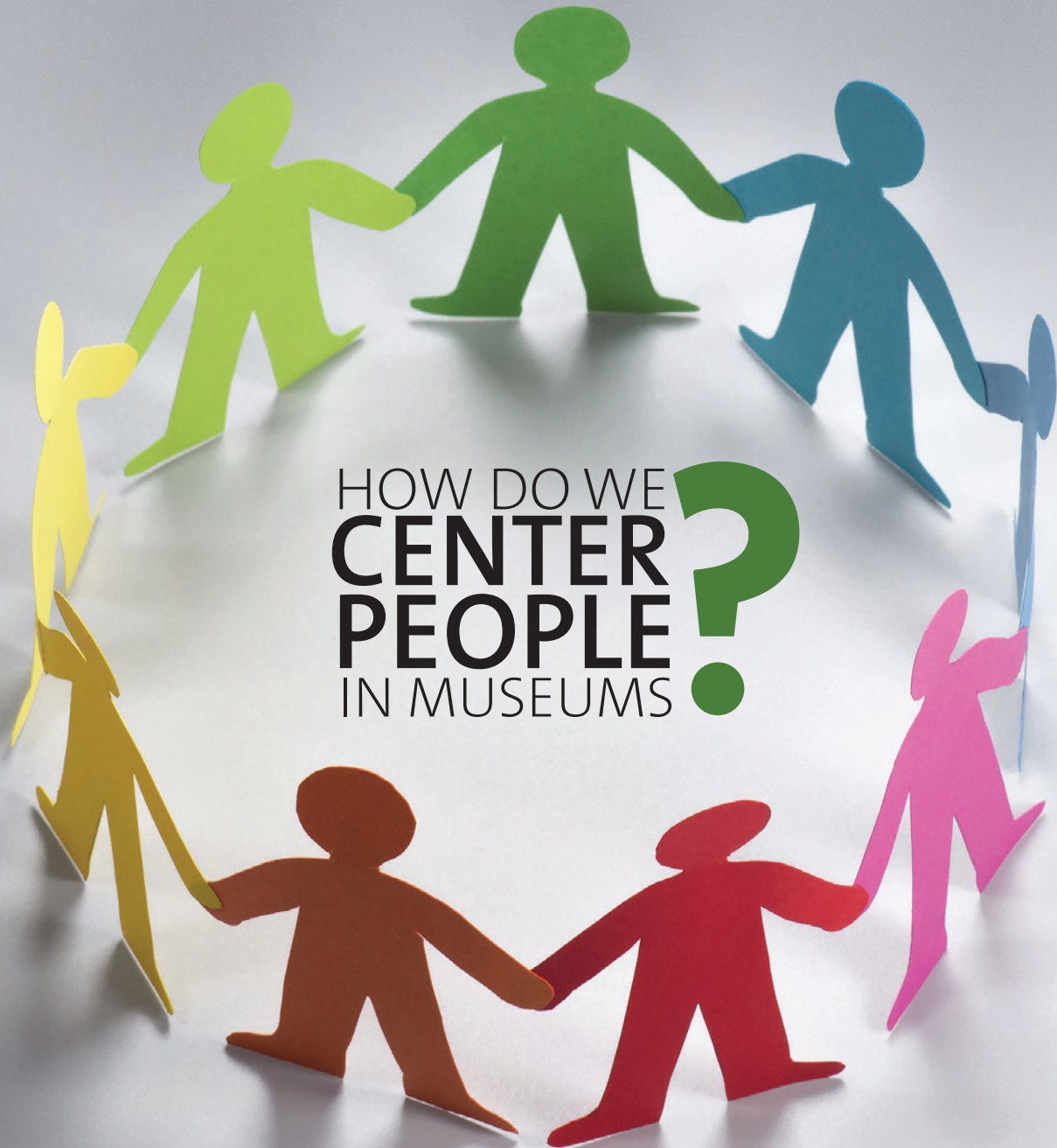


MID-ATLANTIC ASSOCIATION OF MUSEUMS
VIRTUAL ANNUAL MEETING 2021



October 4–7, 2021
Program



HOW DO WE
CENTER
PEOPLE?
IN MUSEUMS

midatlanticmuseums.org/annual-meeting

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FOR OUR EVENTS. THIS SERVICE
WILL BE EMBEDDED INTO ZOOM
AND WILL BE PROVIDED BY
ARCHIVE CAPTIONING.

Welcome to
MAAM 2021

HOW DO WE CENTER
PEOPLE IN MUSEUMS?

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

ABOUT THE THEME

How do we center people in museums?

Over the past year, museum professionals have grappled with questions concerning institutional identity, accessibility, visitor experience, staffing, and the widespread inequities of the field. Out of these challenges arose an inspiring host of ingenious, resourceful, and creative ideas. Focus shifted to the amazing people of museums – visitors, volunteers, and staff – as central to navigating these challenges.

The 2021 MAAM Annual Meeting will provide an opportunity to answer, “How do we center people in museums?” This conference will address what it means to be people-focused and will highlight key examples of where this approach can take us as a field. Conference discussions will center institutional identity, staffing, public programs, collections, and community engagement, among other relevant topics. We will share examples of efforts to enact change, discuss the future of museums during and beyond the pandemic, and address the continued inequities that shape professional participation in the museum field.

