

Monday, July 25

8:00 – 8:45 a.m.

Professional Development Committee Meeting

[Clark Meeting Room 5](#)

Development Committee Meeting

[Clark Meeting Room 7](#)

9:00 – 10:00 a.m.

Keynote Address: Amina J. Dickerson

Seven Steps to Creating Palooza in your Museum

[State Ballroom](#)

Sponsored by the Nancy and Hugh Epping Foundation

Amina J. Dickerson has a rich professional experience in cultural programming, philanthropy, non-profit and arts management, and diversity issues. She was senior director



of global community involvement for Kraft Foods, overseeing multi-national philanthropic programs in hunger, the arts, healthy lifestyles, and employee engagement. Previously, Dickerson held executive posts with the Chicago Historical Society, and the National Museum of African Art at Smithsonian Institution and was President of Chicago's DuSable Museum of African American History. She was named a MacArthur Foundation Fellow, a Newberry Library Fellow, and a Kellogg Foundation Class XVI Fellow. She has been recognized by the Association of Black Foundation Executives, the Association of Fundraising Professionals, Chicago Women in Philanthropy, Chicago African Americans in Philanthropy, The National Museum of Mexican Art, the Jazz Institute, and the Network Journal. She speaks frequently on philanthropy, mentoring and succession, African American culture, diversity, and women's development. Dickerson studied theater at Emerson College, and arts management at Harvard University, and holds a M.A. in arts management from the American University in Washington, D.C., where she was appointed to the Alumni Hall of Fame in 2008.

**10:15 – 11:30 a.m.
Concurrent Sessions – One**

Sponsored by Museums + More

Sustaining Ongoing Relationships with Visitors



[Clark Meeting Room 5](#)

Chair: Barbara Soren

Motivations and Learning in Citizen Science: Lessons from Lost Ladybugs

Jessica Sickler and Tammy Messick Cherry

This session will present evaluation results and discuss implications for program design from a citizen science project that engaged a national network of children and adults in a scientific research project. The evaluation shed light on individuals' motivations and the importance of communication between scientists and participants for ongoing contribution.

YardMap: Evaluating a Social Networking Site from the Ground Up

Steve Yalowitz and Tammy Messick Cherry

A multi-method front-end study assisted in the design of YardMap, a social networking website for birders and gardeners. Learn how this study has helped the design team tailor the current beta/prototype version of the website to better fit the target audience's needs, interests, and preferences.

Returning Visitors: Exploring Sustained Visitor–Museum Relationships

Michele Everett

This presentation will share findings from a narrative study that explored sustained visitor–museum relationships. The study provided novel insights about returning visitors and the ways in which they engage with a museum over time.

Online Resources for the Visitor Studies Field



[Clark Meeting Room 7](#)

Chair: Kirsten Ellenbogen

Building Informal Science Education: Synthetic Analysis and Cross-ISE Connections

Kirsten Ellenbogen, Kevin Crowley, and Karen Knutson

Learn about Building Informal Science Education (BISE), a new NSF-funded collaboration to facilitate the growth and use of informalscience.org. The BISE partners, which include the University of Pittsburgh, the Science Museum of Minnesota, and VSA, have joined forces to conduct the first systematic synthesis and meta-analysis of the rich trove of evaluation reports assembled through informalscience.org.

Find an Evaluator Database: A New Service from the Visitor Studies Association

Erik Ledbetter

VSA is pleased to debut the *Find an Evaluator Database*, a new service on the VSA website. Staff and contract evaluators can create profiles on the database, while organizations seeking evaluators to join grant proposals or consult on projects can query the database using multiple filters to find a suitable evaluation professional.

Fostering and Assessing Mathematical Reasoning with Immersive and Standard Exhibits



[Chicago Room](#)

Chair: Joshua Gutwill

Panelists: Joshua Gutwill, Deborah Perry, Scott Ewing, and Cecilia Garibay

This panel will present research and summative evaluation findings from two science museum projects designed to promote and assess math learning: The Oregon Museum of Science and Industry's *Access Algebra* and the Exploratorium's *Geometry Playground*. Panelists will describe how exhibit design strategies, including large-scale immersive structures, affected visitors' mathematical reasoning, attitudes, and recall.

Learning Together



[Price Room](#)

Chair: Kris Morrissey

Creating Community through Learning Together

Merilee Mostov, Joe Heimlich, and Judy Koke

Three mid-size art museums joined with a university extension specialist from the state land-grant university to conduct a collective study of their audiences. The process was designed to enhance capacity in each museum and resulted in a developing relationship.

Participatory Evaluation Framework at the Oregon Zoo

Kathayoon Khalil

This presentation will examine a participatory evaluation framework implemented at a summer camp program at the Oregon Zoo. This malleable and effective evaluation framework minimizes the amount of staff time and funding that an institution invests in evaluation while offering important information on student learning.

Conference Schedule (cont.)

Learning History: A Case Study of an Inquiry-Based Museum Field Trip

Amanda Krantz

This presentation will share findings from a quasi-experimental study of an inquiry-based field trip program at the Museum of the City of New York. The study, conducted by Randi Korn & Associates, Inc., explored to what extent the program affected students' attitudes and achievement of historical knowledge and skills.

Disturbing the Eternal Silence of the Gallery: Comment Books as Sites of Dialogue

Kevin Coffee

This presentation will describe an analysis of visitors' responses to *Table of Contents: Portraits of Hunger and Resilience*, an exhibition at the Witte Museum in San Antonio, about people who have experienced hunger. Visitors used comment books and their own written narratives to enter into a dialogue with each other and with the people profiled in the exhibition.

AMM-IAM Session Schedule 10:15 – 11:30 a.m.

Art Around town: An Innovative Approach to Museum Outreach & Community Collaboration

Spire Room

Cassie Koehler, Family Programs Coordinator, Columbus Museum of Art; Rod Bouc, Deputy Director, Columbus Museum of Art and Dayna Jalkanen, Educator for Family Programs, The Columbus Museum of Art

The Rise of Coupons at Museums

Grant Park Room

Meghan Curran, Senior Director of Marketing, Shedd Aquarium; Representative from Groupon TBA

The Reauthorization of IMLS and Implications for Museums

Hancock Room

Christopher J. Reich, Associate Deputy Director for Museums, IMLS; Tim Carrigan, Program Specialist, IMLS; Karen Witter, Illinois State Museum; Kate Schureman, Lakeview Museum; AAM presenter TBA

Telling a Conservation Story

Water Tower Room

Anna Huntley, Exhibition Project Manager, The Field Museum; Anne Rashford, Director of Temporary Exhibitions, The Museum of Science and Industry; Gregory M. Mueller, Vice President, Science and Academic Programs, Chicago Botanic Garden

