

2019 Smithsonian Affiliations National Conference June 23-26, 2019

(All times and locations subject to change; visit www.s.si.edu/2019AffiliateConf)

Sunday, June 23

9:00 a.m. – 4:00 p.m.

Conference Registration

Hilton Washington D.C. National Mall

9:00 a.m. – 12:00 p.m.

Workshop: NASA's Universe of Learning

McPherson, Hilton Washington D.C. National Mall

Erika Wright, *Education Specialist, Smithsonian Astrophysical Observatory*

Mary Dussault, *Program Manager, Smithsonian Astrophysical Observatory*

Annette Eshelman, *Curator of Education, Springfield Museum of Art*

Annie Hylton, *City Librarian, Cerritos Library*

How can we connect our audiences to the wonders of the universe? Discover the benefits of NASA's Universe of Learning (NUoL), a partnership among Smithsonian Affiliations, Smithsonian Astrophysical Observatory, and a network of NASA scientists and educators dedicated to developing multidisciplinary ways to access astronomy content. NUoL has developed a suite of astronomy exploration resources: images, visualizations, hands-on activities, exhibits, and digital interactives. In this hands-on workshop, three diverse Affiliate organizations will share their experiences adapting these resources to meet the needs of their local audiences. Then, participants will have opportunities to explore immersive virtual reality environments, control robotic telescopes to scan the skies, manipulate images of galaxies and nebulae, and devise ways to take these experiences home to their audiences. The goal is to learn how participants can adapt NASA resources in innovative ways to their own local context to better advance scientific literacy. Finally, you'll be able to find out how you can apply in August 2019 to receive implementation funds to create your own NASA's Universe of Learning program!

10:00 a.m. – 12:00 p.m.

Workshop: Earth Optimism Connections

NoMa, Hilton Washington D.C. National Mall

Kate Christen, *Senior Manager, Smithsonian Conservation Commons*

The 50th anniversary of the first Earth Day is in 2020. Building on the successes of the original Earth Optimism symposium in 2017, the Smithsonian Conservation Commons and its partners will convene and facilitate Earth Optimism live events and digital story-platform building collaborations. Together, the goal is to unlock and amplify the power of these real-life "hope-tales" on local, regional and global scales. This two-hour workshop will provide a unique opportunity for consolidated in-person exploration, between Affiliates and several Earth Optimism team members, of the collaborative opportunities for Earth Optimism 2020.

1:00 p.m. – 4:00 p.m.

Workshop: Rapid Prototyping: Establishing and Evaluating New Solutions in Programming

Solarium, Hilton Washington D.C. National Mall

Nyssa Buning, *Spark!Lab National Network Coordinator, Lemelson Center for the Study of Invention and Innovation, National Museum of American History*

Emma Grahn, *Spark!Lab Manager, Lemelson Center for the Study of Invention and Innovation, National Museum of American History*

Chris Marrazzo, *Manager of Museum Operations, US Space & Rocket Center*

What does it mean to prototype? What impact does it have and how do you measure success? Through the invention process used in Spark!Lab in the National Museum of American History and network sites in museums across the country such as the U.S. Space and Rocket Center, this session will introduce how to adapt content to a variety of museum settings and audiences. Hear from Spark!Lab and Affiliate staff on how they test and evaluate new prototypes with stakeholders. Participants will create a prototype based on their organization's content and gather feedback from session leaders and other attendees.

4:30 p.m. – 6:00 p.m.

Welcome Session: Affiliates, Meet the Smithsonian; Smithsonian, Meet Our Affiliates

McPherson, Hilton Washington D.C. National Mall

Open to all Smithsonian attendees and Affiliate attendees. Come to this session and discover something new about your fellow Affiliate and Smithsonian colleagues. Share your experiences of working with each other or learn ways you can begin working together. Smithsonian Affiliations staff will be on hand to answer questions and elaborate on all the ways we connect

6:30 p.m. – 8:00 p.m.

Welcome Reception

Solarium, Hilton Washington D.C. National Mall

Monday, June 24

7:30 a.m. – 8:45 a.m.

Breakfast

Hilton Washington D.C. National Mall

7:00 a.m. – 1:00 p.m.

