



NEW PATHWAYS *in* VISITOR STUDIES

30th
Annual Visitor Studies
Association Conference

18-22 JULY
2017
COLUMBUS, OHIO

new
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facing society's grand challenges head on



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COSI WELCOMES

OUR COLLEAGUES FROM
AROUND THE WORLD TO THE

2017 Visitor Studies Conference

We think you will find that Columbus is rich with learning opportunities in the arts and sciences. COSI is proud to be part of this robust cultural community, and to support the work of the Visitor Studies Association and its members.



333 West Broad Street | Columbus, Ohio 43215-2738 | 614.228.2674 | cosi.org

SCHEDULE AT A GLANCE

Monday, July 17

4:00 p.m. – 7:00 p.m.

Registration Open

Tuesday, July 18

8:00 a.m. – 11:00 a.m.

Registration Open

9:00 a.m. – 4:00 p.m.

Pre-Conference Workshops

9:00 a.m. – 5:00 p.m.

Pre-Conference Field Trip to the Columbus Zoo & Aquarium (*ticket required*)

4:30 p.m. – 7:30 p.m.

Registration Open

6:00 p.m. – 8:00 p.m.

Wine and Work Pre-Conference Workshop

Wednesday, July 19

8:00 a.m. – 5:00 p.m.

Registration Open

9:00 a.m. – 4:00 p.m.

Pre-Conference Workshops

8:30 a.m. – 4:30 p.m.

VSA Board of Directors Meeting

4:30 p.m. – 6:30 p.m.

April Award Celebration (*ticket required*)

7:00 p.m.

New Attendee Hangout (*ticket required*)

7:00 p.m. – 8:00 p.m.

Slide Clinic hosted by the Data Visualization and Reporting FIG

Thursday, July 20

7:30 a.m. – 3:00 p.m.

Registration Open

8:00 a.m. – 8:30 a.m.

Coffee Break

8:30 a.m. – 10:00 a.m.

Opening Plenary with Keynote Speaker

10:15 a.m. – 11:30 a.m.

Concurrent Sessions

11:30 a.m. – 1:00 p.m.

Lunch on Your Own

12:00 p.m. – 1:00 p.m.

Individual FIG Meetings

1:15 p.m. – 2:30 p.m.

Concurrent Sessions

2:30 p.m. – 3:00 p.m.

Coffee Break

3:00 p.m. – 3:45 p.m.

Roundtables and Fireside Chats

4:00 p.m. – 5:15 p.m.

Concurrent Sessions

6:00 p.m. – 9:00 p.m.

Evening Event at the Columbus Museum of Art (*ticket required*)

Friday, July 21

7:30 a.m. – 1:00 p.m.

Registration Open

7:30 a.m. – 8:30 a.m.

Coffee Break

8:00 a.m. – 9:00 a.m.

VSA Business Meeting

9:00 a.m. – 10:00 a.m.

Plenary with Invited Panel

10:15 a.m. – 11:30 a.m.

Concurrent Sessions

11:30 a.m. – 1:00 p.m.

Lunch on Your Own

11:30 a.m. – 1:00 p.m.

Visitor Studies Editorial Board Meeting

12:00 p.m. – 1:00 p.m.

Committee Meetings

1:15 p.m. – 2:30 p.m.

Concurrent Sessions

2:30 p.m. – 3:00 p.m.

Coffee Break

3:00 p.m. – 3:45 p.m.

Roundtables

4:00 p.m. – 5:15 p.m.

VSA Poster Session

6:00 p.m. – 8:00 p.m.

Get to Know VSA Happy Hour (*ticket required*)

7:00 p.m. – 9:00 p.m.

Dining Discussions (*sign up at registration following the Opening Plenary*)

Saturday, July 22

8:00 a.m. – 9:30 a.m.

Closing Plenary & Breakfast with Invited Speaker (*ticket required*)

9:45 a.m. – 11:00 a.m.

Concurrent Sessions

11:15 a.m. – 12:30 p.m.

Concurrent Sessions



Photo Credit: Graham S. Jones



Photo Credit: Graham S. Jones



Photo Credit: OSP Images

PROGRAM CO-CHAIR WELCOME LETTER

Dear Visitor Studies Conference Attendees:

Welcome to Columbus for the 30th Annual Conference of the Visitor Studies Association! This year's sessions, speakers, and workshops offer a chance for you to discuss new findings, discover new methods, and explore how social and technological shifts may affect the nature of our work.

New Pathways in Visitor Studies

In visitor studies, we are challenged to respond to a rapidly changing world in order to maintain a current understanding of our visitors and their needs, as well as the field of visitor studies itself. We pursue new pathways in part because of changes within the communities we serve, as demographic shifts and technological advances (among others) require us to think differently about the work we do. We also look for innovative approaches to fostering change within our field, such as becoming more inclusive of other voices or finding ways to leverage our collective impact. New insights and innovations from outside our field can also offer novel ways of looking at learning and learners to support mission-driven institutions like museums, zoos and aquariums. "New Pathways in Visitor Studies" seeks to advance the field by challenging conference speakers and attendees to work creatively and collaboratively to deliver reliable new insights about the experiences of our visitors.

Our Host City

Welcome to Test Market, USA! For decades, universities in the metro area have made Columbus a center for research, but in the past its populace has been a major source of human subjects, too: Columbus has a strong history in test marketing because large retail and food companies - both industries that rely on consumer studies - are headquartered in the area.

We hope you enjoy getting to know the foodie city of Columbus, which is home not only to a thriving restaurant scene, but also to a great array of vendors like the North Market's dozens of lunch stalls and Jeni's legendary gourmet ice cream. Within walking distance of our host hotel, you can enjoy the 2017 Jazz & Rib Fest, visit several local museums, stroll through Columbus Commons, or jump on the CBUS to visit historic neighborhoods and great shopping. This year's evening event will include opportunities to explore the Columbus Museum of Art, and ahead of this year's conference, attendees can enjoy a special field trip opportunity at the Columbus Zoo and Aquarium. We hope you enjoy visiting these and other local institutions.

In addition to joining us for an evening event, we hope you will consider participating in a Dining Discussion, attending a Fireside Chat, or joining a FIG. Consult this program or the registration table for information about these offerings.

We hope you learn, interact with others, enjoy the city of Columbus, and leave inspired. We also invite you to share your thoughts and suggestions with us, as we have already started planning for the 2018 conference in Chicago!

With warmest regards,

Your Program Co-Chairs

Claire Thoma Emmons, Allison Cosby, Dolly Hayde

2017 CONFERENCE TEAM

Allison Cosbey, Program Co-Chair
Sara Davis, Membership Committee Liaison
Ly Foor, Local Host Committee Liaison
Emma Gardner, Association Coordinator
Valerie Grabski, Abstracts Editor
Dolly Hayde, Program Co-Chair
Laura Huerta Migus, Development Committee Liaison

Taline Kuyumjian, April Awards and Scholarships Chair
Anna Lopez, Workshops Co-Chair
Julia Miller, Workshops Co-Chair
Camellia Sanford-Dolly, Conference Planning Committee Chair
Nicole Singleton, Executive Director
Claire Thoma Emmons, Program Co-Chair & Conference Planning Committee Vice-Chair

2017 LOCAL HOST COMMITTEE

Nadya Bennett, Columbus Zoo and Aquarium
Ly Foor, Ohio History Connection
Elaine Horr, COSI
Amanda Kepner, Columbus Museum of Art
Merilee Mostov, Columbus Museum of Art
Barbara Revard, Columbus Zoo and Aquarium

2017 SESSION PROPOSAL REVIEWERS

Stephen Ashton
Patience Baach
Lorrie Beaumont
Marjorie Bequette
Marta Beyer
Jennifer Borland
Minda Borun
Sarah Brenkert
Sheila Brommel
Kirsten Buchner
Katie Chandler
Allison Cosbey
Sara Davis

Donna DiBartolomeo
Susan Foutz
Andrea Giron Mathern
Ivel Gontan
Juli Goss
Preeti Gupta
Josh Gutwill
Dolly Hayde
Jeff Hayward
Elaine Horr
Elisa Israel
James Kisiel
Elizabeth Kollmann

Christine Larouche
Anna Lopez
Jerry Luebke
Beth Maloney
Rachael Mathews
Amy Niedbalski
Angie Ong
Palmyre Pierroux
Hannah Ridenour
Camellia Sanford-Dolly
Beverly Serrell
Jessica Sickler
Matt Sikora

Rebekah Sobel
Jill Stein
Claire Thoma Emmons
Carey Tisdal
Lisa Trahan
Maia Werner-Avidon
Kari Williams
Lauren Wilson
Mary Ann Wojton
Renae Youngs

2017 PRE-CONFERENCE WORKSHOPS PROPOSAL REVIEWERS

Cathy Sigmond
Laureen Trainer
Kelley Staab
Brooke Rosenblatt
Erin Wilcox

Lynne Carmichael
Elizabeth Bolander
Claire Thoma Emmons
Elaine Horr
Camellia Sandford

Beverly Serrell
Donna DiBartolomeo
Taline Kuyumjian

2017 APRIL AWARD & STUDENT SCHOLARSHIPS APPLICATION REVIEWERS

Jason Allen
Jennifer Borland
Dolly Hayde

Taline Kuyumjian
Kate Livingston
Anna Lopez

Julia Miller
Lauren Wilson

WHAT YOU NEED TO KNOW . . .

