

MID-ATLANTIC ASSOCIATION OF MUSEUMS  
ANNUAL MEETING 2022 • WASHINGTON, D.C.

October 7-11, 2022  
**PROGRAM**

**ONWARD!**

**WHAT'S NEXT?**

Mid-Atlantic  
Association of **Museums**



[MIDATLANTICMUSEUMS.ORG/ANNUAL-MEETING](https://MIDATLANTICMUSEUMS.ORG/ANNUAL-MEETING)

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# Welcome to MAAM 2022

## ONWARD! WHAT'S NEXT?

### WELCOME COLLEAGUES!

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

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

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

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

Each year the MAAM Annual Meeting provides museums and allied organizations with an opportunity to share and exchange provocative ideas and new practices. This year, staying true to our values, we have placed a special emphasis on our commitment to inclusion. We recognize our presence on Native lands and commit to honoring this presence in an active way.

We know that all of you will enliven the discussions over the next several days with your experiences. Thank you for lending your voices and your expertise to the 2022 MAAM Annual Meeting.

Gretchen Sullivan Sorin, *President*  
 Cooperstown Graduate Program



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

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





# ONWARD!

## HELLO AND WELCOME!

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

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

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

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

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

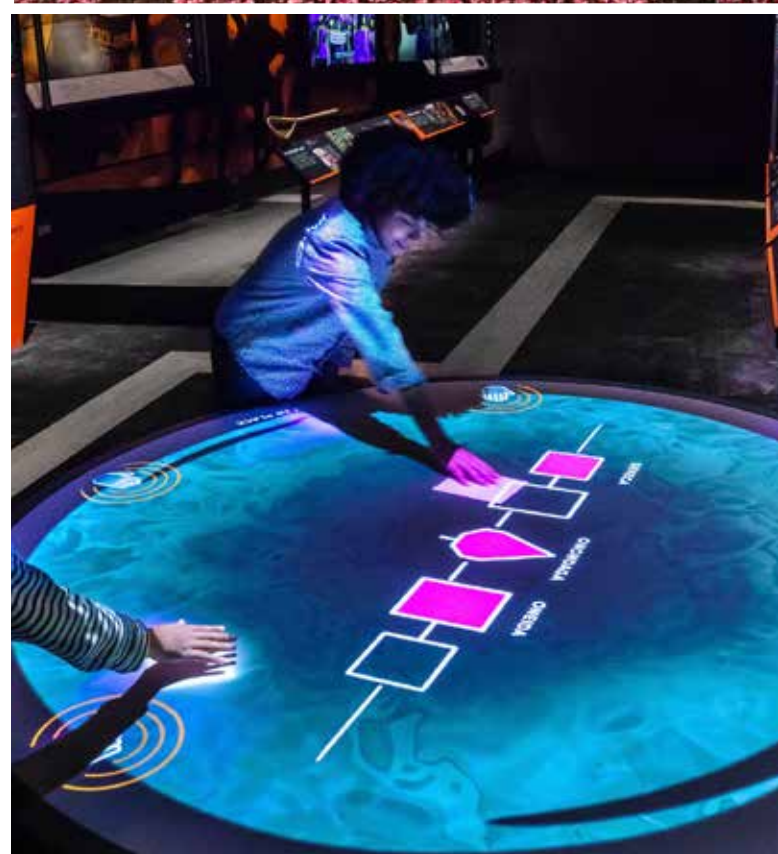
Lastly, we want to share a sincere thank you to MAAM's new Executive Director, Caroline Brown. Caroline has taken the helm of MAAM and led our conference planning efforts brilliantly, and we are so very grateful.

And now, **ONWARD!**

MAAM board members and conference co-chairs,

Amanda Dunyak Gillen  
*MAAM Annual Meeting Co-Chair*

Angela Winand, PhD  
*MAAM Annual Meeting Co-Chair*





# SCHEDULE-AT-A-GLANCE



## FRIDAY, OCTOBER 7

9:00am-10:00am	<b>TOUR:</b> National Museum of African American History and Culture (NMAAHC) <i>Pre-registration required</i>	1400 Constitution Ave., NW, 4th Floor, Visual Art and the American Experience
9:00am-10:00am 10:00am-11:00am	<b>TOURS:</b> National Museum of American History (NMAH) <i>Pre-registration required</i>	Constitution Ave., NW Between 12th and 14th Streets, 2nd Floor, East
10:00am-11:00am	<b>TOUR:</b> National Museum of African Art (NMAfA) <i>Pre-registration required</i>	950 Independence Ave., SW (Sub-Level One)
10:00am-11:00am	<b>TOUR:</b> National Museum of the American Indian (NMAI) <i>Pre-registration required</i>	4th Street and Independence Ave., SW, Third Floor
10:00am-11:00am	<b>TOUR:</b> National Museum of Natural History (NMNH) <i>Pre-registration required</i>	10th St. and Constitution Ave., NW
10:30am-11:30am	<b>TOUR:</b> National Portrait Gallery (NPG) <i>Pre-registration required</i>	8th and G Streets NW, G Street NW entrance

## SATURDAY, OCTOBER 8

9:00am-10:00am	<b>TOUR:</b> National Museum of African American History and Culture (NMAAHC) <i>Pre-registration required</i>	1400 Constitution Ave., NW, 4th Floor, Visual Art and the American Experience
9:00am-10:00am 10:00am-11:00am	<b>TOURS:</b> National Museum of American History (NMAH) <i>Pre-registration required</i>	Constitution Ave., NW Between 12th and 14th Streets, 2nd Floor, East
10:00am-11:00am	<b>TOUR:</b> National Museum of the American Indian (NMAI) <i>Pre-registration required</i>	4th Street and Independence Ave., SW, Third Floor
10:00am-11:00am	<b>TOUR:</b> National Museum of Natural History (NMNH) <i>Pre-registration required</i>	10th St. and Constitution Ave., NW
10:00am-11:30am	<b>TOUR:</b> National Portrait Gallery (NPG) <i>Pre-registration required</i>	8th and G Streets NW, G Street NW entrance
10:00am-11:00am	<b>TOUR:</b> Mary McLeod Bethune Council House National Historic Site <i>Pre-registration required</i>	1318 Vermont Ave NW, Washington, DC
10:15am-11:45am	<b>TOUR:</b> Anderson House <i>Pre-registration required</i>	2118 Massachusetts Ave., NW