Conference Registration

Hilton Washington D.C. National Mall

9:00 a.m. – 10:00 a.m.

Keynote Address: Ellen Stofan

L'Enfant Ballroom A & B, Hilton Washington D.C. National Mall

Ellen Stofan, *John and Adrienne Mars Director, Smithsonian's National Air and Space Museum*

As the first woman to lead the National Air and Space Museum, Ellen Stofan is no stranger to leading change in an organization. She served as NASA's chief scientist, developed plans to bring humans to Mars, and worked on science policy with President Barack Obama's science advisor and the National Science and Technology Council. After more than 25 years of experience in the field, Stofan is bringing her passion for science to the Smithsonian. As the National Air

and Space Museum embarks on its mission of revitalizing and reimagining the museum, the importance of a strong leader while it undergoes change cannot be overstated. In this moderated discussion with Stofan, she will share her passion for science, insights on leading a national museum, and serving diverse audiences—particularly women and girls—to inspire the next generation of science innovators.

10:00 a.m. – 10:30 a.m. *Coffee & Tea Break*

CONCURRENT MORNING SESSIONS

- 10:30 a.m. – 11:30 a.m. **Maximizing Local and National Partnerships for Cultural Relevance**
NoMa, Hilton Washington D.C. National Mall
Ashley Naranjo, *Manager of Educator Engagement, Smithsonian Center for Learning and Digital Access*
Philippa Rappoport, *Manager of Community Engagement, Smithsonian Center for Learning and Digital Access*
This speed-dating session will feature Smithsonian and Affiliate museum educators who have collaborated in a nationwide education program designed to develop new instructional materials and content highlighting Asian Pacific American and Latino experiences within K-12 humanities subject areas. Using the Smithsonian Learning Lab platform, teachers and museum educators are able to create and share locally relevant digital resources both in their classrooms and with a growing network of educators across the country. Learn more about how you can leverage digital museum resources from the Smithsonian and your own museum for increased access, visibility, and impact.
- 10:30 a.m. – 11:30 a.m. **Collaboration, In Service to Accessibility**
Dupont, Hilton Washington D.C. National Mall
Amy Korpieski, *Museum Educator and Arts Alive Coordinator, Springfield Museum of Art and Arts Alive*
Ashley Grady, *Accessibility Programs Specialist, Smithsonian Institution*
Jenna Gabriel, *Manager, Special Education, Education Division, Office of Very Special Arts and Accessibility, John F. Kennedy Center for the Performing Arts*
Todd Buck, *Coordinator of Professional Development and Curriculum, Springfield City School District*
Sally Brannan, *Associate Professor, Department of Education, Wittenberg University*
In this case study, panelists will explain how the Springfield Museum of Art constructed partnerships in its community and leveraged its relationships with national organizations to bring unique resources to educators. The discussion will focus on how a small museum crafted innovative ways to bring something new to its community, in particular professional development around serving students with disabilities. The panel will guide participants in thinking through a range of collaborative opportunities to address accessibility in their communities in fresh ways.

11:30 a.m. – 1:00 p.m.

Lunch Break: Birds of a Feather Table Meet-Ups

Hilton Washington D.C. National Mall

Lunch is not provided. The [L'Enfant Plaza food court](#) is conveniently located one level below the hotel.

CONCURRENT AFTERNOON SESSIONS

1:00 p.m. – 2:00 p.m.

Campus in Crisis: Honoring Survivors of Sexual Assault

NoMa, Hilton Washington D.C. National Mall

Mary Worrall, Curator, Textiles and Social Justice, Michigan State University Museum

Mark Auslander, Director, Michigan State University Museum

Teresa Goforth, Exhibitions Manager, Michigan State University Museum

Sister Survivor (TBD), Member of MSU Museum's Survivor and Ally Advisory Committee

The Michigan State University Museum chose to react to the horrific sexual abuse committed by a university doctor by documenting, collecting, and creating programming that would honor survivors. This included partnering with the parents of survivors and facilitating a community curation process with survivors and allies, leading to a collaborative exhibition. This process has been mindful of recognizing when to step back and listen, realizing that the museum's job was to help create spaces for those most impacted to have a voice. This session will discuss actions, challenges, and rewards of working through a community curation process and of tackling difficult, topical, and highly charged subjects.