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for Small Museums

Module Topics

April, 2021 - Accessibility & Inclusion

May - Live Streaming

June - Managing Digitization Projects

July - Managing Website Projects

August - Virtual Exhibitions

September - Podcasts

October - Video Production Tools

November - Audiences & Analytics

December - Social Media

January, 2022 - Digitizing 3D Collections


ASSOCIATION OF MIDWEST MUSEUMS


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Museum and Library
SERVICES

Schedule-at-a-Glance

MONDAY, OCTOBER 4		
11:00 AM to 11:30 AM	Welcoming Remarks	Zoom Meeting
Immediately following	Keynote Presentation: Michael Kalmbach, Founding Director, Creative Vision Factory	Zoom Meeting
12:30 PM to 1:30 PM	BREAK	
1:30 PM to 2:30 PM	Speed Networking hosted by Greg Stevens	Zoom Meeting
2:30 PM to 3:00 PM	BREAK	
3:00 PM to 4:00 PM	A Conversation with Gretchen Sorin and Frank Vagnone	Zoom Meeting
4:00 PM to 5:00 PM	MAAM Annual Business Meeting and Awards Presentation	Zoom Meeting

TUESDAY, OCTOBER 5		
10:00 AM to 11:00 AM	Names at the Center: Interpreting Enslavement at Historic Sites	Zoom Meeting
10:00 AM to 11:00 AM	Reinstalling for Relevance: Centering Community in Art Museum Galleries	Zoom Webinar
11:00 AM to 11:30 AM	BREAK	
11:30 AM to 12:30 PM	Rethinking Museum Leadership, Management, Government in a Time of Crisis	Zoom Webinar
11:30 AM to 12:30 PM	Collections During Crisis: Installing Innovative Exhibits and Moving Collections During a Pandemic	Zoom Webinar
12:30 PM to 1:30 PM	BREAK	
1:30 PM to 2:30 PM	A Manifesto for Next Practice (Why Do We Need It and How Does It Work?)	Zoom Meeting
2:30 PM to 3:00 PM	BREAK	
3:00 PM to 4:00 PM	Resume Workshop: What You Need to Know	Zoom Meeting
3:00 PM to 4:00 PM	Mid-Atlantic EdCom Affinity Group Meeting	Zoom Meeting

WEDNESDAY, OCTOBER 6		
10:00 AM to 11:00 AM	Stephen Weil Memorial Lecture: Elaine Heumann Gurian	Zoom Meeting
11:00 AM to 11:30 AM	BREAK	
11:30 AM to 12:30 AM	History Unfolded: Teaching American History through Citizen Research	Zoom Webinar
11:30 AM to 12:30 PM	Reckoning with the Past: Museums, Truth, and Reconciliation	Zoom Webinar
11:30 AM to 12:30 PM	Leveraging Art Museum-University Partnerships for Greater Community Engagement	Zoom Meeting
12:30 PM to 1:30 PM	BREAK	
12:30 PM to 1:30 PM	(Re)Discover Your Strengths/Skills, Passions, and Values	Zoom Webinar
1:30 PM to 2:30 PM	Lessons for Museums from a Non-Museum: NXTHVN	Zoom Webinar
1:30 PM to 2:30 PM	Centering People with Disabilities at Your Museum: Leadership, Staff, Volunteers, Visitors	Zoom Webinar
1:30 PM to 2:30 PM	Promoting Exhibit Access and Safety (PEAS): A Collaborative Approach to Collections Care	Zoom Webinar
2:30 AM to 3:00 PM	BREAK	
3:00 PM to 4:00 PM	Going Beyond the Lived Experience: How Prison Museums Intersect with Individuals in the Justice System	Zoom Webinar
3:00 PM to 4:00 PM	Perspectives on Engaging Diverse Communities, Activism, and Social Issues	Zoom Webinar
3:00 PM to 4:00 PM	Becoming more Strategic: Refocusing, Rethinking, and Reassessing Collection Use and Interpretation	Zoom Webinar

THURSDAY, OCTOBER 7		
Slot 1: 10:00 AM to 11:00 AM	Night at the Museum	Zoom Webinar
10:00 AM to 11:00 AM	Curating Connections: Building and Maintaining Relationships in the Field	Zoom Webinar
11:00 AM to 11:30 AM	BREAK	
11:30 AM to 12:30 AM	Mid-Atlantic Independent Museum Professionals Meeting	Zoom Webinar
11:30 AM to 12:30 AM	Registrar’s Committee of MAAM Meeting: Open to all registrars and collections care people!	Zoom Meeting
12:30 PM to 1:30 PM	Resume Review (all board)	Zoom Meeting
1:30 PM to 2:30 PM	Museum Metamorphosis: Connecting Delaware to our World	Zoom Webinar
11:30 AM to 12:30 PM	Development Department from Scratch	Zoom Webinar
2:30 AM to 3:00 PM	BREAK	
3:00 PM to 4:00 PM	Interdisciplinary Field Trips: Centering Art and Audiences in the Virtual World	Zoom Meeting
3:00 PM to 4:00 PM	Empowering Confident Preservation: Adapting a “Good, better” Mindset to Collections Care	Zoom Meeting

SATURDAY, OCTOBER 9		
4:00 PM to 5:00 PM	Happy Hour hosted by NEMPN and Drexel University <i>Sponsored by Drexel University</i>	Spatial.io

Guest Speakers

KEYNOTE PRESENTATION

Michael Kalmbach

Founding Director, The Creative Vision Factory

Wednesday, October 4, 11:00 AM
(Immediately following welcoming remarks)



In this keynote presentation, Michael Kalmbach will discuss his work with Creative Vision Factory and subsequent projects with Winterthur Museum, Library, and Gardens. The Creative Vision Factory has been open since December of 2011, and fosters the creative potential of individuals on the behavioral health spectrum in a studio art environment that cultivates integration with the community through a program of exhibitions, workshops, and communal workspace.

Michael Kalmbach received his MFA at the University of Delaware in 2008. Shortly after graduation he accepted a position at the Delaware College of Art & Design, and founded the New Wilmington Art Association, an artist collective that was active from August 2008 to April 2013. This work led to Michael's involvement with the Chris White Community Development Corporation, which developed the 23-unit artist live/work space, Shipley Lofts. Kalmbach served the CWCDC as Board Chairman from 2013-2016. In June 2011, he accepted a contract with the State's Division of Substance Abuse and Mental Health to develop and direct a peer-run art space.