## SUNDAY, OCTOBER 9

9:00am-10:00am	<b>TOUR:</b> Hirshhorn Museum and Sculpture Garden (HMSG) <i>Pre-registration required</i>	Independence Ave. at 7th St., SW
10:00am-11:00am	<b>TOURS:</b> National Museum of American History (NMAH) <i>Pre-registration required</i>	Constitution Ave., NW, Between 12th and 14th Streets, 2nd Floor, East
10:00am-11:00am	<b>TOUR:</b> National Museum of the American Indian (NMAI) <i>Pre-registration required</i>	4th Street and Independence Ave., SW, Third Floor
10:00am-11:00am	<b>TOUR:</b> National Museum of Natural History <i>Pre-registration required</i>	10th St. and Constitution Ave., NW
10:00am-11:00am	<b>TOUR:</b> National Portrait Gallery <i>Pre-registration required</i>	8th and G Streets NW, G Street NW entrance
1:30pm-5:00pm	<b>WORKSHOP:</b> Exercises for the Quiet Eye <b>Pre-registration not required;</b> contact Caroline Brown, director@midatlanticmuseums.org for more information	Location TBD
2:00pm-4:00pm	<b>PRE-CONFERENCE WORKSHOP:</b> "Finding a Path Forward: An Interactive Workshop focused on Redressing Inequitable Museum Practice" <i>Pre-registration required</i>	Congressional A
3:00pm-5:00pm	Exhibitors' Hall Set-up	Blue Room Pre-Function
5:30pm-6:30pm	Hirshhorn Museum and Sculpture Garden (HMSG) <i>Pre-registration required</i>	Independence Ave. at 7th St., SW
6:00pm-8:00pm	MAAM Annual Meeting Opening Reception <i>Pre-registration required</i>	Planet Word 925 13th St. NW

# SCHEDULE-AT-A-GLANCE



## MONDAY, OCTOBER 10

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

## TUESDAY, OCTOBER 11

7:30am-8:00am	Breakfast	Blue Room Pre-Function
7:30am-5:00pm	Exhibitors' Hall/Small Business Showcase Open	Blue Room Pre-Function
8:00am-9:15am	<b>BREAKOUT SESSIONS 4</b>	
	13. Changing the Narrative: Challenges, & Triumphs of Interpreting Enslavement at Historic House Museums	13. Congressional B
	14. DEI in Museums: Hiring, Recruitment, and Pipeline Development	14. Capitol Room
	15. Learning to Pivot: Audience Research for Education and Exhibits in a (Suddenly!) Online-Only Environment	15. Embassy Room
9:15am-9:45am	Coffee Break	Blue Room Pre-Function
9:45am-11:00am	<b>BREAKOUT SESSIONS 5</b>	
	16. Sustaining Collections and Collaborations: Stakeholder Engagement and Envisioning an Academic Art Museum	16. Congressional A
	17. Logging In/Logging Off: Digital Strategy for a Very Online Era	17. Congressional B
	18. Who are the Real "Native New Yorkers"? A New Exhibition Has Fresh Answers	18. Capitol Room
	19. Cultivating the Future: Working with Teens and Youth in Your Museum	19. Embassy Room
11:00am-12:00pm	<b>SPECIAL SESSION:</b> Philip Yenawine	Blue Room
12:15pm-1:15pm	Resume Review/Career Conversations/Time for professional affinity groups to meet (self-organized)	Blue Room
1:15pm-2:45pm	<b>BUSINESS LUNCHEON</b> - <i>Sponsored by Becker &amp; Frondorf</i>	Blue Room
2:45pm-4:00pm	<b>BREAKOUT SESSIONS 6</b>	
	20 Build (Your Community) Back Better: Using museum practices for urban and regional planning	20. Congressional A
	21. Engaging Liberty: Contribute to an Emerging Museum Experience through Participatory Exercises and Insightful Conversations with Thought Leaders at an Inspirational Concept Museum	21. Congressional B
	22. Re-imagining the Experience: XR-powered Museum Education in the Era of the Metaverse	22. Capitol Room
	23. Provenance Research: What's Next?	23. Embassy Room

# GUEST SPEAKERS

## KEYNOTE PRESENTATION

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

**Dr. Joe Stahlman**

*Director of Seneca Nation's Seneca-Iroquois  
National Museum-Onöhsagwë:de' Culture Center*

Monday, October 10, 8:00am

Location: Blue Room



As the United States approaches its sesquicentennial commemoration we must plan for festivities a little more than 3 years away. As the discussions begin we must address the focal points of presentation. The USA is more diverse than it was during its 200th celebration in 1976. As an Indigenous person working for an Native/Indigenous owned and operated cultural center, I have placed considerable thought into this matter. For me, as a descendant of the great confederacy of the Haudenosaunee, I find myself thinking about the people who pushed for peace in times of war and what that meant on a landscape of violence. In this discussion I will present some personal insight and a few of the opportunities the OCC is considering over the next several years to showcase other historical perspectives.

Dr. Joe Stahlman is the Director of Seneca Nation's Seneca-Iroquois National Museum-Onöhsagwë:de' Culture Center and Seneca Nation's Tribal Historic Preservation Office. Joe is a scholar and researcher of Tuscarora descent. He has over 20 years of research experience working with First Peoples. His research focuses on culture and history, as well as ongoing socio-economic and health & wellness related endeavors with Native communities. He takes an active role in addressing the space Native peoples occupy in North American archaeology and cultural resource management. He regularly talks on the need to promote equity, equality, and justice among all peoples in North American society through a number of reconciliatory processes which are inclusive for all and empowers people to express agency through creative and intellectual endeavors.