REGISTRATION AND INFORMATION DESK

Conference volunteers are available to answer questions at the registration desk, located in the Grand Ballroom Foyer on the 2nd floor of the Westin Columbus.

REGISTRATION DESK HOURS:

Monday, July 17, 4:00 – 7:00 p.m.
Tuesday, July 18, 8:00 – 11:00 a.m.;
4:30 – 7:30 p.m.
Wednesday, July 19, 8:00 a.m. – 5:00 p.m.
Thursday, July 20, 7:30 a.m. – 3:00 p.m.
Friday, July 21, 7:30 a.m. – 1:00 p.m.

CONFERENCE ABSTRACTS

The 2017 VSA Conference Abstracts introduce the presentations, panels, and posters at this year's conference. Additionally, they act as a lasting record of the topics discussed here in Columbus. Visit www.visitorstudies.org and click on the Conference page to view or download the abstracts in PDF format.

CONFERENCE EVENTS

Pre-Conference Field Trip to the Columbus Zoo & Aquarium

Tuesday, July 18, 9:00-5:00 p.m.
Ticket required, but free with conference registration
Columbus Zoo & Aquarium,
4850 W Powell Road, Columbus, OH 43065

21st Annual April Award Celebration

Wednesday, July 19, 4:30-6:30 p.m.
\$25 minimum
City View Room, COSI, 333 W Broad St, Columbus, OH 43215

New Attendee Hangout

Wednesday, July 19, starts at 7pm
Ticket required, but free with conference registration
Meet at the hotel lobby, walk to Jeni's Splendid Ice Creams
at the Commons

Slide Clinic hosted by the Data Visualization & Reporting FIG

Wednesday, July 19, 7:00-8:00 p.m.
Free with conference registration
Park Parlor, Westin Columbus

Evening of Creativity and Conversation at the Columbus Museum of Art

Thursday, July 20, 6:00 – 9:00 p.m.
\$50
Columbus Museum of Art,
480 E Broad Street, Columbus, OH 43215

Get to Know VSA Happy Hour

Friday, July 21, 6:00 – 8:00 p.m.
Ticket required, but free with conference registration
Basil Restaurant - Brewery District,
460 S Front St, Columbus, OH 43201

Dining Discussions

Friday, July 21, 7:00 – 9:00 p.m.
Meet at local restaurant - more information at registration desk

Closing Plenary & Breakfast

Saturday, July 22, 8:00 – 9:30 p.m.
Ticket required, but free with conference registration
Grand Ballroom

Congratulations to the Recipients of the April Award & Student Scholarships

The April Award and Student Scholarship programs help bring emerging 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:

21st Annual April Award Recipient: Erin Tate, Saint Louis Zoo

Meet Erin at the April Award Celebration on Wednesday, July 19th.
The April Award commends an outstanding emerging professional in the field.
It was established by Dr. Marilyn (Molly) Hood to honor the memory of her longtime research assistant, April Lahm.

2017 Student Scholars:

Jenny Fisher, University of Washington
Jeanine Pollard, University of Illinois, Chicago
Gabriel Taylor, IUPUI

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



Photo Credit: Stockhouse

CONFERENCE WORKSHOPS

Tuesday, July 18 and Wednesday, July 19

Registration is required. Attendees are responsible for transportation to and from the workshop locations. Please check the Registration Desk for transportation information, including the names of participants seeking to share taxis to and from the workshop locations.

Full Day
 \$150 VSA Member
 \$180 Non-Member
 \$125 Student Member

Half Day
 \$75 VSA Member
 \$90 Non-Member
 \$65 Student Member

Tuesday, July 18

Full Day
 9 a.m. – 4 p.m.

Analyzing Data from Visual Artwork: Learning a New Method

Donna DiBartolomeo, Museum & Interdisciplinary Evaluation Consultant & Zachary Clark, 826DC
 All Levels (101 and 301)
 Competency: C
 Westin Columbus, Park Parlor

The Data Visualization and Reporting Game

Lauren Wilson, Illuminated Ideas; Claire Thoma Emmons, The Children’s Museum of Indianapolis; Taline Kuyumjian, Kuyumjian Consulting
 Level 101
 Competency: A, C, and E
 Westin Columbus, Neil House Parlor

Half Day
 1 p.m. – 4 p.m.

I Can Do That: Simple Strategies to Learn About Visitors

Merilee Mostov, Jen Lehe, & Cindy Foley, Columbus Museum of Art
 All Levels (101 and 301)
 Competency: C
 Columbus Museum of Art

Wine & Work
 6 p.m. - 8 p.m.

Capturing the Visitor Experience Using the Dimensions of Visitor Experience (DoVE) Checklist

Jan Packer, University of Queensland; Lindsay Maldonado, Shedd Aquarium; Jennifer Rigney, Monterey Bay Aquarium; Nick Visscher, Denver Zoo
 All Levels (101 and 301)
 Competency: C
 Westin Columbus, Great Southern Gallery

Wednesday, July 19

Full Day
9 a.m. – 4 p.m.

Evaluation 101 Clinic

Nadya Bennett, The Columbus Zoo and Aquarium, the Zoo and Aquarium Focused Interest Group (ZAFIG); Jerry Luebke, Chicago Zoological Society-Brookfield Zoo; Marti Copeland, Dallas Zoo; Larry Warner, Mystic Aquarium; Joy Kubarek, PEER Associates; Jennifer Rigney, Monterey Bay Aquarium; Wei Ying Wong, Woodland Park Zoo; Brian Thill, South Carolina Aquarium
Level 101
Competency: C, D, and E
Columbus Zoo and Aquarium

Exhibition Timing-and-Tracking: What's it Good for? Show Me the Data!

Beverly Serrell, Serrell & Associates
Level 301
Competency: C
Westin Columbus, Neil House Parlor

Recruiting, Training, & Maintaining Research and Evaluation Volunteers

Fran Mast, Shedd Aquarium
Level 301
Competency: D
Westin Columbus, Great Southern Gallery

Half Day
9 a.m. – 12 p.m.

Making Sense of Visitor Studies Statistics: Part 1 - A Beginner's Framework for Understanding, Interpreting Statistics

Deborah Wasserman, Lifelong Learning Group at COSI's Center for Research and Evaluation
All Levels (101 and 301)
Competency: C
Westin Columbus, Seneca Room

Half Day
1 p.m. – 4 p.m.

Making Sense of Visitor Studies Statistics: Part 2 - A "How To" Overview for Conducting Analyses, and Interpreting Results of Simple Inferential Parametric and Nonparametric Analyses

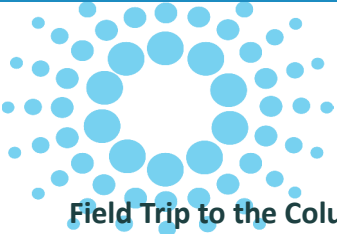
Deborah Wasserman, Lifelong Learning Group at COSI's Center for Research and Evaluation
All Levels (101 and 301)
Competency: C
Westin Columbus, Seneca Room

Hands-on! Designing Activities to Inspire Group Planning and Data Generation

Lynn Courtney, Museum of Fine Arts - Boston; Paula Lynn, National Gallery of Art
All Levels (101 and 301)
Competency: A, B and C
Westin Columbus, Park Parlor



Photo Credit: VSA



PRE-CONFERENCE SCHEDULE

Tuesday, July 18 and Wednesday, July 19

Field Trip to the Columbus Zoo & Aquarium

Tuesday, July 18 | 9:00 a.m. - 5:00 p.m.



Photo Credit: Columbus Zoo

Take the Zoo Bus from downtown to the #1 Zoo in America, according to USA Travel Guide! Once you arrive you'll be off to discover the zoo on your own and at 2:00 pm meet with members of the Evaluation Team, who will talk about some of their projects, at Water's Edge. The Columbus Zoo and Aquarium is home to more than 10,000 animals representing 600 species from around the globe. Watch a polar bear swim above your head, meet the world famous gorilla family, say "g'day" to the koalas, ponder the giant pachyderms and be amazed by the manatees. You'll most certainly encounter some spring babies.

Location: Water's Edge Boardwalk 2, Columbus Zoo & Aquarium, 4850 W Powell Road, Columbus, Ohio 43065

Cost: Ticket required, but admission is free with conference registration

NOTE: This offer is only available for Tuesday, July 18, 2017. Limited to the first 50 attendees who register.

Transportation: Zoo Bus is \$4.00 round trip and Self-Parking is \$10.00 per vehicle. More information about the Zoo Bus schedule and pick-up locations can be found on www.cota.com.

21st Annual April Award Celebration

Wednesday, July 19 | 4:30 – 6:30 p.m.

City View Room, COSI, 333 W Broad St, Columbus, OH 43215

Kick off the 2017 VSA conference in Columbus with a celebratory cocktail hour. Each year, the April Award Celebration welcomes and honors one outstanding emerging professional in the visitor studies field. Come toast the 2017 April Award recipient, meet our student scholarship recipients, catch up with friends and colleagues old and new, and support a longstanding VSA tradition. Additional celebrations will include a special thank you to Molly Hood, founder of the April Award, who will be joining us this year.

COSI is located across the river, 0.8 mi from the conference hotel. Enter COSI through the west side doors.



Photo Credit: COSI

NOTE: This event will include light appetizers, but does not include dinner. Entry ticket is required. Tickets can be purchased at the door.

We have three (3) different price points to support the ongoing fundraising endeavors of this event.

