

California Association of Museums 2018 ANNUAL CONFERENCE

MODERN MUSEUMS



FEBRUARY 5–7, 2018
PALM SPRINGS, CA



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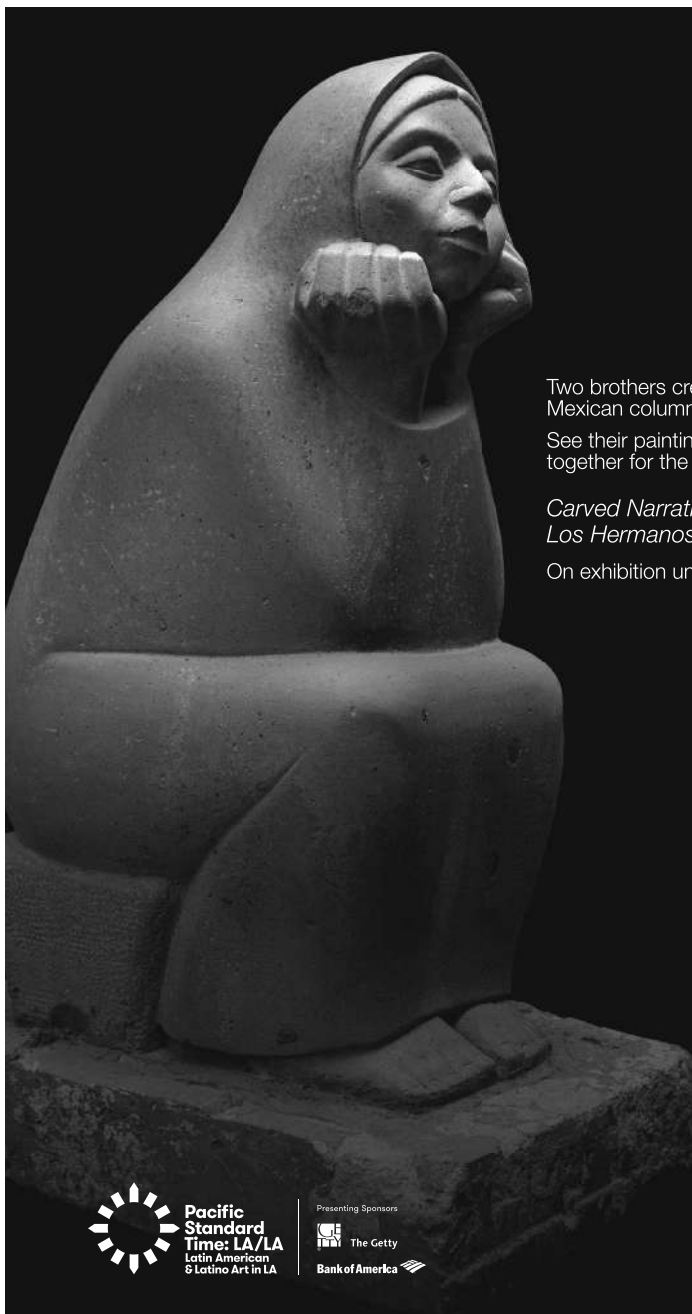
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The Green Museums Initiative

This publication uses 42% less paper than other conference programs and is printed on 60% recycled paper, 30% post-consumer waste (PCW). It is digitally printed on a low velocity printer and the coils use 80% PCW. Learn about the Green Museums Initiative and our sustainable steps on page 55.



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Underwritten by The Getty Foundation

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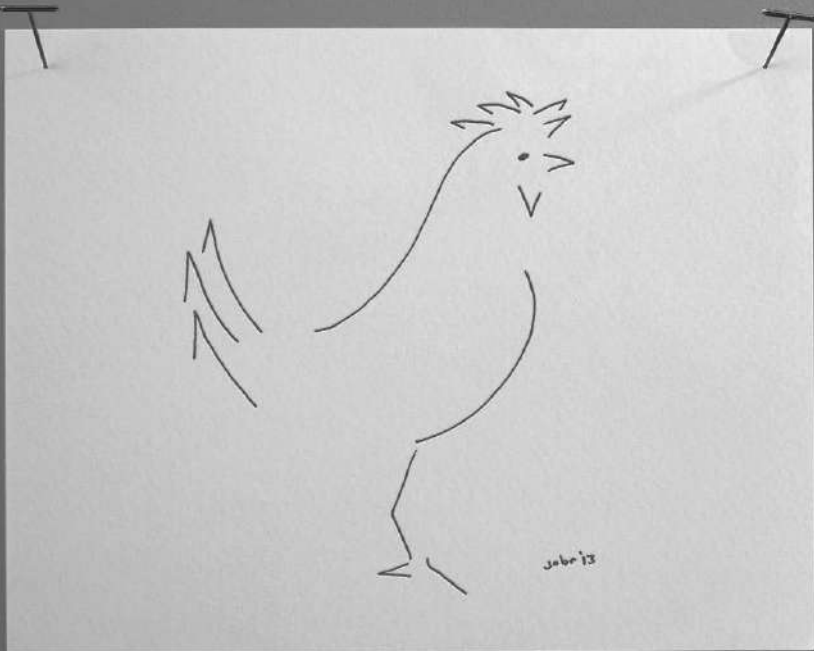
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Art can be minimal. Its protection shouldn't be.

When it comes to operating a thriving museum, there is more at stake than the integrity of your collections. The risks you manage are extensive, from the safety of your employees and visitors to exhibitions, to the transit and storage of your priceless fine art.

Our business is knowing your business, inside and out. Our dedicated team of museum and fine art experts brings you flexible coverage solutions, risk prevention resources and efficient claim service that not only protect your collections but also your bottom line.



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ABOUT CAM



CAM Conference

The next CAM conference will be in San Francisco, February 7-9, 2019. A call for proposals will be posted soon!

Social Networks

Connect with colleagues through CAM's online community, Facebook page, and Twitter (@calmuseums).

Advocacy

Our active advocacy program monitors legislation and fosters strategic initiatives to support museums. Are you receiving our Legislative Updates on state issues and calls to action?

CAM e-News

An e-newsletter features funding sources, professional development programs, articles, and job openings.

Green Museums Initiative (GMI)

GMI is leading the green transformation of California museums.

Museum Futures Community

The Museum Futures Community researches and discusses trends about the future as they may relate to California museums.

Fellows and Scholarship Programs

CAM Fellows and scholarship programs diversify the California museum workforce and support emerging museum professionals.

Snoopy License Plate

CAM and our partners created a new source of funding for museums through the Snoopy license plate.

Membership

All of these programs and services require support from the museum field. Are you a current CAM member?

Learn more at www.calmuseums.org

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GENERAL INFORMATION

Registration Desk Hours

Monday, February 5 – 8:00AM to 7:00PM
Tuesday, February 6 – 8:00AM to 5:00PM
Wednesday February 7 – 8:00AM to 4:00PM

Session & Program Topic Legend

Are you unsure which sessions to attend? These icons will help you understand the general areas of coverage for each conference session:

<u>Icon</u>	<u>General Topics</u>
	Museum Operations – human resources, accounting, guest operations
	Public Programs – education, outreach, research, and evaluation
	Collections – acquisition and management of collections
	External Affairs – development, marketing, and public relations
	Multidisciplinary – encompasses many disciplines
	Spotlight – highlighted and trending topics

PRE-CONFERENCE – MONDAY, FEBRUARY 5

Conference Workshops



10:00AM–12:30PM / Prepare to Impress: Institutional Research for Cover Letters and Interviews

Introductory / Multidisciplinary

Facilitators: Marcus Wojtkowiak, Science Program Coordinator, Randall Museum; Joy Tahan Ruddell, Board Member, Camron Stanford House Museum

Description: Securing an interview for a new job and making a positive impression is a daunting task. Sometimes it feels akin to playing darts in the dark. This workshop is designed to shed some light on the process through institutional research strategies, practice with cover letter writing, and preparation for interviews.

Learning Outcomes: Participants will learn how to conduct research on an institution to help write a well-tailored cover letter and feel prepared for an interview. During the workshop, participants will have time with a facilitator in a group to dissect and optimize the effectiveness of their cover letters.

Cost: \$15 (registration required, see registration desk for ticket availability) **Location:** Palm Springs Art Museum, 101 N. Museum Drive, Palm Springs, CA 92262



12:00PM–3:00PM / Raise More Money by Leveraging Language and Creating Relationships

Introductory / External Affairs (Development, Membership, Marketing and Public Relations)

Facilitators: Christine Jeffers, Agent for Good, Elevating Good; Kristin Bertrand, Associate Director of Development, Major Gifts, San Jose Museum of Art

Description: Raising major gifts is all about relationships. In this workshop, we will discuss tools and strategies that can help turn friends into donors. We will start by exploring donor empowerment—after all, you are giving them an opportunity to live out their charitable aspirations. Since communication is the root of successful donor relationships, we will share tips and tricks to help land that important meeting.

