

ON COMMON GROUND

March 8–11, 2023
Oakland, CA

2023 CAM Conference Program

All activities subject to change

CAM is supported in part by grants from the California Arts Council, a state agency, the National Endowment for the Arts, a federal agency, and Associated Foundations, Inc.



California Association of Museums (CAM) is committed to providing a safe, inclusive, and respectful learning and networking experience for everyone. The [Code of Conduct](#) outlines expectations and consequences for violations.

SAFE PROGRAMMING

CAM is excited to offer in-person programming on this scale again for the first time since 2020, and we know how eager many of you are to gather together. We will not be requiring proof of vaccination, but highly encourage vaccination and boosters. For the health and safety of our colleagues, masks are also encouraged (but not required). Capacity and spaces have been thoughtfully considered in the planning of this event, and we encourage you to explore the outdoor areas, East Bay harbor breezes, and water views for your lunches and breaks when possible.

REGISTRATION

All registered attendees MUST check in at the Registration Desk off the main lobby of the Waterfront Hotel (Compass Room) to pick up name badges and any tickets for additional program items upon arriving at the conference. All we need is your name at the Registration Desk (no confirmation receipt required). There will be a temporary Registration Desk at Bloc15 on Thursday, March 9 to collect a temporary nametag, but attendees will need to finalize check-in at the Waterfront Hotel.

Registration Desk Hours, Waterfront Hotel, Compass Room:*

Wednesday, March 8, 2023 – 7:00AM–6:00PM

Thursday, March 9, 2023 – 7:00AM–6:00PM

Friday, March 10, 2023 – 7:00AM–12:00PM

*Subject to change

WIFI ACCESS

WiFi is readily available at the Waterfront Hotel. For those staying on property it will be "Waterfront Plaza" Enter your room number and last name and you'll be connected. Those that are not staying on property can access the meeting room WiFi listed below. Please note that connection speed is dependent on the number of users.

WiFi network: Waterfront Meeting

Password: VESPER

FREE ADMISSION SITES

Several local museums and cultural organizations from our [Host Committee](#) are generously offering free admission to [CAM On Common Ground](#) conference attendees. [Please refer to the list for details.](#) Present your CAM On Common Ground registration badge or registration receipt for museum entry.

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WEDNESDAY, MARCH 8, 2023

There are a myriad of pre-conference activities scheduled for Wednesday. These are excellent opportunities to kick off your conference experience for an added cost (refer to costs listed for each itinerary item). You may add tickets for these events to your new or existing registration onsite, pending availability. Space is limited.

Pre-Conference Workshops

Registration required; additional cost. Not included in conference registration.

Transportation to off-site workshop not provided.

Disasters are Looming, Museums are Booming: Preparing and Adapting for the Changing Californian Landscape

Workshop / Intermediate / Collections

Wednesday / 8:00AM–11:00AM, 1:00PM–3:00PM (2 hour break for lunch on your own)

Location: [USS Hornet - Sea, Air, and Space Museum](#), 707 W Hornet Ave, Alameda, CA 94501

Cost: \$45

Facilitators: *Christina Bean*, Associate Conservator of Paper, Balboa Art Conservation Center; *Morgan Wylder*, Associate Conservator of Paintings, Balboa Art Conservation Center; *Emma Poggioli*, Registrar, Balboa Art Conservation Center

Description: The frequency and type of disasters affecting California and its collections has changed over the years. This one-day workshop will focus on the fundamentals of disaster preparedness, including creating an emergency plan, assembling a disaster kit, collections recovery skills, prioritization of disaster response steps and hands-on care of wet materials.

Learning Objectives: Participants will gain the skills to work effectively within their museum spaces and teams to prepare for and respond to disasters, including how to engage with other departments during disaster preparedness, which supplies are truly necessary for disaster prep, and how to hold in-house training drills for staff.

Inclusion for People with Disabilities – Creating Your Roadmap

Workshop / Introductory / Multidisciplinary

Wednesday / 8:00AM–11:30AM

Location: Chart Room, Waterfront Hotel

Cost: \$15

Facilitators: ***Lisa Eriksen**, Principal, Lisa Eriksen Consulting / Former Accessibility Coordinator, Palo Alto Jr. Museum & Zoo; **Maia Werner-Avidon**, Principal, MWA Insights; **Kathryn Hedges**, Principal, Splendid Colors / Accessibility Advisor, Palo Alto Jr. Museum & Zoo; **Tina Keegan**, Exhibits Director, Palo Alto Jr. Museum & Zoo*

Description: Looking to improve accessibility for people with disabilities? Learn how a museum and zoo created a truly inclusive and accessible facility. Participate in activities to practice the process and draft your own roadmap. Topics: disability rights, strategies and plans, engaging users and advisors, gaining institutional commitment, staff training, prototyping, fundraising.