Sponsored by Gecko Group

## STEPHEN WEIL MEMORIAL LECTURE

### The Power in Being Brave

**Nehemiah Dixon, III**

*Senior Director for Programs and Community  
Engagement, The Phillips Collection*

Monday, October 10, 11:00am

Location: Blue Room



The world has shifted, and museums are being called upon to do something different. But historically, "different" is not safe or popular with traditional arts audiences. What does it take to move forward in a world that no longer resembles the one we knew in 2019?

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

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

Nehemiah Dixon, III is the Senior Director for Programs and Community Engagement at The Phillips Collection, America's first modern art museum located in Washington, DC. In this role he is responsible for the oversight and strategy of a robust and innovative community engagement plan, through the development and delivery of public programs, exhibitions, and commissions at both the Museum and The Phillips Collection's satellite location (the Town Hall Education Arts Recreation Campus also known as THEARC), and the coordination of community engagement activities across DC by partnering with organizations such as the DC Public Library, The Nicholson Project, TASSC International, the Washington Sculptors Group, and other local arts organizations and artists. Nehemiah collaborates deeply with his colleagues in curatorial, digital, and design staff to implement exhibitions, public programs, symposia, and workshops at the museum, online, and at the museum's satellite location in Washington DC's eighth ward. He oversees the Head of Public Programs, the Head of Experiential Learning, and the Manager of Community Projects.

Mr. Dixon is a Washington, DC native and member of Red Dirt Studio in Mt Rainier, MD.

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

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

## SPECIAL SESSION

### A Conversation with Philip Yenawine

*Creative Director, Watershed Collaborative*

Tuesday, October 11, 11:00am

Location: Blue Room



Join Philip Yenawine and Annual Meeting Fellows for a conversation about the museum field, Philip's career and experiences, and his impact.

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

Director of Education at The Museum of Modern Art from 1983-93, Yenawine has also served as consulting curator at the Institute for Contemporary Art and as Visiting Professor of art education at Massachusetts College of Art.

He is founding director of the Aspen Center for the Visual Arts, now the Aspen Art Museum, and has run programs at The Metropolitan Museum of Art, NY; the Museum of Contemporary Art, Chicago; and South Street Seaport Museum, New York.

He has consulted with myriad museums on a variety of matters. He was the George A. Miller Visiting Scholar at the University of Illinois in 1996 and was awarded an honorary doctorate from the Kansas City Art Institute in 2003.

He received his Masters in Art Education from Goddard College in 1979. He received the National Art Education Association's Award for Distinguished Service in 1993, among other honors. He is on the board of Art Matters, a foundation supporting contemporary artists, and the Good Works Foundation.

He has written and edited publications on art, culture and education including Art Matters: How the Culture Wars Changed America; How to Look at Modern Art; Key Art Terms for Beginners, and six books introducing art to young children. His most recent books, Visual Thinking Strategies and Visual Thinking Strategies for Preschool, were published by Harvard Education Press.

## BUSINESS LUNCHEON

### The State of AAM

**Laura Lott**

*President and CEO of the American Alliance of Museums*

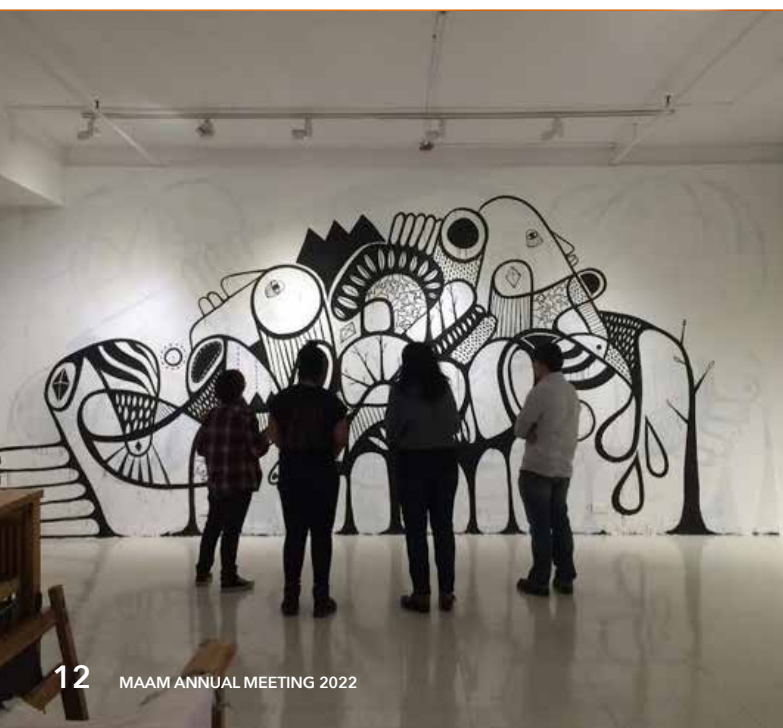
Tuesday, October 11, 1:15pm

Location: Blue Room



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





## WORKSHOPS | EVENTS | OPENING RECEPTION

ONWARD!

### REFRESHING OURSELVES IN THE GALLERY: EXERCISES FOR THE QUIET EYE

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

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

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

Center and teaches at the College of Holy Cross (art history/humanities) and the University of New Hampshire (museum studies).

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

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

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



a cohort of museum professionals at varying stages in their careers, workshop participants will co-construct potential strategies that can be further developed and implemented at their own institutions.

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

#### WORKSHOP LEADERS:

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

### OPENING RECEPTION: PLANET WORD

Sunday, October 9,  
6:00pm-8:00pm

Join friends and colleagues at MAAM's opening reception at Planet Word! Enjoy drinks and hors d'oeuvres in the Mansard Room and explore exhibitions, including The Magic Library, Unlock the Music/Karaoke, Joking Around, Where do Words Come From, Words in the Arts, Speech Making/Giving, I'm Sold- Advertising and Media, and Words Matter- The impact of words.

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

Location: 925 13th St. NW,

Note: Pre-registration required

Distance from Omni Shoreham Hotel:  
30 min by metro; 11 min by rideshare

### LEADERSHIP LUNCH

Monday, October 10,  
12:30pm-1:45pm  
ROOM: Blue Room

This invitation-only lunch is an opportunity for the 2022 fellowship awardees and emerging leaders to meet with MAAM board members and others to discuss the museum field and their own career aspirations.