Learning Outcomes: Discover the five most powerful phrases in fundraising, create a personal “direct value statement,” get advice on productive and strategic communication, identify what motivates their donor prospects, and leave with a blueprint for next steps to take their donor relationships to the next level.

Cost: \$45 (lunch included / registration required, see registration desk for ticket availability) **Location:** Renaissance Palm Springs, Santa Rosa Ballroom



12:00PM–4:00PM / The Tiny Museum and the Big Strategic Plan

Intermediate / Museum Operations (Human Resources, Accounting, Guest Operations)

Facilitators: Amy Cohen, Executive Director, Exhibit Envoy; Stefanie Ritter, Museum Program Supervisor, Hi-Desert Nature Museum; Robin Stewart, Museum Programming Manager, La Quinta Museum

Description: Ever thought your museum is too small, too unimportant, too understaffed, your collection too random, too unorganized or unimportant, and your staff too overworked and overwhelmed to even consider writing a strategic plan? In this workshop, tiny museums will talk about the benefits of producing a strategic plan that reinvigorates and refocuses staff and gives your collections an opportunity to shine.

Learning Outcomes: Participants will have the confidence that even the smallest facility with very few staff can produce an achievable strategic plan and feel empowered to do so, as well as feel pride for their tiny museum.

Cost: \$35 (registration required, see registration desk for ticket availability) **Location:** La Quinta Museum, 77-885 Avenida Montezuma, La Quinta, CA 92253



1:00PM–4:00PM / Going Outside: Expanding Mission Delivery Capacity, Reaching New Audiences, and Providing New Experiences by Using Outdoor Spaces

Advanced / Public Programs (Education, Outreach, Research, Evaluation)

Facilitators: Karen Wise, Wise Strategic Advising; Sue Oh, Vice President, Education and Programs, Natural History Museum of Los Angeles; Carol Bornstein, Director, Nature Gardens, Natural History Museum of Los Angeles County; Michelle Sullivan, Principal, Mia Lehrer and Associates; Fabian Kremkus, Design Principal, CO Architects

Description: Urban and suburban audiences are looking for fun, free exploration/free choice learning opportunities outdoors. Museums have outdoor spaces just outside their walls, whether they are using them or not. Working in groups, participants will discover how to become relevant community resources by developing creative ways to leverage outdoor spaces to better fulfill their missions, with or without creating programmatic gardens.

Learning Outcomes: Participants will learn dynamic ways to use existing outdoor spaces, how to develop and run programmatic outdoor spaces, and how programs and spaces can expand audiences and deepen impact, as well as provide teacher education, family learning, and fun.

Cost: \$25 (registration required, see registration desk for ticket availability)

Location: Children's Discovery Museum of the Desert, 71701 Gerald Ford Drive, Rancho Mirage, CA 92270



1:30PM–3:30PM / Getting your Foot in the Door: Mastering the Elusive Interview

Intermediate / Multidisciplinary

Facilitators: Joy Tahan Ruddell, Board Member, Camron Stanford House Museum; Marcus Wojtkowiak, Science Program and Facilities Coordinator, Randall Museum; Michelle Powers, Consultant, Fundraising Strategy Consulting

Description: With so few jobs and so many applying, how do you stand out? Hone your interview skills before your next job interview. Use an "informational interview" to your advantage by showing your interest in their mission. Become someone they think about when a job opens up. Interviews are a good time for you to sell your unique skill set and show you are exactly the one they need.

Learning Outcomes: Participants will improve their general interview skills, learn how to set up and prepare for an informational interview, and receive the tools needed to setup and conduct a short informational

interview with someone they meet at the conference.

Cost: \$15 (registration required, see registration desk for ticket availability) **Location:** Palm Springs Art Museum, 101 Museum Drive, Palm Springs CA 92262

Pre-Conference Tours

9:30AM–11:00AM / Historic City Center Walking Tour

Join us for a half-mile stroll between two of Palm Springs' most iconic Desert Modern buildings, both designed and built by E. Stewart Williams: the Palm Springs Art Museum and the Architecture and Design Center. This 75-minute tour captures the essence of Palm Springs from its early roots in the late 1880s through the midcentury modern craze that redefined and transformed this small desert town into an architectural mecca. You will hear about our fabled pioneers and architects and three women who had a vision for Palm Springs that enabled it to grow and flourish decade after decade. Stroll through the new downtown park, down Palm Canyon Drive and end at the A+D Center where you can tour the current exhibition.

Cost: \$15 (registration required, see registration desk for ticket availability)

Location: 101 Museum Drive, Palm Springs, CA 92262

9:30AM–11:00AM / Midcentury Modern Icons of Fashion and Finance

See the very best examples of mid-century modern architecture as we walk along the town's main thoroughfare, South Palm Canyon Drive. Learn about the early history of Palm Springs that set the stage for the movers and shakers instrumental in shaping its future as a desert resort oasis. The stark yet beautiful landscape captured the imagination of a young and talented group of Desert Modern architects such as Donald Wexler, E. Stewart Williams, William Pereira and Charles Luckman, Victor Gruen and Associates, and others who created a body of internationally recognized buildings during the heyday of the 1950s and 1960s—buildings that continue to draw people from all over the world to Palm Springs to admire and appreciate innovative designs in their unique desert setting.

Cost: \$15 (registration required, see registration desk for ticket availability)

Location: Corner of Indian Canyon Drive and Ramon Road, Palm Springs, CA 92264

9:00AM–12:00PM / Living Legacy to the Deserts Original Residents

Join Director of Education, Mike Chedester, on a private, behind-the-scenes tour of the Coachella Valley's most beloved landmark. Founded in 1970, The Living Desert welcomes guests of all ages to learn about and appreciate the world's desert plants and animals through their informative exhibits, botanical gardens, hiking trails, and interactive shows and attractions. Learn about the management and care of this living collection from the zoo's animal registrar, feed the giraffe, tour the new lorikeet aviary, discover the desert botanical gardens, and explore the wildlife conservation hospital. The tour will commence with a catered buffet lunch in the District Commissioner's house with views of the majestic Amur leopard. You will leave The Living Desert with an appreciation of the desert's natural beauty, understanding of the zoo's mission, and knowledge about the global science and conservation efforts behind saving the world's animals from extinction.

Cost: \$55, includes lunch and admission to The Living Desert, transportation not included (registration required, see registration desk for ticket availability)

Location: 47900 Portola Ave, Palm Desert, CA 92260



1:00PM–2:00PM / Women Behaving Badly...for Good

Tour the new exhibit at the Coachella Valley History Museum about the women of the Coachella Valley who were boundary busters and became innovators, symbols, and icons of their times. Tours are led by "impersonators" of some of the individuals showcased in this exciting exhibit! Additional sites on the museum campus include the 1927 adobe, a blacksmith shop, 1909 fully restored one-room schoolhouse, the Date Museum and Date Garden, the Desert Submarine, Japanese Garden, Desert Garden, and Cahuilla ethnobotanical garden. The tour concludes with a tasty date shake.

Cost: \$10, transportation not included (registration required, see registration desk for ticket availability)

Location: Coachella Valley History Museum, 82-616 Mules Avenue, Indio, CA 92201

1:00PM–2:00PM / Day with the General

The General Patton Memorial Museum stands on the original site of Camp Young the Headquarters of the Desert Training Center (DTC). The DTC, a combat facility, was established by General George S. Patton in 1942 to train over one million men for battle. Since 1988, the Museum has collected a variety of artifacts to showcase a soldier's way of life. The Museum seeks to educate and inspire the public about the sacrifices made by our brave men and women in service from WWI to the present day. Additionally, the Museum's outdoor Tank Yard houses a variety of combat vehicles, including a 2 1/2 ton WWII truck, the legendary WWII Sherman Tank, and the monstrous M60 Tank. During your visit at the Museum, we will host a live Tank demonstration and photo opportunity with "Thumper", our M60 Tank!

Cost: \$30, includes Live Tank Demonstration, Admission, 10% discount inside the Gift Shop, Full Tour, Lunch and light refreshments. Parking is Free! (registration required, see registration desk for ticket availability)

Location: General Patton Memorial Museum, 62510 Chiriaco Road, Chiriaco Summit, CA 92201



1:00PM–3:00PM / Cabot's Pueblo Museum

Photo credit: David A. Lee

Come experience the historic home and museum of pioneer Cabot Yerxa, who rediscovered the mineral waters in Desert Hot Springs. Cabot Yerxa was an advocate for Native Americans, artists, and the desert. At the age of 58, he began to build his home and museum using

recyclable materials. In addition to his home, you will have an opportunity to view some of the Navajo textiles Yerxa collected.