Learning Objectives: After attending this program, participants will learn how to engage advisors and people with disabilities in the development process, test out ideas and gain institutional commitment. During the workshop, they will learn how to apply lessons learned from our project by drafting an access and inclusion plan for their museum.

Keys to Successful and Collaborative Grant Writing

Workshop / Introductory / External Relations

Wednesday / 1:00PM–2:30PM

Location: Chart Room, Waterfront Hotel

Cost: \$5

Facilitator: ***Ariel Weintraub**, Associate Director, Institutional Giving, Oakland Museum of California*

Description: Writing grant proposals for Foundations and Government Agencies requires collaboration between development, curatorial, collections, education, and community partners. This session will combine individual grant writing instruction with exercises to guide you towards more collaborative work, improve your focus and writing, as well as listen actively to your colleagues.

Learning Objectives: Participants will receive professional writing tips, including how to prepare for and construct a clear, persuasive grant proposal. This session will help both fundraisers and general museum staff members understand that soliciting income is a process that includes many elements and questions, and is best accomplished by including multiple voices.

Museums & Tax Credits: Expanding Traditional Museum Fundraising

Workshop / Introductory / Museum Operations

Wednesday / 2:00PM–4:30PM

Location: Boardroom 282, Waterfront Hotel

Cost: \$50

Facilitators: ***Daniel Ronan**, Executive Director, Flower Hill Foundation;*

***Robert Pascual**, Financial Management Consultant; **Adam Markwood**,*

*Director of Investments, Brian Wishneff & Associates; **Chitra Aiyar**, Nonprofit Tax Consultant*

Description: Whether through capital projects or operations, tax credits can expand traditional fundraising tools and increase the capacity of institutions to support their missions. This workshop brings two tax credit experts to talk about historic tax credits, New Markets Tax Credits, and Employee Retention, and Paid Leave tax credits, among others.

Learning Objectives: After attending this program, participants will be able to confidently assess whether tax credits are a solution for their museum and have the information and capacity to ask necessary questions of their HR and Development departments and consultants to explore various types of tax credits benefiting their museum missions.

5:00PM–6:30PM / Host Committee Welcome Reception

Registration required; no additional cost.

Location: Spinnaker Ballroom, Waterfront Hotel

Cost: Free (registration required)

Description: Relax and mingle with colleagues before the conference switches into high gear on Thursday morning with panels, discussions and case studies. This reception will take place onsite at the conference hotel in a flexible indoor-outdoor space. Afterwards, depart for dinner on your own at one of Oakland's amazing [restaurants](#).

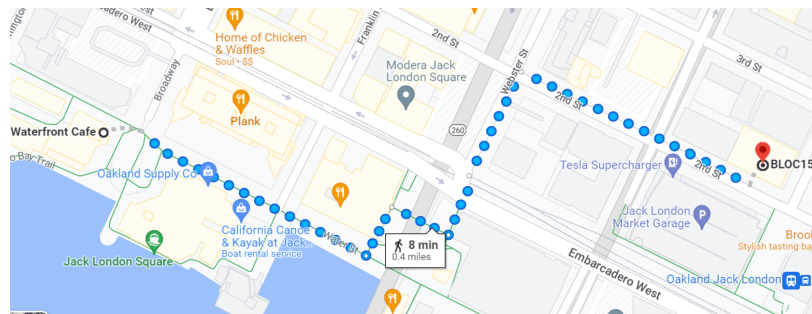
Menu: Charcuterie and Light Bites with a complimentary drink ticket.

THURSDAY, MARCH 9, 2023

Location and rooms for all concurrent sessions and programs on Thursday are noted.

Courtesy Shuttle: An accessible van will be offering transports for individuals who require assistance between Bloc15 and the Waterfront Hotel between 8:30AM–5:30PM. The shuttle pick-up locations are the Waterfront lobby and the main entrance to Bloc15.