Kalmbach has served on the Delaware State Arts Council since 2016, and from this seat in early 2021, he led an initiative to include Hip Hop as a funding category of the Delaware Division of the Arts' Individual Artist Fellowships. He is the recipient of several awards, including the 2010 Governor's Awards for the Arts' Peggy Amsterdam Award for Outstanding Achievement, the 2012 League of Women Voters of New Castle County's Carrie Chapman Catt Award, and a 2017 University of Delaware College of Arts & Sciences Alumni Achievement Award. Michael maintains his painting practice and has exhibited his work in venues throughout the Mid-Atlantic, including the Delaware Art Museum, the Delaware Contemporary, the Biggs Museum of American Art, and UnSmoke Systems in Pittsburgh, Pennsylvania.

A Conversation with Gretchen Sorin and Frank Vagnone

Gretchen Sullivan Sorin, Director and Distinguished Professor, Cooperstown Graduate Program | SUNY Oneonta

Frank Vagnone, President and CEO, Old Salem Museum & Gardens

Monday, October 4, 3:00 pm



Gretchen and Frank will continue the conversation on creating a different organization through a hard look into the biases of non-profit structures and processes. Discussions will focus on systemic racism, exclusionary board and leadership models, staff engagement, salary, gender parity, fundraising expectations, and more. Join the conversation!

STEPHEN WEIL MEMORIAL LECTURE

Elaine Heumann Gurian

Wednesday, October 6, 10:00 AM



Elaine Heumann Gurian has worked in the museum field since 1968, first as a community activist, then a director of museum education, and subsequently a professional deputy director for institutions dedicated to social justice and transforming themselves to address and embrace formerly marginalized groups. She has been a senior consultant to many government institutions local, national, and worldwide. She is dedicated to presenting a more fulsome and complex portrait of history and people. Throughout her entire career, Gurian has been a teacher, writer, and mentor to community-based activist students and practitioners within the heritage field. Her work continues as an elder with the publication of her new book, *Centering the Museum* by Taylor and Francis on Sept. 15, 2021.

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 Hirshhorn Museum and Sculpture Garden and wrote such seminal works as *Rethinking the Museum* and *Other Meditations* (1990) and *Making Museums Matter* (2002).

Featured Events

SEIZING THE MOMENT

A Manifesto for Next Practice (Why Do We Need It and How Does It Work?)

Tuesday, October 5, 1:30 pm

Thought leaders Ken Yellis and Avi Decter have written their Manifesto on the changes museums need to make in a post-pandemic future. But, why do we need this manifesto and how will it work? Ken and Avi will introduce the paper, then follow with a panel discussion featuring two individuals working to make these changes in their institutions and their practices now. Attendees will learn ideologies for next practice such as the paradigms for provoking such change in our institutions.

Moderator: *Avi Decter and Ken Yellis*

Presenters: *Meredith Horsford, Executive Director, Dyckman Farmhouse Museum, New York, NY; Nafisa Isa, Program Manager, Smithsonian Asian Pacific American Center, Washington, DC*

MAAM Annual Business Meeting and Awards Presentation

Monday, October 4, 4:00 pm

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. MAAM will also present the Katherine Coffey Award and the "Making an Impact" Institutional Award.

Resume Workshop

Tuesday, October 5 at 3:00 pm–4:00 pm

The global pandemic has impacted the entire museum field, resulting in many of our colleagues and friends facing serious career disruptions. You or someone you know may be among those people. If so, this is an ideal opportunity to learn how to recraft your Hosted by Greg this workshop will provide you with useful insight, tips, and practical exercises to get you started on next steps in your career—right here, right now.

(Re)Discover Your Strengths/Skills, Passions, and Values

Wednesday, October 6 at 12:30 pm–1:30 pm

NETWORKING EVENTS

Speed Networking hosted by Greg Steven

Monday, October 4th at 1:30 pm

Join us on Monday October 4, for an online networking event with fellow museum enthusiasts. Learn what networking is all about and practice getting to know colleagues in rapid rounds of speed networking!

Happy Hour with NEMPN and Drexel University

Saturday, October 9 at 4 pm

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

Resume Review

On your own time

Do you need advice on organizational change? Have questions about how to develop a collections reorganization policy? Need to have someone look over your résumé? Bring your career questions or résumé to our MAAM board members or MAAM colleagues.

MAAM will pair you with a member of the community. Meetings will be held on your own time.

Affinity Group Meetings

Mid-Atlantic EdCom Affinity Group Meeting,
Tuesday, October 5 at 3pm

Mid-Atlantic Independent Museum Professionals Meeting, Thursday, October 7 at 11:30am

Registrar's Committee of MAAM Meeting,
Thursday, October 7 at 11:30am

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!

LUMINARY



GOLD



SILVER



BRONZE



Session Descriptions

PLEASE NOTE THAT SESSION DESCRIPTIONS ARE LISTED ALPHABETICALLY BY SESSION TITLE AND DO NOT CORRELATE WITH THE SCHEDULE AT A GLANCE.