Cost: \$30, transportation not included (registration required, see registration desk for ticket availability) **Location:** Cabot's Pueblo

Museum, 67616 E Desert View Avenue, Desert Hot Springs, CA 92240

Pre-Conference Dinners & Opening Reception

4:30PM–5:30PM / Getty Program Reception/By Invitation Only

Location: Santa Rosa Ballroom, Renaissance Palm Springs

Sponsored by:



The Getty Foundation

5:30PM–7:00PM / Opening Reception



Join us at the Renaissance Palm Springs to kick off the 2018 CAM Annual Meeting. Welcoming us to the greater Coachella region will be the Pai nik tem Bird Signers. They will perform rhythmic songs, accompanied by handmade gourd rattles as have been used for 25,000 years according to oral tradition! With

their long history, bird songs have become a link between neighboring tribes and generations, and are the heart of a growing revitalization of Native American culture. Snack on light bites and enjoy a drink as you connect with museum professionals from across the state.

(registration required, see registration desk for ticket availability)

Cost: \$10 **Location:** Renaissance Palm Springs

Sponsored By:



7:00PM–9:00PM / Director's Dinner**

The Museum as Phoenix: Stories from the Santa Rosa Fires

Last October was a deadly and devastating month for Northern California communities and, as recently as December, Southern California. Multiple wildfires fueled by strong winds prompted mass evacuations, burned hundreds of thousands of acres and thousands of structures, and were responsible for dozens of deaths. Along with their communities, museum personnel experienced crippling fear and loss. Join us at the Director's Dinner to hear two stories from the front lines of one of the most destructive series of wildfires in California's history, what they would have done differently, and how museums are helping these communities heal and rebuild.

*****The Directors Dinner is open to museum Directors and senior level managers.***

Speakers: Nicole Myers Lim, Executive Director, California Indian Museum and Cultural Center; Linda Keaton, Executive Director, Sonoma Valley Museum of Art; Celeste DeWald, Executive Director, California Association of Museums

At the Director's Dinner, CAM Board President Michaelleen Gallagher will present the CAMMY Award to the California Preservation Program. This annual award recognizes extraordinary museum supporters, professionals, and institutions that have made outstanding contributions to California Museums.

Cost: \$60 (registration required, see registration desk for ticket availability) **Location:** Palms Springs Art Museum, 101 N. Museum Drive, Palm Springs, CA 92262

Sponsored by:



7:00PM–9:00PM / Dialogue Dinners



Open to all, Dialogue Dinners are social dinners focused around “hot” museum topics. Each dinner has no more than 10 people to provide an intimate background to meet new people, build your network, and explore relevant issues facing the museum field.

Cost: \$45, (registration required, see registration desk for ticket availability)

Location: Lulu California Bistro, 200 S. Palm Canyon Drive, Palm Springs, CA 92262



Always Learning – Successful Volunteer Engagement

Museum Operations (Human Resources, Accounting, Guest Operations)

Facilitator: Deirdre Araujo, Manager of Volunteer

Engagement, Exploratorium

Description: Have you been asked to add volunteer supervision to your regular duties? Are you a career veteran looking for community? Join attendees who work with volunteers to identify potential barriers and opportunities for successful engagement many level. Deirdre Araujo is a national board member of the American Association for Volunteers in Museums with 25 years experience in the field.



Engaging your Unique Tour Audience

Public Programs (Education, Outreach, Research, Evaluation)

Facilitator: Alexandra Kowalski, Education Assistant, Haggin Museum

Description: Every guided tour group is comprised of individuals with different experiences, interests, and reasons for being there. How do you engage each unique audience in an interactive way? This discussion

seeks to create a “bag of tricks” that tour guides can draw from and customize for each tour group to create a memorable and immersive tour.



Don't Throw Away Your Shot!: Engagement Tips Inspired by Hamilton

Multidisciplinary

Facilitator: Michelle Powers, Independent Museum

Professional

Description: Since opening on the Broadway stage in August 2015, Hamilton has been an unprecedented success with music, choreography, and outreach that extend beyond the walls of the theatre. How can museums take lessons learned from the Hamilton phenomenon and apply them to our field? This Dialogue Dinner will discuss strategies for engagement and activation taken from the hit musical.



SOLD OUT – Collections Conundrums

Collections

Facilitator: Joy Tahan Ruddell, Board Member, Camron

Stanford House Museum

Description: Need to talk through a confusing cataloging project? Want advice on a sticky ethical or legal collections issue? Find something in your collection you don't know how to store? Join your fellow collections and registration colleagues to talk about issues we are all facing in our jobs today. Together we can help you solve your current collections conundrum (or at least commiserate about it!).



Engaging Our Youngest Audience: Partnering for Success

Public Programs (Education, Outreach, Research, Evaluation)

Facilitator: Lauren Kaye, Chief Officer of Learning

Environments, Kidspace Children's Museum

Description: Interested in growing your early childhood audience and creating more meaningful experiences for them? Come exchange ideas about different ways to partner with Early Childhood professionals and organizations. Hear about one museum's growing partnership that has benefited both institutions and helped them achieve a stronger foothold in the community.



SOLD OUT – Trends in Marketing

External Affairs (Development, Membership, Marketing and Public Relations)

Facilitator: Mara Naiditch, Director of Marketing, Natural

History Museum of Los Angeles

Description: Want to learn more about influencer marketing? Join colleagues to discuss the power of influencer marketing and hear how NHMLA has used this approach to successfully increase audience attendance and social media engagement, while helping its visitors connect more personally and authentically with the NHM Family of Museums.



Trends in Membership

External Affairs (Development, Membership, Marketing and Public Relations)

Facilitator: Kimberly Roberson Kirkhart, Director of

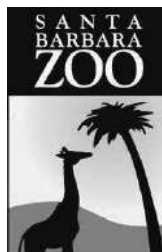
Membership, Santa Barbara Zoo

Description: Join Kimberly Roberson Kirkhart of the Santa Barbara Zoo for a discussion over dinner about the latest membership trends at museums, zoos, and botanical gardens.

Getty Scholars and Fellows

2018 recipients of Getty scholarships and fellowships will enjoy great dinner and discussion as they connect with other alumni of the Getty Multicultural Undergraduate Internship. Explore where your career has taken you and where the future is leading. Discuss where your career has taken you and explore future career paths in the museum field. By invitation only.

Dialogue Dinners Sponsored By:





SAN FRANCISCO

SAVE THE DATE

CAM ANNUAL CONFERENCE

FEBRUARY 7-9, 2019 | Parc 55 San Francisco

**In The Heart Of San Francisco
With 11 Museums Within Walking Distance**



TUESDAY, FEBRUARY 6, 2017

**All sessions and programs on Tuesday take place the Renaissance Palm Springs Hotel. Room assignments are below the title of each session/program.*

7:00AM–9:00AM / Breakfast Buffet

Location: Date Restaurant, Renaissance Palm Springs

Staying at the hotel? Head downstairs to the Date Restaurant and enjoy breakfast before heading to the Opening Town Hall at 9am. Pick up vouchers at the registration desk for 10% off of regular pricing.

Cost: Adults \$22, Children \$9.95 (paid directly to the hotel)

9:00AM–10:30AM / Opening Town Hall



Innovation and Revelations: Modern Times, Modern Museums

Location: Madera & Pasadena Ballroom

In 1917 librarian and museum director John Cotton Dana wrote, “Learn what aid the community needs, fit the museum to those needs.” Dana’s words have been guiding museum practice ever since and they ring truer than ever as we face an uncertain present (and future) more than a century later. How are we putting this into practice today? What are major issues facing our field today, what might they be tomorrow, and how do we know what to look for?

Join museum leader and author Bob Beatty as he provides insight into these questions and more.

Bob Beatty is founder and President of The Lyndhurst Group, LLC. From 2007-2017 Bob served the American Association for State and Local History, most recently as Chief of Engagement and Vice President for Programs. He is the author of the forthcoming Rowman & Littlefield Book *An AASLH Guide to Making Public History*.

Sponsored by:



10:30AM–11:00AM / An AASLH Guide to Making Public History: Book Signing with Bob Beatty

Location: Madera & Pasadena Ballroom Foyer

Tuesday Sessions Sponsored by:



10:45 AM–12:00 PM / Concurrent Sessions



1A – Our Responsibility: Supporting and Sustaining Passionate Staff

Advanced / Spotlight

Session Room: San Jacinto

Moderator: Adrienne McGraw, Independent Professional

Speakers: Ayanna Reed, Director of Human Resources, Oakland Museum of California; Jack Ludden, Assistant Director and Head of Digital Experience, J. Paul Getty Museum; Donnajean Ward, Executive Director, Office of the Dean, Sol Price School of Public Policy USC

Description: In a field where we are driven to serve our communities, museum missions, and still balance out a personal life, the financial and professional rewards are sometimes not enough. Museum professionals from all walks of life have shared the challenges of growing a career in a field that feeds the soul, but leaves little for feeding much else as they take on second jobs and freelance opportunities to sustain themselves and their families. As we continue to work to diversify the museum field and reflect the diversity of our communities, we are faced with the above obstacles. Join us to hear what strategies and tools are being implemented to improve the competitive landscape that recruits and retains a rich, diverse staff with stronger wages and greater work/life flexibility that meets budget and maximizes mission.