For those who are able and willing to walk, it is an 8-minute walk between the hotel and Bloc15. Recommended walking route:



7:30AM–8:30AM / Light Breakfast

Stop by the Chart room at the Waterfront Hotel to grab a cup of coffee and a light breakfast (think bagels and pastries) before heading over to Bloc15 to hear our Opening Town Hall Speaker and check out the 2023 Exhibit Hall.

9:00AM–10:45AM / Opening Town Hall

Location: Bloc15, 252 2nd St, Oakland, CA 94607

Following the opening welcome remarks, conference participants will hear from Fredrika Newton, co-founder of the Dr. Huey P. Newton Foundation, former Black Panther Party member, and widow of Huey P. Newton. A local to Oakland, Newton's presentation will feature community history, conversation about the legacy of the Black Panther Party, and Q&A about the creation of the Dr. Huey P. Newton Center for Research and Action. Winners of the [2022 Superintendent's Award for Excellence in Museum Education](#) will also be presented their awards.

9:00AM–6:00PM / Exhibit Hall

[View the CAM 2023 Exhibitor list.](#)

Location: Bloc15

Stop in for CAM's one-day exhibit hall to meet our vendors and network with museum colleagues. Business representatives will be displaying and demonstrating products and services throughout the day. The 2023 exhibit hall will be a hub of activity, including a happy hour in the evening with a complimentary drink ticket for each registered conference attendee.

11:00AM–12:15PM / Concurrent Panel Sessions

Building Foundations—A Conversation with California Funders

Panel Session / Introductory / External Relations

Thursday / 11:00AM–12:15PM

Location: Bloc15

Moderator: ***Rick Noguchi**, Chief Operating Officer of Programs and External Relations, Japanese American National Museum*

Speakers: ***Tamara Alvarado**, Program Officer, Local Grantmaking, David and Lucile Packard Foundation; **Julie Fry**, Outgoing President and CEO, California Humanities; **Ashley Rodwick**, Senior Program Officer, Koret Foundation*

Description: Stay after the Opening Town Hall to hear from a selection of program officers from California foundations and nonprofits that offer grants to California museums. What are some of the trends impacting institutional and government giving statewide? How can museums position themselves for greater support now and into the future?

Monumental Reckoning

Panel Session / Advanced / Multidisciplinary

Thursday / 11:00AM–12:15PM

Location: Spinnaker 1, Waterfront Hotel

Moderator: ***Nicole Meldahl**, Executive Director, Western Neighborhoods Project*

Speakers: ***Anna Lisa Escobedo**, Experience Manager, Yerba Buena Center for the Arts; **Ralph Remington**, Director of Cultural Affairs, San Francisco Arts Commission*

Description: How should California's public institutions and leaders address controversial monuments as we reckon with a legacy of injustice in public art? This panel will discuss the inherent vice of monuments, creative approaches to dealing with existing installations, and public engagement as a critical component in finding a sustainable path forward.

Camps 2.0: Looking Back to Look Forward

Panel Session / Intermediate / Public Programs

Thursday / 11:00AM–12:15PM

Location: Regatta 1, Waterfront Hotel

Speakers: ***Ashley Ukleja**, Camps and Classes Manager, Bay Area Discovery Museum; **Julee Brooks**, CEO, Woodcraft Rangers; **Laura Schmidl**, Director of Education, Discovery Cube*

Description: The pandemic changed museum camp programs forever. Camp programs have faced space and activity changes, staffing challenges, bulk hand sanitizer orders, and more. However, they continue to be a driver of mission and revenue. Panelists will discuss how their programs have been affected, and even become more efficient and effective.

Finding Yourself in Museums: Using Storytelling to Center Personal Narratives and Break the Down Institutional Barriers

Panel Session / Advanced / Public Programs

Thursday / 11:00AM–12:15PM

Location: Regatta 2, Waterfront Hotel

Moderator: ***David Burton**, Director, Grace Hudson Museum*

Speakers: ***Ilana Gustafson**, Senior Manager of Performing Arts, Natural History Museums of Los Angeles County; **Corey Madden**, Executive Director, Monterey Museum of Art; **DeLanna Studi**, Artistic Director of Native Voices, Autry Museum of the American West*

Description: Storytelling and theater in Museums oftentimes sits within the ancillary offerings, but how can these mediums of personal narrative be folded into the essential inquiry of our institutions? In this panel discussion we will explore how interdisciplinary creative inquiry is able to break barriers to allow visitors to engage authentically with Museums.

12:15PM–1:30PM / Picnic Lunch

Conference badge required to attend.

