



22nd Annual Visitor Studies Association Conference Program

July 21 - 25, 2009
St. Louis, Missouri



For What It's Worth: Wrestling with Relevance, Public Value, and Impact



We're About Visitors



St. Louis photography provided courtesy of: The Campbell House Museum, Felix Vallé House State Historic Site, Jefferson National Expansion Memorial, The Magic House, Missouri Botanical Garden, Missouri Historical Society, The Pulitzer Foundation for the Arts, Saint Louis Art Museum, Saint Louis Science Center and the Saint Louis Zoo

Dear Colleagues and Friends:

Welcome to St. Louis and the 2009 VSA conference!

This year's theme – For What It's Worth: Wrestling with Relevance, Public Value, and Impact – is sure to spark intriguing insights, engaging conversations, and interesting discoveries. The challenge for many practitioners and researchers alike is in how to show and share what we know our organizations mean to communities, how the experiences we create relate to visitor needs, and how a program or an exhibit can bring about a change. Demonstrating relevance, public value, and impact in museums and informal learning environments is a pressing reality. Wrestling with these issues – really digging in, discussing, and defining them – is what this conference is all about.

We are confident that the conference will provide you with many opportunities to learn, share, and grow. There are an array of dynamic panels, papers, posters, and roundtables.

Conference sessions reflect a wide range of strategies and methods for defining and measuring public value.

- How do you determine public value?
- Who determines public value?
- How can you define relevancy in communities?
- What are the internal and external perspectives that shape our understanding and measurement of "value"?
- What does having an impact really mean and how can we assess it?

We hope the backdrop of the Gateway City provides the chance to catch up with old friends and meet new colleagues. Enjoy the chance to network with some of the most forward-thinking professionals in the field today.

Enjoy the conference amidst our fine Midwest hospitality. Have fun exploring vibrant St. Louis!



Elee Wood
Program Co-Chair



Kelly Lidinsky
Program Co-Chair

2009 Conference Team

Susan Foutz, *Abstracts Editor*
Elisa Israel, *Local Host Committee Chair*
Julie I. Johnson, *VP, Professional Development*
Cheryl Kessler, *Workshops Chair*
Judith Larsen, *Conference Committee Chair*
Kelly Lidinsky, *Program Co-Chair*
Caren Oberg, *Marketplace Coordinator*
Jessica Sickler, *Incoming Conference Committee Chair*
Kathleen Tinworth, *Awards Subcommittee Chair*
Robert "Mac" West, *Resource Development Chair*
Elee Wood, *Program Co-Chair*
Randy C. Roberts, *VSA Association Manager*

Local Host Committee

Elisa Israel, *Chair, Saint Louis Science Center*
Halcyone Brown, *Saint Louis Science Center*
Lisa Harper Chang, *The Pulitzer Foundation for the Arts*
Carolyn Daniel, *The Magic House*
Spruce Fraser, *St. Louis Public Library*
Karla Frye, *Missouri Department of Natural Resources*
Tami Goldman, *Missouri History Museum*
Andrew Hahn, *The Campbell House Museum*
Jenny Heim, *Saint Louis Science Center*
Delecia Huitt, *Missouri Department of Natural Resources*
Leslie Mitchell Jackson, *Missouri Botanical Garden*
Louis Lankford, *University of Missouri – St. Louis*
Bob Moore, *Jefferson National Expansion Memorial*
Amy Niedbalski, *Saint Louis Zoo*
Joe Polman, *University of Missouri – St. Louis*
Stephanie Recht, *Saint Louis Art Museum*
Jan Simons, *Missouri Botanical Garden*
Carey Tisdal, *Tisdal Consulting*
Staci Willis, *Saint Louis Science Center*

2009 Session Proposal Reviewers

Swarupa Anila	Wendy Meluch
Stephen Bitgood	Ken Morris
Minda Borun	Michelle Nichols
Kerry Carlin-Morgan	Heather Nielsen
Christine Castle	Kathryn Owen
Lisa Harper Chang	Chris Parsons
Rita Deedrick	Phyllis Rabineau
Cathleen Donnelly	Melissa Schreck
Susan Foutz	Jessica Sickler
Todd Gieseke	Matt Sikora
Ellen Giusti	Erin Stafford
Joshua Gutwill	Jill Stein
Joe Harber	Martin Storksdieck
Joe Heimlich	MaryJane Taylor
Barbara Henry	Geralyn Warfield
Beth A. Twiss Houting	Karol Allison Wickens
Judith Larsen	Linda Wilson
Kiersten Latham	Victor Yocco

Conference Schedule at a Glance

Monday, July 20

4:00 – 7:00 p.m. Registration Open

Tuesday, July 21

8:00 – 11:00 a.m. Registration Open

4:30 – 7:30 p.m. Registration Open

9:00 a.m. – 4:00 p.m. Pre-Conference Workshops

Wednesday, July 22

8:00 a.m. – 5:00 p.m. Registration Open

8:30 a.m. – 4:30 p.m. VSA Board of Trustees Meeting
Mills Studio Three

9:00 a.m. – 4:00 p.m. Pre-Conference Workshops

9:00 – 11:00 a.m. **Pre-Conference Walking Tour**
Meet at 4th Street Entrance

6:00 – 10:00 p.m. **Welcome to St. Louis Opening Event (ticket required)**
Buses depart from 4th Street Entrance at 5:30 p.m.

Thursday, July 23

8:00 a.m. – 3:00 p.m. Registration Open

8:00 – 9:00 a.m. **Members and New Attendees Coffee Talk**
Grand Ballroom G & H

9:00 – 11:00 a.m. **Welcoming Remarks and Keynote Panel**
Grand Ballroom G & H

11:00 a.m. – 4:30 p.m. **Marketplace of Ideas, Products, and Services**
Posters on Display
Grand Ballroom A & B

11:00 – 11:20 a.m. **Coffee Break**
Grand Ballroom Foyer

11:20 a.m. – 12:35 p.m. **Concurrent Sessions – One**
Grand Ballrooms G & H, F, Mills Studios 1, 2, 3

12:35 – 2:00 p.m. Lunch on your own

2:00 – 3:00 p.m. **Concurrent Sessions – Two**
Grand Ballrooms G & H, F, Mills Studios 1, 2, 3

3:00 – 3:30 p.m. **Coffee Break**
Grand Ballroom Foyer

3:00 – 4:30 p.m. **Marketplace of Ideas, Products and Services continues**

Poster Session
Grand Ballroom A & B

7:00 – 10:00 p.m. **Come Play Like a Kid at The Magic House (ticket required)**
Buses depart from 4th Street Entrance at 6:30 p.m.