Learning Objectives: Explore strategies and tools to improve the equity and quality of life for museum staff.



1B – The First Step To Funding: Research

Introductory / External Affairs (Development, Membership, and Public Relations)

Session Room: Santa Rosa

Moderator: Ariel Weintraub, Institutional Giving Manager, Oakland Museum of California

Speakers: Louise Yokoi, Interim Development Manager, Community Arts Stabilization Trust; Jeanette Woodburn, Principal and Founder, Holistic Fundraising

Description: We are all looking for more funding for our work. How do you find the prospects that are right for our organizations? Learn the basics of donor prospecting and grant research, including how to find the right fit between your organization and both private and public funding sources. Use the mission of your museum to lead you to the right funders.

Learning Objectives: Know where to look for prospects, how to match a prospect to your mission, compare your organization with other similar organizations, and be competitive when requesting funding.



1C – The LatinXperience Study: An Experiential View of LatinX Engagement in the Arts in California

Intermediate / Multidisciplinary

Session Room: Pueblo

Speakers: Salvador Acevedo, Vice President of Culture Strategy, Scansion; Katie Hernandez, Visitor Services, Riverside Art Museum

Description: This session will explore the first statewide research study to focus on the experience of Latinx populations with arts organizations. The study aims to support arts organizations in designing programs and communications that result in meaningful engagement of Latinx populations. By uncovering principles for the design of meaningful experiences, arts organizations will be able to increase relevance among diverse audiences. Discuss best practices with practitioners in light of the study's insights.

Learning Objectives: Identify guiding principles for the design of meaningful experiences that Latinx populations seek out when engaging with arts organizations.



1D – More than Shuffling Boxes: Infrastructure, Reorganization, and

Transformation

Intermediate / Museum

Operations (Human Resources, Accounting, Guest Operations)

Session Room: Chino

Speakers: Charles Castillo,

Director of Human Resources and Administration, Fine Arts Museums of San Francisco; Rachel Bergren, Director of Education and Guest Experience, Marine Mammal Center; Ben Garcia, Deputy Director, San Diego Museum of Man; Joaquin Ortiz, Director of Innovation, Museum of Photographic Arts

Description: Is reorganization just about “shuffling boxes” or is it fundamentally transforming the way the organization behaves? Leaders from museums in transition share their perspectives on infrastructural and staff changes to shape the future of their institutions.

Learning Objectives: Reflect on current and planned organizational and staff structures.



1E – Making Museum Stories

Intermediate / Public Programs (Education, Outreach, Research, Evaluation)

Session room: Andreas

Moderator: Susan Spero, Chair, Museum Studies, John F. Kennedy University

Speakers: Amelia Wong, Web Content Strategist, J. Paul Getty Trust; Lila Higgins, Manager Citizen Science, Natural History Museum of Los Angeles County; Erin Fleming, Associate Content Producer, Interpretive Media Organization, San Francisco Museum of Modern Art

Description: Making museum stories for our public takes work and skill, yet the field’s understanding of story lies on uneven ground. To help improve our story skills, this session will explore and apply the foundations of crafting a story through theory and case studies, including story mapping and podcasting.

Learning Objectives: Identify the core components of stories and realize how to use them to improve any museum story creation.

11:00AM–1:00PM / Creative Stations

Location: Pasadena Ballroom

Lifecasting with Veterans

We teach veterans “lifecasting” and utilizes the process as a medium for positive change with veterans and their families in the context of community. To share this program, we will provide materials and instruction to engage in the process of lifecasting. Participants will leave with a completed hydro-cal mold and support materials, elaborating on the process as a medium for community engagement.

Presented By: Veterans Art Project (VetArt.org)

Make A Postcard!

Create your own postcard. Draw and write about your memories of CAM and/or Palm Springs. Using neo color II crayons and water, your postcard will be a watercolor keepsake.

Presented By: Cabot’s Pueblo Museum

12:15PM–1:30PM / CAM Annual Luncheon and Superintendent’s Award



The recipients of the 7th annual Superintendent’s Award for Excellence in Museum Education for outstanding achievement in museum programs that serve K-12 students or educators will receive their awards. The competition is a joint project of CAM and the Office of the State Superintendent of Public Instruction.

**Children’s Discovery Museum of San Jose
Hiller Aviation Museum
La Plaza de Cultura y Artes
Museo Eduardo Carrillo
Pacific Grove Museum of Natural History
Turtle Bay Exploration Park**

Celeste DeWald, CAM's Executive Director, will also give an annual report on CAM's activities and programs in service to the museum field during the last year.

Cost: \$45, registration required

Location: Madera Ballroom

Sponsored by:



1:45PM–3:00PM / Concurrent Sessions



2A – Our Responsibility: Diversity, Equity, and the Role of the Museum Community *(Please note this session continues until 3:15pm.)*

Advanced / Spotlight Session

Session room: San Jacinto

Moderator: Joaquin Ortiz, Director of Innovation, Museum of Photographic Arts

Speakers: Leticia Buckley, Acting Executive Director, Los Angeles County Arts Commission; Nicole Ivy, Ph.D., Director of Inclusion, American Alliance of Museums; Teresa Merry, Chief Human Resource Officer, Monterey Bay Aquarium; Traci Takahara Slacum, Educator, Griffith Observatory

Description: Join us as we open an honest and thought-provoking panel discussion on the role individuals, institutions, associations, and the museum community play in diversity and inclusion. What is the role we play in making change from within? The panel consists of leadership from a variety of perspectives (organizational, institutional, and individual) to discuss how we can work together to achieve a more equitable and inclusive workplace. Following this session will be a variety of roundtable discussions to keep the momentum going!

Learning Objectives: Gain a greater understanding of the role all of us play in creating a diverse and inclusive workplace



2B – From Challenging to Transformative: Facilitating Difficult Conversations for Successful Outcomes

Advanced / Public Programs

Session room: Santa Rosa

Speakers: Linda Blanshay, Director, Program Development, Museum of Tolerance; Megan Gately, Associate Director of Education for School Programs, The Ronald Reagan Presidential Foundation and Institute; Elizabeth Bagley, Manager of Environmental Sustainability Education and Engagement, California Academy of Sciences

Description: Pressing national debates on every level of policy are dividing Americans and placing museums in increasingly essential positions of authority and trust. These debates are often playing out in real time between staff members and visitors and demand a heightened level of dialogue facilitation understanding and expertise as a key strategy for museums to remain places of reflection and learning for all.

Learning Objectives: Discover how museums in California are addressing challenging conversations and learn how to apply strategies and tools that can be adapted in a variety of museum settings to facilitate successful outcomes.



2C – Superintendent’s Award Winners for Excellence in Museum Education, 2018

Intermediate / Public Programs (Education, Outreach, Research, Evaluation)

Session room: Pueblo

Moderator: Rebekah Harding, Associate Director of Learning and Engagement, The Ronald Reagan Presidential Foundation and Institute

Speakers: Biret Adden, BioSITE Manager, Children’s Discovery Museum of San Jose; Jon Welte, VP of Education and Public Programs, Hiller Aviation Museum; Armando Rodriguez, Manager & Teacher, Culinary Arts Program, La Plaza de Cultura y Artes; Betsy Andersen, Executive Director, Museo Eduardo Carrillo; Juan Govea, Director of Exhibits and Education, Pacific Grove Museum of Natural History; Laurinda Willard, Education & Programs Manager, Turtle Bay Exploration Park

Description: Learn how the 2018 Superintendent’s Award winners design and deliver excellent school programs. Discover what success looks like for teachers, students, community partners, and the host museum. Consider how these approaches apply to audience-wide discussions about underlying K-12 issues in California and how these museums are working to solve them.

Learning Objectives: Gain a greater understanding for what makes

successful school programming while learning about the criteria used for the Superintendent's Awards for Excellence in Museum Education.



2D – Audience Matters: Trends in Audience Engagement and Visitor Services

Intermediate / Public Programs (Education, Outreach,

Session room: Chino

Moderator: Karen Kienzle, Director, Palo Alto Art Center

Speakers: Ruth Cuadra, Business Applications Administrator, Getty Research Institute; Mark Katrikh, Director, Professional Development Programs, Museum of Tolerance; Karen Graham Wade, Independent Museum Professional

Description: As museums increasingly work to partner with their audiences, exciting trends are emerging to transform audience engagement and visitor services—from staff neuroscientists to greeter robots. In this lively session, hear about the latest trends and share your own experiences and observations. Have a chance to discuss some of the most impactful trends and your experiences with the panel and attendees.

Learning Objectives: Gain exposure to some of the trends that are impacting audience engagement and visitor services, including being introduced to the CAM Foresight Committee and the role of strategic foresight.