Location: Picnic style lunch will be available from both Bloc15 and the Waterfront Restaurant inside the hotel.

A complimentary picnic lunch will be available which includes sandwiches and chips. Vegetarian/Vegan options as well as Gluten Free options will be available to self select. We hope this convenient lunch allows you to maximize your time with colleagues and ensure you're on time to the next set of learning experiences on your schedule. You must be registered for the conference and have a badge to attend lunch. Of course, if you prefer, you're welcome to check out some of the local Oakland restaurants in [Jack London Square](#).

1:30PM–2:45PM / Concurrent Learning Opportunities

Superintendent's Award for Excellence in Museum Education

Panel Session / Introductory / Public Programs

Thursday / 1:30PM–2:45PM

Location: Bloc15

Moderator: *Ana Navarro, Executive Assistant to the CEO, Bay Area Discovery Museum*

Speakers: *Nicole Duran, Senior Manager - Education Outreach, Natural History Museums of Los Angeles County; Valentina Quezada, Education and Engagement Manager, USC Pacific Asia Museum; Emily Gerstner, School Programs Manager, The Contemporary Jewish Museum; Wendy Abelmann, Education Specialist, Oceanside Museum of Art*

Description: The Superintendent's Award for Excellence in Museum Education is a joint awards program of CAM and the California Department of Education. Join the 2022 award winners to learn more how they exemplify excellence in K-12 museum education. For more information, see www.calmuseums.org/superintendentsawards

Emerging Museum Leadership and Higher Education: New Initiatives and Perspectives

Panel Session / Advanced / Public Programs

Thursday / 1:30PM–2:45PM

Location: Spinnaker 1, Waterfront Hotel

Moderator: *Brad King, Vice President, Lord Cultural Resources*

Speakers: *Aleesa Pitchamarn Alexander, Ph.D., Robert M. and Ruth L. Halperin Associate Curator of Modern and Contemporary Art, Cantor Arts Center, Stanford University; Jennifer Bethke, Ph.D, Lecturer, Art History/Interim Director, University Art Gallery, Sonoma State University Art Gallery; Lisa White, Assistant Director (Education and Outreach), UC Berkeley Museum of Paleontology*

Description: Learn how emerging museum professionals within University Museums are building new initiatives and perspectives for community engagement and to amplify the work of BIPOC and underrepresented artists or cultural practitioners.

Living Our Values through the World of Finance

Panel Session / Advanced / Museum Operations

Thursday / 1:30PM–2:45PM

Location: Regatta 1, Waterfront Hotel

Speakers: ***Monica Bonny**, CFOO, Bay Area Discovery Museum; **Kim Ondreck Carim**, CFO, Oakland Museum of California*

Description: Whether intentional or not, financial decisions communicate our values. What if your financial decisions truly reflected your organization's values and helped to lift the morale of your staff? This session will examine how to re-envision budgeting and budget tracking processes, compensation strategies, and staff communications practices to do exactly that.

Ready - Or Not! Emergency Preparedness for Cultural Collections

Case Study / Introductory / Collections

Thursday / 1:30PM–2:00PM

Location: Regatta 2, Waterfront Hotel

Speaker: ***Hillary Ellis**, Lead Emergency Preparedness Consultant, California Ready - Or Not Project, Northeast Document Conservation Center*

Description: This program presents the first year of the Ready – Or Not Emergency Preparedness project. Research shows insufficient disaster planning at collecting organizations, so Ready – Or Not provides free on-site emergency preparedness assessments in museums and history collections across California. Learn about the project's progress and how to participate.

Lessons from a Small Children's Museum: Engaging Diverse Communities Through Mission Driven Special Events

Case Study / Introductory / Multidisciplinary

Thursday / 1:30PM–2:00PM

Location: Spinnaker 2, Waterfront Hotel

Speakers: ***Meghan Toland**, Deputy Director, Sacramento Children's Museum; **Rachelle Ahmad**, Educator Director, Sacramento Children's Museum*

Description: This interactive session uses Sacramento Children's Museum's experience with two successful signature events (Dogs with Jobs, Pride with Leo and Friends) to highlight simple and effective ways to engage your community and celebrate diversity. We'll share activity examples, suggestions, and lessons that apply to all types of museums.