1:00 p.m. – 2:00 p.m.

Catalyzing Change in Climate Education

Dupont, Hilton Washington D.C. National Mall

Jennifer Collins, Manager of Ocean Education, National Museum of Natural History

Megan Chen, Ocean Education Specialist, National Museum of Natural History

Becca Hatheway, Manager of Teaching and Learning, UCAR Center for Science Education, University Corporation for Atmospheric Research

Nicole Webster, Manager of School Programs, National Museum of Natural History

This session will catalyze collective action by exploring ways that participants can work together to foster conversations around climate change within the philosophy of Earth Optimism. Participants will be invited to respond to challenging questions about climate change, such as what we expect visitors to learn, values and a common language to talk about this issue, involving youth in education and advocacy, and the role of scientists and facts in the discussion. Each panel speaker will focus on a question and share how their organization is tackling it through programming. Participants can expect to leave the session with tested solutions and ideas for addressing climate change in their own communities.

2:00 p.m. – 2:30 p.m.

Coffee & Tea Break

CONCURRENT AFTERNOON SESSIONS

2:30 p.m. – 3:30 p.m.

Becoming Smithsonian: Internal Collaboration and Activating Your Affiliation

L'Enfant Ballroom A, Hilton Washington D.C. National Mall

Brett Smith, *Director of Advancement, The Rockwell Museum*

Brian Lee Whisenhunt, *Executive Director, The Rockwell Museum*

Willa Vogel, *Marketing Manager, The Rockwell Museum*

Jennifer Brundage, *National Outreach Manager, Smithsonian Affiliations*

How does your organization's structure and culture support the evolution of your Smithsonian affiliation? An example from The Rockwell Museum demonstrates how it changed its internal structure to better leverage the affiliation. By designing internal communication to support the evolution, The Rockwell Museum maximized their impact and delivered greater value to the communities they serve. Join representatives from The Rockwell Museum and Smithsonian Affiliations for a panel discussion as they share how their model for internal collaboration has activated their Affiliation and increased community engagement.

2:30 p.m. – 3:30 p.m.

Creating a Resource Development Community for Museums in Post Disaster Recovery

L'Enfant Ballroom B, Hilton Washington D.C. National Mall

Liz Kirby, *Senior Adviser, Programs and Partnerships, Smithsonian Cultural Rescue Initiative*

Lori Foley, *Administrator, Heritage Emergency National Task Force, Federal Emergency Management Agency*

Today, irreplaceable collections and essential records that make up the fabric of our communities face unprecedented hazards. Earthquakes, hurricanes, fires, and other threats render people and their heritage increasingly vulnerable. Cultural heritage is not a renewable commodity; when it is gone, communities lose resources for economic development, tourism, and commerce, as well as our shared identity, knowledge, and creativity. Speakers will explain how the topic of resource development emerged as an important issue following recent disasters and then dive into a hypothetical case study framed around a major disaster. The case study will explore challenges and possibilities for grant professionals and others with grant-writing experience to assist museums that are dealing with a disaster's aftermath and need temporary assistance in applying for resources. This session will encourage participants to think about their organization's capacity to deal with a disaster.

3:30 p.m. – 3:45 p.m.

Coffee & Tea Break

3:45 p.m. – 5:00 p.m.

Leverage your institutional membership program with these Smithsonian benefits

Led by Smithsonian Affiliations staff.

This session aims to help Affiliates understand the benefits of selling Smithsonian memberships as an add-on to their institutional memberships. It

will also demystify Reciprocal Membership and encourage new Affiliates to offer this benefit to their members.

6:30 p.m. – 8:30 p.m.

Smithsonian Reception: National Museum of African Art

Special remarks from Augustus (Gus) Casely-Hayford, Director

Tuesday, June 25

8:00 a.m. – 9:00 a.m.

Morning Meet Up: Leveraging Climate Change Resources

Potomac, Hilton Washington DC National Mall

Carol Bossert, *Project Director, Smithsonian Institution Traveling Exhibition Service (SITES)*

What are Affiliates and the Smithsonian doing to address climate change? SITES and the Smithsonian's National Museum of Natural History are collaborating on several projects that address this topic, including the traveling exhibitions *Narwhal: Revealing an Arctic Legend* and *Life in One Cubic Foot*. Come share what your organization is doing to address climate change and lets brainstorm how we can leverage our resources to increase our national impact. This meet-up will provide an opportunity to discuss how we might work together to replicate good ideas and broaden our community of practice.