*Sponsored by the Cooperstown  
Graduate Program*

### AWARDS RECEPTION

Monday, October 10,  
6:00pm-8:00pm  
ROOM: Blue Room

Join in a celebration of the Mid-Atlantic Association of Museums 2022 Award Recipients. MAAM will recognize the winners of the Emerging Professional Award, the Making an Impact Award, and the Katherine Coffey Award. Light refreshments will be provided.

### RESUME REVIEW/CAREER CONVERSATIONS

Tuesday, October 11,  
12:15pm-1:15pm  
ROOM: Blue Room

Do you need advice on organizational change? Have questions about how to develop a collections reorganization policy? Need to have someone look over your resume? Bring your career questions and/or resume to our MAAM board members or sit and discuss with colleagues in your field. Open to all career levels.

### PROFESSIONAL AFFINITY GROUP MEETINGS

Tuesday, October 11,  
12:15pm-1:15pm

Gather and connect with professional affinity groups during this time. These are self-coordinated gatherings with locations determined on your own. Planned gatherings and contact information will be advertised at the Registration Table throughout the Annual Meeting.

### BUSINESS LUNCHEON

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

*Sponsored by Becker & Frondorf*





# MUSEUM TOURS

## National Museum of African American History and Culture (NMAAHC)

Friday, October 7, 9:00am-10:00am

Saturday, October 8, 9:00am-10:00am

### EXHIBITION: Reckoning: Protest. Defiance.

**Resilience.** Located in the museum's Visual Art and the American Experience space, this special exhibition explores the Black Lives Matter movement, violence against African Americans, and how art depicts Black resistance, resilience, and protest. It includes 27 newly exhibited images and artwork by Jean-Michel Basquiat, Sheila Pree Bright, Bisa Butler, Shaun Leonardo, David Hammons, and many more.

*Location:* 1400 Constitution Ave., NW, 4th Floor, Visual Art and the American Experience

*Note:* Pre-registration required; transportation will not be provided.

*Distance from Omni Shoreham:* 24 minutes on Metro Red Line to Metro Center; 28 minutes on Red Line with transfer to Blue Line to Smithsonian

## National Museum of American History (NMAH)

Friday, October 7, 9:00am-10:00am

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

Sunday, October 9, 10:00am-11:00am

### EXHIBITION: Girlhood (It's Complicated)

The history of girlhood is not what people think; it is complicated. Young women are often told that girls are "made of sugar and spice and everything nice." What we learn from the past is that girls are made of stronger stuff. They changed history. From Helen Keller to Naomi Wadler, girls have spoken up, challenged expectations, and been on the front lines of social change. Although definitions of girlhood have changed, what it means to grow up female in the United States has always been part of the American conversation.

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

*Location:* Constitution Avenue, NW, Between 12th and 14th Streets, 2nd Floor, East

*Note:* Pre-registration required; transportation will not be provided.

*Distance from Omni Shoreham:* 24 minutes on Metro Red Line to Metro Center; 28 minutes on Red Line with transfer to Blue Line to Smithsonian

## National Museum of American History (NMAH)

Friday, October 7, 9:00am-10:00am

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

Sunday, October 9, 10:00am-11:00am

### EXHIBITION: ¡Presente! A Latino History of the United States

Reexamine what you know about U.S. history by learning more about Latino identity, immigration, historical legacies, and how Latinas and Latinos have shaped the nation. Listen to first-person oral histories, examine 3D objects, dive into historical biographies, and explore the exhibition to see how the past relates to the present.

*Location:* Constitution Avenue, NW, between 12th and 14th Streets, Molina Family Latino Gallery

*Note:* Pre-registration required; transportation will not be provided.

*Distance from Omni Shoreham:* 24 minutes on Metro Red Line to Metro Center; 28 minutes on Red Line with transfer to Blue Line to Smithsonian

## National Museum of American History (NMAH)

Friday, October 7, 10:00am-11:00am

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

Sunday, October 9, 10:00am-11:00am

### EXHIBITION: ¡Pleibol! In the Barrios and the Big Leagues / En los barrios y las grandes ligas

Baseball is the national pastime. But it's also an American export, one with a tradition that's constantly evolving. ¡Pleibol! shares the experiences of Latinas and Latinos whose love for the game and incredible talent have changed baseball and transformed American culture forever.

Throughout the last century, Latinas and Latinos have used baseball to chase their dreams, challenge prejudice, and build communities. Whether in the barrios or the big leagues, in rural backyards or barn-storming travel teams, they left a mark on how we see, hear, and play the game.

*Location:* Constitution Avenue, NW, between 12th and 14th Streets, 2 East, Albert H. Small Documents Gallery

*Note:* Pre-registration required; transportation will not be provided.

*Distance from Omni Shoreham:* 24 minutes on Metro Red Line to Metro Center; 28 minutes on Red Line with transfer to Blue Line to Smithsonian

## Exhibition: Reckoning: Protest. Defiance. Resilience. National Museum of African Art (NMAfA)

Friday, October 7, 10:00am-11:00am

### EXHIBITION: Iké Udé: Nollywood Portraits

Multimedia artist Iké Udé celebrates the luminescent beauty and mystique of African visionaries by turning his lens on the talented people who drive Nollywood,

Nigeria's \$3 billion film industry. Known for his performative and iconoclastic style and vibrant sense of composition, Udé's photographs use color, attire and other markers to make elegant yet unexpected portraits. His photographs make a bold statement about the power of African identities, despite centuries of attempted erasure by Eurocentric art history and notions of beauty. #nollywoodsmithsonian

*Location:* 950 Independence Ave., SW (Sub-Level One)

*Note:* Pre-registration required; transportation will not be provided.