Sex in the Museum: Centering Sexuality and Exploring Controversy at Three Chicago Institutions

Monroe Room

Jennifer Brier, Co-curator of Out in Chicago, Chicago History Museum; Jessica Herczeg-Konecny, Research Assistant for Out in Chicago, Chicago History Museum; Lisa Junkin, Education Coordinator, Jane Addams Hull-House Museum; Rick Storer, Executive Director, Leather Archives and Museum; Clarisse Thorn, Co-Curator of the Sex Positive Documentary Film Series, Jane Addams Hull-House Museum

Staying Relevant in Changing Times: Programming Approaches for the 21st Century

Adams Ballroom

Leah Melber, PhD, Director of Student and Teaching Programs, Lincoln Park Zoo; Jennifer Schwarz Ballard, PhD, Director of the Center for Teaching and Learning, Chicago Botanic Garden; Amanda Whitener, Manager of Visitor Experiences, Great Lakes Science Center



11:45 a.m. – 1:15 p.m. 15th Annual April Award Luncheon *Sponsored by Blue Scarf Consulting*

Monroe Room

\$45, pre-registration required

The 2011 April Award Recipient is Kristie Smeltzer, Manager of Visitor Evaluation and Correspondence at Monticello/Thomas Jefferson Foundation.

Join your colleagues and friends to reaffirm VSA's commitment to the next generation of visitor studies professionals. We'll meet the 2011 April Award honoree, **Kristie Smeltzer**, manager of visitor evaluation and correspondence at Monticello. And we'll hear from two of the Windy City's most respected cultural leaders, **Janet Carl Smith** of the Chicago Department of Cultural Affairs and **Phyllis Rabineau** of the Chicago History Museum, in a lively conversation moderated by researcher **Peter Linett**. Bring your own questions about sustainability, innovation, and the changing job description of the culture-sector professional.

Congratulations to the 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:

15th Annual April Award:

Kristie Smeltzer, Monticello/Thomas Jefferson Foundation. Meet Kristie at the April Award Luncheon on Monday, July 25.

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

2011 Student Scholarships:

Mark Rosen, University of Washington

Dimitra Christidou, University College London

Maggie Stockel, San Francisco State University

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

1:15 – 2:30 p.m.
Concurrent Sessions – Two

Sponsored by Informal Learning Experiences

Testing New Research Methods



Clark Meeting Room 5
Chair: Kaleen Povis

Mining User-Generated Flickr Data in Front-End Evaluation

Joyce Ma

This session will describe ways to use large datasets of geotagged photographs in Flickr to better understand people's perceptions of and experiences in the neighborhoods around a museum.

Applying an Observational Framework in Exhibit Evaluation

Heather Harkins

An internal evaluator will describe a process that was used to train staff members from a museum's visitor services and education departments to conduct exhibit evaluation. The discussion will focus on the methods, findings, and lessons learned.

Automated Analysis of Spatial Behavior at the London Zoo

Theano Moussouri and George Roussos

The Experience Recorder is a mobile pervasive computing platform used to capture, replay, and analyze visitor experiences. This presentation will discuss the costs and benefits of this approach and report findings from a case study conducted with families at the London Zoo.

Exploring Mobile Eye-Tracking in Visitor Studies

Kira Eghbal-Azar

Mobile eye-tracking technology is a useful tool that allows researchers to gauge what visitors are actually looking at. This presentation will offer ideas and examples of how to apply mobile eye-tracking in explorative and experimental visitor studies and will describe how these methods compare with more traditional research methods.

Understanding Visitor Motivation



Clark Meeting Room 7
Chair: Ross Loomis

Panelists: Ross Loomis, Steve Yalowitz, Robert Eisenberger, Joe Heimlich, and Julie Johnson

Visitor motivation is a key topic in visitor studies. This presentation will focus on recent concepts related to visitor motivation, including the field's newest entry, the Motive for Sensory Pleasure

(MSP), which concerns enjoyment of nature and its representation in painting, music, and literature.

The Journey of Bilingual Evaluation Capacity: Three Institutions' Perspectives



Chicago Room
Chair: Cecilia Garibay

Panelists: Kathleen Tinworth, Nelda Reyes, and Veronica Garcia-Luis

Are you thinking about or building a bilingual visitor studies team? Are you worried about assessing language skills and cultural capacity in potential candidates? How will it change your work? Three institutions will share their journeys in expanding bilingual evaluation capacity and will offer you an opportunity to take this next step through an informative and interactive session.

Blending Theory with Practice



Price Room
Chair: Jessica Sickler

Children as Interpreters of Their Own Experience

Lorrie Beaumont

Adler Planetarium's *Planet Explorers* exhibition, which opened in spring 2010, was designed for children ages three to 11. The exhibition provided a useful venue for testing a relatively new research method involving children as active participants in an evaluation study.

Calculating the "Distance Traveled": Assessing the Impact of STEM Outreach Programs

Natasha Simons

Science centers feature many different presentation methods to engage and entertain their audiences—from theater programs to practical lab-based workshops and from problem-based group projects to targeted interactive exhibits. But do any of these methods appeal to teenage audiences? This presentation will describe the results from a research collaborative designed to investigate teenagers' responses and participation in science center programs.

Climate Change the Musical: A Dramatic Format for Conveying Informal Science

Ellen Giusti

The Great Immensity is a play with original music about conservation and climate change that was created from interviews and research about people's relationship to the environment. The play will tour nationally, enhanced by community-based public engagement programs. This

presentation will focus on formative evaluation studies conducted during development of the play, as well as audience impact findings.

AMM-IAM Session Schedule
1:15 – 2:30 p.m.

Authentic Resources in a Museum Setting: How Real Can it Get?

Monroe Room

Heather Withnell, Educator for NASA Forum Programs, Adler Planetarium; Yasmin Dalal, School Programs Coordinator, Chicago History Museum; Robert Friedman, PhD, Senior Educator for Teen and Adult STEM Programs, Adler Planetarium; Leilah Lyons, PhD, Assistant Professor, University of Illinois at Chicago; Robin Schnur, Director of Student Programs, The Art Institute of Chicago; Amanda Sikarskie, Research Assistant, The Quilt Index; Ken Walczek, Educational Lab Specialist, Adler Planetarium; Mary Worrall, Assistant Curator, Michigan State University Museum

Putting Your Data to Work for You: Reporting, Research & the Cultural Data Project

Water Tower Room

Michael Keeler, Associate, Cultural Data Project; Paul Botts, Director, Gaylord and Dorothy Donnelley Foundation; Dr. David Pankratz, Strategic Initiatives and Research Director, Arts Alliance Illinois

Identifying, Mentoring and Retaining New Leaders

Hancock Room

Rob Gallas, Vice President, Chief Marketing Officer, Museum of Science and Industry; Denise Johnson, Director of Human Resources, Museum of Science and Industry; Jamie Finley Simoneau, Vice President, Marketing & Guest Services, Great Lakes Science Center; Amanda Whitener, Manager, Visitor Experiences, Great Lakes Science Center; Jeannette Andreski, Manager, Guest Services, Great Lakes Science Center

Employer and Employee Use of the Internet and Social Media: A Legal Perspective

Adams Ballroom

Three Years and Counting: A Benchmark Success Story of Volunteer Programs

Grant Room

Debbie Young, Director of Volunteer Services, The Children's Museum of Indianapolis; Penny Aulston, Volunteer Resources Manager, Museum of Science and Industry; Kristen Kraemer, Volunteer Manager, Indianapolis Zoological Society

Conference Schedule (cont.)