8:00 a.m. – 9:00 a.m.

Morning Meet Up: Smithsonian Digital Program Office Demo

McPherson, Hilton Washington D.C. National Mall

Join Representatives from the Smithsonian's Digital Program Office for a morning demonstration of an open source 3D viewer and storytelling tool. The digital team will break-down the language (metadata, storage, open source) and share how these tools can be used for free. using the Apollo Command Module as an example, see how these interactives are being used as learning tools for students of all ages and levels. Follow up with the team at the Smithsonian Resource Fair after the demo.

9:00 a.m. – 10:30 a.m.

Smithsonian Resource Fair *(includes breakfast)*

Gallery Ballrooms, Hilton Washington D.C. National Mall

Meet with liaisons from Smithsonian museums, programs, and offices, as well as additional special exhibitors.

CONCURRENT MORNING SESSIONS

10:30 a.m. – 11:30 a.m.

How Can Museums Effectively Respond to Changing Contexts?

McPherson, Hilton Washington D.C. National Mall

Matthew Stiffler, *Research and Content Manager, Arab American National Museum*

Carol Hart, *Director, Greensboro History Museum*

In a world where environmental issues, local political situations, and changing cultural contexts can impact educational and cultural institutions, do you know how your organization can quickly and effectively respond to these changes? This session uses case studies from recent events in Affiliate communities to demonstrate how organizations can use programs, exhibits, and other strategies to tell a community's story while staying mission-driven and avoiding actions

that could adversely affect the organization's position, reputation or funding. Learn how two Affiliates are acknowledging different perspectives and exploring contexts of meaning. Find allies, hear about different response strategies, and discover the tools and platforms that other organizations are using to be responsive to their communities' needs.

10:30 a.m. – 11:30 a.m.

Re-Booting with Interactive Augmented Reality

Potomac, Hilton Washington D.C. National Mall

Perri Irmer, *President, DuSable Museum of African American History*

Mark Hall, *DuSable Museum of African American History*

Maryann Thornton, *Avidity Technologies*

Martin Giese, *Exhibits Manager, DuSable Museum of African American History*

In 2018, The DuSable Museum used a Google grant to fund technology infrastructure improvements, as well as to develop new technology features for the museum's permanent exhibit, *The Harold Washington Story*. The most exciting component was a new augmented reality app titled, *The Augmented DuSable Museum*. The technology merges the ideas of developers, designers, content creators, curators and others, and results in an engaging product that will enhance the museum experience. This session will present the challenges and successes experienced during the planning and implementation of the project, and the ongoing realization of this exciting re-boot at the nation's oldest independent black history museum.

11:30 a.m. – 1:00 p.m.

Lunch Break: Birds of a Feather Table Meet-Ups

Hilton Washington D.C. National Mall

Lunch is not provided. The [L'Enfant Plaza food court](#) is conveniently located one level below the hotel.

CONCURRENT AFTERNOON SESSIONS

1:00 p.m. – 2:00 p.m.

Honoring Traditions/Bridging Generations: Creating a Community of Engagement

NoMa, Hilton Washington D.C. National Mall

Lisa Falk, *Head, Community Engagement, Arizona State Museum, University of Arizona*

Heather Ingram, *Assistant Director of Education, Arizona State Museum*

Harrison Preston, *Tohono O'odham Artist, Emerging Artist Intern*

Honoring Traditions/Bridging Generations connected indigenous master and emerging artists and the public. Linked to ASM's "Save American Treasures" collections, the nine-month program honored six master basket weavers and potters, while building skills in artistry, presentation, and museum education for a cohort of six emerging artist interns. This session shares how a community of engagement can build capacity for all involved. Discussion will continue during a hands-on basket weaving activity.

1:00 p.m. – 2:00 p.m.