Friday, July 24

8:00 a.m. – 12:00 p.m. Registration Open

8:30 – 9:00 a.m. **President's Address and VSA Business Meeting**
Grand Ballroom G & H

9:00 – 10:00 a.m. **Keynote Presentation**
Grand Ballroom G & H

10:00 – 10:30 a.m. **Coffee Break**
Grand Ballroom G & H

10:30 a.m. – 12:00 p.m. **Concurrent Sessions – Three**
Grand Ballrooms G & H, F, Mills Studios 1, 2, 3

12:30 – 2:00 p.m. **April Award Luncheon**
Grand Ballroom A & B

2:15 – 3:30 p.m. **Concurrent Sessions – Four**
Grand Ballrooms G & H, F, Mills Studios 1, 2, 3

3:30 – 3:50 p.m. **Coffee Break**
Grand Ballroom Foyer

3:50 – 4:50 p.m. **Concurrent Sessions – Five**
Grand Ballrooms G & H, F, Mills Studios 1, 2, 3

4:45 – 6:00 p.m. **Open House at The Old Courthouse (No ticket required)**

6:00 – 9:00 p.m. **Grand Evening of Art and Music (ticket required)**
Buses depart from the Old Courthouse at 5:45 p.m.

Saturday, July 25

9:00 – 9:30 a.m. **Coffee Break**
Grand Ballroom Foyer

9:30 – 11:00 a.m. **Concurrent Sessions – Six**
Grand Ballrooms A, B, F, G

11:30 a.m. – 12:45 p.m. **Closing Luncheon**
Park View Room

1:00 – 10:00 p.m. **Post-Conference Trip**
Bus departs from 4th Street Entrance at 1:00 p.m.





What you need to know ...

REGISTRATION AND INFORMATION DESK

Check in at the registration desk, located at the Grand Coatroom, for conference materials, badges, tickets, information, and your 2009 tote bag. Learn more about the sites of St. Louis from local hosts who will be on hand to steer you in the right direction.

Registration Desk Hours:

Monday, July 20, 4:00 – 7:00 p.m.

Tuesday, July 21, 8:00 – 11:00 a.m.
and 4:30 – 7:30 p.m.

Wednesday, July 22, 8:00 a.m. – 5:00 p.m.

Thursday, July 23, 8:00 a.m. – 3:00 p.m.

ABSTRACTS

In keeping with the “green” movement, the 2009 Abstracts publication is available this year in an electronic format only, not as a printed handout. Visit www.visitorstudies.org and click on the Conference page to view or download a PDF of the abstracts. The abstracts provide overviews of all poster, panel, and paper sessions presented at the conference.

EXPLORING ST. LOUIS

The institutions listed below will offer discounts to conference delegates July 20-26 (must show conference name badge). Because St. Louis is fortunate to have several museums that are already free to the public, the discounts offered to delegates vary by institution. Please refer to the separate insert for details on available discounts and for updates to this list.

- Campbell House Museum
- Chatillon-DeMenil Mansion
- Eugene Field House and Saint Louis Toy Museum
- Jefferson National Expansion Memorial (Gateway Arch & Old Courthouse)
- The Magic House – St. Louis’ Children’s Museum
- Missouri Botanical Garden
- Missouri History Museum
- Saint Louis Art Museum
- Saint Louis Science Center
- Saint Louis Zoo
- Scott Joplin State Historic Site

For information on getting around St. Louis via MetroLink, St. Louis’ light rail system, go to www.metrostlouis.org.

Another fun thing to experience is St. Louis’ annual summer festival, *Live on the Levee*. This popular event, which draws large crowds, happens every Friday and Saturday evening in July. River levels permitting, you’ll find live musical performances – both local and national names, food stands, and a fantastic fireworks display on Leonor K. Sullivan Blvd., along the Mississippi River, under the Arch. If crowds aren’t your thing, the conference hotel is ideally situated to provide you with a great view of the fireworks, which typically begin around 9:15 p.m. If you are attending the Friday evening event at The Pulitzer Foundation for the Arts, the buses are scheduled to return from the event in time for the fireworks. Please check at the hospitality table or with the hotel concierge for updated information on the festival, including the lineup of musical performers.

CONFERENCE EVENTS

Tickets are required for the following events unless otherwise noted. (Tickets ARE NOT AVAILABLE ON-SITE; however a ticket exchange board will be located in the registration area. If you have an extra ticket or are looking for one, please check the ticket exchange board). Please check event description for bus departure information.

EVENING EVENTS

Welcome to St. Louis!

Wednesday, July 22, 6:00 – 10:00 p.m.

FREE with full conference registration, advance registration is required.

Buses depart from the 4th Street Entrance of the Hyatt Regency at 5:30 p.m.

Come Play Like a Kid at The Magic House!

Thursday, July 23, 7:00 – 10:00 p.m.

\$45

Buses depart from the 4th Street Entrance of the Hyatt Regency at 6:30 p.m.

Open House at the Old Courthouse

Friday, July 24, 4:45 – 6:00 p.m.

FREE to all conference attendees!

The Old Courthouse is across the street from the Hyatt; look for the green dome! Buses will depart from the Old Court House at 5:45 p.m., for those attending A Grand Evening of Art and Music.

A Grand Evening of Art and Music

Friday, July 24, 6:00 – 9:00 p.m.

\$30

Buses depart from the Old Courthouse, adjacent to the Hyatt Regency, at 5:45 p.m.

MEMBER BREAKFAST

3rd Annual Membership and

New Attendees Coffee Talk

Thursday, July 23, 8:00 – 9:00 a.m., **FREE**,

Advance registration is not required for this event.

Grand Ballroom G & H

New conference attendees, members, and prospective members welcome.

LUNCHEONS

13th Annual April Award Luncheon

Friday, July 24, 12:30 – 2:00 p.m.

\$40

Grand Ballroom A & B

Closing Luncheon

Saturday, July 25, 11:30 a.m. – 12:45 p.m.

FREE, advance registration is required

Park View Room

MARKETPLACE OF IDEAS, PRODUCTS, AND SERVICES

Thursday, July 23

Open 11:00 a.m. – 4:30 p.m.

Meet poster presenters and sponsors 3:00 – 4:30 p.m.

Pre-Conference Workshops

Tuesday, July 21 and Wednesday, July 22

Registration is required (Fee: Full Day Workshop – \$125 Member, \$155 non-Member; Half Day Workshop – \$65 Member, \$80 non-Member). Registration may be available on-site pending space availability. Please check at the Registration Desk for more information.

Attendees are responsible for transportation to and from workshop locations. Please check for transportation information, including those seeking shared taxi rides, at the Registration Desk.

Tuesday, July 21

Full Day Workshops, 9:00 a.m. – 4:00 p.m.