2:45 – 4:00 p.m.

Concurrent Sessions – Three

Sponsored by Randi Korn & Associates

Sharing Research Frameworks



[Clark Meeting Room 5](#)

Chair: Susan Kevin

An Exploration of Immersive Exhibits: How, Why, and What Impact?

Joshua Gutwill, Eric Dimond, Kevin Boyd, Toni Danco, Nina Hido, and Hallie Gilbert

This session will be an interactive discussion of immersive exhibits in science centers. Why and how do Exploratorium exhibit developers create interactive immersives? How do visitor experiences differ at immersive and non-immersive exhibits? The audience will help panelists distill what characteristics “impactful” immersive exhibits share.

The Falk Visitor-Identity Model: Study Results and Practical Applications

Lauren Trainer, Marley Steele-Inama, and Amber Christopher

This session will present the Falk Visitor-Identity Model, including the instrument, the methodology, and the logistics of a city-wide evaluation project in Denver. It will also provide an overview of how two departments at the Denver Zoo used the results to engage visitors in a zoo experience that’s increasingly tailored to visitors’ needs.

Community Collaborations



[Clark Meeting Room 7](#)

Chair: Judy Koke

Thirteen California Museums, One Learning Community, and Ten Thousand Visitor Surveys

Marianna Adams, Paige Simpson, Nancy Owens Renner, and Vivian Kung Haga

How did thirteen Balboa Park museums create a community of practice devoted to generating, testing, administering, interpreting, and acting on data from a survey of more than 10,000 visitors? Explore what these institutions did, why they did it, and what they learned, including the challenges, epiphanies, and paradigm-shifting practices that emerged along the way.

The First Six Years of the Urban Advantage Collaborative: From Development and Evaluation to Impact and Policy Implications

Jim Short, Hudson Roditi and Meryle Weinstein

This session on the evaluation, research, and policy analysis of Urban Advantage offers a case study of a partnership of eight informal science education organizations and more than 150 New York City middle schools. The discussion will center on a set of questions that guided documentation and evaluation of a program that has had a measurable impact on students’ science achievement.

Planning for Success



[Chicago Room](#)

Chair: Ava Ferguson

From Nice to Necessary: How Visitor Studies Informs Experience Design

Rita Deedrick, Sharon Tinianow, Joshua Sarver, and Kate Storm

Science centers excel at generating wonder and delight in visitors. However, as we design for learning outcomes, we struggle to incorporate visitor studies into the design process. Join us as we share lessons we’ve learned, followed by audience questions to generate dialogue about best practices.

Measuring the Success of the Human Origins Program at the National Museum of Natural History

Bill Watson, Shari Werb, Michael Mason, Rick Potts, Briana Pobiner, and Mary Ellen Munley

The Smithsonian’s National Museum of Natural History applied a common framework and set of protocols to evaluate all aspects of its Human Origins Program. Staff and consultants will discuss the collaboration that enabled coordinating data collection from over 4,500 visitors and analyzing results across the exhibition, website, and programming platforms.

Partnering with Libraries and Universities



[Price Room](#)

Chair: Monae Verbeke

Meeting Learners Where They Are: Expanding Literacy Opportunities through Partnerships

Molly Phipps, Cheryl Kessler, and Jennifer Nelson

Join two evaluators and a librarian to discuss the changing face of literacy and the lessons learned from three partnerships between museums and libraries. Each program focused on a different aspect of literacy, including 21st-century literacies and early literacy.

The Museum and University Partnership: A Success Story!

Martha Hill, Elee Wood, Kara Baldwin, and Stephanie Herrick

Museums and universities can serve as invaluable resources for each other. Four panelists, including a faculty member and a master’s student from a university and a director of visitor experience and a vice president from a museum, discuss a collaborative research process where success comes from a learning partnership that focuses on the museum’s mission, the team’s collaborative values, and the visitor experience.

AMM-IAM Session Schedule 1:15 – 2:30 p.m.

Museums as a Resource For Teachers

[Adams Ballroom](#)

DeDee Ludwig, Coordinator of Student Programs, John G. Shedd Aquarium; Jackie Formoso, Coordinator of Teacher Programs, John G. Shedd Aquarium; Pam Barry, Education Coordinator, Museum of Science and Industry; Celina Petersen, Outreach Coordinator, Peggy Notebaert Nature Museum; Heidi Schmitt, Educator for Formal Programs, Adler Planetarium; and Katie Gnau, Manager of Student and Teacher Programs, Lincoln Park Zoo

Exploring Museum Exhibitions by Cell Phone: A SCVNGR Exploration of the Palmer House

[Hancock Room](#)

Karen Witter, Associate Director, Illinois State Museum; Elizabeth Bazan, Public Programs Coordinator, Illinois State Museum

Wheeling Visitors In

[Grant Room](#)

Heidi Moisan, School Programs Manager, Chicago History Museum; Jessica Monahan, Director of Public Programs and Guest Engagement, Lincoln Park Zoo; Rich Faron, Museum Explorer

Understanding Not-for-Profit Financial Statements

[Water Tower Room](#)

Donald Paterson, Chief Financial Officer, Great Lakes Science Center

Shine a Light on Your Collection by Way of Your Digital Special Collections

Monroe Room

Ron Gardner, Digital Services Consultant, Ohio College Library Center; Alyce Scott, Digital Imaging Program Manager, State Library of Illinois

Partnering with Chicago: Grassroots Strategies for Audience Engagement

Spire Room

Krisann Rehbein, Manager of Community Partnerships, Chicago Architecture Foundation; Marilyn Jackson, Vice President of Marketing, Chicago Architecture Foundation; Teyonda Wertz, Executive Director, South Shore Chamber of Commerce; Melinda Kelly, Executive Director, Chatham Business Association

4:00 – 5:30 p.m.