Cost:

\$25 ticket includes 1 drink ticket & \$5 donation to April Award Fund \$35 ticket includes 2 drink tickets & \$10 donation to April Award Fund
 \$45 ticket includes 3 drink tickets & \$20 donation to April Award Fund

New Attendee Hangout

Wednesday, July 19 | Begins at 7 p.m.

New to VSA or the VSA Conference? Hang out with other new attendees and a few old hats! After the April Award Celebration, we'll meet at the hotel lobby to walk over to Jeni's Splendid Ice Creams at the Commons. Jumpstart your conference with tasty ice cream and splendid conversations.

Cost: Ticket is required, but free with conference registration

NOTE: Food not included, but available for purchase.

PRE-CONFERENCE SCHEDULE

Tuesday, July 18 and Wednesday, July 19

Slide Clinic Hosted by the Data Visualization and Reporting FIG

Wednesday, July 19 | 7:00 – 8:00 p.m.

Park Parlor, Westin Columbus



Presenters! Your session was accepted. You've picked out your presentation day outfit and your cat/partner/coworker has heard you rehearse at least 10 times. What else can you do to ensure you captivate your audience? Make sure your slides are clean, clear, and gorgeous! The VSA Data Visualization & Reporting (DVR) FIG will be onsite and ready to help. Bring your slide deck and spend 15-20 minutes with our slide coaches. They'll suggest just a few, easy-to-do, last minute fixes to make sure your presentation looks its best.

Cost: Free with conference registration. Pre-registration is not required.

NOTE: Bring your laptop with the slide deck loaded.

Rockman et al

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Session Streams

This year, we provide a variety of streams of discussion for attendees to navigate. Session streams are listed below each session in the program.

- **Practical Tips**

Information about carrying out visitor studies that is particularly relevant for those new to the field but also useful for veterans.

- **Methods and Methodologies**

Strategies and concepts related to data collection, analysis, and reporting.

- **Reporting Findings**

Presenting the findings from a discrete research or evaluation project.

- **Research to Practice Cycle**

Applied use of evaluation or research in informal learning settings with an emphasis on the use of findings & strategies.

- **Diversity, Equity, Inclusion**

Focuses on the ways visitor studies help us better understand and implement inclusive practices that can foster diversity and improve accessibility at our institutions and in our field.

- **Big Questions and Field-wide Issues**

Wrestles with a big question in the field or poses a problem or question for a group to discuss or solve. This could be work continued from a previous convening.

- **Organizational Change and Capacity Building**

Findings, reflections, and best practices related to leading institutional change through research and evaluation and building evaluation capacity for ourselves and our stakeholders.

- **Networks and Partnerships**

Exploring the opportunities and challenges presented by projects that bring together multiple institutions or communities to create informal learning networks and partnerships.

- **New Pathways**

Ideas that address this year's conference theme, such as responding to social change, fostering change within our field, or drawing on insights and innovations from outside our field.

Session Formats

This year's conference features a variety of presentation formats. Please review the list below to learn more about the kinds of presentations you can attend:

- **Individual Project/Paper Presentations**

These sessions typically include 3 presentations on separate, but related, topics. Each speaker gives a 15 minute presentation about his/her project. Presenters reserve time for audience Q&A.

- **Panel Presentations**

The session includes several panelists who examine an issue, topic, problem, or theme from a variety of perspectives. Panel discussions reserve sufficient time in their sessions for audience discussion about the topic.

- **Roundtable Discussion**

An individual presenter facilitates an informal small group discussion around a key topic or area of interest during a 45-minute session.

- **Working Group**

An individual or group of presenters facilitates action-focused discussion to generate ideas or plans to move towards white papers, publications, and/or policies. These sessions are highly collaborative and intended to result in new directions or products.

- **Hands-on Workshop**

Demonstrations or applied practice where participants experience or take part in active learning.

- **Poster Presentations**

Individual presenters provide graphic displays and are present for one-on-one discussions about specific studies or projects. All posters will be presented during a single session.

CONFERENCE SCHEDULE | THURSDAY, JULY 20

Thursday, July 20

New Attendees Welcome Table(s)

8:00 a.m. - 10:00 a.m.

New to the conference? Sit with some of the coolest VSA members! During the morning coffee break and continuing through the Opening Keynote, we'll have VSA ambassadors hanging out at "New attendee? Sit with me!" tables. Get to know awesome people and get your conference questions answered.

NOTE: Pre-registration is NOT required - just pull up a chair.

8:00 a.m. – 8:30 a.m. **Coffee Break**
WESTIN FOYER

8:30 a.m. – 9:00 a.m.

Welcome from VSA and President's Address

GRAND BALLROOM

Join conference attendees and the VSA President in hearing about recent VSA activities and welcoming all to the conference.

9:00 a.m. – 10:00 a.m.

Opening Keynote

Marika Shioiri-Clark

GRAND BALLROOM

Photo: Marika Shioiri-Clark



Marika is the principal of SOSHL Studio, a firm dedicated to creating social impact through design. Through her practice, Marika has worked extensively with the Nike Foundation to rethink safe spaces for adolescent girls in Nigeria and Ethiopia, as well as on design projects

throughout the global south. Marika cut her teeth as a co-founder of MASS Design Group while a student at the Harvard Graduate School of Design, playing a central role in the design of the acclaimed Butaro Hospital in rural Rwanda. Trained as an architect, Marika is a leading ambassador and practitioner of human-centered design, and, in 2011, was a global fellow at design nonprofit IDEO.org, working on projects in the education, health, and sanitation sectors in the United States and Ghana.

Currently, Marika is working with the International Rescue Committee to design and pilot an early childhood development program for refugees in the Syrian response region. Closer to home, Marika is deeply involved with neighborhood development and creative placemaking in the Hingetown neighborhood of Cleveland, Ohio, where she lives in an old firehouse that still has three poles. Her current practice relates to human-focused, research-driven design that considers not only the specific needs and goals of people who will use spaces, but also the role spaces

and message construction can play in issues related to power, authority, and access, as well as how community-centered approaches can effect positive social outcomes.

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

Exploring and Examining Art Museum Multi-visit Program Evaluations

GREAT SOUTHERN GALLERY

Elizabeth Bolander, Cleveland Museum of Art;

Michelle Grohe, Isabella Stewart Gardner Museum

This panel presentation will provide an in-depth look at two art museum case studies of multi-visit programs representing different ends of the Pre-K to high school spectrum and how project-specific research can spark broader conversations about evaluation institution-wide. An interactive discussion about multi-visit and longitudinal evaluations will follow.

Format: Panel

Stream: Reporting Findings

Beyond Excellent: The Overall Experience Rating

NEIL HOUSE PARLOR

Nick Visscher, Denver Zoo; Andrew Pekarik, Freer | Sackler Galleries; Kerry DiGiacomo, Philadelphia Museum of Art; Hannah Ridenour, Cleveland Museum of Art

Unsatisfied with common measures taken from the business world? This session is for you! The Overall Experience Rating can be used to evaluate and compare across museum experiences. Hear from a panel of OER evangelists about how it's been adopted in a variety of sites from art museums to zoos.

Format: Panel

Stream: Practical Tips

Multi-Site Evaluations: Evaluation Capacity Building and Mutually Beneficial Partnerships

SENECA

Gretchen Haupt, Science Museum of Minnesota; Sarah Cohn, Cohn Consulting, LLC; Jen Gathings, ETR Services; Ryan Auster, Museum of Science, Boston

Multi-Site evaluations are typically designed to best serve the needs of the individual or organization leading the evaluation; this session will offer examples of mutually beneficial evaluations that focus on building evaluation capacity at participating sites by training local staff and volunteers to assist with data collection.

Format: Panel

Stream: Networks and Partnerships and Organizational Change and Capacity Building

Emerging Methodologies: Organizational Autoethnography and Duoethnography in Museum Evaluation

PARK PARLOR

Ann Rowson Love, Florida State University & The Ringling; John Boda, Florida State University; Victoria Eudy, Florida State University

Exploring new pathways includes applying new methods for understanding museum practices including training emerging professionals. This session introduces and makes a case for using organizational autoethnography and duoethnography as evaluation methods for analyzing education and curation practices. Presenters unpack the methods and engage participants in sample data collection activities.

Format: Panel

Stream: Methods and Methodologies; New Pathways

Applying Learning from Multi-year Studies to Improve Zoo Visitor Experience

THURBER'S CONFERENCE SUITE

Shasta Bray, Cincinnati Zoo & Botanical Garden; Dolly Hayde, COSI / Lifelong Learning Group; Manda Smith, Lincoln Park Zoo; Nadya Bennett, Columbus Zoo & Aquarium

Speakers will share how multi-year studies conducted at three Midwestern zoos informed improvements in visitor engagement through the practical application of findings to the design of exhibits, programs and general visitor experience considerations. Large group discussion on conducting and building buy-in and administrative support for multi-year studies will follow.

Format: Panel

Stream: Research to Practice Cycle

11:30 a.m. – 1:00 p.m. Lunch on Your Own

12:00 p.m. – 1:00 p.m.

Individual FIG Meetings

Time for FIG members to formally gather at the annual conference. If you are an active member, or you are considering joining a FIG, hop on into the conversation!