Audience-Based Inquiry through Focus Groups and Naturalistic Methods

Missouri Botanical Garden, 4344 Shaw Blvd.
Elee Wood, Assistant Professor of Museum Studies and Teacher Education and Public Scholar of Museums, Families and Learning, IUPUI School of Education

Measuring Attitude

St. Louis Public Library, downtown branch, 1301 Olive Street
Joe E. Heimlich, Associate Professor and Extension Specialist OSU Extension@COSI
Steve Yalowitz, Senior Research Associate, Institute for Learning Innovation

Tuesday, July 21

Half Day Workshops, 9:00 a.m. – 12:00 p.m.

Beyond Counting Hits: Strategies for Evaluating Websites

Kemper Museum of Art, Washington University, corner of Skinker and Forsyth Blvds.
Jennifer Borland, Associate, Rockman, et al
Saul Rockman, President, Rockman, et al
Monnette Fung, Rockman, et al

Participatory Evaluation: Using Interactive Techniques to Involve Stakeholders in the Evaluation Process

Missouri History Museum, 5700 Lindell Blvd. (in Forest Park)
Amy Grack Nelson, Evaluation & Research Assistant, Science Museum of Minnesota
Robby Callahan Schreiber, Youth Program Manager, Kitty Andersen Youth Science Center, Science Museum of Minnesota

Insights from the World of Market Research Part I: Segmentation, Value, and Brand

Saint Louis Art Museum, One Fine Arts Drive (in Forest Park)
Linda Wilson, Director, Audience Research and Evaluation, John G. Shedd Aquarium
Kelly Lidinsky, Manager, Audience Research and Evaluation, John G. Shedd Aquarium

Tuesday, July 21

Half Day Workshop, 1:00 – 4:00 p.m.

Insights from the World of Market Research Part II: Customer Satisfaction, Behavioral Economics, and Web 2.0

Saint Louis Art Museum, One Fine Arts Drive (in Forest Park)
Linda Wilson, Director, Audience Research and Evaluation, John G. Shedd Aquarium
Kelly Lidinsky, Manager, Audience Research and Evaluation, John G. Shedd Aquarium

Half Day Workshop, 1:30 – 4:30 p.m.

(Note: this workshop begins and ends later to accommodate travel time)

Understanding Public Value: A Task for Evaluators AND Practitioners

Hyatt Regency Hotel, Mills Studio One
Mary Ellen Munley, Principal, MEM and Associates
Randy Roberts, Senior Associate, MEM and Associates; VSA Association Manager

Wednesday, July 22

Full Day Workshops, 9:00 a.m. – 4:00 p.m.

Taking Control of Your Quantitative Data

Old Courthouse, 11 N. 4th St.
Steve Yalowitz, Senior Research Associate, Institute for Learning Innovation
Claudia Figueiredo, Research Associate, Institute for Learning Innovation

How to Conduct Effective Prototype Testing with Mechanical Interactives

Saint Louis Zoo, One Government Drive (in Forest Park)
Sofie Davis, Audience Researcher, Science Museum, London

Visitor Studies 101: Evaluating Impact

Missouri Botanical Garden, 4344 Shaw Blvd.
Ellen Giusti, Visitor Studies Consultant

Wednesday, July 22

Half Day Workshop, 9:00 a.m. – 12:00 p.m.

Assessing Learning in Real-Time: Videotaping Visitors in Museums, Part I

Saint Louis Zoo, One Government Drive (in Forest Park)
Joshua P. Gutwill, Acting Director of Visitor Research, Exploratorium
Adam Klinger, Evaluation Design Specialist, Exploratorium

Wednesday, July 22

Half Day Workshops, 1:00 – 4:00 pm

Assessing Learning in Real-Time: Videotaping Visitors in Museums, Part II

Saint Louis Zoo, One Government Drive (in Forest Park)
Joshua P. Gutwill, Acting Director of Visitor Research, Exploratorium
Adam Klinger, Evaluation Design Specialist, Exploratorium

Getting Published

Saint Louis Art Museum, One Fine Arts Drive (in Forest Park)
Jan Packer, Senior Research Fellow, School of Tourism, University of Queensland
Roy Ballantyne, Professor, Head of School of Tourism, University of Queensland

Pre-Conference Schedule

Wednesday, July 22

9:00 – 11:00 a.m.

Pre-Conference Walking Tour of Downtown St. Louis

FREE, pre-registration required

Explore St. Louis' history and architecture! See the world's first true skyscraper, the site of the transfer of the Upper Louisiana Purchase, the world-famous Eads Bridge, the location where the Lewis and Clark Expedition ended, and other amazing sites on a special walking tour conducted by National Park Service historian Bob Moore. A scholar of both St. Louis history and architecture, Dr. Moore will lead an exploration of historic buildings that are currently standing and a discussion of the location of past structures. The tour will end in historic Laclede's Landing where there are a variety of lunch options. The

group may choose to eat together or you can have lunch on your own. *Please bring a bottle of water with you. Meet at the 4th Street Entrance of the Hyatt Regency.*



6:00 – 10:00 p.m.

Welcome to St. Louis!

FREE with full conference registration. Pre-registration is required. Evening includes dinner, entertainment, and transportation. Cash bar will be available.

Come to the Saint Louis Science Center for a warm welcome to the city and to our 2009 VSA conference! Begin with appetizers and a cash bar in the main galleries where you can take a spin on a Segway, watch a live science demonstration, and don a lab coat and goggles to conduct an experiment in the new, interactive Life Science Lab. A buffet dinner will be served under the stars in the James S. McDonnell Planetarium. Begin to ponder the conference theme during a star show featuring the vocal talents of local singer Charles Glenn. Following the opening program, enjoy dessert and dancing to music provided by a local DJ. **Buses depart at 5:30 p.m. from the 4th Street Entrance of the Hyatt.**

Event hosted by the Saint Louis Science Center. Dinner co-sponsored by the Institute for Learning Innovation and Informal Learning Experiences. Transportation sponsored by the Missouri Department of Natural Resources.

Conference Schedule

Thursday, July 23

8:00 – 9:00 a.m.

3rd Annual Membership and New Attendees Coffee Talk

Grand Ballroom G & H
Sponsored by Julie I. Johnson

VSA's Membership Committee invites new attendees, members, and prospective members for coffee and conversation! This is an opportunity to meet other members, network with colleagues, see what VSA membership is all about, and share your ideas about how VSA might better serve your needs. Hope to see you there! Don't miss this opportunity to see old and new friends.

9:00 – 11:00 a.m.