Resource Hall Opening Reception

State and Grand Ballrooms

Time to network with product and services providers. Join VSA, AMM, and IAM in a reception to kick-off the opening of the conference Resource Hall. Stop by and bid on an item in AMM's Silent Auction and enjoy some light refreshments.

6:00 p.m. – 9:00 p.m.

The Sky Above, The Sea Below at the Shedd Aquarium and Adler Planetarium \$30

Sponsored by City Pass, Event Network, Sim Ex, and Sodexo

Get set to explore worlds above and below as we visit the John G. Shedd Aquarium and the Adler Planetarium. We'll begin with a reception at the Shedd Aquarium. Opened in 1930, the Shedd is home to 32,500 animals, including marine mammals, birds, snakes, amphibians, insects, and 1,500 species of fish. At the Shedd, you'll enjoy informal chats about the aquarium's innovative sustainability initiatives. We'll then head over to the Adler Planetarium for a dessert reception, where we'll enjoy a special night of star gazing. The Adler—America's first planetarium—was also founded in 1930 and is home to three full-size theaters, extensive space science exhibitions, and one of the world's most important antique astronomical instrument collections on display.



Buses depart from the Wabasha Entrance to the Palmer House Hotel at 5:30 p.m.

Preregistration is required. Evening includes hors d'œuvres. Cash bar will be available.



Tuesday, July 26

7:45 – 9:00 a.m.

Continental Breakfast in Resource Hall

State and Grand Ballrooms

Grab your morning coffee and continental breakfast at the conference Resource Hall. While you're there, you can explore and connect with the exhibitors and colleagues.

8:00 – 8:45 a.m.

VSA Membership Meet-and-Greet Event

VSA Registration Area

VSA's Membership Committee invites members, prospective members, and those interested in learning more about VSA to stop by our meet-and-greet area near the Registration Desk, on the 4th Floor. 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!

9:00 – 10:15 a.m.
Concurrent Sessions – Four

Sponsored by J2R2

Meeting Visitors' Diverse Needs



Clark Meeting Room 5
Chair: Steve Yalowitz

Understanding and Capturing the Visitor Experience

Jan Packer and Roy Ballantyne

VSA's mission focuses on measuring and enhancing the visitor experience, but how well do we understand this experience, and can it be measured? This presentation identifies 15 dimensions of the visitor experience and demonstrates how different institutions have a unique and measurable "personality" based on the visitor experiences they support.

Zoo Members: Sustaining a Community of Core Learners

Jerry Luebke

Members are an important segment of a zoo's audience, especially when it comes to achieving mission-related educational goals. Brookfield Zoo is in the second year of a five-year member study to explore the zoo's impact on members and how the zoo can better promote member learning and engagement.

Evaluating Diverse Activities and Audiences: Oakland Museum of California's Gallery of California Art

Rachel Schiff

Art museums face challenges in defining and measuring their appeal to diverse audiences. The summative evaluation of the Oakland Museum of California's Gallery of California Art is a unique case study that was closely aligned with staff goals to provide specific feedback on a variety of gallery offerings and inform ongoing museum practice.

Conference Schedule (cont.)

Non-Visitor Studies: Researching the Needs and Experiences of New Audiences



[Clark Meeting Room 7](#)

Chair: Peter Linett

Panelists: Peter Linett, Chloe Chittick Patton, and Cecilia Garibay

This session explores how cultural institutions can use research and evaluation to understand audiences who are demographically and attitudinally different from their usual constituency. Drawing from the performing arts and informal learning, the presentation will explore studies in which ethnographic, qualitative, and quantitative methods illuminate the needs and experiences of new audiences.

Keeping Pace: Strategies for Effective Exhibit Evaluation on Tight Timeframes



[Chicago Room](#)

Chair: Elisa Israel

Panelists: Elisa Israel, Scott Ewing, Anna Lindgren-Streicher, and Joyce Ma

To keep their exhibitions current, many institutions are moving to faster exhibit development processes. However, the shortened development schedule impacts the time available to conduct front-end and formative evaluations. This session will highlight effective approaches to incorporating meaningful evaluation into rapid exhibit development processes.

Improving Our Practice



[Price Room](#)

Chair: Susan Kevin

New Directions Project: Training Graduate Students in Audience Research and Evaluation within Informal Learning Settings

Nick Visscher, Kris Morrissey, and Kathryn Owen

The New Directions Project, funded by the Institute of Museum and Library Services, brings together staff from the University of Washington Museology Graduate Program and the Woodland Park Zoo to train graduate students in audience research within community museums. The presentation will discuss the structure and processes of collaboration and community practice and provide a synopsis of student work and reflections over the past three years.

ExhibitFiles: Knowledge, Identity, and Networks in the Informal Learning Community

Carey Tisdal and Wendy Pollock

ExhibitFiles is an online resource supporting a more coherent and connected community among informal learning professionals. The development team leader and evaluator will share strategies, experiences, and evaluation findings, followed by reflective activities among audience participants to apply concepts such as professional identity and social networks to their own professional development.

High-Speed Evaluation: From Collection to Utilization in 24 Hours

Sarah Cohn and Al Onkka

What does collecting, analyzing, reporting, and disseminating feedback from professionals on product prototypes within 24 hours look like? Staff from the Science Museum of Minnesota will present a form of data turnaround that they developed to provide rapid feedback at project meetings. Come discuss the use, possibilities, and problems of high-speed evaluation.

Emerging Practices for the Use Findings in Museums

Rena Youngs

What are the barriers to museums' use of visitor studies data from summative evaluations? How can museums get the most from their investment in visitor studies? Explore the landscape of perceptions and expectations that visitor studies professionals and client institutions must navigate together to put evaluation findings to good use.

AMM-IAM Session Schedule 9:00 – 10:15 a.m.

Beyond Teachers: Relevance and Value in Professional Development Programs in Museums

[Spire Room](#)

Tina Nolan, Researcher, National-Lewis University; Sarah Alvarez, Director of Teacher Programs, The Art Institute of Chicago; Jennifer Ciardelli, Program Coordinator, United States Holocaust Museum; Dr. Alvin Tesler, Professor of Cell and Molecular Biology, Northwestern University; Annie Morse, Senior Lecturer, The Art Institute of Chicago; Leah Melber PhD, Director of Student and Teacher Programs, Lincoln Park Zoo

Month at the Museum

[Monroe Room](#)

Bob Gallas, Vice President and Chief Marketing Officer, MSI; Lisa Miner, Director of Public Relations, MSI; Steven Beasley, Director of Digital Media, MSI; Maureen Chen, Director of Marketing, MSI

Speaking of Speakers Bureaus

[Hancock Room](#)

Emily Jaycox, Librarian, Missouri History Museum; Andrew Hahn, Director, Campbell House Museum

Renewed: How a Small Museum Updates its Permanent Exhibits Using New Technologies