Data Visualization FIG

CHIPOLTLE (488 S High Street, meeting at Reg. Desk at 11:45 AM)

Internal Managers FIG

PARK PARLOR

Zoos & Aquariums FIG

NEIL HOUSE PARLOR

Cultural Competencies FIG

SENECA

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

PAPERS: Methods and Methodologies

THURBER'S CONFERENCE SUITE

What to do After Piloting has Yielded a Null Result

Gloria Segovia, Museum of Science and Industry, Chicago; Aaron Price, Museum of Science and Industry, Chicago

We will describe how a study about a LEGO-based engineering exhibit dealt with a failed pilot study and the negotiations and iterations needed to redesign the methodology. We will discuss decisions that worked and failed as we attempted to remain faithful to the research questions while not cherry picking results.

The Power of Mixed Methods: An Assessment of Visitor Emotion

Jana Greenslit, Museum of Science and Industry, Chicago

A mixed methods research design allows for a deeper, more holistic assessment of visitors' emotional experiences while attending a multicultural holiday exhibit, resulting in a more nuanced analysis of whether or not emotion has an impact on visitors' absorption of exhibit content.

Shaping Visitor Experience Using Confessional-Booth-Style Video at Expo Events

Kelley Staab, Saint Louis Science Center

For six months, the Saint Louis Science Center collected confessional-booth-style video data at First Friday, a monthly expo-style evening event that integrates science content with a pop culture or sci-fi theme. This session will highlight anecdotes from these videos and how the feedback has shaped the First Friday experience.

Beyond Our Walls: Museum Evaluation Providing Voice for Civic Change

GREAT SOUTHERN GALLERY

Shana Hawrylachak, EcoTarium; Betsy Loring, EcoTarium; Emmy Hahn, Commonwealth of Massachusetts Department of Housing and Community Development; Robert Ryan, University of Massachusetts Amherst

Presenters will discuss two evaluations of the EcoTarium's City Science exhibit that provided opportunity for broader civic collaborations. The first, an embedded evaluation tool, led to collaboration with urban planners at UMass Amherst. The second, a more traditional front-end evaluation, provided implications towards use by state and city planning agencies.

Format: Panel

Stream: New Pathways and Networks and Partnerships

Found in Translation: Building Capacity for Multilingual Data Collection & Analysis

SENECA

Smirla Ramos-Montañez, OMSI; Cecilia Garibay, Garibay Group; Verónica Betancourt, Ohio State University

Are you interested in learning more about data collection in multiple languages? This session will focus on processes and challenges for collecting and analyzing data in multiple languages. Session will build capacity around: cultural competency, research planning, and staying true to the original meaning of the data.

Format: Panel

Stream: Organizational Change and Capacity Building and Diversity, Equity, Inclusion

Key Social Science Messages for Understanding Visitor Studies**NEIL HOUSE PARLOR**

Deborah Wasserman, Joe Heimlich, Dolly Hayde, Elaine Horr, COSI / Lifelong Learning Group

What messages succinctly communicate the science behind visitor studies and the nature of our work? Together, visitor studies veterans and newcomers will build a list from 10 key messages produced by an IMLS-funded project "Social Science Under the Microscope: messages and prototypes for communicating social science as a science."

Format: Working Group

Stream: Big Questions and Field-Wide Issues

Children's Museum Research Network: A Case Study in Collaborative Research**PARK PARLOR**

Sarah May, Museum of Science, Boston; Nicole Rivera, North Central College, DuPage Children's Museum; Kari Nelson, Thanksgiving Point Institute; Susan Foutz, the Children's Museum of Indianapolis

Four members of the Children's Museum Research Network (CMRN) will describe how they conduct collaborative research - from shared responsibility in data collection to group data analysis. Panelists will engage audience members in collaborative meaning-making practices and analysis that will simultaneously reflect on the challenges and benefits of collaborative research.

Format: Panel

Stream: Networks and Partnerships

2:30 p.m. – 3:00 p.m. Coffee Break

WESTIN FOYER

3:00 p.m. – 3:45 p.m. Roundtables and Fireside Chats

Fireside Chat with Kirsten Ellenbogen**SENECA**

Kirsten Ellenbogen worked as a researcher and evaluator for many years but now serves as the President and CEO of Great Lakes Science Center in Cleveland, OH. Chat with Kirsten about her transition from museum researcher to CEO and learn about her ideas for new pathways in visitor studies based on her experience and position now.

Nurturing School Partnerships Through Exhibit Evaluation**THURBER'S CONFERENCE SUITE**

Julia McAllister, Roto; Joseph Wisne, Roto; Courtney Hepner, Dublin City Schools

Learn how to enhance your institution's school partnerships through exhibit evaluation. Presenters will use a case study as a reference and provide practical advice to participants. Panel participants include representatives from a Columbus area school district and Roto, a design and fabrication company.

Format: Roundtable

Stream: Research to Practice Cycle

Playing with History: Evaluating Historical Thinking in Young Children**GREAT SOUTHERN GALLERY**

Allison Cosbey, Conner Prairie

While some believe young children are not developmentally ready to have meaningful experiences with history, others argue that their experiences can lay the foundation for future history learning. Join us to discuss frameworks for assessing historical thinking and their strengths and weaknesses for describing children's interactions with history.

Format: Roundtable

Stream: Research to Practice Cycle

Making Sense of Evaluation and Visitor Studies: An Emerging Conversation**PARK PARLOR**

Kathy Kiser, Lincoln Park Zoo, Erin Shoffstall, Shedd Aquarium; Manda Smith, Lincoln Park Zoo

Visitor studies, evaluation, learning research, audience research. What do these terms mean? How are they similar? How are they different? Why does it matter? The presenters work in informal learning organizations with multiple research and evaluation teams. Learn about their experience and join the discussion to further examine this topic.

Format: Roundtable

Stream: Practical Tips

Examining Cultural Assumptions: Implications for Equity in Museums**NEIL HOUSE PARLOR**

Lindsay Maldonado, Shedd Aquarium, Nicole Rivera, Ed.D., North Central College

This session will explore cultural assumptions inherent to museums. Literature will be used to present alternative perspectives and challenge our ideas about culture and learning. Discussion will address the role of research in identifying and addressing cultural assumptions in museums and how researchers can work to create equity.

Format: Roundtable

Stream: Diversity, Equity, Inclusion and New Pathways

4:00 p.m. – 5:15 p.m. Concurrent Sessions

PAPERS: Understanding and Measuring Our Impact

SENECA**Measuring our Social Impact**

Stephen Ashton, Ph.D., Thanksgiving Point Institute

Thanksgiving Point recently successfully measured the social impact they have on visiting families. The results of this study were used to garner support from policymakers and other key community stakeholders.

Spotlights on Learning

Kimberlin Sturgis, Ph.D., Children's Museum of Houston

The Children's Museum of Houston developed three scales to measure parent perception of their children's learning related to exhibit interactions. This research enables the comparison of parental perceptions across exhibits/programs. Additionally, it

enables the aggregation of data to permit an understanding of the Museum’s broad-scale impacts.

Look Back and Look Ahead to Track Changes and Measure Impact

Lei Zhao, Shedd Aquarium

This portion of the session will present some trend analyses on visitor demographics at Shedd, as well as a recent effort in measuring the impact of zoos and aquariums on visitors’ conservation learning.

Measuring the Intrinsic Impact of a Live Performance – Implications for Museums

Alan Brown, WolfBrown

WolfBrown has published extensively on approaches to impact measurement in the performing arts, but do the same measurement tools and approaches translate to the museum experience? Key results from several studies will be offered in hopes of gaining perspective on the applicability and transferability of measurement approaches.

Absent Visitors: New Approaches to Researching and Implementing Social Inclusion

GREAT SOUTHERN GALLERY

Naomi Haywood, University College London; Sarah Lee, Slover Linett Audience Research

There is growing awareness across visitor studies that museums need to broaden their visitor profile. This presentation attends to this need by discussing ethnographic approaches that capture socio-cultural resources of under-represented visitors. It critiques approaches that focus on ‘deficits’ of such visitors, and promotes new ways of exploring and implementing social inclusion.

Format: Panel

Stream: Diversity, Equity, Inclusion and New Pathways

The Path to Assessing Student Learning Requires Planning and Perseverance

THURBER’S CONFERENCE SUITE

Amanda Krantz, Randi Korn & Associates; Emily Holtrop, Cincinnati Art Museum; Missy Higgins-Linder, National Art Education Association

Fieldtrip programs are the primary ways museums serve school students (and in great numbers!), but assessment of student out-

comes is often cursory because students are difficult to access. In this session, we will share lessons learned from a national study of art museum fieldtrips.

Format: Panel

Stream: Practical Tips

Identity Matters: “Science Identity” in Exhibitions, Evaluation, and Visitor Experience

PARK PARLOR

Erin Wilcox, Randi Korn & Associates; Gemma Mangione, Columbia University Teachers College; Erica Kelly, San Diego Natural History Museum

How do science identities—the socially structured meanings different people make from science experiences—impact museum visitors? More broadly: How can professionals use theories of inequality to diversify exhibition design, evaluation, and visitor experience? We’ll explore these questions discussing a “citizen science” exhibition at the San Diego Natural History Museum.

Format: Panel

Stream: Research to Practice Cycle

Promoting Conservation Learning and Behaviour Change in Zoos and Aquariums

NEIL HOUSE PARLOR

Roy Ballantyne, University of Queensland; Jan Packer, University of Queensland; Karen Hughes, University of Queensland; Judy Mann, South African Association for Marine Biological Research

The session discusses an empirical model of environmental learning, techniques for measuring behavior change, and research findings regarding the personal and experiential factors that influence behavior change in zoos and aquariums. On-site and post-visit interventions that encourage visitors’ adoption of environmentally responsible behavior are presented and their effectiveness evaluated. The presentation will discuss research undertaken in Australia, USA, Canada and South Africa.