Welcoming Remarks and Keynote Panel: "Perspectives on Measuring Value, Engagement, and Impact"

Grand Ballroom G & H
Sponsored by The Museum Group

This year's opening keynote session features a moderated panel discussion of varying perspectives on measuring value and impact in arts, humanities, and sciences. Drawing from a unique set of backgrounds and many years of leadership experience, panelists will examine different frameworks



Maxwell L. Anderson

Emily Zimmern

Beverly Sheppard

on metrics, discuss the practical realities of research and evaluation on impact within their organizations, and showcase the many varieties of public engagement that demonstrate their institution's commitment to visitors. Panelists include: **Maxwell L. Anderson**, The Melvin & Bren Simon Director and CEO of the Indianapolis Museum of Art; **Emily Zimmern**, President and CEO, Levine Museum of the New South; and **Beverly Sheppard**, President of the Institute for Learning Innovation. Moderating the panel is **Elee Wood**, VSA 2009 conference program co-chair, and Public Scholar of Museums, Families and Learning, and Assistant Professor of Museum Studies and Education at Indiana University-Purdue University Indianapolis (IUPUI).

Conference Schedule (cont.)

11:00 – 11:20 a.m.

Coffee Break

Grand Ballroom A & B

Sponsored by Jeff Kennedy Associates, Inc.

11:00 a.m. – 4:30 p.m.

Marketplace of Ideas, Products, and Services

Grand Ballroom A & B

Co-sponsored by Science Museum of Minnesota and Columbus Area Visitor and Audience Studies Community of Practice

Poster Session

(Meet Poster Presenters 3:00 – 4:30 p.m.)

Co-sponsored by ERA and TPT/Twin Cities Public Television

11:20 a.m. – 12:35 p.m.

Concurrent Sessions – One

Sponsored by Wells Resources

Individual Papers Session A

Grand Ballroom F

The Millennials Are Coming: Understanding the Next Generation of Art Museum Visitors

Amanda Krantz

Art museums typically draw older adults. Yet, to remain relevant, art museums must consider the next generation of visitors: the Millennials, the generation born between 1982 and now. This presentation begins to demystify Millennials, investigating their visiting preferences and attitudes toward art museums in addition to implications for museums.

Family Learning in Interactive Galleries in Art Museums

Jessica Luke

Focusing on current research investigating the value of family-based, interactive galleries in art museums, this presentation describes a large-scale, 3-year study across three art museums. The study was designed to better understand who uses these galleries, in what ways, and how the experience impacts families.

Perceptions, Relevancy, and Art Museum Visitation

Theopisti Stylianou-Lambert

Exploring the complex relationship between perceptions, issues of personal relevancy, and visitation decisions, this presentation introduces a conceptual model that emerged from in-depth qualitative research. The model explains how different filters “color” the way we perceive art museums and influence our visitation frequency and museum uses.

Individual Papers Session B

Mills Studio 1

Memories of Wildlife Tourism: From Experience to Action

Roy Ballantyne, Jan Packer

This paper explores the process through which wildlife tourism experiences can lead to long-term changes in conservation behavior, and build community capacity for sustainable living. Responses from 240 participants revealed four aspects of the experience that should be maintained and strengthened: Sensory Impressions; Emotional Affinity; Reflective Response; and Behavioral Response.

Mapping Many Voices: Self-Organizing Maps as a Tool for Creating Dialogue among Visitors and Stakeholders

Mikko Myllykoski

“Dialogue in Silence” is a powerful exhibition where deaf guides invite hearing people to communicate non-verbally through body language and sign language. The exhibition was accompanied by a self-organizing map technology, which mapped visitors according to their attitudes towards deafness and sign language and gave them the chance for in-depth discussion.

Promoting Label Readership: An Interactive Challenge

Cathy Hamaker

Interactivity is a staple of so many elements of our exhibits – but does interactivity increase label readership? A study of reading behavior in two children’s museum exhibits indicates that it can and does.

Individual Papers Session C

Mills Studio 3

Seen AND Heard: Defining Impact of an After-School Program

Kathleen Tinworth

Though students, families, and schools are target audiences, with programs and partnerships developed specifically for them, little is known about the impact these efforts make. This presentation chronicles one approach to addressing value, relevance, and impact of a museum-led after-school program, including how evaluation results can guide future programming and decision-making.

Measuring the Impact of Free-Choice STEM Experiences on Girls

Lynn D. Dierking, Dale McCreedy

This paper describes Phase 1 of a four-phased research study investigating long-term impacts of free-choice science, technology, engineering, and mathematics (STEM) experiences on girls. Phase 1 explored ways young women discuss these early experiences to support the development of a web-based questionnaire for Investigation #2 designed to explore program impacts.

Testing an Audience Development Model

Joe E. Heimlich

This study was undertaken in order to suggest strategies and tactics for building audience of a performing arts organization, moving toward behavioral outcomes. The study examined the literature on audience behavior and audience development, conducted interviews and surveys, and applied structural equation modeling to determine intention to act.

Panel Presentation: A Critical Look at “Critical Appraisal”

Mills Studio 2

Stephen Bitgood, John Kelton, Renee Burt

Critical appraisal can be a cost-effective evaluation tool when in the hands of an unbiased, knowledgeable professional. While a number of museums have used this method (e.g., Bitgood & Benefield, 1995; 1998), little has been written on its reliability and validity or on how to use it most effectively. This session describes the technique, gives examples of usage, and offers guidelines for use.

Interactive Session: How to Measure Impact at Your Institution: A Dialogue

[Grand Ballroom G & H](#)

Jenny Heim, Theresa Esterlund, Pino Monaco, Amy Niedbalski, Staci Willis

Are you currently in the throes of setting up a system for measuring impact or preparing to begin? In this facilitated discussion, participants will: raise questions; hear focused case studies; and begin to identify common challenges, effective solutions, and key components in the iterative process of creating an institution-wide approach.

12:35 – 2:00 p.m.
Lunch on your own

2:00 – 3:00 p.m. Concurrent Sessions – Two

Co-sponsored by Tisdal Consulting and Oberg Research

Interactive Session: Discussing the NRC's Consensus Study on Learning Science in Informal Environments

[Grand Ballroom G & H](#)

Sue Allen, Kirsten Ellenbogen, Michael Feder, Cecilia Garibay, Laura Martin, Dale McCreedy

Earlier this year, the National Academy of Sciences published a report, *Learning Science in Informal Environments: People, Places, and Pursuits*, which summarized the evidence for the learning of science in a broad array of informal environments. In this session, several of the authors facilitate a discussion of some of the key findings and implications.

Interactive Session: Dimensions of Public Engagement with Science: Building Towards a Framework for Evaluation

[Grand Ballroom F](#)

Ellen McCallie, Christine Reich

This talk builds on previous VSA conference sessions on Public Engagement with Science (PES) by presenting the overarching consensus and findings of the CAISE PES Inquiry Group. Specifically, this presentation seeks to generate discussion about a proposed conceptualization of PES in informal science education.

Individual Papers Session D

[Mills Studio 3](#)

A Study with Museum Explainers and their Interactions with Visitors

Preeti Gupta

This presentation describes a study where Explainers in a science center take on the role of co-researchers and participate in an activity where they document and examine their own interactions with visitors in order to improve practice.