Working Together: Techniques, Practices, and Tools to Develop Registration and Preparator Cohesion

Case Study / Intermediate / Collections

Thursday / 2:15PM–2:45PM

Location: Regatta 2, Waterfront Hotel

Speakers: *Monica Raden, Preparator Supervisor, Oakland Museum of California; Meredith Patute, Registrar, Oakland Museum of California*

Description: Discussion of the creative ways OMCA Preparators and Registrars collaborate to make improvements in working environment, efficiency, collections care, skill growth and camaraderie. Learn about the tools, processes and teams that OMCA has developed through cross collaboration. This presentation discusses what successful and realistic collaboration looks like.

Strategies for Utilizing Teen Volunteers in Small Museums

Case Study / Introductory / Public Programs

Thursday / 2:15PM–2:45PM

Location: Spinnaker 2, Waterfront Hotel

Speakers: *Brittani Alberto-Shaikh, Museum Education Coordinator, Gilb Museum of Arcadia Heritage; Stevy Acevedo, Historical Museum Curator, Gilb Museum of Arcadia Heritage*

Description: Learn how the Gilb Museum's 2-person staff is able to maintain and operate a 45-person teen volunteer program. Hear strategies and practical examples of how to create a sustainable teen volunteer program that helps to engage the community and provide assistance in a small museum setting.

2:00PM–400PM / Creative Station

How do Boats Float?, *presented by the U.S.S. Hornet Museum*

Location: Chart Room, Waterfront Hotel

Description: Build a boat from a sheet of aluminum foil and see how many pennies it can hold before it takes on water. Uses a hands-on experiment to teach about displacement.

2:45PM–3:15PM / Snack at Bloc15 and Waterfront Hotel



If Cookie Monster is your favorite muppet, this break is for you! Nosh on some cookies and brownies and brainstorm how you can implement some new ideas at your own museum. Connect with museum friends and discuss what exhibitors you'll want to drop in at the happy hour ahead. *Snack Sponsored by [CalNonprofits Insurance Services](#).*

3:15PM–4:30PM / Concurrent Learning Opportunities

Moving Beyond Land Acknowledgements and Decolonization Hurdles Towards Meaningful Collaboration (Perspectives from Barona Museum)

Panel Session / Intermediate / Multidisciplinary

Thursday / 3:15PM–4:30PM

Location: Bloc15

Moderator: ***Laurie Egan-Hedley**, Director/Curator, Barona Cultural Center & Museum*

Speakers: ***Kurosh Yahyai**, Manager of Studios, The New Children's Museum; **Zak Abramson**, Museum Educator, San Diego Museum of Contemporary Art*

Description: It seems non-Native museums get stuck at first steps—crafting good land acknowledgments and decolonization—and are never able to move beyond these. While both are important, don't let these become insurmountable hurdles! Learn from our success collaborating with non-Native museums and the meaningful experiences gained by both sides.

A Collaborative Exhibit Design Process To Integrate Multiple Expertises

Case Study / Intermediate / Public Programs

Thursday / 3:15PM–3:45PM

Location: Regatta 2, Waterfront Hotel

Speakers: ***Lee Bishop**, Design Strand Lead/Biotechnology Lead, Lawrence Hall of Science, University of California Berkeley; **Kathryn Quigley**, Production Manager, Lawrence Hall of Science, University of California Berkeley*

Description: Learn strategies for collaborative exhibit design through a framework called the Learning and Engagement Design (LED) featuring artifacts and design activities. We share insights that emerged while applying the framework to an augmented reality exhibit (Bugtopia).

Re-Imagining Docent Training to Achieve "RAD" Docents

Case Study / Intermediate / Public Programs

Thursday / 3:15PM–3:45PM

Location: Spinnaker 2, Waterfront Hotel

Speakers: *Kim Tulipana*, Associate Director of Public, School and Digital Programs, The Huntington Library, Art Museum, and Botanical Gardens;

Brandi Shawn-Chaparro, Associate Director of Volunteers and Visitor Engagement, The Huntington Library, Art Museum, and Botanical Gardens

Description: Explore the process of transforming a docent training program to create "RAD" (relevance, access, and diversity) Docents at The Huntington. We will examine docent demographics in relation to changing audiences and provide insights around the principles of adult education, community engagement, and game design that shaped our thinking.

Not by Translation Alone: Serving Spanish-Speaking Communities with Translation and Culturally Appropriate Programming

Case Study / Intermediate / Public Programs

Thursday / 4:00PM–4:30PM

Location: Regatta 2, Waterfront Hotel

Speaker(s): *Madeline Duffy*, Community Engagement Coordinator, Pacific Grove Museum of Natural History

Description: Sometimes, good-faith attempts to increase accessibility can fall flat, or worse, damage relationships. This case study considers what happens when museum professionals focus on access alone rather than on the programs they provide access to, and how the PGMNH addressed this problem by establishing Spanish-language programs.