Format: Panel

Stream: Reporting Findings

6:00 – 9:00 p.m. Evening of Creativity and Conversation at the Columbus Museum of Art

FRIDAY, JULY 21

7:30 a.m. – 1:00 p.m. Registration Open

**7:30 a.m. – 8:30 a.m. Coffee Break
WESTIN FOYER**

8:00 a.m. – 9:00 a.m. VSA Business Meeting

GRAND BALLROOM

Join fellow members and colleagues for the latest VSA news to find out what is in store for the organization in the coming year. VSA President, Kim Kiehl, will discuss recent activities within VSA, we will review the Association’s finances, and more.

9:00 a.m. – 10:00 a.m. **Invited Panel**
Staff from The PAST Foundation
GRAND BALLROOM



The PAST Innovation Lab is an Education R&D facility based in Columbus, Ohio, and its major goal is improving education by promoting research-driven, transdisciplinary problem-based learning (TPBL). Rooted in the legacy of the larger PAST Founda-

tion, the Innovation Lab brings anthropologists, other researchers, and educators together to support learning experiences at the intersection of formal learning and community. Recent projects include learning labs related to engineering and design, medicine and wellness, energy, agriculture, and digital technology. Meanwhile, the Knowledge Capture division of PAST provides external evaluation services to schools and districts throughout the country, with a culturally relevant mixed methods approach that reflects the Foundation's overarching strategy of combining Anthropology with STEM to support learners.

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

PAPERS: Institutional Change

PARK PARLOR

Examining Program Evaluation Practice and Capacity in Museums: A New Conceptual Framework

Agnieszka Chalas, Queen's University

In this paper presentation, I elaborate on a conceptual framework uniquely suited to describing evaluation practice and diagnosing capacity for evaluation in museums and discuss its contributions for ongoing theory, research, and practice.

Visitor Motivation as a Roadmap to Creating and Marketing Experiences

Tiffany Leason, Indianapolis Museum of Art; Mindy Cultra, Halverson Group

To better understand its audiences, stay relevant in people's lives and compete against other leisure activities, in 2016, the Indianapolis Museum of Art partnered with Halverson Group, a strategic research firm, to dig into visitors' motivations. The results have enabled staff to re-think experiences, employment positions, allocation of resources, and tracking of success.

Look at Art. Get Paid: Accessibility and Cultural Critique

Josephine Devanbu, RISD

This paper will discuss research design and key insights from Look at Art. Get Paid., a recent independent program at the Museum of Art, Rhode Island School of Design. For this program, we invited adults who don't normally attend art museums to spend an afternoon in the Museum as paid guest critics.

What's Holding us Back? Rethinking Outcomes-Based Evaluation in New Contexts

GREAT SOUTHERN GALLERY

Jill Stein, COSI / Lifelong Learning Group; Shelly Valdez, Native Pathways; Martin Storksdieck, Center for Research on Lifelong STEM Learning

This working group seeks to address and re-think the field's embeddedness in outcomes-based evaluation models that focus on individuals, particularly as we increasingly engage with communities that may be less outcomes-based. The goal is to gather insights toward a white paper on thinking outside the "outcomes-based box."

Format: Working Group

Stream: Big Questions and Field-Wide Issues and New Pathways

Situational Interest: What is it and How do we Measure it?

SENECA

Marcie Benne, Oregon Museum of Science and Industry; Josh Gutwill, Exploratorium; Monae Verbeke, Institute for Learning Innovation

Situational interest, or the positive emotional engagement that motivates attention and learning, is fundamental to experiences in museums and other informal/free-choice learning environments. Join this active discussion to review recent approaches to studying situational interest and explore challenges, successes, and future directions for the field.

Format: Panel

Stream: Methods and Methodologies

Risk and Reward: Taking Chances with Reliability

NEIL HOUSE PARLOR

Rena Youngs, Minnesota State Arts Board; Elee Wood, IUPUI School of Liberal Arts; Susan Foutz, The Children's Museum of Indianapolis; Kristi Lekies, Ohio State University Extension

When do you use an existing, validated evaluation instrument, a modified instrument or one that's "home grown"? Each affects the reliability and validity of findings - for good or ill. Join a lively discussion of when, how, and why to bend or break social science "rules" about instrument reliability and validity.

Format: Panel

Stream: Methods and Methodologies and Practical Tips

The Social Side of STEM: Evaluating SciCafes and Public Forums
THURBER'S CONFERENCE SUITE

Jennifer Borland, Rockman et al; Elizabeth Kunz Kollmann, Museum of Science, Boston; Chris Cadenhead, Pacific Science Center; Kathryn Rende, North Carolina Museum of Natural Sciences

This presentation explores SciCafes and other live, informal events where public audiences hear from and interact with scientists and have socialization opportunities. Panelists representing multiple institutions will discuss evaluative methodologies and impacts of these programs on participants' understanding of science, motivations to learn more, and resulting behavioral changes.

Format: Panel

Stream: Practical Tips

11:30 a.m. – 1:00 p.m. Lunch on Your Own

**11:30 a.m. – 1:00 p.m. Visitor Studies Editorial Board Meeting
VENDOME BOARD ROOM**

**12:00 p.m. – 1:00 p.m. Conference Planning Committee Meeting
GREAT SOUTHERN GALLERY**

**12:00 p.m. – 1:00 p.m. Professional Development Committee
NEIL HOUSE PARLOR Meeting**

**12:00 p.m. – 1:00 p.m. Membership Committee Meeting
PARK PARLOR**

**12:00 p.m. – 1:00 p.m. Development Committee Meeting
SENECA**

1:15 p.m. – 2:30 p.m. Concurrent Sessions
PAPERS: Family Learning
SENECA

Children and Adults' Interaction at a Brazilian Science Exhibition

Rosicler Neves, Museum of Life, Fiocruz; Luisa Massarani, Museum of Life, Fiocruz

There are few initiatives in Latin America aiming to study learning at science museums. Using image and audio recording of families' visits at an exhibition, we aimed to study their behavior and interactions. Our study intended to deepen the discussion on how to design for science learning and to be more inclusive.

Parent Roles During Mobile-based Educational Experience on a Family Hike

Lucy McClain, Shaver's Creek Environmental Center, Penn State University

This session will discuss research findings related to parent facilitation roles when families are engaged with mobile-based educational technologies during outdoor-based, family nature walks. Video clips from the data corpus will contextualize the findings being presented.

Finding the Gap: Museums in Service to Young Multi-Lingual Learners

Rita Deedrick, COSI / Lifelong Learning Group

This paper will present an overview of a National Need Assessment conducted as part of an NSF-funded Pathways project, addressing the role of children's museums and science centers in serving young dual language learners and their families.

Writer's Block: When Reporting Gets in the Way of Use **GREAT SOUTHERN GALLERY**

Ryan Auster, Museum of Science, Boston; Lauren Wilson, Illuminated Ideas; Sarah Lee, Slover Linnet Audience Research

Written reports are the culminating aspect of many projects, but evidence suggests that reports may lack quality and

are often under-utilized. How do we, as researchers and evaluators, produce high-quality, useful reports efficiently? This working session will allow attendees to have critical conversations around methods for improving our reporting strategies.

Format: Working Group

Stream: New Pathways and Big Questions and Field-Wide Issues

Elevating the Value of Social Science in Science-based Institutions

THURBER'S CONFERENCE SUITE

Nette Pletcher, Pathways Collaborative; Lisa Trahan, Lawrence Hall of Science; Kathy Kiser, Lincoln Park Zoo; Mary Jackson, Woodland Park Zoo

Explore ways to convey the importance of the social sciences to hard-science colleagues. Gain strategies for communicating the rigor and impact of evaluation with those who may not fully appreciate your work. Case studies drawn from science-based research institutions, but applicable also to history and art museum professionals.

Format: Panel

Stream: Organizational Change and Capacity Building

Accessing Evaluation: Creating Evaluation Instruments for Visitors with Disabilities

PARK PARLOR

Mary Ann Wojton, Deborah Wasserman, COSI / Lifelong Learning Group

In order to give all participants a voice, evaluation instruments need to be accessible to all, including individuals who have physical, cognitive or developmental disabilities. Evaluators who have worked with programming for people with special needs will share outcome measurement instruments that are accessible for the physically, cognitively and developmentally disabled.

Format: Panel

Stream: Diversity, Equity, Inclusion and Practical Tips

Collaboration as Process, Collaboration as Product—Navigating and Embracing Complexity

NEIL HOUSE PARLOR

Jim Kiesel, California State University, Long Beach; Cecilia Garibay, Garibay Group; Marjorie Bequette, Science Museum of Minnesota; Rich Pennington, Science Museum of Minnesota

Although messy and unpredictable, partnerships are critical for developing inclusive practices and building institutional capacity. Here, we describe several cases involving community collaborations, viewed as either a means (data-collection method) or end (project outcome), leading to an audience-driven discussion involving shifting evaluator roles, collaboration frameworks and lessons learned.