DAY 2

Names at the Center: Interpreting Enslavement at Historic Sites

This session brings together curatorial, education, and leaders from three historic houses/sites that interpret Northern slavery, while also addressing what it means to “center people in museums.” How have museums re-considered existing collections and documents to understand the histories of enslaved individuals? What interpretive techniques have museums used to highlight the stories of the enslaved people on these sites? How can social justice programs connect today’s audiences with our sites’ histories? Historic Hudson Valley (Westchester County, NY) will present on interpretive approaches behind the interactive documentary *People Not Property: Stories of Slavery in the Colonial North*, which re-focused the perspective of northern slavery onto stories of enslaved men, women and children from Philipsburg Manor, Van Cortlandt Manor and beyond. Stenton (Philadelphia, PA) will present on the recent Dinah Memorial Project and the conversation surrounding the commemoration of Dinah as well as her enslavers, the Logan family. Finally, Dyckman Farmhouse (New York, NY) will present on their social justice initiatives, which are planted firmly in the present but are informed by the history of enslavement at the site. Participants will gain a deeper understanding of how and why to focus on people—past and present—in their interpretation and programming.

Session Topics: *Inclusion, Public Programming, Digital Access, Education, Representation in Curation and Interpretation, Community Engagement*

Moderator: *Margaret Hughes (she/her), Associate Director, Education, Historic Hudson Valley, Pocantico Hills, NY*

Presenters: *Meredith Sorin Horsford (she/her), Executive Director, Dyckman Farmhouse Museum, New York, NY; Jessa Krick (she/her), Associate Director, Collections, Historic Hudson Valley, Pocantico Hills, NY; Laura Keim (she/her), Curator, Stenton, Philadelphia, PA*

Reinstalling for Relevance: Centering Community in Art Museum Galleries

How can art museum galleries transform into the relevant, representational, and inclusive spaces our diverse communities call for? How might the exhibition planning process itself provide opportunities to build new bonds with communities? This presentation will explore these questions through the lens of the Delaware Art Museum’s 2021 reinstallation, which developed as a response to a community-focused strategic plan and built on internal trainings to develop institutional empathy. We will discuss the challenge of re-presenting historical art collections – many of which display racist, classist, and misogynist values of their day – in a way that responds to comments in our visitor book calling for more LGBTQ, women, local, and African American artists. The article will also share lessons we are learning from movements such as MASS Action, from consultants like Kathleen McLean, and from community members who advised the museum during two years of prototyping and focus groups. Attendees will take away strategies for inclusive exhibition planning and interpretation and be called to consider how, as a field, we can bridge the divide between historically exclusive art museum presentations and spaces that fully welcome and reflect our diverse communities.

Moderator and Presenters: *Amelia Wiggins, Assistant Director of Learning & Engagement, Delaware Art Museum, Wilmington, DE; Saralyn Rosenfield, Director of Learning & Engagement, Delaware Art Museum, Wilmington, DE; Dr. Heather Campbell Coyle, Curator of American Art, Delaware Art Museum, Wilmington, DE; Laura Adarve, Director of Prevention & Advocacy, Latin American Community Center, Wilmington, DE*

DAY 2

Rethinking Museum Leadership Panel, Management, and Governance in a time of Crisis

Museums are in a period of transition and having to rethink management and leadership and how they do business. One of the ways they are rethinking is in leadership, management, and government structures. What are some of the innovative ways managers are finding to center people? In this workshop, attendees will explore leadership models in museums.

Session Topics: *Institutional Identity/Governance, Staffing, Advocacy, Labor and Unions, Addressing Inequities in the Field*

Moderator: *Claudia Ocello (She/Her/Hers), President & CEO, Museum Partners Consulting LLC, Maplewood, NJ*

Presenters: *Greg Stevens, Director, Master of Arts in Museum Professions, Seton Hall University, South Orange, NJ; Michelle Moon, Independent Consultant, Saltworks Interpretive Services, Atlantic Highlands, NJ*

Collections During Crisis: Installing Innovative Exhibits and Moving Collections During a Pandemic

At the start of the COVID-19 crisis in Spring 2020, many institutions across the country had to suddenly close down operations for the safety of their staff and visitors. While many sites were closed to the public, organizations across the nation had to grapple with how to complete pre-planned projects including the safe transport of museum collections and the installation of exhibits in the midst of a worldwide crisis. This panel discussion will explore the experiences of two historic sites in the Greater Washington D.C. Metro area who strove to complete priority projects at their sites while maintaining the safety and security of all staff, volunteers and contracted personnel while installing innovative and inclusive exhibits and interpretive experiences.

Session Topics: *The Visitor Experience, Staffing, Labor and Unions, Representation in Collections*

Moderator: *Kimberly Robinson (she/her/hers), Museum Curator, National Park Service, Arlington VA*

Presenters: *Megan Leining (she/her/hers), Museum Collections Manager, Fairfax County Park Authority, Fairfax, VA*

Session Descriptions

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DAY 2

Seizing the Moment: A Manifesto for Next Practice (Why Do We Need It and How Does It Work?)

Thought leaders Ken Yellis and Avi Decter wrote their manifesto on the changes museums need to make in a post-pandemic future. But why do we need this manifesto and how will it work? Ken and Avi will introduce the paper, then follow with a panel discussion featuring two individuals working to make these changes in their institutions and their practices now. Attendees will learn ideologies for next practice such as the paradigms for provoking such change in our institutions.)

Moderators: *Avi Decter and Ken Yellis*

Presenters: *Meredith Horsford, Executive Director, Dyckman Farmhouse Museum, New York, NY; Nafisa Isa, Program Manager, Smithsonian Asian Pacific American Center, Washington, DC*

DAY 3

History Unfolded: Teaching American History through Citizen Research

Learn how citizen historians—teachers, students, and history buffs—from around the United States performed authentic primary source research and helped the US Holocaust Memorial Museum compile the world’s largest public database of historical newspaper reporting on the Holocaust. From its inception over five years ago, History Unfolded has evolved based on contributions and feedback from the citizen historians who use it. This presentation will demonstrate how projects like this transform museum work and culture in a people-centered direction.