*Distance from Omni Shoreham:* 23 minutes on Metro Red Line

## National Museum of the American Indian (NMAI)

Friday, October 7, 10:00am-11:00am

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

Sunday, October 9, 10:00am-11:00am

### EXHIBITION: Preston Singletary: Raven and the Box of Daylight

Preston Singletary: Raven and the Box of Daylight features works from internationally acclaimed artist Preston Singletary (Tlingit American, b. 1963), and tells the story of Raven, the creator of the world and giver of the stars, moon, and sun.

Through an immersive, multisensory experience, Raven takes visitors on a journey of the transformation of darkness into light. In addition to Singletary's striking glass pieces, the exhibition features storytelling paired with original music, coastal Pacific Northwest soundscapes, and projected images.

*Location:* 4th Street and Independence Ave., SW, Third Floor

*Note:* Pre-registration required; transportation will not be provided.

*Distance from Omni Shoreham:* 27 min on Metro Red Line to Judiciary Square, 28 min on Metro Red Line Chinatown w/ transfer to Green/Yellow Line to L'Enfant Plaza

## National Museum of Natural History (NMMNH)

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

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

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

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

## National Portrait Gallery (NPG)

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

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

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

*Location:* 8th and G Streets NW, G Street NW entrance *Note:* Pre-registration required; transportation will not be provided.  
*Distance from Omni Shoreham:* 14 min on Metro Red Line to Chinatown/Gallery Place

## Anderson House

Saturday, October 8, 10:15am–11:45am

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

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

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

## Mary McLeod Bethune Council House National Historic Site

Saturday, October 8, 10:00am–11:00am

This National Historic Site was the first headquarters of the National Council of Negro Women (NCNW) and was Bethune's last home in Washington, DC. Here, Bethune and the NCNW spearheaded strategies and developed programs that advanced the interests of African

American women. Tours of the historic home will be followed by a short walking tour of the Logan Circle/Shaw community, where participants will learn about how the area was developed after the Civil War and how its African American residents reshaped the community during the time of legal segregation in the twentieth century. The Council House is not wheelchair accessible.

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

## Hirshhorn Museum and Sculpture Garden (HMSG)

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

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

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

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

## MUSEUMS TO EXPLORE ON YOUR OWN:

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

### National Postal Museum (NPM)

#### EXHIBITION: Baseball: America's Homerun/ Béisbol: El Jonrón de los EE.UU.

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

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

### Dupont Underground

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

*Location:* 19 Dupont Circle NW  
*Distance from Omni Shoreham:* 14 min on Metro Red Line to Dupont Circle, or 15 min on L2 Bus



## MUSEUM TOURS CTD.

### Frances Perkins House

Frances Perkins was by far one of the most important women of her generation. In 1932, her long and distinguished career as a social worker and New York State Industrial Commissioner took an important turn when President Franklin Delano Roosevelt appointed her U.S. Secretary of Labor; the first woman ever to serve in a president's cabinet. Perkins remained in the cabinet until 1945, one of only two original members through the entirety of Franklin Roosevelt's presidency. The house at 2326 California Street, N.W. in Washington, D.C. is historically significant as the residence where Frances Perkins lived the longest during her active years as the nation's first female cabinet member.

*Location:* 2326 California St. NW

*Distance from Omni Shoreham:* 16 min on L2 Bus

### Islamic Center of Washington

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

*Location:* 2551 Massachusetts Ave NW

*Distance from Omni Shoreham:* 16 min walk or 6 min Rideshare

### Martin Luther King Jr. Memorial Library

**EXHIBITION: Up from the People: Protest and Change in D.C.**

The Martin Luther King Jr. Memorial Library is the central facility of the District of Columbia Public Library. Ludwig Mies van der Rohe designed the 400,000 square foot steel, brick, and glass structure, a rare example of modern architecture in Washington, D.C. It reopened in 2020 after 3.5 years of renovations. Up from the People, the

MLK Memorial Library's permanent exhibit, is located outside The People's Archive on the Fourth Floor and open during the library's regular public hours. The West Gallery, A Revolution of Values, addresses Dr. Martin Luther King, Jr.'s message and his connection to the District and local activism. The East Gallery, D.C. Represented, covers local politics and history through displays on Mayor Marion Barry, D.C. home rule, and the cultural impact of go-go and punk music.

*Location:* 901 G St. NW

*Distance from Omni Shoreham:* 16 min on Metro Red Line to Chinatown/Gallery Place

### Phillips Collection

**WORKSHOP: Lou Stovall: The Museum Workshop**

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

*Location:* 1600 21st St NW

*Note:* Pre-Registration Required; Adults (25 people or less): \$16 per person + \$200 tour fee

*Distance from Omni Shoreham:* 14 min on Metro Red Line to Dupont Circle, 17 min on L2 Bus

### Tudor Place

Saturday, October 9, 11:00am

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

Guests are encouraged to bring water, and may bring a picnic meal and be sure to remove all trash. Trash receptacles are not provided. Bring mats, blankets or a camp chair. Due to the historic landscape, games, chairs with legs, blow up furniture, etc. are not permitted. For the duration of a Historic House visit, guests will be asked to leave picnic baskets in the Visitor Center.

*Location:* 1644 31st Street NW

*Note:* Pre-Registration Required; \$10 ticket

*Distance from Omni Shoreham:* 33 min on N2 Bus w/ transfer to d2

### Woodrow Wilson House

Saturday, October 9, 11:00am-12:00pm  
or 3:00pm-4:00pm

**TOUR: Executive Director's Specialty Guided Tour and Suffrage Outside!**

The President Wilson House, a historic landmark and a site of the National Trust for Historic Preservation, opened to the public in 1963. This site, as a vibrant community resource and a model of preservation and presentation of collections, examines the impact of his consequential presidency and, more recently, takes an honest appraisal of Wilson's triumphs and shortcomings. There is an access ramp to enter the House as well as a transfer chair and a historic elevator.

*Location:* 2340 S Street NW

*Note:* Pre-Registration Required; \$40 ticket

*Distance from Omni Shoreham:* 19 min on 96 Bus

### National Museum of American Jewish Military History

**EXHIBITIONS: Jews in the American Military; Hall of Heroes: American Jewish Recipients of the Medal of Honor; Major General Julius Klein: His Life and Work; Captain Joshua L. Goldberg Memorial Chapel**

Chartered by an act of Congress in 1958, the National Museum of American Jewish Military History, under the auspices of the Jewish War Veterans of the U.S.A., documents and preserves the contributions of Jewish Americans to the peace and freedom of the United States, educates the public concerning the courage, heroism and sacrifices made by Jewish Americans who served in the armed forces, and works to combat anti-Semitism.