Format: Panel

Stream: Networks and Partnerships

2:30 p.m. – 3:00 p.m. Coffee Break
WESTIN FOYER

3:00 p.m. – 3:45 p.m. Roundtables**The Polls Were Wrong: Confronting Methodological Pitfalls
GREAT SOUTHERN GALLERY**

Amanda Krantz, Randi Korn & Associates; Jen Benoit-Bryan, Slover Linett Audience Research; Jennifer Borland, Rockman et al

As evidenced in 2016's US presidential election, even the most experienced pollsters can be wrong. Methodological pitfalls are present in our field too. In this discussion-based session, we will identify challenges to commonly used visitor studies methodologies, propose solutions, and document them for the field to learn from.

Format: Roundtable

Stream: Methods and Methodologies and Big Questions and Field-Wide Issues

**You Keep Using that Word: Thematic Analysis of VSA Voices
PARK PARLOR**

Jeremy Foutz, STEAM Workgroup

Using latent Dirichlet allocation (LDA) and critical discourse analysis methods, this roundtable examines the language and potentially latent themes we use in wrestling with VSA's diverse topics and concerns. This study is exploratory and a productive way to explore what VSA is "about" by analyzing documents and conference presentation texts.

Format: Roundtable

Stream: Big Questions and Field-Wide Issues and New Pathways

**Teachers as Reviewers, Informants, Guests and Guides
THURBER'S CONFERENCE SUITE**

Alice Anderson, Minneapolis Institute of Art

In designing and evaluating school programs we need to effectively and efficiently gather information about what teachers value, need and want. We will share strategies and challenges for listening to teachers and administrators and how we use this data to inform decision making and advocacy within our museums.

Format: Roundtable

Stream: Practical Tips and Research to Practice Cycle

**Shared Language for Aligning the Visitor Experience & Design Intent
NEIL HOUSE PARLOR**

Lindsay Maldonado, Kris Nesbitt, John G. Shedd Aquarium

Creating and assessing the visitor experience requires a thoughtful understanding of your audience, and the ability to reflect on your own assumptions about how visitors experience your institution. This session will present how evaluators and designers can collaborate to unpack differences between the visitor experience and design intent.

Format: Roundtable

Stream: Organizational Change and Capacity Building

**Making Observations: Identifying Evidence of Learning in Makerspaces
SENECA**

Peter Wardrip, Lisa Brahms, Children's Museum of Pittsburgh

Peter Wardrip, Lisa Brahms, Children's Museum of Pittsburgh

Making Observations is a project of the Children's Museum of Pittsburgh and funded by the Institute of Museum and Library Services. The project goal is to develop a suite of valid and reliable evaluation tools and approaches for assessing learning through making by practitioners, evaluators and researchers in museums and libraries.

Format: Roundtable

Stream: Methods and Methodologies

**4:00 p.m. – 5:15 p.m. VSA Poster Session
GRAND BALLROOM****(#1) Getting to Know Columbus Zoo and Aquarium Guests**

Julianne Werts, Allison Blackley, Emily Grover, Nadya Bennet, Columbus Zoo and Aquarium

To gain a more holistic view of guests, the Columbus Zoo and Aquarium's Evaluation and Research Team is in the process of conducting a long-term project compiling then merging data from guest evaluation projects over the last four years.

(#3) From Classrooms to the Floor: Creating Language Inclusive Museum Programs

Lisa Trahan, Valeria Romero, Lawrence Hall of Science

Learn about a two-phase project at The Lawrence Hall of Science that aimed to evaluate language supports implemented across different program areas including workshops for school groups and public programs about animals, engineering, and data visualization. Discuss emergent considerations and implications around audience, evaluation focus, and sustainability.

(#4) Embracing Empathy: Defining, Recognizing and Measuring Empathy Towards Animals

Anna Lopez, Mary Jackson, Woodland Park Zoo

Point Defiance Zoo and Aquarium, Seattle Aquarium, and Woodland Park Zoo formed a collaborative partnership to develop, test and share tools that zoos and aquariums can use to assess whether they're meeting their goal of encouraging caring and empathy towards wildlife.

(#5) Influence of Zoo Exhibit Design on Visitor Empathy for Wildlife

Emily Grover, The Ohio State University and The Columbus Zoo and Aquarium; Kristi Lekies, The Ohio State University

This study investigates whether 5 zoo exhibit design elements (theming/props, animal habitat, interpretive signage, video, and interactive features) influence zoo visitor empathy for wildlife. The purpose, background, and hypotheses of the study will be presented, as well as the survey design that will be used.

(#6) Investigating the Investigators: Using Anthropology to Conduct Beta-Testing in Museums

Rose Jones, Ph.D., Mike Spiewak, Teresa Lenling, Jane Mullins, Rebekah Baggett, Callan Kaut, Perot Museum of Nature and Science

The Perot Museum uses a 5-question, Likert-scale survey to evaluate experiments in the BioLab curriculum. Recognizing that surveys cannot capture the social and learning dynamics

that transpire in the BioLab, this methodology was amended to include ethnographic principles and procedures derived from anthropological research.

(#7) The Impact of Cultural Codes on Zoo Visitors

Mary Ann Wojton, Joe Heimlich, COSI/Lifelong Learning Group

Findings indicate that cultural lenses matter. Subconsciously everyone takes in cues that are informed by culture and interprets their surroundings accordingly. This poster shares findings from a study in which zoos analyzed their physical and programmatic attributes in relation to audiences they wished to attract, identifying strengths and challenges.

(#8) Will Families Share Personal Stories in Intimate Settings?

Rachael Mathews, The Children's Museum of Indianapolis

Asking families to share personal stories can be a difficult task. This study examined the effectiveness of a post-program discussion format that asked visitors to share personal and emotional experiences related to the themes of the National Geographic Sacred Journeys exhibit at The Children's Museum of Indianapolis.

(#9) Utilizing a User Study Evaluation to Improve Website Interface

Ashley Gary, Center for Advancement of Informal Science Education (CAISE)

In 2016, CAISE launched a major redesign of the informalscience.org website. After the relaunch, a user-study was conducted by Rockman et al to gather feedback about the site's functionality. The data collected was in turn used to make further improvements on the site.

(#10) Exploring Values of Cultural Heritage at Contested Sites with Factorial Analysis

Jeremy W. Foutz, STEAM Workgroup

Using Q methodology and factorial analysis, STEAM Workgroup and the Cultural Heritage Research Center at IUPUI conducted an investigation on how various stakeholder groups constructed their ideas of value around culture heritage for two contested sites in Indiana.

(#11) Border Cantos Exhibition Evaluation

Juli Goss, Crystal Bridges Museum of American Art

See how an art museum prepared for an exhibition about the US/Mexico border and how visitors responded. Enjoy evaluation highlights, learn how the evaluation department-of-one aimed for cultural competence, and test out the program Evernote that was used to coordinate data collection efficiently.

(#12) Evaluating Visitor Preference in Interpretive Zoo Exhibit Signage

Sarah Edmunds, Sarah Dunifon, Wildlife Conservation Society

We developed a pilot survey to test two design prototypes of bald eagle interpretive graphics for the Queens Zoo. We compared visitor preferences of naturalistic and stylized animal illustrations to identify any patterns among demographic groups and to determine which style we should use for future interpretive graphics at the Queens Zoo.

(#13) Visitor-Interpreter Connections: Interactive Free Play Areas at a Zoo

Brian Slattery, Lincoln Park Zoo and University of Illinois at Chicago; Manda Smith, Lincoln Park Zoo

This study investigated the interaction between zoo visitors and interpretive staff as they engaged in shared activity. We examined how visitor engagement with an exhibit and free form play space changes when an interpreter is present or not present, and how interpreters' behavior relates to observed changes in visitor engagement.

(#14) Unfamiliar Visitors: Research with Target and Non-Traditional Audiences

Hannah Ridenour, Cleveland Museum of Art

Beyond demographics, how much do you really know about your non-traditional visitors? Discover how the Cleveland Museum of Art evaluated the motivations and mindsets of parents and young professionals through focus group front-end research. This poster will present key findings as well as lessons learned and potential next steps.

(#15) Productive Struggle: Measuring and Designing for Meaningful Challenge

Katie Todd, Sunewan Chunhasuwan Paneto, Museum of Science, Boston

This poster invites conversation about measuring and designing for emotion in museums. It showcases productive struggle: physiological arousal and negative emotions experienced during meaningful challenges. Come see video examples and frameworks, learn about resources, consider methods—including measuring electrodermal activity, self-report, and observation—and discuss implications for your museum.

(#16) Touch: Building Better Experiences for Visitors

Gabriel Taylor, Children's Museum of Indianapolis

Touching objects was a popular practice in the earliest museums, but now is rarely, if ever, available to museum visitors. Through the study of visitor interaction with objects and analysis of their responses, we can advocate for more opportunities to touch objects, benefitting people with various learning needs.

(#17) Face, Space, and Anxiety in Social Media

Sjobor Hammer, Case Western Reserve University

Social media is an ideal tool for bringing together community members for the purposes of education, discussion, and preservation of local history. Utilizing the ideas of institutional face and politeness, this poster presents strategies for creating warm and welcoming online spaces with bidirectional communication between institutions and communities.

(#18) Evaluating Virtual Visitors – Methodologies for Website and Social Media Evaluation

Claire Quimby, Camellia Sanford-Dolly, Rockman et al

What are visitors getting out of your website, and how can you tell? Using real-world examples, this poster presents techniques for designing a website or social media evaluation, including tips for recruiting participants, designing surveys, conducting website walkthroughs, tackling analytics, and making sense of your data.