Session Topics: *Institutional Identity/Governance, Accessibility, The Visitor Experience, Digital Access, Education, Community Engagement*

Moderator: *Jeremy Michael Mendelson, Museum Services Lead Representative, United States Holocaust Memorial Museum, Washington, DC*

Presenters: *Eric Schmalz, Community Manager, Digital Learning Tools, United States Holocaust Memorial Museum, Washington, DC; Taylor Horst, Social Media Associate, New Audience Engagement & Membership, United States Holocaust Memorial Museum, Washington, DC; Charles Pazmino, High School Social Studies Teacher, Brick Township High School, Brick, NJ; David Klevan, Educational Outreach Specialist, Education Initiatives, United States Holocaust Memorial Museum, Washington, DC*

Presenters: *Jason Price (He/Him), Co-Founder and Board Chair, NXTHVN, New Haven, CT; Pamela Franks (She/Her), Director, Williams College Museum of Art, Williamstown, MA*

DAY 3

Reckoning with the Past: Museums, Truth, and Reconciliation

During this critical moment in American racial history, many museums are confronting their institutional pasts. How is that changing the stories we present to the public?

Museums are not static entities. Like the art and artifacts they display, museums are products of their times and cultures. Many museums are the result of extraordinary white wealth and privilege. These philanthropic endeavors, regardless of a genuine impetus to create something for the public good, did not come without ideals, prejudices, and guiding principles. In selecting what artworks are collected and displayed and whose history is preserved, museums have played a significant role in upholding systemic inequities. But in this national moment of reckoning, many of the principles that guided the founding of institutions no longer ring true. This panel will convene a group of museums acknowledging the truths of the past, creating change, and charting a path forward. The Frick Pittsburgh presented a critical look at its permanent collection with The Frick Reflects: Looking Back, Moving Forward in 2020. The Walters Art Museum recently updated its history to acknowledge its founders participation in the Confederacy. The Morgan Library & Museum is preparing an exhibition on its acquisitive founder’s privilege, biases, and taste on Belle da Costa Greene to mark the institution’s centenary in 2024.

Session Topics: *Institutional Identity/Governance, The Visitor Experience, Inclusion, Education, Addressing Inequities in the Field, Representation in Collections, Representation in Curation and Interpretation*

Moderator: *Dawn Brean (she/her), Curator, The Frick Pittsburgh, Pittsburgh, PA*

Presenters: *Julia Marciari-Alexander (N/A), Director, The Walters Art Museum, Baltimore, MD; Colin B. Bailey, Director of The Morgan Library & Museum, New York, NY*

Leveraging Art Museum-University Partnerships for Greater Community Engagement

How do art museums and universities sharing ideas and invite participation to discuss diversity, equity, and inclusion? What more can we do showcase the viability and success of strategic partnerships to advance these important topics? The Erie Art Museum and Edinboro University of Pennsylvania collaborated on their 2021 special exhibition featuring recognized artist, activist, and educator Roberto Lugo. This session will introduce Roberto Lugo and his ceramic work and installation-views, but will also share how this programming was made possible through shared funding across two institutions with overlapping missions. Attendees will discuss how special art exhibitions and educational programming can serve as catalysts to open community dialogue on discussions of race, class, and identity.

Session Topics: *Inclusion, Digital Access, Education, Community Engagement*

Moderator: *Dr. Mary Elizabeth Meier (she/her), Art Educator, Edinboro University of Pennsylvania, Edinboro, PA*

Presenters: *Laura Domencic, Executive Director, Erie Art Museum, Erie PA*

Session Descriptions

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DAY 3

Lessons for Museums from a Non-Museum: NXTHVN

NXTHVN is a new national arts model that empowers emerging artists and curators of color through education and access. Through intergenerational mentorship, professional development and cross-sector collaboration, NXTHVN accelerates professional careers in the arts.

Deborah Berke Partners gave physical space and presence to this organization by creatively transforming two abandoned buildings and adding a new transparent entrance and a bold contemporary addition. The building is not an interloper in the community; it is a respectful transformation of its past and a hopeful beacon for the future.

In many important ways, NXTHVN is decidedly unlike a museum and proudly so. It is rooted in a working class, predominantly African-American neighborhood that has suffered from decades of disinvestment. It embraces its community and seeks to reflect and engage it as a part of its larger mission of mentorship, professional development, and capacity-building. This panel will explore what lessons—programmatic, educational, and architectural—NXTHVN can offer to museums for broadening and engaging diverse audiences.

Moderator: Maitland Jones, Partner, Deborah Berke Partners, New York, NY

Presenters: Jason Price (He/Him), Co-Founder and Board Chair, NXTHVN, New Haven, CT; Pamela Franks (She/Her), Director, Williams College Museum of Art, Williamstown, MA

Centering People with Disabilities at Your Museum: Leadership, Staff, Volunteers, Visitors

How can you bring people with disabilities to the center of your museum? How can you tell how accessible your museum really is, and with limited resources, how can you improve access? Members of the disability community, staff from pilot test sites, and people involved with the development and evaluation of this project briefly discuss their perspectives in the creation and testing of the soon-to-be-available, IMLS-funded Accessibility Excellence Toolkit. This conversation will encourage participants to reflect on what degree people with disabilities are centered at their organization. Participants will get a chance to use a section of the toolkit to explore how to center people with disabilities at their museum at all levels— in leadership/governance; as staff and volunteers; and as visitors. After this session, attendees will be more aware of the extent people with disabilities are centered at their site and how using the Toolkit can help move their organization to the next level of centering people at their museum.