2E – Digital Preservation Boot Camp

Introductory / Collections

Session room: Andreas

Moderator: Peter Johnson, Supervising Archivist, Skirball Cultural Center

Speakers: Dan Matthews, Director of Information Technology, Skirball Cultural Center; Shaula Stephenson, Archivist and Systems Analyst, Skirball Cultural Center; Victoria McCargar, University Archivist, Mount St. Mary's University

Description: Learn to safeguard your valuable digital assets by creating a robust infrastructure, implementing preservation strategies and enforcing policies that ensure long-term file viability. The breakout session following the topical discussion will give participants an opportunity to focus on challenges, much as they would in a real-world situation, and craft solutions applicable to their institutions' needs.

Learning Objectives: Gain practical experience in how to ensure long-term protection for your museum's digital assets.

2:00PM–4:00PM / Creative Stations

Location: Pasadena Ballroom



Round Reed Basketry

Basketry played an enormous role in the sustainability of many Native American cultures. Participants will learn how to make their very own round reed basket out of Ratan. The completed basket will be a great decorative and utilitarian addition to any home or office!

Presented By: Malki Museum

Intergenerational Art-Making

Experience Laguna Art Museum’s Family Art Studio program and learn how to utilize hands-on art making to engage an intergenerational audience and inspire a deeper understanding of museum exhibitions. Participants will create their own watercolor and salt artwork inspired by artist Phil Dike, and receive a resource list containing other project ideas.

Presented By: Laguna Art Museum

3:00PM–3:30PM / Afternoon Break

Location: Pasadena Ballroom

Take a break and have a snack. We all know your brain is full so come fill your stomach!

Sponsored by:



3:30PM–4:45PM / Concurrent Sessions



3A – Listening for Common Ground

Intermediate / Spotlight

Session room: San Jacinto

Speakers: Vanda Vitali, Senior Advisor, IPT Inc., Los Angeles; Michaelleen Gallagher, Director of Education & Environmental Programs, The Annenberg Retreat at Sunnylands; Barie Wolf-Bowen, Associate Director, Music in Schools

Description: In this experiential session, explore “ears on” tools and research inspired by ecosystems and learned from the climate change debate and other communication projects. Practice using the empowering skill of ‘engaged listening’ to find common ground and strengthen skills that allow your projects and relationships to thrive. Come hear how it works! Sponsored by CAM’s Green Museum Initiative, a committee dedicated to inspiring sustainability.

Learning Objectives: Develop skills to build and strengthen community projects, fundraising, marketing, public programs, and institutional culture.



3B – Cyberattacks & Hacks Make You Wannacry: Mitigating Digital Risk

*Intermediate / Museum Operations (Human Resources,
Accounting, Guest Operations)*

Session Room: Santa Rosa

Speakers: Michael Shanklin, CEO, Kidspace Children’s Museum; Ryan Prindiville, Practice Leader, Strategy and Transformation Consulting, Armanino; Kerri Fox, Vice President, Marketing + Communications, The New Children’s Museum; Ed Morales, Information Security Officer, Community Bank

Description: Your museum is a soft target for cyberattacks. Recent headlines are full of businesses falling victim to cyberattacks. This session will arm you with important information on how to mitigate your exposure to cyberattacks. Hear from an expert in the field of cybersecurity, a peer museum that experienced a cyberattack and the steps they took to overcome it, and see an example of an IT Disaster Recovery Plan.

Learning Objectives: Evaluate practical steps you can take to protect your museum against a cyberattack by learning about cybersecurity trends in the nonprofit sector.



3C – More Than Just Fun and Games: Play in the Museum

Intermediate / Public Programs (Education, Outreach, Research, Evaluation)

Session room: Pueblo

Moderator: Karen Kienzle, Director, Palo Alto Art Center

Speakers: Lisa Silberstein, Experience Developer, Oakland Museum of California; Elizabeth Rood, Vice President of Education Strategy, Bay Area Discovery Museum

Description: Play represents important work. For children, play is critical to intellectual and social development. For adults, play provides a vital tool for relaxation and innovation. How can museums tap into the power of play to engage audiences of all ages through exhibitions and programs? Hear from three different institutions showcasing play programs and research, and think about play as a tool for learning and engagement in the museum setting.

Learning Objectives: Build on research that demonstrates the importance of play in child and adult development to incorporate play into exhibitions, public programs, and community engagement.



3D – Radical Disruption: Knowing When and How to Course Correct

Intermediate / External Affairs (Development, Membership, Marketing and Public Relations)

Session room: Chino

Speakers: Melissa Russo, Director, San Bernardino County Museum; Carol Tang, Executive Director, Children's Creativity Museum; Doug Jenzen, Executive Director, Guadalupe-Nipomo Dunes Center

Description: When is it necessary to disrupt your practices, exhibits, or mission? How do you assess what is not working and navigate major change while communicating to the NIMMIR's ("Not in my museum I remember..."). The panel will provide examples of museums on the verge of irrelevancy that were able to disrupt the status quo and move in a new direction through assessment, planning, and diplomacy.

3:30PM–4:30PM / Roundtable Discussions

Location: Madera and Pasadena Ballroom



Partnering with Public Schools: What Does it Mean to Make an Impact?

Public Programs (Education, Outreach, Research, Evaluation)

Facilitator: Louise Hindle, Public School Specialist and Interim

School Partnership Manager, The Huntington Library

Description: Many museums are exploring what it means to develop impactful partnerships with public schools. Learn about an approach we took with an LAUSD Title 1 elementary school, harnessing the collection of local author, Octavia E. Butler. Join us as we discuss how this initiative made an impact on student learning intellectually as well as experientially.



Every Day I'm Hustling: Navigating the "gig-economy" in the museum world

External Affairs (Development, Membership, Marketing and Public Relations)

Facilitator: Joy Tahan Ruddell, Board Member, Camron Stanford House Museum, Evelyn Orantes, Principal, Evelyn Orantes Consulting

Description: Times are changing and 9-to-5 jobs are becoming scarcer. Museums are not replacing staff or are eliminating positions while hiring more consultants and contractors. How do you navigate through this new world to work independently? Independent museum professionals will answer these questions and talk about their journeys from staff to contractor.



Building a Culture of Philanthropy Starts with You!

External Affairs (Development, Membership, Marketing and Public Relations)

Facilitator: Christine Jeffers, Agent for Good, Elevating Good;

Description: Highlighting best practices in fundraising can help you build a culture of philanthropy in your organization. Using the Beyond Fundraising Study from the Evelyn and Walter Haas Jr. Fund, we'll talk about what's driving the cultural shift in organizational fundraising, what does a culture of philanthropy look like, and how you can start building one in your organization.



Library & Museum Collaboration: Why Do it?

Public Programs (Education, Outreach, Research, Evaluation)

Facilitator: Alex Regan, Events & Exhibition Librarian, UC Santa Barbara Library

Description: Museums (and libraries) are increasingly asked to demonstrate engagement with their communities. Library and museum professionals from UC Riverside and UC Santa Barbara will discuss strategies they have used to engage with faculty and students, and how collaboration has the potential to help libraries and museums manage common challenges while strengthening their missions.



Our Responsibility: Diversity, Equity, and the Role of the Museum Community

Multidisciplinary

What is the role we play in making changes from within? Join us following the diversity session from earlier and brainstorm ideas and changes you plan to make after the conference. What actions will you take in 2018?



5:30PM–7:30PM / EMP Meet-up

With the Bay Area Emerging Museum Professionals

Join other emerging museum professionals at the Renaissance Palm Springs for a no-host meet-up to discuss museum current events.

Location: Renaissance Palm Springs Rocks Lounge.

5:30PM–8:30PM / Evening at Sunnylands



Join us for an evening at Sunnylands Center & Gardens, a contemporary space inspired by the midcentury modern architecture of the historic estate built by Walter and Leonore Annenberg in the 1960s. Take a behind-the-scenes tour of the new archive building, explore the new exhibition, *Carved Narrative: Los Hermanos Chávez Morado*, and enjoy a short shuttle ride to view the Mexican Column on the historic estate.