[Adams Ballroom](#)

Alan Teller, Partner, Teller Madsen; Greg Koos, Executive Director, McLean County Museum of History; Frank Madsen, Partner, Teller Madsen

Finding the Elusive Volunteer

[Grant Room](#)

Sarah Richardt, Senior Program Coordinator, Lombard Historical Society; Lisa Ostrego, Manager of Volunteer and Teen Programs, Guest Engagement, John G. Shedd Aquarium; Brian Failing, Museum Curator, Lisle Depot Museum

Bridging Institutional Cultures to Build a Strong Partnership

[Water Tower Room](#)

Sandra Aponte, EESP Program Director, The Field Museum; Jessica J. Hankey, School Partnerships Manager, The Field Museum; Dr. Arlene Hambrick, Chicago Public Schools Liaison, EESP Program; Steven McGee, PhD, Research Associate Professor, Northwestern University; Darrell Jones, Lead Science Educator, Chicago Children's Museum; Katie Hawkins, Early Elementary Science Partnership Educator, Lincoln Park Zoo

10:30 – 11:30 a.m. Concurrent Sessions – Five

Sponsored by the University of Washington Museology Graduate Program

Beyond Learning: A Discussion about How to Picture Success



[Clark Meeting Room 5](#)

Peter Linett, Randi Korn, Jennifer Novak-Leonard, and Joe Heimlich

In this interactive discussion, hear provocative perspectives on defining and measuring success from three researchers. The discussion will focus on how intrinsic impact is being studied in the performing arts and will offer a fresh look at how museums define visitor and institutional outcomes. The audience will then divide into small groups to brainstorm new metrics.

New Frameworks Needed: Capturing Visitor Engagement with History



[Clark Meeting Room 7](#)
Caren Oberg

Research and evaluation strategies based solely on outcomes only skim the surface of visitors' understanding of history. Public history practitioners and audience researchers are invited to discuss the possibility of developing new research frameworks that allow us to record, understand, and promote visitor engagement with history's complexity.

Are We There Yet? Building Shared Research and Evaluation Agendas



[Chicago Room](#)
Jessica Luke and Barbara Soren

In this interactive session facilitated by the program co-chairs of the 2010 VSA Conference, participants will critically reflect on the working agenda that was collectively crafted at the end of last year's conference to discuss related actions that have taken place since then and consider the relevance of this agenda to the VSA community.

A Conversation with Barbara Butler



[Price Room](#)
Steve Bitgood and Barbara Butler

This interview is the ninth in a series that provides in-depth conversations with leading professionals in the field of visitor studies. Steve Bitgood will interview researcher and evaluator Barbara Butler as she talks about the highlights of her career working for universities, museums, and the National Science Foundation.

AMM-IAM Session Schedule 10:30 – 11:30 a.m.

Making and Remaking Visitor Panels: Audience Evaluation that's Useful, Adaptable, and Important

[Spire Room](#)

Swarupa Anila, Head of Interpretation, Detroit Institute of Arts; Jill Austin, Curator, Chicago History Museum; Daryl Fischer, Musynergy; Sarah Lee, Senior Associate, Slover Linett Strategies; Madeleine Parthum, Interpretive Specialist, Detroit Institute of Arts

Crossing Over: Expanding and Strengthening Audiences through Strategic Collaboration & Partnership

[Water Tower Room](#)

Cheryl Bachand, Adjunct Faculty, Museum Studies, Department of the History of Art & Architecture, DePaul University; Brian Reis, Executive Director, The Ellwood House Museum; Jessica Caddell, Collections and Exhibitions Manager, Freeport Art Museum

The Nature of Art/The Art of Nature

[Monroe Room](#)

Susan Kuliak, Assistant Director of Family Programs, The Art Institute of Chicago; April Dominguez, Environmental Programs Manager, The Lurie Garden

Maximizing Community Outreach with Partnerships

[Adams Ballroom](#)

Lizza Igoe, Education Coordinator, Museum of Science and Industry; Regina Cavazos, Education Coordinator, Museum of Science and Industry; Angelina Mendoza, Senior Coordinator of Community Initiatives, Museum of Science and Industry

Revisiting Interpretive Planning: A Holistic Approach to Crafting Your Visitor Experience

[Grant Room](#)

Mary Kay Cunningham, Interpretive Specialists, Dialogue Consulting; Stephanie Weaver, Consultant, Wendy Meluch, Principle, Visitor Studies Services; Robin Cline, Public Programs Manager, Garfield Park Conservatory Alliance

11:45 a.m. – 12:30 p.m.

Board Development Committee Meeting

[Clark Meeting Room 5](#)

11:45 a.m. – 1:15 p.m.

Visitor Studies Editorial Board Meeting Part 1

[Montrose Room](#)

Communications Committee Meeting

[Clark Meeting Room 7](#)

Membership Committee Meeting

[Chicago Room](#)

12:30 – 1:15 p.m.

Conference Planning Committee Meeting

[Price Room](#)

1:15 – 2:15 p.m.

Poster Session



[Monroe Room](#)

Lessons Learned about Visitor Attention from Simulation Studies

Steve Bitgood

This poster summarizes the findings from a series of museum simulation studies that examined factors which influence visitors' attention to art prints. The researchers examined the effects of mental effort, choice, visual distraction, interest level, and perceived workload on visitors' willingness to read text associated with art prints.

What's Going on in this School Tour? An Evaluation of Student Behavior and Dialogue in VTS-based Elementary School Tours

Amanda Mae Bonar, Valerie Grabski, and Lauren LeClaire

The Frye Art Museum is strengthening its school tour program and gallery-guide training through the use of Visual Thinking Strategies (VTS) to facilitate dialogue and critical thinking among students. The poster presents the methods used to assess this effort along with the results that ensued.

Designing for Museum-Teacher Communication: A Consideration of Epistemological and Positional Framing

Lisa Brahms and Meghan Bathgate

This poster examines how museums convey their epistemology and expectation of a teacher's role to teachers through an iterative redesign of the school-visit registration process. This case study showcases the incongruity between museum and teacher expectations when planning school visits and the possible paths of communication between museums and the teachers they serve.

"Pointing At" in Museum Exhibitions: Let's Get Meaning-Making Started!

Dimitra Christidou

The research presented in this poster explores the museum visit as a social experience that leads to shared meaning-making, which is achieved through shared attention arising from visitors' performances. It describes how visitors direct others' attention, render public their personal stories, and subsequently share meaning by referring to what they see on display.

Conference Schedule (cont.)

Visitor Expectations and Satisfaction at Burke Museum Family Day Events

Emily Craig, Betsy O'Brien, and Renae Youngs

Under the auspices of the New Directions Project, a group of graduate students experimented with a visual method of assessing the alignment between visitor expectations and satisfaction during a suite of family-day events at the Burke Museum in Seattle, Washington.