Session Topics: Institutional Identity/Governance, Accessibility, The Visitor Experience, Staffing, Inclusion, Advocacy, Public Programming, Digital Access, Education, Addressing Inequities in the Field, Representation in Collections, Representation in Curation and Interpretation

Moderator: Claudia Ocello (she/her), President & CEO, Museum Partners Consulting LLC, Maplewood, NJ

Presenters: Jenny Angell (she/her), Project Manager, Accessibility Excellence, PA Museums, Harrisburg, PA; Shelly Houser (she/ her), Disability Resource Manager, Abilities in Motion, Reading, PA; Patrick Morrison (he/him), Site Administrator, Pennsylvania Railroad Museum, Strasburg, PA

DAY 3

Promoting Exhibit Access and Safety (PEAS): A Collaborative Approach to Collections Care

The PEAS Working Group was formed in 2019 to advocate for the protection of collections on exhibit and visitor safety. Its members include a wide spectrum of professional backgrounds and expertise including collections managers, conservators, architects, security personnel, facilities managers, risk managers, exhibit designers, and visitor services staff. Through an interdisciplinary and collaborative approach, PEAS strives to address collections care and visitor safety holistically. Additionally, one of PEAS’s aims is to engage the community with eyes wide open on topics surrounding exhibiting our cultural heritage and natural history, and preserving it for future generations. This presentation will focus on the benefits of collaborating across disciplines and with our communities to better protect our collections and reduce accidental harm from visitor interactions. It will also highlight some strategies that have a proven track record of creating positive and safe experiences for visitors and collections items alike.

Session Topics: The Visitor Experience, Inclusion, Community Engagement

Moderator: Melissa Miller (she/her), PRICE Program Contractor, Sole Proprietor, Smithsonian National Collections Program, Washington DC

Presenters: Jeffrey Hirsch (he/him), Principal, Hirsch Culture Works LLC, Elkins Park, PA; Cali Martin (She/her), Collection Manager, Smithsonian National Museum of the American Indian, Washington DC; Samantha Snell (she/her), Collections Management Specialists, Smithsonian National Collections Program, Washington DC

Going Beyond the Lived Experience: How Prison Museums Intersect with Individuals in the Justice System

What does it mean to be “people-focused” and how do we integrate that into our museum practice? Employees from Alcatraz Island, Eastern State Penitentiary Historic Site, and the Sing Sing Prison Museum as we share the different ways our museums have put people at the center of our practice. As prison museums, we each work to include individuals impacted by the justice system in many parts of our work—including on this panel. Each institution has tried to go beyond simply having justice-involved people share their experiences and have brought them into all aspects of our museum work. The session will explore how each museum has achieved this, what barriers we’ve faced, and when we haven’t been as successful as we’d hoped. By the end, session participants will be able to identify strategies they can use in their own museums to become more people-focused. They will also leave with concrete examples of how this approach can bring positive change not only to the museum field but on a much broader level.

Presenters: Matt Connelly is a Park Ranger on Alcatraz Island; John Moran is the Associate Director of Visitor Programs and Services at the Golden Gate National Parks Conservancy.

Lauren Zalut, Director of Education and Tour Programs at Eastern State Penitentiary Historic Site; Nicole Hamilton; Collections Manager, Sing Sing Prison Museum

Session Descriptions

PLEASE NOTE THAT SESSION DESCRIPTIONS ARE LISTED ALPHABETICALLY BY SESSION TITLE AND DO NOT CORRELATE WITH THE SCHEDULE AT A GLANCE.

DAY 3

Perspectives on Engaging Diverse Communities, Activism, and Social Issues

Master’s candidates from the MA in Museum Professions program at Seton Hall University share their thesis defense presentations on topics related to engaging diverse communities, activism, and social issues. Students present relevant scholarly and professional literature, their research process and findings, and recommendations for museums. Thesis adviser and program director Greg Stevens will moderate the session.

After participating in this session, attendees will be better able to:

- Reflect on critical issues researched and presented by emerging museum colleagues in the Mid-Atlantic region
- Identify themes that may be applicable to their own work in/for their museums
- Take action to engage diverse communities

Session Topics: *Inclusion, Public Programming, Education, Addressing Inequities in the Field, Representation in Curation and Interpretation, Community Engagement*

Moderator: *Greg Stevens, Director, MA in Museum Professions, Seton Hall University, South Orange, NJ*

Presenters:*Through Fire and Water: Protecting Museum Collections Against Increasing Climate Change Risks, Elyse Gombas, Collections Assistant, Digitization, Zimmerli Art Museum*

Propaganda or Persuasion: A Multisite Case Study Analysis of the Impact of Museum Communication on American Public Trust, Devon Mancini, Public Engagement Representative, Independence Seaport Museum

Decolonize this Place: The Activist Potential of Anthropology Museums, Katharine Nelson Visitor Service Associate, Winterthur Museum, Garden, & Library

Becoming More Strategic: Refocusing, Rethinking, and Reassessing Collection Use and Interpretation

Using the 125-year-old Earth and Mineral Sciences Museum & Art Gallery at Penn State as a case study, we take a critical look at outcomes of the museum’s concerted effort to refocus its mission and rethink how the museum’s collections can be interpreted and utilized. The museum’s goal is to be more strategic in setting priorities and ensuring the collections retain their relevance as objects embodying knowledge, fostering learning, and promoting new pathways of engagement with science, technology, engineering, and art. Attendees will learn transferable skills to take to their own museums and put them to use with their collections to broaden communication, informal learning, and research opportunities.