The Past's Presence: Visitors' Experiences with Costumed Interpreters

Cheryl Kessler, Kathleen Tinworth, Johanna Bromberg

Costumed interpretation takes place in many diverse settings, supplying a framework for engaging in powerful and unique ways in different types of museums. Three studies presented here provide insight and best practices from which costumed interpretation creates relevancy and value to the visitor experience.

Understanding Kenyan Learners through Jua Kali Visit Discourses

David Anderson

This paper reports the outcomes of a study on ways Kenyan High School students come to know and understand the world through their cultural ways of knowing. The research employed the experiential context of a visit to a local manufacturing sector – the Jua Kali – as a window into how students learn within their traditional and contemporary cultural worlds.

Panel Discussion: Examining Families at Touch Tanks: Discussing Methods, Findings, and What Comes Next

[Mills Studio 1](#)

James Kisiel, Shawn Rowe, Joe Heimlich, Judy Koke, Steve Yalowitz

In this unique session, researchers will invite conversation regarding a project aimed at understanding the activities and impacts of aquarium touch tank exhibits. Following presentation of methodology and preliminary findings, project leaders will engage a panel of advisors in questions and critique, providing a forum for visitor research discussion.

Panel Discussion: Explorations in Collaboration: Geology, Informal Learning, and Grand Canyon National Park

[Mills Studio 2](#)

Marcella Wells, Deborah Perry

The Trail of Time is an interactive geology timeline trail located on the south rim of the Grand Canyon. This presentation will discuss a 3-year collaboration among geologists, evaluators, designers, and others to develop a world-class outdoor exhibition aimed at helping visitors develop a better understanding of geology and deep time.

3:00 – 3:30 p.m. Coffee Break

[Grand Ballroom A & B](#)

Sponsored by RPH Communications, LLC

3:00 – 4:30 p.m.

Marketplace of Ideas, Services and Products (continues)

[Grand Ballroom A & B](#)

Co-sponsored by Science Museum of Minnesota and Columbus Area Visitor and Audience Studies Community of Practice

Stop by the Marketplace and meet conference sponsors and exhibitors. Find out more about the resources that are available to help you better understand and serve visitors. While you're visiting the Marketplace, stop by the VSA Table and learn how you can become more involved in VSA.

Conference Schedule (cont.)

3:00 – 4:30 p.m. cont.

Poster Session

Grand Ballroom A & B
Co-sponsored by ERA and
TPT/Twin Cities Public Television

Evaluating Docent Teaching Practices
Sharisse Butler, Molly Kysar

RFID: A New Tool for Visitor Studies
Jui-Chen Yu

**Measuring Learning Outcomes in
National Science and Technology
Museum, Taiwan.**
Chi-Hsiang Wang

**“Museum Fatigue”: It’s More Than
You Think!**
Stephen Bitgood, Renee Burt

**Learning from Virtual Objects: A Touch-
screen Exploration of Maya Ceramics**
Lynn Courtney, Paula Lynn

**Evaluative Inquiry and Team Exhibition
Planning in Art Museums**
Ann Rowson Love

**Deeper Understanding of Visitors Using
Psychographics at Conservation
Focused Institutions**
Emily Meyer

**New Directions: Enticing and Training
the Next Generation**
Kris Morrissey, Nick Visscher



7:00 – 10:00 p.m.

Come Play Like a Kid at The Magic House! \$45

Event hosted by The Magic House. Transportation sponsored by the Missouri Department of Natural Resources.

Connect with your inner child during a magical night at the Magic House - St. Louis' Children's Museum! Transform your silhouette into a kaleidoscope of color, climb a three-story tall bean stalk, or visit the Oval Office. The Magic House, including its new addition, is yours to explore. Plus, everyone can take home a complimentary souvenir photo of your hair standing on end at the electrostatic generator. Bring your own musical instrument and participate in the first VSA sing-along and hootenanny, led by a local singer/songwriter. Start working now on a visitor studies-themed song parody – you might win a prize in our contest! Come ready to sing, explore, play, and create, plus enjoy favorite childhood foods (including ice cream sundaes!).

Pre-registration is required. Evening includes dinner, entertainment, and transportation. Cash bar will be available. **Buses depart at 6:30 p.m. from the 4th Street Entrance of the Hyatt.**

Friday, July 24

8:30 – 9:00 a.m.

President's Address and VSA Business Meeting

Grand Ballroom G & H

Join fellow members and colleagues to thank outgoing Board Members and welcome incoming Board Members and Officers. Attend the Association's annual business meeting where you'll hear the latest VSA news, find out what's in store for the organization in the coming year, and vote on matters of importance to the Association.

9:00 – 10:00 a.m.

Keynote Presentation: Dr. Maria Rosario Jackson

Grand Ballroom G & H

Sponsored by University of Washington Museology Program

“Without a better grasp of how arts and cultural activity can and do shape communities, planners and policymakers cannot do their best work. With better data and analysis, we are making strides in integrating arts and culture as a core topic alongside and within other areas of concern like education, community development, and health. We have come a long way and there is much more to be done, but the assumptions that arts and culture are limited to downtowns, that the only impacts that matter are economic impacts, and that arts and cultural activity are at the periphery of community life rather than at the core are fading as our grasp of how communities actually work and change comes into sharper relief.”

Maria Rosario Jackson, Progress in Arts and Culture Research: A Perspective, 2008.



Dr. Maria Rosario Jackson is a Senior Research Associate in the Metropolitan Housing and Communities Center at the Urban Institute and director of the Urban Institute's Culture, Creativity and Communities Program. Her research focuses on urban policy, neighborhood revitalization and comprehensive community planning, the politics of race, ethnicity and gender in urban settings, and the role of arts and culture in communities. Her work has typically integrated both quantitative and qualitative research methods. She has provided technical assistance in planning and program implementation and consulted with a range of cultural organizations about their role in promoting civic engagement and community development.

10:00 – 10:30 a.m.

Coffee Break

Grand Ballroom Foyer

Sponsored by Randi Korn & Associates

10:30 a.m. – 12:00 p.m.

Concurrent Sessions – Three

Sponsored by Chedd-Angier-Lewis Productions

Roundtable Discussions

Grand Ballroom G & H

This year's roundtable sessions will follow three 30-minute rotations. During this time participants will be invited to sit in on one of the roundtable discussions and move as they like to other presentations during each rotation or stay with the same roundtable.

Effectively Evaluating the Various Forms of Museum Theatre

Sarah Cohn, Elee Wood

Museum theatre is often used as an interpretive tool to emotionally involve visitors in exhibit content. Working with departments to expand theatrical goals from emotion to impact is a challenging task. This conversation focuses on framing studies that capture visitor experiences and communicating with departments to bridge emotion and impact.