*Location:* 1811 R St NW

*Distance from Omni Shoreham:* 15 min on Metro Red Line, 14 min on L2 Bus

# ONWARD!

# BREAKOUT SESSIONS 1: MONDAY, OCTOBER 10

9:15AM-10:30AM

## 1. The Art of Boundary Setting

Room: Congressional A

Setting clear boundaries at work, with family and friends can strengthen your relationships, help direct your energy, focus your attention, and build your resilience. Pandemic pressures and working from home have added stress to the challenge of setting boundaries, so the need to recognize and communicate our preferences and needs has never been greater. In this session you will learn:

- Why healthy boundaries are so important
- What gets in the way of setting healthy boundaries at work and at home
- Simple ways to stop saying yes to everyone
- How to say no with clarity and grace

And you'll have fun as you expand your learning and experience!

*Speakers:* Wendy Luke, Professional Certified Coach (PCC), Chair; Nancy Reller, Associate Certified Coach and President, Sojour Communications; Barbara Beizer, Leadership & Transition Coach, President, B2Works, Co-Founder, Resilience Lab

## 2. When is an Experience too Immersive? Exploring Wellbeing and the Museum

Room: Congressional B

How do you create exhibitions to inspire but not overwhelm? What ensures that immersive experiences foster feelings of wellbeing for everyone—taking into account identity, biology, comfort with vulnerability, and even mood in that moment? Considering levels of light, content, stimulation, wayfinding, sound, and learning modes is just the start of creating universally sensitive spaces.

This practical, research-led 60-minute talk is intended for:

- Museum professionals optimizing audience engagement
- Exhibitions management teams from institutions big and small
- Larger institutions focusing on visitor experience and interpretation

Take-aways:

- The four elements of museum wellbeing
- Examples of visitors' wellbeing being ignored and nurtured
- Challenges and solutions to creating museum spaces that inspire wellness
- Frameworks and advice to help embed wellbeing in the post-lockdown museum landscape

*Speakers:* Sarah van Haastert, Business Development Lead - Experience Design, Art Processors; Jamie Lawyer, Chief Experience Officer, Rubin Museum of Art; Archana Pathak, Interim Director of the LGBTQ Center, Rubin Museum of Art; Marlissa Hudson, Managing Partner, English-Hudson Consulting

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

Room: Capitol Room

The visitor-facing teams including visitor and guest services staff are uniquely positioned to impact the visitor's experience in the museum daily, and to provide nuanced insight into the effectiveness of a museum's strategy for audience engagement. One early lesson NMAAHC's Office of Visitor and Guest Services learned during the pandemic was that our staff had to feel safe and secure at work before they could extend exceptional customer service to our visitors. This led us to rethink how we leveraged the voices of our frontline staff in the data we collected about visitor safety, how we included their insight into strategic

recommendations made to improve visitor safety, and how we included them in the reporting that measured the museum progress towards its safety goals. This approach established a culture of iterative learning among the team, and survey results suggested that a large part of the museum's successful reopening could be attributed to the role frontline staff played in making visitors feel safe and welcomed during their visit. Looking forward, as museum leaders think about what it means to enhance the visitor's experience during the transition from pandemic to endemic, it's important to think strategically about how they leverage the voices of visitor-facing team members in the process.

*Speakers:* Herman Marigny, Associate Director of Visitor & Guest Services, National Museum of African American History & Culture, Chair; Tammy Enright, Project Coordinator, Technology Trends Group, Office of Visitor and Guest Services, Smithsonian's National Museum of African American History and Culture; Derrin Alle Meikle, Visitor Services Coordinator, Office of Visitor and Guest Services, Smithsonian's National Museum of African American History and Culture; Lisa E. Williams, Visitor Services Coordinator, Office of Visitor and Guest Services, Smithsonian's National Museum of African American History and Culture

## 4. Museum Outreach to Local Spanish-Speaking Audiences: Challenges and Solutions

Room: Embassy Room

This session will discuss the nuances and complexities that are important to consider when building bilingual programming. The speakers will offer diverse perspectives on crucial questions, such as:

- What are the goals of bilingual programming? Who is the audience?
- Why is it important to conduct this kind of outreach? How is it different in a museum space that does not deal in overtly Latine content?
- What does leveraging community partnerships look like in your institution?

- How do you tackle staffing challenges? What challenges do you find when trying to build bilingual staff?
- How can you build community while working in a museum that is not accessible to Spanish-speaking audiences?
- What other challenges have you encountered in the course of this work?
- How do these considerations shift when programs are virtual?

Participants will leave with a better understanding of the challenges and realities of building community with Spanish-speaking audiences, the necessity of museums as a resource for these communities, and to start to think about how to become a resource in a way that serves them and is sustainable for the museum.

*Speakers:* Meera Muñoz Pandya, Bilingual Educator, Smithsonian Institution, Chair; Efrain Tejada, Q?rius and Family Programs Manager, National Museum of Natural History; Melissa Kiewiet, Director of Development and Community Engagement, Dyckman Farmhouse Museum





## BREAKOUT SESSIONS 2: MONDAY, OCTOBER 10

2:00PM-3:15PM

### 5. Let's Talk: Conversations to Ensure Ethical Deaccessions and Collections Management

Room: Congressional A

The recent creation of the AAM Sustainability Rubric has gained new importance as COVID-19 has impacted museums worldwide. The rubric aids museums on how to maintain stable institutions when encountering a financial crisis without resorting to deaccessioning the collections for financial solvency. The ability of staff to educate and work with boards and collections committees is an integral part of the fabric of any museum or cultural institution.