Session Topics: *Exhibitions including collections, Caring and Storing Collections, Developing creative, relevant program/community engagement surrounding collections, Accessibility of collections, Interpreting collections, Unique approaches to using collections in education and programming*

Moderator: *Julianne Snider, Managing Director, Earth and Mineral Sciences Museum & Art Gallery, Penn State University, University Park, PA*

Presenters: *John E. Simmons, President, Museologica, Bellefonte, PA; Jane Cook, Director, Earth and Mineral Sciences Museum & Art Gallery, Penn State, University Park, PA*

DAY 4

A Night at the Museum

The built environment has a significant impact on visitor experience, staff efficiency, collections preservation, and the perception of institutional identity. This presentation will explore what might go on behind the scenes to keep museum spaces accessible and functional. We will reveal tools that might be utilized to assess both public and behind-the-scenes museum spaces and identify what we as a group see as some common issues. Then we will discuss with the group potential solutions to each issue using audience experiences and case studies. At the end of the presentation, the group of attendees and presenters will come up with reliable techniques to identify potential issues, an understanding of how design professionals can assist them with their solutions, and envision the functionality of their spaces in a new light.

Session Topics: *Facilities, Accessibility*

Moderator: *Peter Trozze, AIA, NCARB, Associate Principal, MCA Architecture*

Presenters: *Cara Versace, AIA | Marshall Craft Associates, Baltimore, MD; Veronica Plischke, AIA | Marshall Craft Associates, Baltimore, MD; Paul Riley, AIA, NCARB | Marshall Craft Associates, Baltimore, MD; Todd Garing, Todd Garing - Vice President, Mueller Associates, Baltimore, MD*

Curating Connections: Building and Maintaining Relationships in the Field

As museum professionals, we are often preoccupied with our connections to our constituents—our boards, our donors, our communities, our visitors—and with our collections. However, challenges caused by the COVID-19 pandemic have thrown a glaring light on some often overlooked connections: our connections to ourselves and to our colleagues. How are museum professionals treading this new ground, and how can sharing our experiences guide others in productive ways? Four museum professionals explore the experiences that create relationships, the circumstances that shape them, and the overall work of curating and maintaining a successful collection of professional intra- and interpersonal connections. Join us as we reflect on a year of disconnect and disorder, and share how we are navigating reconnection with the museum field.

Session Topics: *Staffing, Public Programming, Education, Addressing Inequities in the Field, Community Engagement*

Moderator: *Hannah Gaston (She/Her/Hers), Coordinator of School Programs, Liberty Hall Museum, Union, NJ*

Presenters: *Sophia Hudzik (she/her/hers), Education Associate, Montclair Art Museum, Montclair, NJ; Emily Burde (she/her/hers), Former Administrative Coordinator of Exhibit Operations & Maintenance, Exhibit Development & Design, and STEM Education, Liberty Science Center, Jersey City, NJ; Monisha Bernard (she/her/hers), Student, Master of Arts in Museum Professions, Seton Hall University, South Orange, NJ*

Session Descriptions

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DAY 4

Empowering Confident Preservation: Adapting a “Good, better” Mindset to Collections Care

While having an optimal collections care program that adheres to best practices might be desired at your institution, there are often barriers that prevent us from achieving the “best” – often related to time, money, and staffing. In the past year, these barriers have been compounded by a global pandemic that has introduced new challenges and opportunities for collections stewards. This session will explore instances in which it is perfectly appropriate for institutions to forgo the “best” in favor of “good” and “better” approaches to preservation.

This facilitated discussion will focus on lessons learned from institutions when it comes to adapting collections care goals and activities when physical distance from our institutions and a rapidly changing environment creates new challenges and uncertainty. The session facilitators will share unique approaches they have observed over the last few years with a focus on good, better approaches to collections management. Working in small groups, participants will be encouraged to consider and share the long-term lessons they have learned about adaptation over the past year, as well as how they might retain some of these changes moving forward.

At the conclusion of the session, participants will have had an opportunity to share their experiences adapting collections care in the past year and hear how others have approached the same issue. Participants will be inspired to consider how ongoing adaptability, with a “good, better” mindset, can be applied to collections stewardship at their institution. The session is intended to motivate collections care practitioners to be confident and empowered in their decisions and actions and inspire them to think creatively in making resource-driven adaptations to scale best practices.

Museum Metamorphosis: Connecting Delaware to our World

In 2017, the Delaware Museum of Natural History embarked on its most ambitious and significant capital campaign since doors opened in 1972. Throughout its history the museum built its enthusiastic audiences by connecting visitors to science, fostering active curiosity regarding the natural world. When it came time to holistically re-imagine the galleries, the theme of a deeply connected world framed the project process and the design intent.

With extensive input from focus groups, community partners, stakeholder outreach, and experts in the field, a new vision for the Museum will remove barriers (traditional look-in dioramas) and place guests at the center of nature and science (deconstructed walk-in dioramas). By transforming static dioramas to interactive, ecosystem-based engagements, the new exhibits will inspire people to discover, examine, and uncover the wonders of science in the natural world. Learn how the museum is not only centering the visitor in the exhibit but how the exhibit experience is centered within the community as the museum re-centers itself in the region with a welcoming environment celebrating exploration of our connected world. Providing perspectives from Museum managers, curators, exhibit designers, and architects, the session will offer insights into stakeholder engagement, decision-making, best practices, and facility design.

Session Topics: *Institutional Identity/Governance, The Visitor Experience, Inclusion, Community Engagement*

Moderator: *David Searles (he/him/his), Partner, JacobsWyper Architects, Philadelphia, PA*

Presenters: *Stephen Petri (he/him/his), Senior Principal, Reich&Petch, Toronto, Ontario, Canada; Halsey Spruance (he/him/his), Executive Director, Delaware Museum of Natural History, Wilmington, DE; Jean Woods, Ph.D. (she/her/hers), Director of Collections, Curator of Birds, Delaware Museum of Natural History, Wilmington, DE*

DAY 4

Creating a Development Department from Scratch

Everyone in the museum field can appreciate the need for a focused development effort to raise necessary museum funding. Many small museums exist with only 1-2 staff members handling all fundraising and membership initiatives, in addition to all of their other duties. This session is geared towards small museums with few staff members, giving them tips on how to streamline their development efforts into a development department.