Knowledge and Museum: Archive, Exhibit, Evidence

Kira Eghbal-Azar

This interdisciplinary project focuses on the relationship between museums, archives, and science, which is currently undergoing a reform. The project's objective is to analyze the transformation of museum objects from initially being archival material to finally entering into the exhibit.

Building the Evaluation Capacity of Museum Staff Through Participatory Evaluation Activities

Gayra Ostgaard and Amy Grack Nelson

Participatory evaluation can build evaluation capacity of museum staff. However, building this capacity depends on learning from the successes and failures of previous evaluations. This poster will share lessons learned from conducting two youth participatory evaluations at the Science Museum of Minnesota with staff members who had varying levels of evaluation expertise.

Capturing the Visitor Experience: "Personality" Profiles of Five Museum Sites

Jan Packer and Roy Ballantyne

This poster will present graphical displays depicting the unique "personalities" of five London cultural institutions based on the visitor experiences each institution supports. It will also present data regarding differences between motivational groups and the relationships between experiences and outcomes.

Using Animals to Communicate about Science that Advances Human Health

Loran Carleton Parker

Hear about the development, evaluation, and future plans for a traveling exhibition that engages visitors in health science and health science research by emphasizing common health problems that affect both humans and animals.

Holding Power of Seattle Aquarium Exhibits for the Toddler Audience

Kaleen Povis and Andrea Barber

This two-part summative evaluation study at the Seattle Aquarium investigates which exhibit elements that attract and hold the attention of toddlers. Interviews with caregivers provide further insight into the exhibit experience for this key audience.

Multi-Sensory Sense-Making: How Children Explore Objects and Ideas

Nancy Owens Renner

Detailed video analysis of bilingual children's interactions with bilingual exhibits reveals how they flexibly use language, their senses, and their whole bodies to explore objects and integrate ideas. A coding scheme focused on attention (looking and touching), social interaction, and language (speech and gesture) revealed patterns of organization in the children's behavior.

Community Participants on Exhibition Development Teams Using Evaluative Inquiry

Ann Rowson Love

This poster presents findings from an evaluation of an art museum using a participatory evaluation framework called *evaluative inquiry for organizational learning*, including recommendations for involving community participation on exhibition development teams.

Using Keyword Analysis to Explore Qualitative Data

Lisa Sindorf

Keyword analysis is well known in the field of linguistics, but uncommon in visitor studies, yet it represents a fast and fruitful way to analyze text by extracting keywords of unusual frequency. Using two examples, this poster will illustrate how researchers and evaluators can use keyword analysis to explore qualitative interview data.

Looking at Sustainability in the Front-End Evaluation of Digital Media Programming

Edith Stevens, Pino Monaco, and Helene Jennings

The front-end evaluation of the Smithsonian Institution's pilot program for educators in mobile and digital media incorporated several methods to capture the challenges of moving from a summer professional development program to implementation in the classroom. By

assessing sustainability from the outset, developers can address critical issues in sustaining this community of learners.

Rebuilding a Volunteer Training Program to Encourage Visitor Engagement

Tanya Tobias

This poster will discuss the development, implementation, and evaluation of a volunteer training program designed to foster visitor engagement, encourage repeat visits, and cultivate increased participation in organizational programs by using Visual Thinking Strategies in discussions about artwork and by promoting positive, meaningful, and informed interactions with visitors.

Including Learners Who Prefer Spanish through Culturally-Responsive Evaluation

Hever Velázquez, Anita Kinney and Yesenia Carmolingo

Front-end research for the program and exhibition *Sustainability: Promoting Sustainable Decision Making in Informal Education* at the Oregon Museum of Science and Industry followed culturally-responsive principles to ensure the inclusion of family members who preferred to speak Spanish. This poster illustrates how principles such as instrument co-development, data handling guidelines, and "member checks" are critical, even with a team that is bilingual and bicultural.

Research Experiences for Undergraduates: Fostering Diverse Talent in the Visitor Studies Field

Hever Velázquez, Anita Kinney and Yesenia Carmolingo

The Oregon Museum of Science and Industry received funding from the National Science Foundation to train and mentor students as research and evaluation apprentices within an informal science education setting. This type of funding, called Research Experiences for Undergraduates, can encourage diversity in the visitor studies field by attracting students with unique competencies from multiple disciplines.

Evaluating the Engagement of the Public in Nature Conservation

Monae Verbeke

This poster presents a two-part evaluation and research study conducted for the Niabi Zoological Society. Research included an exit survey with open-ended questions on the conservation attitudes and knowledge of zoo visitors as well as observations of visitor behavior. This poster will highlight the study's development, methods, and implications.

**AAM-IAM Idea Lounge
and Poster Sessions
1:15 – 2:15 p.m.**

Monroe Room

Join colleagues in Roundtable discussions (RT) on a variety of topics and for Poster sessions (P) - AMM and IAM have invited museum professionals to present a brief perspective of emerging and relevant topics in the museum field and to facilitate a discussion about best practices and approaches to various challenges in the field. Come in, pick a topic and join in on the discussion! Some of the topics will include:

RT 1 – Can an Exhibition be Too Fun? Entertainment vs. Education

Marie P.W. Georg, Exhibition Project Developer, The Field Museum; Matt Matcuk, Exhibition Development Director, The Field Museum

RT 2 – Keeping Everyone Informed: The Secret to a Happy & Effective Staff

Shari Buckellew, Director, Children's Discovery Museum

RT 3 – Talkin' About My Generation: Bridging the Generation Gap to Deliver Meaningful Museums

Kate N. Schureman, Vice President of Administration, Lakeview Museum of Science; Anne Marie Roten, Executive Assistant, Lakeview Museum of Science

RT 4 – Sharing Power: Museums, Artists, Communities

Lisa Harper Chang, Community Projects Director, Pulitzer Foundation for the Arts; Erika Hanner, Beatrice C. Mayer Director of Education, Museum of Contemporary Art Chicago; Angeliq Power, Director of Communications and Community Engagement, Museum of Contemporary Art Chicago

RT 5 – Advocacy

Ra Joy, Executive Director, Arts Alliance Illinois; Karen Witter, Associate Director, Illinois State Museum

RT 6 – The Great Worksheet Debate

Heidi Moisan, School Programs Manager, Chicago History Museum; Yasmin Dalal, School Programs Coordinator, Chicago History Museum; Demi Brand, Associate Director for Student and Teacher Programs, Adler Planetarium

RT 7 – Donors vs. Sponsors

Jenna Ciccirelli, Development Officer, Lakeview Museum of Arts and Sciences; Nikki Cole, Vice President of Development, Lakeview Museum of Arts and Sciences

RT 8 – Secure Local Funding During the Great Recession

Alex Gates, Director, North Berrien Historical Museum; Dennis Swartout, Retired Director, Tri-Cities Historical Museum

RT 9 – Learning “On the Go”: Dallas Museum of Art's SmARTphone Tours and the Nelson Atkins Museum of Art's Mobile Guide

Emily Black, Assistant Educator, Nelson-Atkins Museum of Art; Ted Forbes, Multimedia Producer, Dallas Museum of Art

RT 10 – Difficult Conversations: How to Address the Elephant in Your Community

Melanie Adams, Managing Director of Community Education and Events, Missouri History Museum

P1 – Evaluating the Mission: Visitor Assessment at Education Programs and Carts

Allison Martin, Lincoln Park Zoo; Jessica Monahan, Lincoln Park Zoo; Rich Faron, Museum Explorer, Inc.