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

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

### 6. Next Gen Design: Empowering Emerging Cultural Experience Designers

*Sponsored by Paul Orselli Workshop*

Room: Congressional B

Experience designers work in exhibitions, interpretive graphics, interactive media and public installations. These designers are responsible for connecting people and places in museums, memorials, interpretive centers, and historic landmarks.

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

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

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

### 7. What's the Big Idea? Finding Your Inner Compass in an Age of External Stimuli

Room: Capitol Room

Museums have spent the past few years in response mode, striving to meet our communities' acute needs for COVID safety and social justice. The urgency of these needs has had implications for organizations' and museum professionals' long-term ability to sustain the work. This session offers a case study in pausing to look inward in order to create a wholistic and sustainable vision for the long term.

A panel of current staff, former staff, and community partners from the George Read II House & Gardens, a National Historic Landmark owned by the Delaware Historical Society, will tie museum leadership, interpretation, marketing, development, and capital needs into a single conversation.

Since 2018, the Read House & Gardens has been transforming itself around core principles of empathy and imagination. A luminous but less-than-inclusive past has become the springboard for modern collaborators and visitors alike. They bring their multiple perspectives and intelligences to the material culture we steward, helping one another discover new ways of seeing the complex human dynamics inscribed there. In turn, this fosters new understanding of our communities in the present.

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

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

### 8. The PNC Innovation Zone ft. The Purposeful Gaming Studio: A New Type of Science Center

Room: Embassy Room

The explosive popularity of "esports" and video games presents a fantastic opportunity for science and technology centers to engage the K-12 audience and offer unique educational opportunities. Embedded in every video game are rich elements of science, technology, engineering, arts, and mathematics. Our goal is to engage students in interactive activities and to spark an interest in STEM and technology by using esports and purposeful gaming as a platform to teach STEM-related skills. Purposeful gaming-related curricula can create 21st-century learning opportunities that are inclusive and accessible to all.

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

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

*Speakers:* Ted Black, President & CEO, Whitaker Center for Science and the Arts; Education Staff, Whitaker Center for Science and the Arts

## BREAKOUT SESSIONS 3: MONDAY, OCTOBER 10

3:45PM-5:00PM

### 9. No Limits: Using Podcasts to Create Rich On-Demand Programming

Room: Congressional A

In a post-pandemic world, we have to find new ways of expanding our mission beyond our walls and beyond our own schedules. In this session, museum podcast expert Hannah Hethmon will moderate a panel with speakers from the Baltimore Museum of Industry, the Jewish Museum of Maryland, and the Anacostia Community Museum. Each will discuss a way in which they've used podcasts (and the podcast distribution network) to create meaningful off-site audio experiences.

Participants will:

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

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

### 10. Onward, Upward, Always: Nemours Estate and the Journey to Organizational Authenticity

*Sponsored by Monadnock Media*

Room: Congressional B

Jessie Ball duPont, the longest resident of Nemours Estate in Wilmington, Delaware, claimed: "There is but one motto: Onward, upward, always!" Never did her words ring more true than during the recent pandemic, when moving in ANY direction felt uncertain. Yet once the Estate was able to define "onward", it found itself also going upward in exciting new directions that just felt...right.

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

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

This session is intended for directors, department heads, and museum thought leaders. Attendees will leave the presentation with tools to evaluate their own organization's authenticity; gain a new perspective on how legacy is able to shape a meaningful future; and be inspired to move onward, upward, always with courage and conviction in a world that is anything but predictable.

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

### 11. Re-Engage and Increase Relevance with the Museum Assessment Program

Room: Capitol Room

Find out how other museums participating in the Museum Assessment Program's (MAP) year-long process experienced better engagement with their communities and audiences, strengthened their educational activities, examined operations and allocation of resources, addressed important collections challenges, or ensured long-term success through more effective leadership-oriented governance. And, you can, too! Through one of the five MAP assessment types, small- to mid-sized museums have the opportunity with our self-assessment activities, a peer reviewer site visit and a final assessment report with prioritized recommendations to make lasting changes internally and externally in service of their visitors and communities.

Attendees will learn about first-hand MAP experiences from Mid-Atlantic based museums that have gone through the MAP process and experienced improvements in areas such as internal and external engagement, relevance with their communities, DEAI, programming, and much more! Attendees will also receive a questionnaire to help them pinpoint which of the assessment types is the best fit for their institution and needs.

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

### 12. Building and Sustaining Collaborative Relationships with Institutions of Higher Education: Perspectives from College Partners

Room: Embassy Room

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

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

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

*Speakers:* Sara Clarke-De Reza, Assistant Professor of Education, Washington College; Raven Bishop, Instructional Technologist, Washington College; Julie Markin, Associate Professor of Anthropology, Washington College



## BREAKOUT SESSIONS 4: TUESDAY, OCTOBER 11

8:00AM-9:15AM

### 13. Changing the Narrative, Challenges & Triumphs of Interpreting Enslavement at Historic House Museums

Room: Congressional B

The Northern Slavery Collective (NorSC) is a group of museum professionals and academics dedicated to researching and interpreting the history of enslaved people and the practice of enslavement in the Northern United States. This panel will discuss the challenges that each institution faced in their journey to create a more inclusive narrative and how they have worked creatively to overcome them. The panel will begin with a brief introduction to NorSC and each panelist's institution and then move into a question and answer session. Sample questions include, but are not limited to:

- What challenges have you faced regarding the change in language at your institution?
- Once you have the research, how do you break it down and disseminate it to every aspect of the museum?
- How do you address this material to audiences (such as BIPOC) who may feel triggered by being immersed in the content?
- How have you managed changing the internal culture of your institution from staff to board members?

*Speakers:* Sylvea Hollis, Assistant Professor in African American History Montgomery College; Lavada Nahon, Interpreter of African American History, NYS OPRHP-Bureau of Historic Sites; Elizabeth Bradley, Vice President of Programs and Engagement at Historic Hudson Valley, Sylvester Manor; Meredith Horsford, Executive Director, Dyckman Farmhouse Museum Alliance

### 14. DEAI In Museums: Hiring, Recruitment, and Pipeline Development

Room: Capitol Room

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

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

serve as respected museum thought-leaders in the field. Lastly, these materials have been licensed under Creative Commons, for the greater good of the broader field.