In this session, the presenter will share how their experiences gave them the skills to create a development department “from scratch.”

Session Topics: *Development; Fundraising*

Presenter: *Dana Hammond (she/her/hers), Development Manager, Boscobel House and Gardens, Garrison, NY*

Lukens Life

The Graystone Society/ National Iron & Steel Heritage Museum in Coatesville, PA recently been involved in a digitization project that is funded with a grant from the National Archives/ NHPRC. Done in conjunction with the Hagley Museum & Library of Wilmington, DE, this project digitized the magazines and newsletters published for the employees of the Lukens Steel Company. These publications, which spanned almost 60 years, were unique because they did not focus on the company but rather focused on its employees. The most produced of these was Lukens Life, which was printed from 1945-1995. The project digitized up to 7000 pages of material dealing with the lives, accomplishments and culture of the employees of the Lukens Steel Company. These newsletters provide not only a history of Lukens Steel but also a history of Coatesville and are a reflection of the history of the nation.

Presenters: *Kevin Martin, Curator of Archives & Mellon Curator of Audiovisual and Digital Collections at the Hagley Museum and Library, Wilmington, DE; Kathleen M. Bratton, Collections Manager, National Iron and Steel Heritage Museum, Coatesville, PA*

Session Descriptions

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DAY 4

Interdisciplinary Field Trips: Centering Art and Audiences in the Virtual World

Cultivating artistic curiosity in students and museum visitors starts with centering their own voices. Attack Theatre’s recent interdisciplinary collaboration, *Art Transports Us*, employs visual thinking strategies to uplift students’ thoughts as they virtually view and respond to visual art in a museum, transform those thoughts and feelings into motion, and reflect them back to the students via dance vignettes—creating an accessible, inclusive, and truly co-created experience that transports us somewhere beyond a screen. Attendees will gain insight into an interdisciplinary practice which museum administrators and educators can leverage to deepen visitors’ experiences through their own unique voices. This interactive workshop will highlight an engagement strategy that is rooted in a dialogue of emotional response and brings together visual art and kinesthetic learning strategies to engage participants of all ages in interpretation and co-creation, while emphasizing opportunities for critical analysis and authentic artistic expression at any experience level. Additionally, attendees will engage with an innovative method of bringing collections and exhibitions to audiences beyond the walls of the museum. This process is easily transferable across galleries, classrooms, community settings, and even virtually, offering a multimodal and accessible approach that drives authentic connection to works of art.

Session Topics: *Accessibility, The Visitor Experience, Inclusion, Public Programming, Digital Access, Education, Community Engagement*

Moderator: *Michele de la Reza (she/her), Co-Artistic Director, Attack Theatre, Pittsburgh PA*

Presenters: *Sylvia Rhor Samaniego (She/Her), Director and Curator, University Art Gallery, University of Pittsburgh, Pittsburgh, PA; Dr. Wendy Milne (she/her), Art Teacher, Stanwood Elementary School, New Stanton, PA*

Lessons Learned: Adapting Collections Care in a Global Pandemic

While having an optimal collections care program that adheres to best practices might be desired at your institution, there are often barriers that prevent us from achieving the “best” – often related to time, money, and staffing. In the past year, these barriers have been compounded by a global pandemic that has introduced new challenges and opportunities for collections stewards.

This facilitated discussion will focus on lessons learned from institutions when it comes to adapting collections care goals and activities when physical distance from our institutions and a rapidly changing environment creates new challenges and uncertainty. The session facilitators, field services professionals working with a variety of cultural institutions, will share unique approaches they have observed during the pandemic. Through discussion, participants will be encouraged to consider and share the long-term lessons they have learned about adaptation over the past year, as well as how they might retain some of these changes moving forward.

Through this session, participants will have the opportunity to share their experiences adapting collections care and hear how others have approached the same issue. Participants will be inspired to consider how ongoing adaptability, with a “good, better” mindset, can be applied to collections stewardship at their institution.

Session Topics: *Accessibility, Public Programming, Digital Access*

Moderator: *Dyani Feige (she/her/hers), Director of Preservation Services, Conservation Center for At & Historic Artifacts, Philadelphia, PA*

Thank you to our Program Committee and our Award Review Committee for 2021!

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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.

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

If you witness discrimination, harassment, or assault, respond first to the affected person’s needs and safety. Support that person if they choose to report the incident but respect their decision to report or not report.

Averie Shaughnessy-Comfort, Executive Director, Mid-Atlantic Association of Museums, director@midatlanticmuseums.org, 607-431-8248

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

Consequences

MAAM is committed to enforcing this code of conduct at all levels of its organization. Unacceptable behavior will result in immediate removal from MAAM message boards, chats, Facebook groups, Discord channels, and the MAAM Virtual Conference and MAAM Membership without refund.

MAAM reserves the right to prohibit participation in future programs and activities as well as the right to rescind association awards, fellowships, and/or and revoking or prohibiting membership.

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"Paul knows interactive exhibits - how to plan them, where resources are and what's happening in the field. He asks good questions, plays with ideas and keeps his eye on the visitor."

~ Jeanne Vergeront, Museum Planner

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~ Jessica Strick, Exploratorium

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

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

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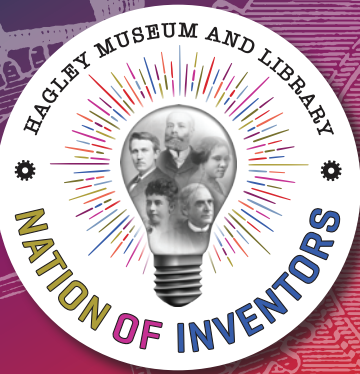
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