4:30PM–6:00PM / Exhibit Hall Happy Hour

Happy hour in the Exhibit Hall at Bloc15 included in conference registration. Includes light bites and a complimentary drink ticket.

Sponsored by [University of San Francisco Museum Studies](#) and [The Annenberg Foundation Trust at Sunnylands](#).



4:30PM–6:00PM / Creative Station

DIY Victorian House, *presented by Camron Stanford House*

Location: Bloc15

Description: Look at the example photographs of 19th century rooms then use stencils (or freedraw) to decorate the walls and furniture of your own Victorian parlor. Practice the art of hand stenciling—in miniature!

6:30PM–8:00PM / On Common Ground: Ripple Effect

Registration required; additional cost. Not included in regular conference registration.

Location: Waterfront Restaurant

Cost: \$25 onsite registration

Description: One small action has the potential to have an enormous impact. Join fellow museum colleagues for a cocktail and light bites to discuss the programs and sessions from the day. What inspired you and what inspired others, what ripple will these activities have on your museum and on your career? Explore the ripple with others and form new collaborations. Event price includes a drink ticket and hors d'oeuvres while you sit on common ground overlooking the beautiful bay.

FRIDAY, MARCH 10, 2023

Location and rooms for all concurrent sessions and programs on Friday are noted.

Courtesy Shuttles: Complimentary shuttle transportation between the Oakland Museum of California and Waterfront Hotel will be provided on Friday from 1:30PM–6:30PM. Shuttles will run on a loop during these hours. A wheelchair accessible van will be available between the hours of 2:00PM–6:00PM. Attendees are responsible for their own transportation outside of those hours.



ALL DAY: Coffee and Tea will be available all day on Friday courtesy of [Museum Management Consultants](#).

7:30AM–8:30AM / Continental Breakfast

The [Lucas Museum of Narrative Art](#) welcomes all conference attendees to a sponsored morning continental breakfast in Spinnaker 2. Soak in that morning caffeine and see which sessions your fellow colleagues are attending while fueling up before a full day of learning.



8:45AM–10:00AM / Concurrent Learning Opportunities

14 Institutions, 1 Shared Vision of Raising Awareness About Environmental Issues and Inspiring Action

Panel Session / Advanced / Multidisciplinary

Friday / 8:45AM–10:00AM

Location: Spinnaker 1, Waterfront Hotel

Moderator: **Kevin McGarry**, Associate Director for Public Engagement, Santa Barbara Trust for Historic Preservation

Speakers: **Kevin Spracher**, Interpretation and Exhibitions Curator, Santa Barbara Botanic Garden; **Briana Sapp**, Marketing & Communications, Santa Barbara Museum of Natural History

Description: Formed in 2020, the Environmental Alliance of Santa Barbara County Museums is a collective of 12 museums, a zoo, and a botanic garden that raises awareness about environmental issues through exhibitions and educational programming. Panelists will share lessons learned and the Alliance's plans for the future.

Mobile Engagement Within and Beyond the Walls

Panel Session / Introductory / Multidisciplinary

Friday / 8:45AM–10:00AM

Location: Chart Room, Waterfront Hotel

Moderator: *Jonathan Munar, Arts, Bloomberg Philanthropies*

Speakers: *Rick Noguchi, Chief Operating Officer of Programs and External Relations, Japanese American National Museum; Vicky Murakami-Tsuda, Communications Production Manager, Japanese American National Museum; Scott Tennent, Chief Communications Officer, Hammer Museum*

Description: Where does the museum visit begin or end? As in-person experiences went from absent to limited before resuming under new conditions, the traditional visit became redefined. Hear from a panel of experts as they discuss how the current state of digital mobile experiences has expanded beyond the traditional on-site setting.

"I Changed The Way I Think": How A Single Museum Visit Impacts Emerging Adults' Self-Efficacy

Case Study / Introductory / Public Programs

Friday / 8:45AM–9:15AM

Location: Spinnaker 2, Waterfront Hotel

Speakers: *Julia Nee, Bilingual Researcher, The Exploratorium; Jenn Shepard, Project Evaluator, The Exploratorium*

Description: What are the ways that museums might support young adults' "self-efficacy" – their confidence in their ability to learn? Join us to explore a research study, conducted at a science museum, that unravels connections between a single museum visit and participants' confidence in their ability to learn science over time.