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

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

Room: Embassy Room

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

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

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

This panel will offer lessons learned about doing audience research with an online-first audience, as well as pivots (and

mindset shifts) that were needed while the institution was closed to visitors.

*Speakers:* Paul Sturtevant, Audience Research Specialist, Smithsonian Organization and Audience Research; Julia Gross, Social Science Analyst, Smithsonian Organization and Audience Research; Diane Sanders, Exhibits Specialist, U.S. Capitol Visitor Center; Thuvia Martin, Adult, Family and Youth Programs Coordinator, U.S. Capitol Visitor Center

9:45AM-11:00AM

### 16. Sustaining Collections and Collaborations: Stakeholder Engagement and Envisioning an Academic Art Museum

Room: Congressional A

Finding a way to sustain art collections and create new spaces for visitor engagement is a challenge for most institutions, especially academic museums and galleries in the wake of the pandemic. This session is a detailed dive into the strategies and outcomes of a project supported by the NEH Sustaining Cultural Heritage Collections Grant. In 2020 Gettysburg College received funding to assess the feasibility of a historic house for art storage, exhibitions, and teaching. The goal of this project is to foster collaboration among diverse constituencies, strategically consider opportunities and challenges posed by the property, envision a new academic art museum, and provide a cultural hub for the community. The grant afforded an external team of experts to consider the intersections of architecture, collections conservation, and environmental management with the requirements for historic preservation, collection storage planning, sustainability, and interdisciplinary pedagogy at the College. Members of the project team discuss their approach to creating a shared vision among stakeholders; the defining and articulation of plans with actions toward a larger goal; and how they cultivate resilience in long-term project planning. From this discussion with professionals

## BREAKOUT SESSIONS 5: TUESDAY, OCTOBER 11

who have worked closely as a collaborative team with museums both large and small, attendees will learn how communication and collaboration with key stakeholders at the early stages of a project can lead to practical support and exciting results.

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

### 17. Logging In/Logging Off: Digital Strategy for the Very Online Era

*Room:* Congressional B

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

Logging In / Logging Off: Digital Strategy for the Very Online Era will look beyond museums to reflect on the course of digital through the pandemic and investigate what's ahead.

The session will begin with case studies of museums and other entities that successfully logged in over the last two years. Whether it's Peloton or the Monterey Bay Aquarium, we'll identify how players tapped into relevant themes, memes, and behaviors to establish vibrant, meaningful connections with the community. We'll then log off for a facilitated discussion: How can digital teams incorporate and iterate on the learnings from the last two years? What can digital realistically accomplish?

This 60-minute, roundtable session will gather an interdisciplinary group of professionals interested in reflecting on digital strategy. Attendees will leave the session with a wider perspective of how museums can flourish in the larger ecosystem of the internet and tactics for engaging with audiences and staff to create a delightful and sustainable online presence for their institutions.

*Speakers:* Jeremy Munro, Digital Projects Lead, Smithsonian National Museum of African Art; Andrea Ledesma, Product Manager, Navigation North; Colin Brooks, Senior Developer, Whitney Museum of American Art

### 18. Who are the Real "Native New Yorkers"? A New Exhibition Has Fresh Answers

*Room:* Capitol Room

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

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

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

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

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

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

*Room:* Embassy Room

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

This session explores what it means to be responsive to community and how resources can be allocated in museums of varying sizes to create a youth program that is meeting a need—for the museum, for the audience, and for the community. All three programs encourage (and will discuss) interdepartmental collaboration; museum staff at all job positions and career levels as well as volunteers and Board members can benefit from this session. Participants

will walk away with ideas for why engaging youth is so important; ideas for how to structure a program for youth at their site, and examples of how the program can benefit the youth, the community, and the museum to use as "selling points" for funders. Panelists represent museums of varying sizes (from 2-30+ full- and part-time staff) and will share details about timing, funding, and sustainability of programs.

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

**2:45PM-4:00PM**

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

*Room:* Congressional A

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

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

This is where we come in! Museums are beautifully suited to increasing and diversifying participation in community planning. Based on the Exhibition article "Dream Big(ger): From Building Exhibitions to Building



## BREAKOUT SESSIONS 6: TUESDAY, OCTOBER 11

a Better City”, this session will give a brief “flaws and all” (hello, redlining!) introduction to planning, its past, present, and future. We’ll present several inspiring museum-planning partnerships that have documented and mitigated urban heat islands, fostered pro-social behavior in public plazas, and more. Attendees will leave with a list of resources to help their museum contribute to a better future for their community.

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

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

*Room:* Congressional B

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

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

A panel of museum professionals will engage with the audience in how the Liberty Museum reimagines itself. Through interactive dialogue and workshop activities, the Liberty Museum invites attendees to help visualize the future of this emerging museum by soliciting feedback on mission, vision, and goals to seed national recognition for NLM exhibitions and programs.

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

### 22. Re-imagining the Experience: XR-powered Museum Education in the Era of Metaverse

*Room:* Capitol Room

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

This presentation provides the audience with a vision of future museum education. This panel will demonstrate the trend of research interest in XR-powered museum education from 2010-2022, present case studies of embracing XR tours in museums and historic sites, and provide the audience with practical recommendations, including:

- XR solutions allow museums with limited resources to provide a high-quality and extensive educational experience for visitors.

- Pedagogical frameworks for evaluating the XR museum experience and fostering accountable teaching and learning procedures.
- Hands-on checklists for developing XR museum programs that improve visitors’ learning achievements.

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

*Speakers:* William Zhou, Museum Education Researcher, George Washington University, Chair; Lexi Cleveland, Technology Executive / Public Historian, ARtGlass

### 23. Provenance Research: What’s Next?

*Room:* Embassy Room

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

By highlighting how three art museums of varying sizes and functions approach provenance research, this panel offers insight and practical advice for museum professionals into how to effectively pursue this research. Representatives from the Smithsonian’s National Museum of Asian Art, The Walters Art Museum, and the Johns Hopkins

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

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



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

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

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