

Exploring Social Impact



MARCH 25, 2021

[CALMUSEUMS.ORG/2021VS](https://calmuseums.org/2021vs)



2021 CAM Virtual Summit
Exploring Social Impact Program

ABOUT THE SUMMIT

Articulating and measuring a museum's impact on its community goes beyond counting the number of visitors or program attendees. What real difference is your museum making? This summit will explore how museums are serving their communities in new ways, particularly in response to the pandemic, and how they are assessing their social impact.

REGISTRATION

The CAM member registration fee is \$25 for each summit or \$100 for the entire series. The non-member registration fee is \$30 for each summit or \$125 for the series. Learn more about CAM membership – starting at just \$15!

ACCESSIBILITY

Live captioning will be provided.

CODE OF CONDUCT

CAM is committed to providing respectful program experiences that are safe, inclusive, and free of harassment. A Code of Conduct sets expectations for all CAM program participants, provides steps to report incidents, and lists possible consequences for would-be violators. CAM does not tolerate harassment or discrimination in any form.

1:00PM: Welcome & Opening Remarks *(Live and Pre-Recorded on the Stage in Hopin)*

Centering Social Impact: Revelation and Reckoning

(Pre-Recorded on Tuesday, March 23)

Stacey Shelnut-Hendrick, Director of Education, Crocker Art Museum

Theresa Sotto, Associate Director of Academic Programs, Hammer Museum at UCLA

1:30PM: Measuring Social Impact Panel Discussion *(Live on the Stage in Hopin)*

Measuring Museum Social Impact: Learn How Your Museum Can Participate in a New Nationwide Study

Museum visitation correlates with increased health and well-being, intercultural competence, strengthened relationships, and education and engagement. A new nationwide project measuring social impact seeks participation from museums to investigate their social impact. Attendees will hear about the Utah pilot, learn about the national project, and learn how to apply.

Michelle Mileham, Project Manager, Measurement of Museum Social Impact (MOMSI), Utah Division of Arts & Museums

Emily Johnson, Museum Services Specialist, Utah Division of Arts & Museums

Stephen Ashton, Director of Audience Research & Evaluation, Thanksgiving Point

2:15PM: Networking Breakout Sessions *(Hopin Sessions)*

Choose from 2 breakout rooms to join presenters and other participants in discussing the summit content and the impact it has on your work and the museum field.

Make Your Mark: Breakout Discussion 1

What have we learned today? What insights from today's sessions have resonated the most? Summit goers will have the opportunity to put their mark on the day through two breakout discussions (2:15–2:30 PM and 3:45–4:00 PM). Join to discuss what we have learned and take a deeper dive! These interactive sessions will include a facilitated discussion with Lord Cultural Resources Senior Practice Leader **Kathleen Brown**, and a live interactive word cloud contributed to by all participants. Kathleen will share the results of the day's breakout sessions during the Closing Remarks (5:00 PM–5:15 PM).

MOMSI Q&A

Join the MOMSI team for an informal chat and Q&A session after their presentation. Learn more about what participating in this IMLS-funded

project means for your museum, and bring any questions or concerns you have about participating!

2:30PM: Break

2:45PM: Exploring Social Impact Case Studies *(Live on the Stage in Hopin)*

Collecting COVID Stories and Connecting During Isolation

In April 2020, the California Historical Society (CHS) launched Tell Your Story—California in the Time of COVID-19, an online project to collect personal stories and photographs from ordinary people facing a historic crisis. Hear about the project's original goals and what CHS learned instead.

Erin Garcia, Director of Exhibitions, California Historical Society

Developing Resiliency—Building Spaces

Learn about the Resiliency Audit: an emerging, evidence-based tool that can assist museum practitioners, from exhibit designers to program staff, in the development and evaluation of museum spaces and facilitation that support children's resilience.

Megan Dickerson, Director of Exhibitions, The New Children's Museum

Social Impact from the Start

Los Angeles's new Lucas Museum of Narrative Art is making social impact part of its DNA as it builds towards opening. Hear about the museum's vision and its approach to this work.

Germonique Ulmer, Managing Director, Social Impact, The Lucas Museum of Narrative Art

Why We Need Collective Leadership in Museums

Museum Workers Speak arose out of a collective demand for equitable working conditions in museums. We will share examples of how collective leadership shapes our work and advocate for establishing collective leadership practices across all levels of museum work.

Alyssa Greenberg and Gwendolyn Fernandez, Museum Workers Speak

3:45PM: Networking Breakout Sessions (*Hopin Sessions*)

Choose from 5 breakout rooms to join presenters and other participants in discussing the summit content and the impact it has on your work and the museum field.

Make Your Mark: Breakout Discussion 2

What have we learned today? What insights from today's sessions have resonated the most? Summit goers will have the opportunity to put their mark on the day through two breakout discussions (2:15–2:30 PM and 3:45–4:00 PM). Join to discuss what we have learned and take a deeper dive! These interactive sessions will include a facilitated discussion with Lord Cultural Resources Senior Practice Leader Kathleen Brown, and a live interactive word cloud contributed to by all participants. Kathleen will share the results of the day's breakout sessions during the Closing Remarks (5:00 PM–5:15 PM).

California Historical Society Q&A

Join Erin Garcia for an informal chat and Q&A session after the case study presentation.

The New Children's Museum Q&A

Join Megan Dickerson for an informal chat and Q&A session after the case study presentation.

Lucas Museum of Narrative Art Q&A

Join Germonique Ulmer for an informal chat and Q&A session after the case study presentation.

Museum Workers Speak Q&A

Join Gwendolyn Fernandez and Alyssa Greenberg for an informal chat and Q&A session after the case study presentation.

4:00PM: Break

4:15PM: Museums as Second Responders Panel Discussion

(Pre-Recorded on the Stage in Hopin)

NOT GOING BACK: Second Responders As The New Normal

(Pre-Recorded in three sessions, Monday, March 22, Tuesday, March 23, and Wednesday, March 24)

Prior to 2020, “second responders” was applied to regional catastrophic climate events. COVID-19 introduced the unimaginable. The region affected would be the entire planet and we all became second responders in new ways. Join museums who believe these new roles must become the new normal. We will NOT GO BACK.

Vickie Stone, Curator of Collections, Coronado Historical Association
(Moderator)

Victoria Gerard, Vice President of Programs and Collections, Bowers Museum

Sandy Valdivia, Education Coordinator, Fleet Science Center

Sally Tallant, President & Executive Director, Queens Museum

5:00PM: Closing Remarks (Live on the Stage in Hopin)

Kathleen Brown, Chief Operating Officer, Lord Cultural Resources

5:15PM: Break

5:30PM: Refresh & Reflect Happy Hours *(Hopin Sessions)*

End your day on a high note! Join your fellow museum professionals for informal, topical happy hours to discuss issues relevant to all of us.

Social Impact Stories

Hosted by **Jennifer Caballero**, Marketing Director, Skirball Cultural Center

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