Do They Value Us? Attempting to Measure Public Value

Victor S. Yocco

This facilitated discussion focuses on public value: specifically the who, what, when, where, why, and how of measuring public value. Results will be presented from a recent study conducted by the Columbus Museum of Art attempting to measure the museum's value to surrounding communities.

Preparing for Evaluation: Using Logic Models in Program Planning at a New Science Center

Heather Harkins

This presentation will explore and examine the role of logic models in creating the foundation for program evaluation. Existing program logic models developed for a new science center will be shared as well as the evaluation plans developed as an outgrowth of the models.

What Did You Say? Facilitating Conversations in Planning and Evaluation

Bridget Basta

Demonstrating relevance, public value, and impact has become increasingly important for developers. But how is this achieved when there are different interpretations of what the project does and whom it serves? This presentation will explore techniques for facilitating conversations throughout the development process to create "shared language" in creating strong programs/exhibits.

Issues in Joint Evaluation: Bridging Indigenous and Western Approaches

Jill Stein

This discussion explores the process, challenges, and potential benefits of conducting a joint evaluation (with more than one external evaluator) to more effectively document multiple cultural perspectives on learning and engagement. The author draws upon an NSF-funded project, Cosmic Serpent, to discuss how indigenous and western evaluation practices work together.

Rigorously Categorizing Museum Offerings: Practical Applications for Cluster Analysis

Toni Dancu, Josh Gutwill

This presentation will provide an overview of cluster analysis, a statistical methodology for systematically categorizing museum offerings (e.g., exhibits) into distinct types. Cluster analysis will be presented in the context of an applied example, where Exploratorium researchers employed the methodology to enhance museum research and inform choices during exhibition development.

Building Institutional Knowledge Across Evaluations

Anna Lindgren-Streicher

For many evaluators, studies focus on evaluating the impact of one project. This presentation will use a series of studies focused on engaging visitors in engineering as a case study that illustrates how a knowledge generation model was used to build institutional knowledge, and share the techniques that were used.

Believing What We See: Use of Video in Museum Exhibits

Jennifer Borland, Saul Rockman

This discussion explores factors related to the use of video in museum exhibits. It includes a short summary of published findings as well as previously unpublished findings from the presenters' research and evaluation experiences.

What Does a Museum Mean? A Narrative Approach to Museum Impact

Philipp Schorch

This paper argues that the impact of museums is best understood via the meanings visitors make and negotiate in the long-term. Applying the narrative methodology, with its inherent socio-cultural and individual layers of meaning, will contribute to the fields of museology and visitor studies.

Panel Discussion: The Roles of Evaluation in Training Scientists in Public Communication

Mills Studio 3

Elisa Israel, Staci Willis, Todd Gieske, Christine Roman, Bryan Wunar

Science museums are becoming increasingly involved in training research scientists as public communicators. A vital component of these programs is the inclusion of evaluation methodologies as training tools, improving understanding of public audiences. Highlighting two NSF-funded science communication programs, this session will explore how evaluation techniques have strengthened such programs.

Conference Schedule (cont.)

Individual Papers Session E

Mills Studio 1

Connecting Pupils, Curriculum, and Informal Learning Environments

Theano Moussouri

This presentation will examine how mobile and web technologies can be used to connect pupils, curriculum and informal learning environments. It will present results from a formative evaluation study carried out at the National Maritime Museum in London, UK.

The “Enhanced” Fieldtrip: Study of Audience Values and Institutional Impact

Scott Burg, Meg Burke, Lorie Topinka

Evaluation of the California Academy of Sciences Enhanced Museum Visits for Students program provides a unique glimpse into the many critical educational, logistical, and experiential elements that define a museum’s value for the public at large. Learn how this evaluation helped to reshape Academy internal and external programs and processes.

Chinese Museum and School Reforms: Understanding Perceptual Barriers to Bridge the Divide

David Anderson

This paper reports the perceptions of key stakeholder groups (museum staff, teachers, university science educators) around the idea of school-museum collaboration in the context of modern-day China where school field trip visits to museums are not a tradition or practice of the K-12 education system.

Panel Discussion: The Role of Emotion in Free-Choice Learning

Grand Ballroom F

John Falk, Katie L. Gillespie, Lisa-Anne Kelly, Amy Niedbalski

Although emotion is often cited as being important to the visitor experience, few researchers have investigated the topic. This session will provide an overview of current emotion research from a variety of disciplines and will highlight three research studies attempting to investigate the role of emotion in free-choice learning.

12:30 – 2:00 p.m.

13th Annual April Award Luncheon

Grand Ballroom A & B

Lunch sponsored in part by Studiocode

The 2009 April Award recipient is Paula Lynn, Education Research Associate at the Museum of Fine Arts, Boston. VSA’s past Board president and outgoing Chair of the Professional Development Committee, Mary Ellen Munley, is this year’s featured speaker. Ms. Munley will address the key issues in this year’s conference theme: relevance, public value, and impact. Ms. Munley has more than 30 years of experience as a museum educator, administrator, and audience research and evaluation specialist tackling these challenging issues. She is also a distinguished recipient of the American Association of Museums award for excellence in the practice of museum education.

2:15 – 3:30 p.m.
Concurrent Sessions – Four

Sponsored by MUSEUM DESIGN

Interactive Session: Rethinking Institutional Models: Cross-Pollination of Museum and Community Engagement Practices

Mills Studio 1

Lisa Harper Chang, Matthias Waschek, Betul Ozmat, Leslie Scheuler

This interactive session featuring presenters representing the museum world, applied social sciences, and evaluation, focuses on how to share best practices from all of these worlds to effectively engage communities.

Panel Discussion: Different than Other Settings? Visitor Studies in Art Museums

Mills Studio 3

Barbara Palley, Judy Koke, Juliette Fritsch, Joe Heimlich (moderator)

Is visitor studies in art museums different than in non-art settings? Through a series of case studies and large group discussion, this session will explore how the nature of learning in the arts and the history and culture of art museums might provide opportunities and challenges for visitor studies.

Individual Papers Session F

Grand Ballroom F

Investigating Parent-Child Metacognition

Kirsten Ellenbogen, Sarah Cohn, David Anderson, Greg Thomas

This study investigates parents’ metacognition and views of learning. The interview process was designed to prompt parents to be self-reflective about interactions with their children at a math exhibit in a science museum.

Effectively Researching Early Childhood Learning

Alice Stevenson

What can science museums say about the early childhood cognitive, developmental, and social learning that is happening in our spaces? The New York Hall of Science started a research project documenting early childhood learners and soon came upon the many challenges of evaluating this age group and type of visitor. Solutions, issues, and next steps will be discussed.

Interactive Session: What Does it Mean? Strategies for Communicating Research Implications

Grand Ballroom G & H

Jessica Sickler, Preeti Gupta

In this interactive session, panelists will briefly present four examples of dissemination efforts designed to help practitioners translate the findings of research or evaluation into action, followed by discussions about needs, strategies, and practical considerations for ways to communicate the practical application of visitor studies.