(#19) Interpreting Experiences: The Cincinnati Zoo and Botanical Garden's Recipe for Success**Shasta Bray, Cincinnati Zoo and Botanical Garden; Joe Heimlich, Dolly Hayde, COSI / Lifelong Learning Group**

Throughout the Zoo's new Africa exhibit, we studied where visitors stopped, what they did and observed and what kinds of learning and social experiences they had. These aspects of the visitor experience were chosen to put the Zoo's hypothesized "recipe for success" in interpretation to the test.

(#20) Creating and Testing Alternative Methodologies for On-Grounds Evaluations**Allison Blackley, Julianne Werts, Emily Grover, Nadya Bennett, Columbus Zoo and Aquarium**

The Evaluation and Research Team at the Columbus Zoo and Aquarium has been actively testing alternative methods of collecting guest data – methods that efficiently balance interactivity for zoo guests with gathering rich, usable data for the many on-grounds guest evaluation projects conducted every year.

(#21) Mission (Im)possible: Do Visitors Connect IMAX Experience to Museum Mission?**Megan Martinko, Melisa McChesney, Travis Monagle, University of Washington**

Designed to investigate how IMAX guests at Pacific Science Center perceive the connection between their film experience and the museum as a whole, this evaluation aims to inspire a field-wide conversation about the role that IMAX theaters can play

in museums and how institutions can better connect IMAX and mission.

(#22) Does Visiting the Zoo Lower Stress Levels?**Amy Niedbalski, Saint Louis Zoo**

AZA institutions provide a variety of benefits, including human health benefits. The effects of a visitor experience at a touch tank, in which stress was measured by physiological and psychological parameters, was studied. Findings support the potential for zoos and aquariums to improve public well-being.

(#23) Data Collection Methods for Young Audiences in Principle, in Practice**Kaleen Tison Povis, Science Museum of Minnesota**

This is an invitation to interact! What works when soliciting feedback from young visitors or program participants...or what methods have flopped? Along with presenting established approaches for doing evaluation with young children, this poster exhibits instrument iterations to spark conversation and learn from our collective expertise.

6:00 p.m. – 8:00 p.m. Get to Know VSA Happy Hour

Free (Ticket Required)

Basil Restaurant, 460 S Front Street, Columbus, OH 43201**7:00 p.m. – 9:00 p.m. Dining Discussions**

Space is limited; sign up at the registration desk starting at 10:00 a.m. on Thursday, July 20.

SATURDAY, JULY 22**8:00 a.m. – 9:30 a.m. Closing Plenary & Breakfast**

Free (Ticket Required)

GRAND BALLROOM**Invited Speaker Sathya Gopalakrishnan**

Photo: Sathya Gopalakrishnan

Sathya Gopalakrishnan is an Assistant Professor of Environmental Economics in the Department of Agricultural, Environmental and Development Economics at The Ohio State University. She is also a founding member and the Director of Evaluation and Assessment at The STEAM

Factory, a grassroots initiative that facilitates collaborative research and outreach. This diverse faculty network includes over 120 faculty and staff across 69 departments and 17 colleges/institutes at OSU, with an ecosystem of 30+ partners across the city of Columbus.

Based at The Ohio State University, The STEAM Factory provides a space where researchers from all disciplines can broaden their perspectives, share resources, spark creative research ideas, and form collaborations across areas of common interest. The STEAM Factory helps to bridge the gap between Ohio State and the Co-

lumbus community through research dissemination and outreach that is accessible, approachable, and combines formal and informal learning.

9:45 a.m. – 11:00 a.m. Concurrent Sessions**Investigating Pathways to STEM Identity in Free-Choice Learning Environments****SENECA****John Falk, Institute for Learning Innovation; Lynn Dierking, Oregon State University; Smirla Ramos-Montañez, OMSI; Heidi Carlone, University of North Carolina at Greensboro**

Although many scholars have embraced identity as an important focus for investigation, the concept remains challenging to operationalize and study. Presenters will provide an overview of research on STEM self/identity and highlight three recent studies with adults and youth from traditionally underserved communities participating in free-choice learning programs.

Format: Panel**Stream:** Research to Practice Cycle

Dressing Up (In) the Exhibit: Impact of Costumes in Museums GREAT SOUTHERN GALLERY

Claire Thoma Emmons, The Children's Museum of Indianapolis; Merilee Mostov, Columbus Museum of Art; Valerie Grabski, Peggy Notebaert Nature Museum; Elee Wood, IUPUI

Costumes in the exhibit: what is their intended purpose? Who actually uses them? Can they increase stay time? Will they promote pretend play? Will they support social interaction? Panelists from three different museums will present data concerning costume use in various exhibit environments and discuss the implications with attendees.

Format: Panel

Stream: Reporting Findings

Cyberlab Instrumentation for Innovative Learning Research in Multiple Scenarios

NEIL HOUSE PARLOR

Shawn Rowe, Oregon State University College of Education; Susan Rowe, Oregon State University Environmental Sciences; Mark Farley, Oregon Sea Grant

The Cyberlab learning research laboratory employs new technology to transform exhibits into research platforms and to provide remote data collection tools for researchers around the world. This panel will invite participants to discuss our new paradigm for informal learning research and how it can contribute to larger contemporary research agendas.

Format: Panel

Stream: New Pathways and Methods and Methodologies

Leaving the Temple on a Hill: Evaluating Art Museum Community Engagement

PARK PARLOR

Elizabeth Bolander, Cleveland Museum of Art; Caitlin Tracey-Miller, Cincinnati Art Museum; Laura Weiss, Philadelphia Museum of Art

Three art museums will share different approaches to evaluating community engagement. This research acts as a catalyst for institutions to consider how they connect with their communities. Panelists will reflect on the role evaluation can play in bringing a greater voice to non-visitors, partner organizations, and other community members.

Format: Panel

Stream: Networks and Partnerships

11:15 a.m. – 12:30 p.m. **Concurrent Sessions**

PAPERS: Findings from Zoos and Nature

SENECA

The Role of Empathy and Curiosity in Facilitating Social Change *Jerry Luebke, Chicago Zoological Society-Brookfield Zoo*

This presentation will share the key findings of a multi-institutional study focused on assessing conservation science learning at zoos and aquariums. In particular, the role of empathy and curiosity will be discussed in relation to inspiring visitors to respond to specific societal issues.

Evaluating NatureStart Network: How Nature Play Partnerships Benefit Urban Families

Jennifer Matiassek, Chicago Zoological Society

The Chicago Zoological Society developed NatureStart Network as a model that brought together formal and informal educators for professional development and collaboration around helping families experience nature within urban communities. Ongoing stakeholder feedback informed continuous improvement and facilitator-led visible representation of participant learning helped evaluators demonstrate outcomes.

Polar Opposites: Video Attraction Rate at an Animal Exhibit

Erin Tate, Saint Louis Zoo

Short videos that detail the life of Alaska Native People complement a popular exhibit that features a charismatic polar bear. Studying and improving the attraction rate and holding power of different videos has improved our understanding of how to connect audiences in Missouri to communities elsewhere.

Making Connections: Facilitating Learning through Making GREAT SOUTHERN GALLERY

Lisa Brahms, Peter Wardrip, Children's Museum of Pittsburgh

Making Connections is a professional learning card game designed to encourage critical discussion about how best to facilitate maker-based learning. Derived from related empirical studies in MAKESHOP at Children's Museum of Pittsburgh, the game cards represent three areas of consideration: the learners, the learning objectives, and the facilitation strategies.

Format: hands-on session

Stream: New Pathways and Research to Practice Cycle

Data Collection with Sensitive Populations

THURBER'S CONFERENCE SUITE

Aaron Price, Museum of Science and Industry, Chicago; Gloria Segovia, Museum of Science and Industry, Chicago; Fran Mast, Shedd Aquarium

This panel will discuss collecting data from nondominant populations using methods based on both latest scholarship and the personal experiences of researchers at three informal learning institutions. Topics include quantitative and qualitative methodology, accessibility and recruitment.

Format: Panel

Stream: Diversity, Equity, Inclusion and Practical Tips

Sharing is C(omp)aring: The Value of Cross-Institutional Data NEIL HOUSE PARLOR

Alexander Lussenhop, Museum of Science, Boston; Joe Heimlich, COSI / Lifelong Learning Group; Elisa Israel, Saint Louis Science Center

Join members of the Governing Body of COVES, the Collaboration for Ongoing Visitor Experience Studies, as we discuss the importance (and challenges) of collaboration, share data from initial analysis of data from our ongoing multi-institutional study of science centers, and turn to you for questions and suggestions for future direction.

Format: Panel

Stream: Networks and Complex Systems



Save the Date for the 2018 Visitor Studies Conference in Chicago!

July 19-21, 2018

Fostering Transparency, Strengthening Public Trust

The Visitor Studies Association is partnering with the Association of Midwest Museums to offer a wider variety of sessions and networking opportunities in one of America's greatest cities. This joint conference will share a theme, keynote speakers, exhibit hall, and events and will feature parallel tracks of workshops and concurrent sessions. We look forward to extensive opportunities for cross-pollination of ideas.

In the spirit of the 2018 theme, VSA and AMM invite our respective memberships to work together to answer critical questions about how, across a range of accountabilities and circumstances, we can fulfill our institutional missions with renewed perspective, rigor, and courage in order to strengthen public trust.

THANK YOU TO OUR 2017 CONFERENCE SPONSORS

The 30th Annual Visitor Studies Association 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.