P2 – Maximizing Impact with Minimal Resources: Best Practices on a Budget

Christina Graszler, Coordinator of Student Programs, Lincoln Park Zoo; Shannon Webster, Education Programs Assistant, Lincoln Park Zoo

P3 – Creating a Suite of Education Programs From Beginning to End

DeDee Ludwig, Student Programs Coordinator, John G. Shedd Aquarium

P4 – Chicago Hands-On Educator (CHOE) Professional Networking Organization

Julyne Hahn Segar, Director, Chicago Hands-on Educators

**2:30 – 3:45 p.m.
Concurrent Sessions – Six**

Sponsored by Jeff Kennedy associates

Exhibitions as Collaborations



Clark Meeting Room 5

Chair: Ann Rowson Love

Traveling the Silk Road: A Journey Into Collaborative Exhibition Development and Evaluation

Bella Desai, Lauri Halderman, and Camellia Sanford

This session will offer a glimpse into the collaborative development and the stakeholder evaluation process behind the recent exhibition, *Traveling the Silk Road: Ancient Pathway to the Modern World*. The discussion will focus on how various stakeholders were involved with the exhibition, from conception to production to evaluation.

Integrating Evaluation into Exhibition Development: A Case Study

Matt Sikora, Swarupa Anila, Amanda Krantz, Kenneth Morris, and Deborah Perry

By examining the special exhibition *Through African Eyes: The European in African Art* as a case study, the presentation will explore issues surrounding the influence of evaluation on exhibition development from the perspective of internal evaluators, evaluation consultants, and an interpretive specialist.

Cultivating Partnerships



Clark Meeting Room 7

Chair: Lorrie Beaumont

It Takes a Community to Evaluate a Network

Christine Reich, Marcie Benne, and Marjorie Bequette

The Nanoscale Informal Science Education Network requires a community of professionals to implement and evaluate the network. Audience participants will help solve some of the juiciest evaluation challenges the network faced and, through the process, learn how a network requires unique logistical and philosophical approaches.

Changing Teaching Materials through Evaluation and Collaboration with Teachers

Nicole Stutzman and Sharisse Butler

The Dallas Museum of Art is completing a two-year project funded by the Institute of Museum of Library Services to develop new online teaching materials. The museum's Director of Teaching Programs and Partnerships and the project evaluator will share how evaluation and collaboration with K–12 teachers, who were central to the project, led to significant and unanticipated changes in the project's direction.

Measuring Learning in Informal Science Settings



Chicago Room

Chair: Susan Kevin

Museum Visitors' Impressions of Interacting with Scientists

Susan Foutz

What do visitors find valuable about the opportunity to meet research scientists in an informal setting? Front-end and formative studies of *Portal to the Public*, funded by the National Science Foundation, provide an overview of visitors' expectations, motivations, and satisfaction with face-to-face interactions with scientists.

Conference Schedule (cont.)

Ingenuity Lab: Engaging Audiences through Design Challenges

Scott Randol

Hear how Lawrence Hall of Science is supporting and fostering visitors' engineering "habits of mind" by framing hands-on activities as design challenges. Presenters will summarize early findings from a study of the *Ingenuity Lab* and will introduce an observational instrument for tracking engagement in engineering processes, including brainstorming, designing, and testing.

Engaging Visitors in Using Evidence: Comparing Three Program Formats

Maia Werner-Avidon

This presentation reports on the success of *Linking Evidence to Explanation in Global Science*, a project that engages visitors with using scientific data on a spherical display system. The study explores how visitors form explanations and compares the impact of three different program formats (docent-led presentation, autorun show, and school workshop).

Learning Impact as a Measure of Organizational Success

Chantal Barriault, Amy Henson, and Jennifer Pink

In 2008, Science North created a Research and Evaluation Group whose work contributes to all aspects of the organization. This presentation will focus on the development, use, and implications of the group's "organizational scorecard," which includes a measure of visitor learning and is used to assess the science center's overall performance.

AMM-IAM Session Schedule 2:30 – 3:45 p.m.

Established and Emerging Educational Leaders: Charting a Course for the Future of the Profession

Water Tower Room

Mary Kay Cunningham, Educational Experience Consultant, Dialogue Consulting; Tina Nolan, Associate Director of Partnerships, National College of Education, National-Louis University.

Healthcare Reform: What Employers Need to Know Now

Hancock Room

Tom Hancuch, Attorney at Law, Vedder Price P.C.

Utilizing a Marketing Committee to Optimize Your Marketing Efforts

Adams Ballroom

Dennis Barnes, President of Marketing Direct, The Magic House, St. Louis Children's Museum and Sara Kahre, Senior Marketing Manager, The Magic House, St. Louis Children's Museum

The Promise of Partnerships: Museum Studies in Practice

Monroe Room

Nicolette B. Meister, Curator of Collections and Adjunct Assistant Professor, Museum Studies, Logan Museum of Anthropology, Beloit College; Meg Bero, Executive Director, Schingoethe Center for Native American Cultures and Aurora University Schingoethe Art Gallery; Ann Rowson Love, Director, Museum Studies Program, Western Illinois University-Quad Cities; Sharon Welton, Executive Director, Campbell Center for Historic Preservation Studies; Matthew Toland, Assistant Director, Campbell Center for Historic Preservation Studies; Dan Bartlett, Curator of Exhibits and Education and Instructor, Museum Studies; Logan Museum of Anthropology, Beloit College

University-Museum Partnerships in Technology

Spire Room

Jennifer Weaver, Assistant Director, Winona County Historical Society; Rose Sherman, Director of Technology and Business Development, Minnesota Historical Society; James Bowey, Professor and Founder of Winona360, Winona State University; John Yearous, Application Developer, Winona State University; Carolina Kaufman, Education Technology Manager, Art Institute of Chicago; Anne Becker, Professor of Art Education, Columbia College; Grace Murray, Coordinator for Teacher Programs, Art Institute of Chicago; Hillary Cook, Teen and Partnerships Coordinator, Art Institute of Chicago; Barbara Powell, Teacher Programs Coordinator, Notebaert Nature Museum; Jackie Formoso, Teacher Programs Coordinator, John G. Shedd Aquarium; DeDee Ludwig, Student Programs Coordinator, John G. Shedd Aquarium

3:45 – 5:00 p.m.