**3:30 – 3:45 p.m.
Coffee Break**

Grand Ballroom Foyer
Sponsored by *Hilferty & Associates*

**3:45 – 4:45 p.m.
Concurrent Sessions – Five**

Sponsored by *AldrichPears Associates*

**Interactive Session: Evaluating
Long-Term Youth Programs: It's a
Whole Different Ballgame**

Grand Ballroom G & H
*Carey Tisdal, Beth Shea, Christine Klein,
Diane Miller*

Long-term engagement in out-of-school programs by youth with risk factors in their lives has potential for positive impact. In this discussion, evaluators and program directors will share lessons learned and identify challenging program evaluation issues. Then session attendees will join discussions to develop solutions to these issues.

**Panel Discussion: Improving the
Field-Trip Experience: Designing
Exhibits, Coaching Students,
Engaging Teachers**

Mills Studio 1
Scott Ewing, Josh Gutwill, Jim Kisiel

This session explores three strategies for improving museum field-trips that focus on different grain sizes: (a) designing exhibits that support facilitation by museum staff, (b) creating facilitated programs to engage students more deeply with exhibits, and (c) working with teachers to help them make better use of museum offerings.

**Paper Session: Measuring the
Impact of a Science Center on its
Community**

Grand Ballroom F
John Falk

This presentation includes over a decade's research on the impact of a science center on its community, including results of three major telephone surveys conducted one year before and one and ten years after opening. The discussion will focus on the implications of findings on current understandings of institutional impact.

**Interactive Session: Creating and
Sustaining Programming for
Social Service Families**

Mills Studio 2
*Cheryl Kessler, Jeanmarie Walsh,
Erik Shurink, Janice O'Donnell*

Learn how two children's museums have partnered with social services agencies to develop and implement programs and family-friendly environments for families in crisis situations. Session participants will discuss the role and type of research that could enhance program effectiveness and inform the field.

**Panel Discussion: Making It
Obvious: Building an Experience
around Data**

Mills Studio 3
*Rita Deedrick, Joe Heimlich,
Nadya Bennett*

The Experience Testing Station was created to make the science behind the science of the museum explicit. A fishbowl station was designed for front-end and prototyping to engage visitors as both data providers and observers. We will discuss perceptions of visitors versus staff, types of studies conducted, and lessons learned.

Congratulations to recipients of the April Award and Student Scholarships

The April Award and Student Scholarship programs help bring new talent to the field of visitor studies and the Visitor Studies Association. VSA is pleased to welcome the following recipients to their first Visitor Studies Conference:

13th Annual April Award:

Paula Lynn, Museum of Fine Arts, Boston. Meet Paula at the April Award Luncheon on Friday, July 24.

The April Award was established by Dr. Marilyn (Molly) Hood to honor the memory of her longtime research assistant, April Lahm.

2009 Student Scholarships:

*Johanna Bromberg Craig, University of Virginia
Philipp Schorch, Victoria University of Wellington,
New Zealand*

The Student Scholarship program supports first-time conference attendance for active students interested in the field of visitor studies.

Conference Schedule (cont.)

4:45 – 6:00 p.m.

Open House at The Old Courthouse

FREE to all conference attendees!

Come to an open house especially for VSA conference attendees at The Old Courthouse, part of the National Park Service's Jefferson National Expansion Memorial. Explore this majestic structure that exemplifies some of the more tumultuous events in the history of St. Louis and our nation. Tour exhibits that trace the story of urban slavery in St. Louis and the several routes to freedom for persons of color. Visit restored courtrooms, like those in which Dred Scott sued for his freedom and where Virginia Minor's case for a woman's right to vote came to trial in the 1870s. For a more personal perspective on 19th century St. Louis, enjoy short plays in which historical characters relate their experiences

of the Louisiana Purchase and the Civil War. Theater performers appear courtesy of the Missouri History Museum's Theatre in the Museum program. *The Old Courthouse is across the street from the Hyatt; look for the green dome! Buses will depart from The Old Court House at 5:45 pm, for those attending A Grand Evening of Art and Music.*



6:00 – 9:00 p.m.

A Grand Evening of Art and Music \$30

Event hosted by The Pulitzer Foundation for the Arts and the Contemporary Art Museum St. Louis.

Dinner sponsored by The Pulitzer Foundation for the Arts.

Join us for an evening of cultural arts and conversation in Grand Center, where art and life intersect. Grand Center is home to numerous arts and cultural organizations, all of which help color and strengthen the social fabric of the city. The evening will feature an opportunity to view the Pulitzer Foundation for the Arts' current exhibition, *Ideal (Dis-) Placements: Old Masters at the Pulitzer*, as well as the galleries of the adjacent Contemporary Art Museum St. Louis. You will also be treated to a performance by the local jazz group, Jazz St. Louis. After dinner, explore other Grand Center venues and learn how they use the arts to engage the neighborhood and the surrounding metropolitan area.

Buses for this event will depart from the Old Courthouse at 5:45 p.m. Pre-registration is required. Evening includes dinner, entertainment, and transportation. Cash bar will be available.



Saturday, July 25

8:00 – 9:30 a.m.

Visitor Studies Editorial Board Meeting

[Mills Studio 1](#)

9:00 – 9:30 a.m.
Coffee Break

[Grand Ballroom Foyer](#)
Sponsored by Noldus Information Technology

9:30 - 11:00 a.m.
Concurrent Sessions – Six

Sponsored by THINC Design

Interactive Session: Understanding the Value of Public Participation in Research

[Grand Ballroom A](#)
Rick Bonney, Ellen McCallie

This session will describe an effort to develop a systematic and reproducible method of assessing the impacts of projects that involve the public in research using the NSF Evaluation Framework as a guide. After a presentation of case studies, audience members will try their hands at adapting a rubric for their own use.

Interactive Interview: A Conversation with Alan Friedman

[Grand Ballroom B](#)
Stephen Bitgood, Alan Friedman

Steve Bitgood will lead a discussion with Alan Friedman, one of the most important leaders in the visitor studies movement and a past president of VSA. The conversation includes Alan's perspectives on how museum directors and visitor studies' professionals can communicate more effectively, and the state of the visitor studies profession.

Post-Conference Schedule

Panel Discussion: Update from the VSA Institutional Review Board Task Force

Grand Ballroom F

Carey Tisdal, Jessica Luke, Kevin Coffee

In May 2007, the VSA Board charged a task force to respond to the requirements of some funders that the research and evaluation studies proposed as part of grants need review for ethical treatment of human subjects. This session summarizes task force efforts and provides a mechanism for member input.