Location: 37977 Bob Hope Drive, Rancho Mirage, CA 92270

Cost: \$50, includes transportation

Transportation: Buses will depart the Renaissance Palm Springs at 5:20pm. Busses will depart Sunnylands at 8pm

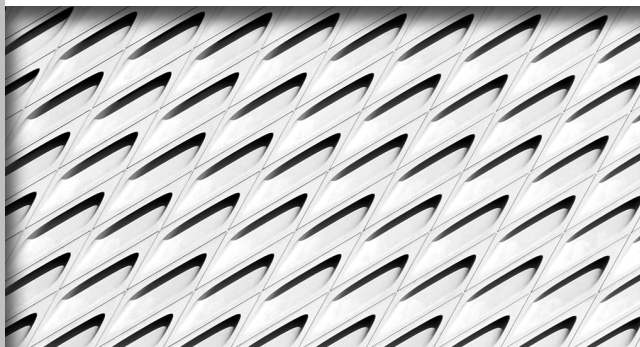
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SERVICES

c & c router cutting
color match to paint
crating
delivery



design consultation
fabrication / acrylic fabrication
installation
local and nationwide installation
mounting on substrates
project management



site survey
shipping
step and repeat
water jet and laser cutting



design

build

display

WEDNESDAY, FEBRUARY 7, 2017

7:00AM–7:50AM / Morning Yoga



Palm Springs is known as a place to relax and focus on wellness. Join us just after sunrise for morning yoga poolside. Dress appropriately and bring a towel or mat to enjoy this free morning experience. No reservations required. Weather may move the session indoors.

Our instructor Shay Moraga is

registered with Yoga Alliance and holds certificates in children's yoga, trauma yoga, underserved communities' yoga, and is currently studying for her 500-hour teacher training with an expected completion of April 2018.

Location: Renaissance Palm Springs Pool Deck.

8:00AM–9:00AM

Join us for coffee and a light breakfast prior to the first sessions.

Location: San Jacinto Ballroom

Sessions Sponsored by:



501(c)(3)(b)(s) Podcast

Deprogramming for Organizational Growth

8:30AM–9:45AM / Concurrent Sessions



4A – Empowering Teen Voices

Intermediate / Public Programs (Education, Outreach, Research, Evaluation)

Session room: Chino

Speakers: Mariel Rowland, Family Programs Coordinator, The Skirball Cultural Center; Hallie Scott, Education Specialist, The Getty Center; Manny Guardado, Associate Education Specialist, The Getty Center; Chelo Montoya, Director of Education, California African American Museum

Description: How can museums inspire and cultivate diverse youth voices? In the current political climate, museums serve as crucial centers for the community. For teenagers, these spaces encourage a deeper understanding of themselves as agents of change. Join the Skirball Cultural Center, The Getty Center, and the California African American Museum for an exploration of empowering and inclusive teen programs.

Learning Objectives: Build teen agency with programming through project-based learning, teen advisory councils, and drop-in community spaces.



4B – The Intent to Understand: Using Visitor

Data for Decision Making

Intermediate / Public Programs (Education, Outreach, Research, Evaluation)

Session room: Santa Rosa

Speakers: Joaquin Ortiz,

Director of Innovation, Museum of Photographic Arts; Cate Thurston, Assistant Curator, Skirball Cultural Center; Michelle Maghari, Director of Visitor Services, Crocker Art Museum

Description: Museums can use surveys, video recordings, and interviews to listen to their audiences for ways to change and improve the museum experience. Staff from the Skirball Cultural Center, Museum of Photographic Arts, and Oakland Museum of California share how

collecting visitor feedback has changed strategies at their organizations.

Learning Objectives: Understand how collected data can inform your museum's strategic choices and be able to do basic analysis on data to make decisions.



4C – New Perspectives: Explore the Latest in Collections Management with Emerging Museum Professionals

Introductory / Collections

Session room: Pueblo

Moderator: Joy Tahan Ruddell, Board Member, Camron Stanford House Museum

Speakers: Christina Samore, Graduate, John F. Kennedy University; Ian Gill, Graduate, San Francisco State University; Kim Turner, Graduate, University of San Francisco

Description: Recent museum studies graduates from three Bay Area programs will present their collections-related master's projects. Come and hear what is up-and-coming in the field of collections management, including innovations in collections access and updates on the Native American Graves Protection and Repatriation Act (NAGPRA).

Learning Objectives: Learn about current collections management practices and trends from emerging museum professionals.



4D – Bridging the Talent Gap: Hiring, Training, and Developing Our Future Museum Leaders

Intermediate/Museum Operations (Human Resources, Accounting, Guest Operations)

Session room: Andreas

Moderator: Michelle Powers, Independent Museum Professional

Speakers: Melissa Russo, Museum Director, San Bernardino County Museum; Charles Castillo, Director of Human Resources and Administration, Fine Arts Museum of San Francisco

Description: The cost of employee turnover is at a breaking point. How can museums recruit, cultivate, and motivate talent to ensure we retain the best in the field? This session will discuss the basics of effective talent management and build the foundation for proactive staff retention with the support of the board of directors.

Learning Objectives: Build the foundation for a talent management strategy, effective staff retention techniques to use immediately, and methods to coach and support employees from their first day until their last day at the museum.

8:30AM–9:30AM / Roundtable Discussions

Location: San Jacinto



**Bilingual
Programs: More
than Translating
Words**

*Public Programs
(Education, Outreach,
Research, Evaluation)*

Facilitator: Vicki
Wawerchak, Director of
Public Programs, Guest
Experience, Monterey Bay

Aquarium

Description: How do we look beyond strict translation when creating bilingual programs? Learn strategies on how we transformed two public programs into an accessible and inclusive experience for both Spanish- and English-speaking audiences. Hear about successes and challenges that we learned along the way.



Discussing the Small Museum

Multidisciplinary

Facilitator: Doug Jenzen, Executive Director, Guadalupe-
Nipomo Dunes Center

Description: Come discuss small museums and build your network. We will collaborate to answer questions and discuss issues facing the small museum and provide the opportunity to connect with peers, develop networks to reach out to post-conference, and reflect on the 2018 CAM conference.



Programming through a Social Justice Lens

Public Programs (Education, Outreach, Research, Evaluation)

Facilitator: Ann Burroughs, President/CEO, Japanese
American National Museum

Description: With the support of our board, we are in the process of looking at our programming through a social justice lens. We invite you to share your experiences and ideas of how you have done this in a sustainable and meaningful way.



Creating Meaningful Dialogue: Difficult Subjects and Text Galleries

Public Programs (Education, Outreach, Research, Evaluation)

Facilitator: Sydney S. Garcia, Education Specialist: Race, Equity, and Social Justice, San Diego Museum of Man

Description: A challenge for museums and educational institutions is being able to reach developing young minds without weighing them down with hard-to-access academic language and mind-numbing text panels. When throwing in difficult topics such as race, privilege and discrimination, lecture-based programs and one-sided docent experiences will not suffice. This roundtable will discuss various ways of developing meaningful dialogue.

10:00AM–10:30AM / Individual and Institutional Case Studies



5A – Planting Seeds: The Art of Indigenous Resistance and The Youth Ambassador Program Case Study

Intermediate / Multidisciplinary

Session room: Chino

Speakers: Nijeul Porter, Cultural Organizer & Producer, Sons & Brothers; Nathalie Sanchez, Art Educator and Arts Education Consultant, Self Help Graphics & Art

Description: What does community mean to you? In this case study, hear about the process, programming, and partnerships that work to build equity and inclusion in a multi-institutional and multidisciplinary art project. Through the highly acclaimed Art of the Indigenous Resistance exhibition in Los Angeles, strategize with us as we look at the intersections of art, community, and youth leadership. Learn from an exemplary model for youth-centered cultural and art institutional partnerships, exhibition, and youth programs that embrace the intersection of art, gallery education, community, and social justice.

Learning Objectives: To become familiar with best practices for interdisciplinary organizational partnerships, inclusive practices, and youth gallery educator programs when presenting and working with communities of color.



5B – Crafting Relevance: How a Small Museum Has Increased Reach and Revenue Through a Policy of Doing
Introductory / Public Programs (Education, Outreach, Research, Evaluation)

Session room: Santa Rosa

Speakers: Tracy Bays-Boothe, Associate Director, Museum of Craft and Design; Sarah Charlotte Jones, Education and Programs Manager, Museum of Craft and Design

Description: In 2017, Museum of Craft and Design embarked upon a mission to expand community reach and visibility in San Francisco. Inspired by the Summer of Love celebrations throughout the city, the education and programs department adopted a policy of “saying yes” to outside arts activation opportunities wherever they came up. As a result, MCD has seen a measurable increase in membership, revenue, and brand recognition. Explore how harnessing visibility quickly translates into robust calendars of private events and facility rentals, expanding reach and revenue.

Learning Objectives: To be able to identify and accept public programming opportunities outside the museum walls to increase value and recognition in the community and leverage those opportunities to make programs more relevant to in-house audiences.



5C – A Not-So- Perfect Storm of Collections Disasters

Intermediate / Collections

Session room: Pueblo

Speakers: Karen Lacy, President and Co-Founder, Muse Curatorial Consulting Group; Melanie Dellas, Collections Assistant, San Diego Museum of Man

Description: Join us to explore collections challenges of a mid-sized California museum. Working with a small budget, no database, and mold and moths, jump into the deep end and see how we learned to swim with a re-housing grant and a lot of hard work. We will share the lessons

learned and the strategies used to develop a sound re-housing, inventory, and monitoring system.