Resource Hall Closing Reception Buffet

State and Grand Ballrooms

Stop in, have some refreshments, and greet our exhibitors. This will be your last opportunity to make important connections with vendors whose products and services may help your work or institution.

4:00 p.m. – 5:15 p.m.

Visitor Studies Editorial Board Meeting Part 2

Montrose Room



6:00 p.m. – 9:00 p.m.

Simply Science at the Museum of Science and Industry \$30

Sponsored by Sodexo and Intelligent Lighting Creations, Inc.

The Museum of Science and Industry (MSI) is one of the largest science museums in the world and the nation's premiere science museum with more than 35,000 artifacts and nearly 14 acres of hands-on exhibits designed to spark scientific inquiry and creativity. The museum welcomed 1.6 million guests in 2009 and features many outstanding permanent exhibitions, including three new large-scale permanent exhibitions: *U-505, You! The Experience*, and *Science Storms*.

Buses depart from the Wabasha Entrance to the Palmer House Hotel at 5:30 p.m.

Preregistration is required. Evening includes hors d'œuvres. Cash bar will be available.

Wednesday, July 27

8:00 – 9:00 a.m.

VSA Business Meeting and Bylaws Reform Vote

State Ballroom

Join fellow members and colleagues for a report from VSA President Kirsten Ellenbogen followed by a discussion and vote on the proposed restated 2011 Bylaws for the Visitor Studies Association. **All current VSA members are eagerly encouraged to attend this important voting meeting.**

8:30 – 9:00 a.m.

Coffee Reception

9:15 – 10:15 a.m. Concurrent Sessions – Seven

Sponsored by Jeff Kennedy associates

Appropriately Critical: How Can We Foster Critical Practice in Conference Sessions?



Clark Meeting Room 5

Joe Heimlich, Kris Morrissey, Erik Ledbetter, and Jessica Luke

How critical are we of the research we present at VSA conferences? How do we continue to raise the bar by being appropriately critical, yet build community and make the conference a safe place to present? Maintaining this delicate balance will be the focus of this difficult, but necessary, discussion.

Twinking Tweets and Perfecting Posts: Can Social Media Help Advance an Institution's Mission?



Clark Meeting Room 7

Susan Kevin and Jennifer Matiassek

Zoos and aquariums increasingly use social media to build relationships with their audiences and supplement visits. But how effective are these platforms at fostering meaningful conversation and motivating personal action? The Monterey Bay Aquarium and Brookfield Zoo are each exploring the use of Facebook and Twitter to spark users' emotions and encourage conversations about mission focused topics. Join this discussion of how your organization is building online communities and evaluating the impact of social media communication strategies.

Developing and Sustaining Internal Evaluation Capacity without Internal Evaluation Departments



Chicago Room

Marley Steele-Inama and Amber Christopher

While many institutions have internal evaluation departments that lead and conduct evaluation and research projects, many more institutions do not. Staff members from the Denver Zoo will lead a discussion on how informal learning institutions are grappling with building internal evaluation capacity. The presenters will also share their new interdepartmental evaluation team model.

A Critical Look at Our Models of Exhibition Evaluation



Price Room

Steve Bitgood and Ross Loomis

While evaluating exhibitions has become common practice in museum settings, the current use of conceptual models, methodology, and terminology is ambiguous and often leads to significant miscommunication and less-than-optimum effectiveness in practice. This session takes a critical look at such models.

AMM-IAM Session Schedule 9:00 – 10:15 a.m.

Academic Museum Innovations

Spire Room

Sherry Mauer, Director, Augustana College Art Museum; Jean McElvain, PhD, Assistant Curator, Goldstein Museum of Design; David Alan Robertson, Ellen Phillips Katz Director, Mary and Leigh Block Museum of Art

From Call to Action to Point of Sale – Engaging Your Audience All the Way to the Box Office

Grant Room

Jeannette M. Andreski, Guest Services Manager, Great Lakes Science Center; Jamie Finley Simoneau, Vice President, Marketing & Guest Services, Great Lakes Science Center

Energize Your Base: Social Media & the Member/ Donor Continuum

Water Tower Room

Willard White, Senior Consultant & Partner, Marts & Lundy; Devin Mathias, Consultant, Marts & Lundy

Rabbits, Hats . . . and Thinking Strategically: Why a "Working" Board of Directors Might Be Just the Magic Your Museum Needs

Hancock Room

Bradley L. Taylor, Associate Director, Museum Studies Program, University of Michigan; Deborah Deacon Odette, Grants Writer, Arab American National Museum; Jeff Taylor, Director, American Museum of Magic; Tim Chester, Principal, Timothy J. Chester & Associates, LLC

Finding Common Ground: Exhibition & Educators

Adams Ballroom

Beth Crownover, Director of Education, The Field Museum; Eugene Dillenburg, Exhibit Developer, Science Museum of Minnesota; Dianne Hanau-Strain, Principal, Hanau-Strain Associates, Inc.; Ruth Slavin, Director of Education, University of Michigan Museum of Art; Daniel Spock, Director of History Center Museum, Minnesota Historical Society

Creative Engagement: Leveraging Social Media to Educate Museum Audiences

Monroe Room

Colleen Dilenschneider, Director, IMPACTS Research & Development

10:30 – 11:45 a.m.

Closing Plenary and Keynote Address: Lisa Yun Lee

Wild Impatience: Museums in (R)evolutionary Times

State Ballroom

Sponsored by The Museum Group

Lisa Yun Lee is the Director of the Jane Addams Hull-House Museum and a member of the Art History and Gender Studies faculty at the University of Illinois at Chicago.



Lisa is the co-founder of The Public Square at the Illinois Humanities Council, an organization dedicated to creating spaces for dialogue and dissent and for reinvigorating civil society. She has published articles about feminism, museums, diversity, sustainability, and strategies for creating radically democratic space. She also writes for In These Times Magazine. She received her BA in Religion from Bryn Mawr College, and a Ph.D. in German Studies from Duke University. Lisa also serves on the boards of the National Public Housing Museum, WBEZ Chicago Public Radio, the International Contemporary Ensemble, and the Third Coast International Audio Festival.



Individual Presentations



Panel Presentations



Institutional Presentations



Interactive Discussions



Poster Presentations