The "Saving Your Family Treasures" Program and YOU

Dupont, Hilton Washington D.C. National Mall

Stacy Bowe, *Training Program Manager, Smithsonian Cultural Rescue Initiative*

Lori Foley, *Administrator, Heritage Emergency National Task Force, Federal Emergency Management Agency (FEMA)*

Following a major disaster, survivors often discard damaged personal property, which can include treasured pieces of history and heritage integral to a person's family and cultural identity. Museums are in a unique position to provide preservation advice and demonstrate material-handling techniques to these disaster survivors within their community. With training, they can help survivors salvage their irreplaceable heirlooms such as photos, books, and artwork, providing hope for recovery. The Smithsonian Cultural Rescue Initiative and FEMA, which launched "Saving Your Family Treasures," will demonstrate this program's guidance and seek interested collaborators who wish to implement this type of program at their institution.

2:00 p.m. – 2:30 p.m.

Afternoon Coffee Break

2:30 p.m. – 3:30 p.m.

Creative Remixing: Developing Digital Collections into Relevant and Accessible Web Resources

McPherson, Hilton Washington D.C. National Mall

Effie Kapsalis, *Senior Digital Program Officer, Smithsonian Institution*

Sherri Berger, *Head of Digital Programs, National Museum of American History*

Rebecca Dikow, *Research Data Scientist, Data Science Lab, Smithsonian Office of the Chief Information Officer*

Darren Milligan, *Senior Digital Strategist, Smithsonian Center for Learning and Digital Access*

This panel will look at ways cultural heritage organizations can develop their digital collections into relevant and accessible web resources. The panel will share strategies and processes developed not just to digitize and publish collections online, but also to embed collections data in multiple corners of the web—with the goal of contributing to a far-reaching online knowledge commons. We will look at how this work fits into online educational initiatives like the Smithsonian's Learning Lab, and new initiatives like the Smithsonian American Women's History Initiative. We will cover opportunities for Affiliates to partner with these exciting initiatives and give tips on how to "bring it home."

2:30 p.m. – 3:30 p.m.

Achieving Inclusive Philanthropy in Museums

Potomac, Hilton Washington D.C. National Mall

Stefanie Muscat, *Director of Advancement, Abbe Museum*

The Abbe Museum in Bar Harbor, Maine is recognized as a world leader in decolonizing museum practices. As the education and collection teams work tirelessly to be inclusive in the Museum's spaces and programs, the Abbe has extended the dialogue to include both the Museum's marketing and philanthropy efforts. In this session, panelists share their evolving experiences with the ways that identity, exclusion, and privilege have shaped museum giving, and the work being done to engage new audiences and rethink traditional beliefs around wealth and philanthropy. How do we adjust our

marketing and development language to reflect this necessary shift? Come to this session prepared to learn and participate in a dialogue, as it will be a moderated town-hall format.

6:00 p.m. – 8:00 p.m.

Congressional Reception

Rayburn House Office Building

Wednesday, June 26

8:45 a.m. – 9:00 a.m.

Meet Shuttles for Smithsonian Exhibits and Museum Support Center workshops. Shuttles depart at 9:00 a.m.

9:30 a.m. – 12:30 p.m.

Workshop: Anthropology Collections as Communities of Engagement

(limited to 20 participants; transportation will be provided; shuttle will depart at 12:30) Smithsonian Museum Support Center, Suitland, Maryland

Haley Bryant, *Digitization Specialist, National Museum of Natural History*

In this workshop-tour, participants will go behind-the-scenes in the Department of Anthropology collections and the National Anthropological Archives.

Throughout the tour, participants will be introduced to a number of ongoing collaborative projects that aim to reach under-served communities using these collections. In the workshop, participants will be asked to brainstorm: How can we creatively think about broadening the definition of ‘access’ to our collections and rethink what ‘impact’ looks like beyond social media engagement and public program attendance? What communities do our institutions need to serve better? How do objects and archival collections/staff play a role?

9:30 a.m. – 12:30 p.m.