Learning Objectives: Learn how a small staff overcame large problems implementing collections management strategies with limited resources.



5D – Equity = Diversity: Actionable Steps Any Hiring Manager Can Take

Introductory / Museum Operations (Human Resources, Accounting, Guest Operations)

Session room: Andreas

Speakers: Julia Latané, Head Preparator, The Broad; Stacey Swanby, Associate Director of Visitor Services, The Broad

Description: Do you ever feel paralyzed on where to start to build a more diverse workforce and equitable workplace? Join two hiring managers from The Broad who sought change in their own departments and hear about the actionable steps they took to diversify their teams. From changing the interviewing process to providing better job descriptions, they have seen an increase in representation within their staff.

Learning Objectives: To create a list of concrete actions to move toward a more equitable work environment, including hiring and performance review practices, training opportunities, and self-reflection.



5E – All Power to the People: Black Panthers at 50. Case Study of Community-Engaged Exhibition Development, Interpretation, and Evaluation

Intermediate / Multidisciplinary

Session room: Mojave Learning Center

Speakers: Lisa Silberstein, Experience Developer, Oakland Museum of California

Description: This case study spotlights Oakland Museum of California's recent exhibition, All Power to the People: Black Panthers at 50. Hear about the community engagement practices that informed the exhibition development process, including design and interpretation and learn about the visitor evaluation outcomes and impacts the exhibition had on OMCA.

Learning Objectives: To learn about community-engaged exhibition development and visitor evaluation practices, including creative convenings and listening circles, as well as Net Promoter Score (NPS) and internal project team evaluation.

10:45AM–11:15AM / Individual and Institutional Case Studies



6A – Docents Tell All! Reflections on Docent Training

Intermediate / Public Programs (Education, Outreach, Research, Evaluation)

Session room: Chino

Speakers: Jackie Kodish, Docent, Skirball Cultural Center; Anna Schwarz,

Senior Educator, School Program, Skirball Cultural Center

Description: As museum Educators, we strive to offer participatory and inclusive experiences for visitors. Can these same qualities be applied to docent training? This frank conversation between Skirball Cultural Center docent and staff provides real-world insight into the challenges and overriding benefits of embracing a training model rooted in shared leadership.

Learning Objectives: To gain practical strategies for docent and volunteer training that create enhanced communication and a strong peer-learning environment.



6B – Reimagining Annual Fund Stewardship

Intermediate / External Affairs (Development, Membership, Marketing and Public Relations)

Session room: Santa Rosa

Speakers: Jacqueline Rais, Director of Individual Giving, Curators' Circle

Description: The newly transformed San Francisco Museum of Modern Art (SFMOMA) opened in May 2016. Staff and volunteer stakeholders worked together to overhaul the museum's annual fund programs, pricing, and benefits to create deeper engagement with donors and grow revenue. Learn about the creative strategies employed that doubled revenue in two years. This case study emphasizes the opportunity that major institutional change creates to rethink donor engagement.

Learning Objectives: To understand how to advance complex restructuring of long-standing membership programs to achieve increased revenue.



6C – Meaningful Community Engagement: Existing Outside Your Walls

Intermediate / Public Programs (Education, Outreach, Research, Evaluation)

Session room: Pueblo

Speakers: Daniel Aguirre, Community Engagement Manager, Fleet Science Center

Description: The Fleet Science Center, in collaboration with over 60 local STEM organizations and host sites, has run more than a year of free weekly programming outside the museum's walls. Daniel Aguirre will share his experience successfully collaborating with other institutions and how they present high-level content in an accessible format. He will also discuss strategies for engaging diverse audiences, mainly Latino and Hispanic communities.

Learning Objectives: To get diverse audiences to engage with your institution by building relationships with various outside communities and creating a space and reputation for your institution within an existing community.



6D – Artistic Collaborations with the Community

Introductory / Public Programs (Education, Outreach, Research, Evaluation)

Session room: Andreas

Speakers: Holly Gillette, Education Coordinator, Los Angeles County Museum of Art (LACMA); Albert Valdez, Education Coordinator, Los Angeles County Museum of Art (LACMA)

Description: How do you move beyond the traditional classroom art experience to a community-based collaborative project? Join LACMA educators as they share their artistic collaboration with two middle school teachers, 400 students, a public library, a government building, and a local assembly member to conceive, make, and install a large-scale public artwork. Participants will receive a framework for how to initiate and navigate a collaborative project with city officials, school officials, and students, and leave the session saying, "I want to do this too!"

Learning Objectives: To be able to identify strengths and limitations of large-scale collaborative partnerships.

11:00AM–1:00PM / Creative Stations

Location: San Jacinto

Crafting Relevance: Sharpie Tie Dye

Make a groovy conference souvenir using Sharpie markers, rubbing alcohol, and a bandanna! As an illustration of their case study of the same name, MCD will share a favorite technique from last year's Summer of Love celebrations in San Francisco. Join us to create a colorful reminder of how you, too, can use craft to activate your institution's relevance in your community.

Presented By: Museum of Craft and Design

Mapping Your Journey

Inspired by the artistry and repurposed materials that make up Noah's Ark at the Skirball along with the exploration of identity in the Skirball Cultural Center's Pacific Standard Time: LA/LA exhibitions, create an eco-friendly wall hanging that maps out how you came to live in California.

Presented by: Skirball Cultural Center

11:30AM–12:45PM / Concurrent Sessions



7A – Building STEM Identity in Girls Outside of Science Centers

Introductory / Public Programs (Education, Outreach, Research, Evaluation)

Session room: Chino

Moderator: Carol Tang, Executive Director, Children's Creativity Museum

Speakers: Isabel Ziegler, Supervisory Museum Curator, Rosie the Riveter/WWII Home Front National Historical Park; Irene Rodriguez, Executive Director, Cabot's Pueblo Museum

Description: In this panel, hear from non-science center museums who promote girls' interest and identity in science, technology, engineering and math (STEM), through exhibitions, girl-friendly activities, partnerships with girl-serving organizations, and community events. Become inspired that museums play a role in empowering girls to explore STEM content and create narratives around women's roles in science and engineering.

Learning Objectives: Learn how non-science museums promote girls' interest and identity in STEM through exhibitions, girl-friendly activities, partnerships with girl-serving organizations, and community events.



7B – Virtual Museums: Expanding Museum Reach and Revenue with 3D Immersive Models

Intermediate / External Affairs (Development, Membership, Marketing and Public Relations)

Session room: Santa Rosa

Moderator: Dave Alpert, Architect and Co-founder, Geopogo

Speakers: Shelby Graham, Director/Curator, Mary Porter Sesnon Art Gallery, University of California Santa Cruz; Zoot Velasco, Director, Kern County Museum; Mike Hoppe, Creative Director, 3DFX

Description: Emerging 3D technology offers museums the opportunity to create virtual models that can be visited through web, mobile, and virtual reality platforms. These offer increased revenue and margins, inexpensive new exhibit spaces, access to new visitors and demographic sectors, participatory options, and a greater opportunity to inspire the public to visit the physical museum. This expert panel provides diverse perspectives and examples of virtual museums.

Learning Objectives: Understand the costs and benefits of virtual museum options and gain familiarity with some key technology implementation strategies and tools in order to adapt 3D models to suit your specific facility and program needs, tailored to your museum's current and targeted demographics and cultural content.



7C – A Registrar's Tale: Stories from Museum Collections' Trenches

Intermediate / Collections

Session room: Pueblo

Moderator: Leigh Gleason, Curator of Collections, UCR/California Museum of Photography

Speakers: Kara Vetter, Registrar, San Diego Museum of Man; Meredith Patute, Registrar, Oakland Museum of California; Vickie Stone, Registrar & Curator of Collections, Coronado Historical Association

Description: Learn how three registrars are combating scattered collections documentation, fighting against dirty data and poor database implementation, contending with old loans, and wrestling with some of the most outrageous registration challenges ever seen, to gain intellectual control over their collections.

Learning Objectives: Tackle registration issues at your institution, evaluate the state of your collections and documentation, and formulate a work plan based on what best suits your needs.



7D – Piecing it Together: The Integrative Power of Customer Relationship Management Tools

Intermediate / Museum Operations (Human Resources, Accounting, Guest Operations)

Session room: Andreas

Moderator: Jeanette Woodburn, Principal and Founder, Holistic Fundraising

Speakers: Susie Terada, Director of CRM Enterprise Solutions, SFMOMA; Jonathan Hicken, Director of Development and Partnerships, Santa Cruz Museum of Art and History; Sherrill Ingalls, Director of Marketing and Communications, San Jose Museum of Art

Description: Struggling with multiple different tools for recording information about and communicating with visitors, community members, partners, members, and donors? Explore the possibilities when those tools are integrated into customer relationship management (CRM) solutions. Hear from small, midsize, and large institutions using a range of CRM tools to increase their organizational effectiveness.