Panel Discussion: The Value of Applying Multiple Evaluations on the Same Project

Grand Ballroom G

Maritza Macdonald, Ellen Giusti, Karen Wizevich

In 2008 the American Museum of Natural History opened the temporary exhibition *Water: H₂O = Life*. In support of this exhibit the museum conducted three different types of evaluation – teachers and student, general exhibition visitors, and visitors to public programs. Panelists will discuss the value of conducting different types of evaluations on the same topic.

11:30 a.m. – 1:00 p.m.

Closing Luncheon

Park View Room

Sponsored by Independent Exhibitions

Join your colleagues for a fun final farewell conversation. Old friends, new colleagues and you have the last word and set the stage for more dialogue across the ether.

Free; pre-registration required.



1:00 – 10:00 p.m.

Post-Conference Trip to French Colonial History in Ste. Genevieve, Missouri, \$60

Bus departs from 4th Street Entrance at 1:00 p.m. and returns at 10 p.m.

Relax and unwind after the conference on this trip to an historic Missouri town and the nearby wine country. Situated on the Mississippi River an hour south of St. Louis, Ste. Genevieve is a picturesque town steeped in history. Settled by French-Canadian habitants in the late 1740s, the village of Ste. Genevieve invites visitors to enjoy the charm of its narrow streets, shops, museums, and the largest concentration of French Colonial homes in the United States. On this specially arranged tour, you will visit the Bolduc House, which dates to 1793 and the Felix Vallé House, built in 1818. After the tours, explore Ste. Genevieve's historic district on your own or take a short walking tour led by Jim Baker, Felix Vallé House Site Administrator. The trip concludes with wine tasting (including a souvenir glass!) and a delectable dinner at the nearby Chaumette Winery.

Pre-registration is required. Trip includes admission to the Bolduc House and the Felix Vallé House, wine tasting, dinner, and transportation. Additional wine available for purchase at dinner. Transportation sponsored by the Missouri Department of Natural Resources.

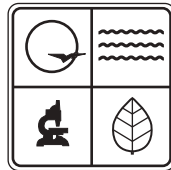
Thank You 2009 Conference Sponsors

The Visitor Studies Association 22nd Annual Conference is supported by businesses, organizations, and individuals committed to understanding and serving visitors in informal learning environments. Please support those whose work furthers VSA's vision of a world where lifelong learning is embraced, and where learning in informal settings benefits individuals, communities, and society at large.

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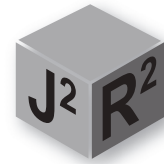
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VSA Board of Directors and Committees

Special thanks to the following volunteers whose time, energy, and dedicated service have enabled VSA to increase the scope and quality of its service to the field.

THE VSA BOARD OF DIRECTORS 2009 – 2011

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Robert “Mac” West, *Informal Learning Experiences*

Special thanks to the following outgoing Board Members for their dedication and professional service on behalf of the Visitor Studies Association.

Nikki Andersen, *Higgins Armory Museum*
David Anderson, *University of British Columbia*
Daryl Fischer, *Musynergy*
Alan Friedman, *Museum Development and Science Communication*
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Thanks to outgoing Vice President, Daryl Fischer

BOARD DEVELOPMENT COMMITTEE

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Thanks to outgoing Vice Chair, Caren Oberg
Members: Ellen Giusti, Julie Johnson, Janet Rassweiler, Linda Wilson

The Board Development Committee is charged with ensuring effective board governance of the Association. The committee is responsible for overseeing elections, monitoring and assessing board processes, structures and roles, and providing board members with the tools and support needed to fulfill their board duties. Specific responsibilities include: developing a slate that meets the strategic needs of the organization, planning on-going professional development for new and existing board members, and recognizing board members for their contributions.

RESOURCE DEVELOPMENT COMMITTEE

Chair, Robert “Mac” West
Vice Chair, Caren Oberg
Members: Conny Graft, Karen Graham, Jeff Kennedy

The Resource Development Committee organizes, coordinates, and otherwise facilitates all planning and implementation related to the financial stability and growth of the organization. It is responsible for managing conference sponsorships, board giving and other forms of earned income, contributed income, and in-kind contributions to the organization.

VSA

PROFESSIONAL DEVELOPMENT

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Thanks to outgoing Vice President, Julie I. Johnson

CONFERENCE PLANNING COMMITTEE

Incoming Chair, Jessica Sickler

Thanks to outgoing Chair, Judith Larsen

2009 Conference Team Members: Susan Foutz, Elisa Israel, Cheryl Kessler, Kelly Lidinsky, Caren Oberg, Kathleen Tinworth, Robert "Mac" West, Elee Wood, Randy Roberts

The Conference Planning Committee oversees the conference site selection, program, and logistics for each annual VSA conference and serves as VSA board liaison for those functions. This committee is responsible for setting the strategy and logistics for future conference site selection. The committee provides guidance to the Conference Team and Local Host Committee, both of which are convened annually to design, recruit, and organize the conference program for the following year.

PROFESSIONAL DEVELOPMENT COMMITTEE

Incoming Chair, Cheryl Kessler

Incoming Vice Chair, Kathleen Tinworth

Thanks to outgoing Chair, Mary Ellen Munley

Members: Rick Bonney, Rita Deedrick, Jen DeWitt, Kelly Lidinsky, Tammy Messick, Kris Morrissey, Angela Wenger, Victor Yocco

The Professional Development Committee is responsible for providing training and growth opportunities for VSA members and other museum professionals. The Committee develops, organizes, and facilitates all training opportunities and professional development for VSA including workshops for VSA members and others interested in the discipline, visitor studies training for other organizations, certification recommendations, etc. This committee is responsible for facilitating pre-conference and regional workshops.

OUTREACH DEVELOPMENT

Incoming Vice President, Matt Sikora
Thanks to outgoing Vice President, David Anderson

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The Publications Committee provides oversight for all publications related to the mission of VSA. This includes serving as the VSA liaison with Francis and Taylor (publishers of the association's journal *Visitor Studies*), working with the editors and editorial board of the journal, and overseeing facilitation of the VSA website. This committee is also responsible for development of the Conference Abstracts publication and is involved in researching and making recommendations about other publication venues to further VSA's mission.

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Thanks to outgoing Chair, Matt Sikora

Members: Kerry Bronnenkant, Elizabeth Daigneault, Sofie Davis, Amy Grack-Nelson, D.D. Hilke, Anna Lindgren-Streicher, Giuseppe "Pino" Monaco, Melissa Wadman, Elee Wood

The Membership Committee works collaboratively with other VSA Committees and Task Forces to: gather input from the membership at regular intervals; maintain a current membership profile and track and project trends in that profile; identify members' needs for programs, services, and benefits; identify potential members, crafting strategies to attract and serve them; develop and implement strategies to build and retain membership; work with VSA Association Manager regarding policies and procedures related to membership management and retention.



VSA

Visitor Studies Association

e-mail: info@visitorstudies.org
website: www.visitorstudies.org