What’s the Hook? How to Focus Your Exhibit Idea and Reel Visitors in

(limited to 25 participants; transportation will be provided; shuttle will depart at 12:30) Smithsonian Exhibits, 3400 Pennsy Drive, Landover, Maryland

John Powell, *Exhibit Developer/Writer, Smithsonian Exhibits*

Brigid Laurie, *Exhibit Developer/Writer, Smithsonian Exhibits*

An exhibit’s “big idea” is what focuses your exhibition. The “hook” is that funny, interesting, or poignant element that visitors connect to. This participatory workshop includes a behind-the-scenes tour of the Smithsonian Exhibits facility and will help focus your exhibit ideas and find a hook to engage visitors. The first half of the workshop will focus on a hypothetical exhibit and address key messaging, critical questions to ask, and discover your “hook.” The second half will apply the same exercise to actual exhibits the participants are planning. Participants will pair up and share their experiences with the wider group and leave the session with copies of Smithsonian Exhibit’s *Guide to Exhibit Development*. Participants should attend the workshop with an exhibit idea to work on.

12:00 p.m. – 1:30 p.m.

Lunch Break: Birds of a Feather Table Meet-Ups

Hilton Washington D.C. National Mall

Lunch is not provided. The [L’Enfant Plaza food court](#) is conveniently located one level below the hotel.

1:30 p.m. – 2:30 p.m.

Through the Eyes of Girls: Fresh Perspectives on Women's History

L'Enfant Ballroom B, Hilton Washington D.C. National Mall

Kathleen Franz, Chair and Curator, Division of Work & Industry, National Museum of American History

Nancy Bercaw, Chair and Curator, Division of Political History, National Museum of American History

Megan Smith, Educator, National Museum of American History

Mireya Loza, Assistant Professor, NYU

This session will use the landmark exhibition, *Girlhood (It's Complicated)* to explore current conversations women's history and how they can resonate locally.

1:30 p.m. – 2:30 p.m.

Maximizing Your Exhibit Investment: Recycle that Great Content!

L'Enfant Ballroom A, Hilton Washington D.C. National Mall

Jamie McCargo, Exhibit Design Curator, North Carolina Museum of Natural Sciences

Creating exhibits can be a costly enterprise and often for a limited timeframe. Explore ways to maximize the impact of your large or small exhibit beyond its original scope. Think long-term about investing in your exhibitions to develop traveling versions that can both extend an exhibition's life and provide access to content in underserved communities. Hear how this idea began as an experiment to have great content recycled instead of destroyed, and how its reception in the museum and around the state ultimately exceeded expectations. Participants will hear unexpected lessons learned and creative content adaptations all kinds of spaces and budgets. Participants will be encouraged to share their own experiences, and to break out into groups to troubleshoot each other's projects.

1:30 p.m. – 3:00 p.m.

Workshop: Collections Emergency Management

L'Enfant Ballroom C, Hilton Washington D.C. National Mall

Samantha Snell, Collections Management Specialist, National Collections Program, Smithsonian Institution

Brian Abrams, Art Handling Specialist, Freer/Sackler Galleries

Catharine Hawks, Conservator, National Museum of Natural History

Rebecca Kaczowski, Conservator, Museum Conservation Institute, Smithsonian Institution

Nora Lockshin, Paper Conservator, Smithsonian Institution Archives

Cali Martin, Collection Manager, National Museum of the American Indian

Melissa Miller, Intern, Smithsonian's National Collections Program

Katherine Wagner, Book Conservator, Smithsonian Institution Libraries

The Preparedness and Response in Collections Emergencies (PRICE) team serves as the Smithsonian's collections emergency support team. When activated in an emergency, PRICE provides collections support, response, and recovery. Attendees will learn about the training opportunities that have been developed and implemented at the Smithsonian and share ideas and lessons learned before delving in to a hands-on workshop. Attendees will then practice handling techniques for various collections materials in ideal (dry) and non-ideal (wet)

conditions. Participants will take away best practices and learn resources available to them in times of an emergency.

3:00 p.m. – 5:00 p.m.

Meet the Funders and Explore the Core Documents

L'Enfant Ballroom D, Hilton Washington D.C. National Mall

This special session will include representatives from IMLS, NEH, NEA, AAM and more. Learn about new funding opportunities; learn about AAM's 5 Core Documents and have face-to-face time with the agencies that advocate for museums every day.

6:30 p.m. – 8:30 p.m.

Closing Reception and Announcement of 2020 Conference Dates

National Museum of American History