Learning Objectives: Understand the benefits, challenges, and opportunities in adopting CRM technology and gain tools and ideas for embarking on a technology needs assessment



7E – Recruiting and Retaining a Happy and Productive Board of Directors

Intermediate / External Affairs (Development, Membership, Marketing and Public Relations)

Session room: Mojave Learning Center

Moderator: Sue Lafferty, Independent Museum Professional

Speakers: Randy Shulman, Vice President Advancement, The Huntington Library, Art Collections and Botanical Gardens; Keasha Dumas Heath, Board Member, Museum of African American Art, Celeste DeWald, Executive Director, California Association of Museums

Description: Do you know how to recruit and retain really great board members? Is your museum utilizing your current board of directors to their full potential? Join our expert panel of executive staff and experienced board members in exploring the nuts and bolts of recruitment, care, and feeding of your volunteer leadership. Understand the specific duties of a board of directors and how to keep members feeling challenged and valued for their talent and resources.

Learning Objectives: Employ effective methods of recruiting and retaining great board members.

12:45PM–1:45PM / Lunch

Location: San Jacinto



Enjoy a grab-and-go sandwich lunch and have a seat with your new friends. Exchange contact information and make sure you keep in touch. Start brainstorming how you can contribute to the 2019 CAM Conference. What kinds of sessions and activities would you like to see?

1:00PM–3:00PM / Creative Stations

Location: San Jacinto

STEAM: LEVITATION

How might you levitate a 10-pound rock? Using STEAM, of course! Join LACMA educators to work individually or as a team to design, build, and test a structure that will withstand the weight of one (or more) granite rocks. Find inspiration for your design from LACMA's megalithic sculpture, Levitated Mass.

Presented By: Los Angeles County Museum of Art (LACMA)

Ethnobotanical Bookmarks

Using cuttings and pressed samples from the Native Plant Garden, attendees will make beautiful, one-of-a-kind bookmarks to take home. During the creating process, Barona Museum shares ethnobotanical research: the scientific study of the traditional knowledge and customs of a people concerning plants and their medical, religious, and other uses. Learn the plants' Latin names, common names, names in Kumeyaay/Diegueno language ('Iipay Aa), and their traditional uses.

Presented By: Barona Cultural Center & Museum

1:45PM–3:00PM / Concurrent Sessions



8A – Real Talk: Tackling Uncomfortable Topics in Small Museums

Introductory /

Multidisciplinary

Session room: Chino

Moderator: Amy Cohen, Executive Director, Exhibit Envoy

Speakers: Wendy Abelmann, Director of Education and Community Engagement, History San Jose; Diane Curry, Curator/Archivist, Hayward Area Historical Society; Stefanie Ritter, Museum Program Supervisor, Hi-Desert Nature Museum

Description: With limited staff, time, and budgets, small museum workers face particular challenges when tackling uncomfortable topics. Learn how three professionals at small

museums have successfully addressed topics that are hard to talk about—from immigration to death and from race to bodily functions—through exhibitions, education, and public programming. Feel empowered to create community conversations around and about uncomfortable topics.

Learning Objectives: Learn techniques you can put into practice at your own institution, even with limited resources, to successfully present uncomfortable topics.



8B – Hot Topics: Museums Responding to Current Events

Intermediate / Multidisciplinary

Session room: Santa Rosa

Panelists: Bill Bailor, Director of Operations, The Tech Museum of Innovation; Bob Beatty, Founder and President, Lyndhurst Group; Linda Blanshay, Director, Program Development, Museum of Tolerance

Description: Join museum leaders from across disciplines to explore how recent events around the globe are impacting your museum. This interactive session will encourage you to think critically about local and global events and when and how museums responded. Does your

museum have a plan? Join us to discuss current events and what we can expect moving forward.



8C – Reimagining Museum Evening Programs: From Drab to Fab!

Intermediate / Public Programs (Education, Outreach, Research, Evaluation)

Session room: Pueblo

Speakers: Catherine Lee, Public Engagement Manager, San Diego Museum of Man; Andrea Decker, Adult Public Programming and Executive Assistant, Reuben H. Fleet Science Center; Drew Oberjuege, Executive Director, Riverside Art Museum

Description: Today's cultural market is saturated with engaging evening offerings: beer tastings, festivals, 80's parties. How can museums capture audiences while remaining true to their values? This session examines how four institutions rose to this challenge. Each will discuss successes and failures, partnerships and community engagement strategies, and the risks taken to remain relevant. Exchange ideas for re-imagining your own evening programming and learn insider tips about pitfalls to avoid.

Learning Objectives: Discover tools and strategies for engaging in partnerships with other museums and community organizations to create evening events true to your institutional values.



8D – Diversifying Earned Revenue – Shark Tank Style!

Intermediate / External Affairs (Development, Membership, Marketing and Public Relations)

Session room: Mojave Learning Center

Moderator: Christine Stokes, Museum Director, Coronado Historical Society

Speakers: Michael Warren, President & CEO, Turtle Bay Exploration Park; Michael Shanklin, Chief Executive Officer, Kidspace Museum; Anthony Brown, Chief Financial Officer, Aquarium of the Pacific

Description: The American Alliance of Museum (AAM) forecasted the need for revenue diversification in 2012. With an uncertain federal budget, earning from a variety of sources is more important than ever. Hear from three organizations that caught on early and are actively diversifying their income streams. Come with YOUR best revenue generation ideas and the judges will vote on them, Shark Tank Style, complete with prizes for top ideas! Hear some new ideas for earned income diversification projects from those already launching.

Learning Objectives: Practice how to think outside the box using your organization's assets to generate income to support your missions.

3:15PM–4:15PM / Closing Town Hall



Welcoming New Audiences, Honoring Tradition

Location: Mojave Learning Center

Donors, front-line staff, foreign dignitaries, politicians and volunteers...What do they all have in common? Jeremy Bernard believes they all deserve to be treated well and that treating people well requires a certain level of flexibility. As the former social secretary to former President Barack Obama and the First Lady, Bernard will share stories that demonstrate the importance of providing inclusive events and experiences that lead to welcoming new audiences and changing the way we view tradition. Join us as he shares valuable lessons about how to

work productively with people from different walks of life and points of view. Jeremy Bernard served as White House Social Secretary and Special Assistant to the President from 2011-2015. He was profiled in a recent article in *Vogue* magazine as the first male and first gay White House Social Secretary (March 2015). Prior to that, he was the White House Liaison to the National Endowment for the Humanities (NEH). He has worked on various political campaigns, including the 1992 Clinton campaign, the 1993 Presidential Inaugural Committee, and the 2009 Presidential Inaugural Committee and was appointed by President Clinton to the Presidential Advisory Committee for the Arts of the John F. Kennedy Center for the Performing Arts. He was also appointed to the Democratic National Committee in 2001 and reappointed in 2005. He was an Obama Super Delegate in 2007-2008. Mr. Bernard now lives in Los Angeles. He is founder and president of JMB Global, LTD. He is the author of *Treating People Well: The Extraordinary Power of Civility at Work and in Life*.

4:15PM–5:00PM / Treating People Well: Book Signing with Jeremy Bernard

Location: Registration Foyer

Sponsored by:



5:00PM–7:00PM / Happy Hour in the Desert



Whether you are waiting for traffic to clear or taking a few extra days to enjoy the desert, join us at *JusTapas* for a few more laughs and to exchange contact info with colleagues and friends.

Location: *JusTapas*,
301 N. Palm Canyon
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OUR SUSTAINABLE STEPS

For over ten years, CAM's Green Museums Initiative has championed sustainability and eco-friendly practices. These are a few of the steps we took to make this event

environmentally-friendly:

- Vegetarian meals served at the conference hotel, unless attendee requested otherwise
- Registration tote bags and lanyards made from recycled plastic bottles
- Conference t-shirts made from post-consumer recycled plastic
- Badge holder made of 100% compostable material
- Banners printed on biodegradable and recyclable material using latex inks that are non-toxic, donated by Olson Visual
- Program uses 42% less paper than comparable publications and was printed on 60% recycled paper, 30% PCW
- Carbon Offset Donations were made possible during the registration process and will be donated to Carbonfund.org to help reduce and offset our climate impact

Learn more at www.calmuseums.org/sustainablesteps

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MATT Construction has been building museums and collaborating with cultural institutions in California since the company's founding in 1991. Notable projects include The Broad, Petersen Automotive Museum, Skirball Cultural Center, LACMA Transformation, The Natural History Museum of Los Angeles County, and numerous projects at the Hammer Museum, Museum of Tolerance, and the Huntington Library, Art Collections, and Botanical Gardens. For the broader portfolio of MATT's museum and cultural work, visit the MATT website.

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501(c)(3)(b)(s): Deprogramming for organizational growth is a podcast hosted by Zoot Velasco, MBA, CFRE busting the myths of the social sector. Take part in an episode on "Museum myths" Wednesday at the podcast booth!

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