Sojourner Truth African Heritage Museum Creating an Agile Museum Workforce

Case Study / Introductory / Multidisciplinary

Friday / 8:45AM–9:15AM

Location: Regatta 2, Waterfront Hotel

Speakers: ***Shonna McDaniels**, Executive Director, Sojourner Truth African Heritage Museum; **Alpha Bruton**, Research & Development Consultant, Sojourner Truth African Heritage Museum*

Description: This case study shows how Sojourner Truth African Heritage Museum, a community-based artist-driven museum, creates an agile museum workforce to serve the surrounding community's needs efficiently. Expanding services and much-needed resources for the community, our work plan incorporates the creation of jobs, education, and cultural resources to increase arts engagement.

Holding Hands In The Fire: Building Inclusive and Educational Experiences through New and Old Technology

Case Study / Introductory / Museum Operations

Friday / 8:45AM–9:15AM

Location: Regatta 1, Waterfront Hotel

Speakers: ***Corrie Siegel**, Executive Director, Museum Of Neon Art; **Roxy Rose**, Artist, Museum Of Neon Art*

Description: Artist and 4th generation neon bender Roxy Rose has become a MONA icon and internet celebrity, exposing millions to the artistry of neon and the complexity of her transgender experience. The collaboration took both artist and institution on an unexpected journey, highlighting the importance of trust, communication, and flexibility.

Creative Attention: Art and Community Restoration

Case Study / Intermediate / Public Programs

Friday / 9:30AM–10:00AM

Location: Regatta 1, Waterfront Hotel

Speakers: ***Karen Kienzle**, Director, Palo Alto Art Center; **Maia Werner-Avidon**, Principal, MWA insights*

Description: How can museums support individual and community wellness, belonging, and resilience? Hear a case study from the Palo Alto Art Center about Creative Attention, an initiative that included an exhibition, artist residencies, an art therapy residency, public programs, and wellness programs. Learn about the evaluation strategy as well.

Sharing Our Human-Centered HR Practices Will Uplift Us All

Case Study / Advanced / Museum Operations

Friday / 9:30AM–10:00AM

Location: Regatta 2, Waterfront Hotel

Speaker: *Micah Parzen, CEO, Museum of Us*

Description: This case study will explore how human-centered HR practices help build more equitable and more sustainable workplace cultures. Drawing from a Human-Centered HR Repository developed by the Museum of Us, attendees will also have the opportunity to share human-centered practices from their own organizations. The goal? To uplift us all!

Interrogating Engagement at the Margins of Museum Education through Collaborative Research

Case Study / Intermediate / Public Programs

Friday / 9:30AM–10:00AM

Location: Spinnaker 2, Waterfront Hotel

Speakers: *Zoe Silverman, Doctoral Student, UC Berkeley School of Education; Hallie Scott, Associate Director, Academic Programs, Hammer Museum*

Description: This session shares findings from a year-long partnership between an academic art museum and education researchers. Focusing on small and often unmarked moments of connection between visitors, educators, and collections, we consider the ways in which marginal moments are consequential to visitor learning and educator transformation.

10:00AM–10:30AM / Sweet Treats

Stop by the Spinnaker Foyer and allow this break and snack to take you to the finish line as the conference rounds out the final day. We'll have sweet treats and coffee to hold you over to lunch, courtesy of [Provident Credit Union](#).



10:30AM–11:45AM / Concurrent Learning Opportunities

Creating a Successful Accessible Museum: Strategies from the Field

Panel Session / Introductory / Public Programs

Friday / 10:30AM–11:45AM

Location: Spinnaker 1, Waterfront Hotel

Moderator: **Andrea Torrice**, Master's Student, Museum Studies M.A. Program, University of San Francisco

Speakers: **Stanley Yarnell**, Director, *The Blind Posse*; **Emily Beitiks**, Interim Director, Paul K Longmore Institute on Disability, San Francisco State University; **Deb Clearwaters**, Director of Education and Interpretation, Asian Art Museum; **Silvana Rainey**, CEO, Adaptive Technology Services

Description: A growing body of research shows that people with disabilities want to visit museums, but often feel excluded. As the population ages, the number of disabled will skyrocket. This panel provides an overview and examples of impactful and cost-effective accommodation strategies, including access programs creating a genuinely inclusive museum experience.