Local Host Organizations offering free admission during the conference:

Columbus Museum of Art
480 E Broad St, Columbus, OH 43215

Ohio History Center
800 E. 17th Ave, Columbus, OH 43211

COSI
333 W Broad St, Columbus, OH 43215

Ohio Statehouse Museum
1 Capitol Square, Columbus, OH 43215



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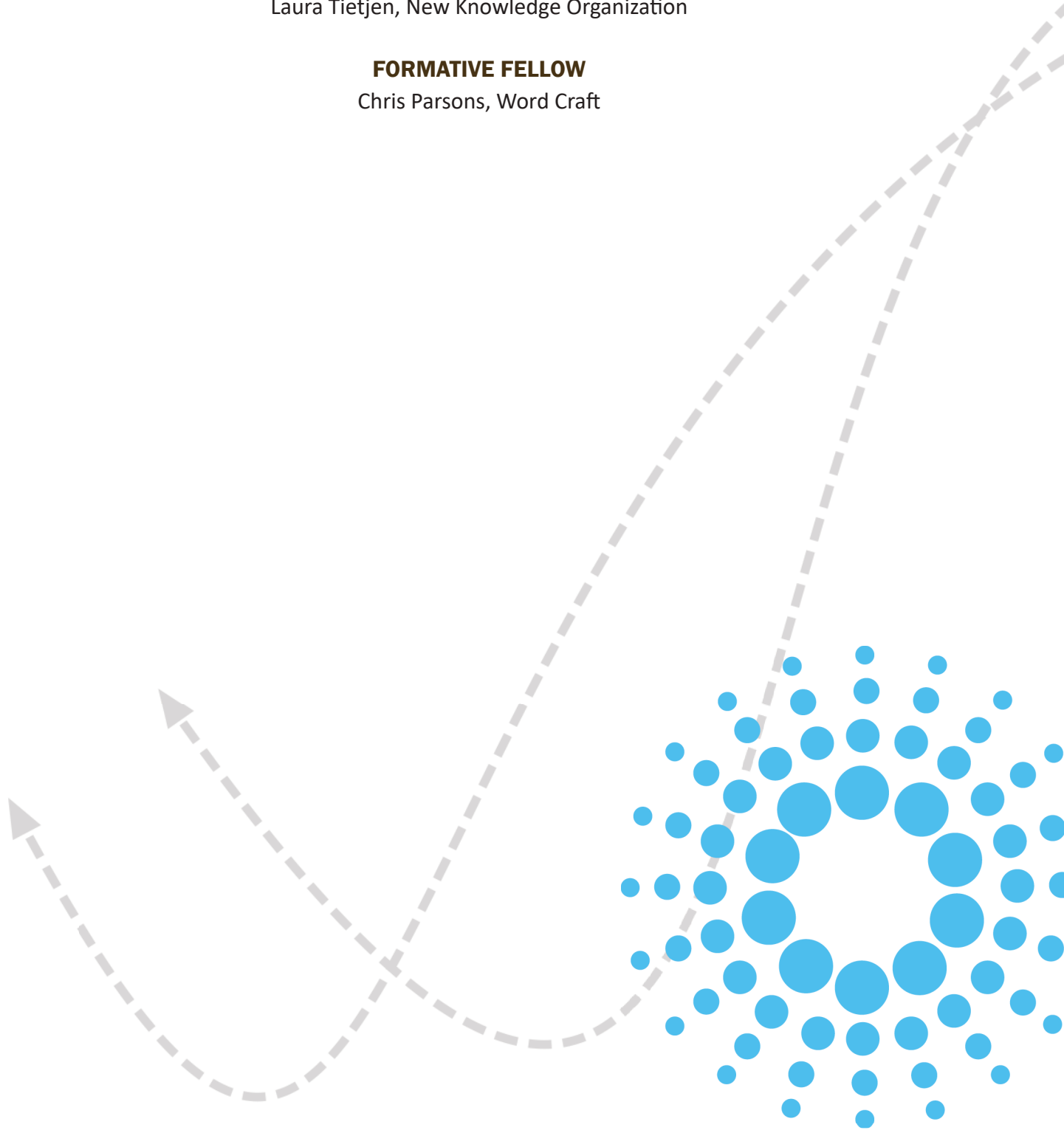
THANK YOU TO OUR 2017 INDIVIDUAL DONORS

SUMMATIVE SUPPORTER

Laura Tietjen, New Knowledge Organization

FORMATIVE FELLOW

Chris Parsons, Word Craft



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 2015 – 2017

OFFICERS

President – Kimberlee Kiehl, Ohio History Connection
President-Elect – Rae Ostman, Arizona State University and Science Museum of Minnesota
Vice President, Organizational Development – Laura Huerta Migus, Association of Children’s Museums
Vice President, Professional Development – Elee Wood, Indiana University - Purdue University at Indianapolis
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Ly Foor, Ohio History Connection
Patsy Reublin, Bootheel Youth Museum

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Vice President: Laura Huerta Migus

DEVELOPMENT COMMITTEE

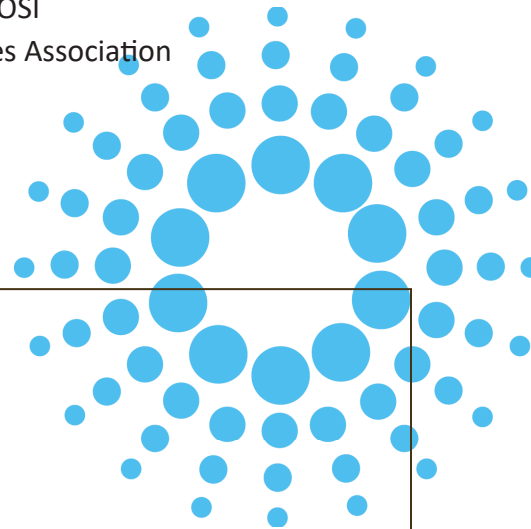
Chair: Laura Huerta Migus
Vice Chair: Lynn Courtney
Members: Marcus Harshaw, Ellen Roth

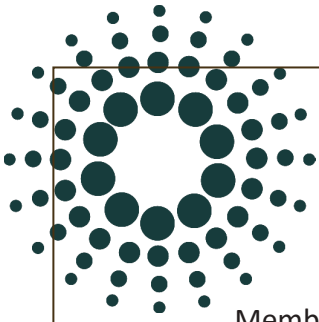
The Development Committee is charged with raising money to support the work of VSA. The Development Committee works with other committees to understand resource needs so it can raise dollars accordingly. Committee members design, manage, and execute fundraising strategies to encourage charitable donations, advertising, and sponsorships.

FINANCE COMMITTEE

Chair: Patsy Reublin
Members: Kim Kiehl, Kathleen Lawson

The Finance Committee is charged with reviewing the financial processes and systems that are facilitated by VSA’s contractors. The Finance Committee works tightly with the Treasurer and the Association Manager to ensure all aspects of the financial accounting are transparent, followed, and documented.





PROFESSIONAL DEVELOPMENT

Vice President: Elee Wood

CONFERENCE PLANNING COMMITTEE

Chair: Camellia Sanford-Dolly

Vice Chair: Claire Thoma Emmons

Members: Allison Cosbey, Ly Foor, Dolly Hayde, Elaine Horr, Caitlin Tracey-Miller

This group is the major workforce behind the annual conference. The Conference Planning Committee (CPC) is responsible for ensuring that the annual conference is designed to serve VSA's mission, strategic direction, and members. The CPC oversees the direction and logistics of planning for VSA's current and future annual conferences. The CPC also oversees and advises the annual Conference Team as they prepare for each conference. A new Team is created for each year's conference, consisting of the Association Manager, Program Co-Chairs, local VSA members, and representatives from other VSA committees. The CPC provides guidance and continuity between each year's planning processes.

PROFESSIONAL DEVELOPMENT COMMITTEE

Chair: Jennifer Borland

Members: Jason Allen, Elsa Bailey, Pippa Gardner, Wendy Hancock, Taline Kuyumjian, Anna Lopez, Lauren Messenger, Julia Miller, Claire Quimby, Kelley Staab, and Lauren Wilson

The Professional Development Committee is responsible for providing training and growth opportunities for VSA members and other informal learning professionals. Specifically, the committee is charged with the following responsibilities: conference workshops; webinars; regional workshops; the April Award and Student Scholarships; and professional standards.

OUTREACH

Vice President: Michelle Maghari

MEMBERSHIP COMMITTEE

Chair: Renae Youngs

Members: Linda Allegro, Patience Baach, Nadya Bennett, Chris Cadenhead, Sara Davis, Valerie Grabski, Lindsay Maldonado, Patty Montaño, Barbara Soren, Lisa Trahan

The Membership Committee strives to create accessible and inclusive pathways for joining and engaging with VSA. The committee co-develops a variety of resources and activities to help current and prospective members get acquainted with each other, learn and share about visitor studies, get the most out of VSA experiences and offerings, and collaborate to advance the field.

BETTER EVALUATION MAKES BETTER EXHIBITS



Roto is pleased to announce the renewal of its annual partnership with Dublin City Schools, comprising 12 elementary, 4 middle and 3 high schools surrounding Roto's central Ohio headquarters. The partnership provides Roto's museum projects with a diverse pool of participants for our extensive in-house exhibit development and evaluation efforts, while students and teachers enjoy expert support for their innovative in-class projects. Together with our museum and science center colleagues, Roto relies on practices like these to produce some of the most effective and durable exhibitions and cultural experiences in the field.



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