Strategic Foresight: Techniques to Navigate Change

Panel Session / Introductory / Multidisciplinary

Friday / 10:30AM–11:45AM

Location: Chart Room, Waterfront Hotel

Speakers: **Mark Katrikh**, Director, Museum Operations and Experience, Museum of Tolerance; **Karen Kienzle**, Director, Palo Alto Art Center; **Lisa Eriksen**, Independent Museum Professional and Strategic Foresight Specialist, Lisa Eriksen Consulting

Description: This session introduces concepts of strategic foresight and examines how museums can play a role in preparing for continual change. Presenters will share foresight techniques and discuss how institutions can integrate futures thinking into all aspects of museum work to navigate change successfully. Major trends will be presented and discussed.

Connecting Water History to Climate Action at a Historic Site

Case Study / Intermediate / Public Programs

Friday / 10:30AM–11:00AM

Location: Regatta 2, Waterfront Hotel

Speaker: ***Willa Brock**, Manager of Interpretation & Learning Experiences, Filoli*

Description: Filoli's "Blue Gold" exhibit explored Bay Area water history – tied to the estate's creation – along with contemporary issues of drought, water equity, and sustainable gardening. This session will share tactics for integrating contextual interpretation at a historic site, our use of participatory displays, and exhibit evaluation results.

Pivoting Your Collections Plan

Case Study / Intermediate / Collections

Friday / 10:30AM–11:00AM

Location: Spinnaker 2, Waterfront Hotel

Speaker(s): ***Violetta Wolf**, Director of Collections, Oakland Museum of California; **Carin Adams**, Curator of Art, Oakland Museum of California*

Description: Learn how OMCA staff are approaching a major revision of their Collections Plan: a document that captures the 100-year history of the collection while creating the pathways for major institutional change toward a more equitable and contemporarily relevant collection.

Contemporary Digital Media Platforms and Your Museum

Case Study / Intermediate / Public Programs

Friday / 10:30AM–11:00AM

Location: Regatta 1, Waterfront Hotel

Speakers: ***Susan Voskuil-Starcevich**, Education Manager, Sacramento History Museum; **Jared Jones**, Digital Content Coordinator, Sacramento History Museum*

Description: Short-form videos and digital media platforms like TikTok, Youtube Shorts, and Instagram Reels have the potential to revolutionize the way museums are telling their stories. Using the Sacramento History Museum as a case study for success, this session will help other museums try new innovative ways to reach their audiences.

Trash Forest: Observations on Creative Reuse and Partnership

Case Study / Introductory / Public Programs

Friday / 11:15AM–11:45AM

Location: Regatta 2, Waterfront Hotel

Speaker: *Kevin Spracher, Interpretation and Exhibitions Curator, Santa Barbara Botanic Garden*

Description: When a children's science museum needed an exhibit about climate change they went to the local creative reuse center for help. The result was an unfacilitated, upcycled, immersive art exhibit and makerspace. We'll share how the partnership benefitted both organizations and the lessons learned deep in the garbage jungle.

12:00PM–1:30PM / Dialogue Lunches

Registration required; additional cost. Not included in regular conference registration. Space is limited. Pending capacity, tickets can be purchased at the Registration Desk.

Cost: \$50 (includes lunch and discussion)

Menu: Choice between Chicken Kebab Plate (Rice, Seasonal Vegetables, Tzatziki (GF)) or Zucchini Boat (Seasonal Vegetables, Quinoa, Green Peas, tomato fondue (GF/V)). All options come with a starter and dessert.

Reestablishing Your Professional Self After the Pandemic

Dialogue Lunch / Intermediate / Multidisciplinary

Friday / 12:00PM–1:30PM

Location: Spinnaker 2, Waterfront Hotel

Facilitator: *Vicki Wawerchak, Exhibits Curator, Cabrillo Marine Aquarium*

Description: Many of us were knocked off our feet—and literally out of our professional seat—during the pandemic. We dusted off resumes, knocked on numerous network doors, and scoured job websites. Whether you are reestablishing yourself, or still searching, join us to share resources, tools and advice on how to begin again.

Anyone Can Be A Museum Advocate

Dialogue Lunch / Introductory / Multidisciplinary

Friday / 12:00PM–1:30PM

Location: Spinnaker 2, Waterfront Hotel

Facilitator: ***Meghan Toland**, Deputy Director, Sacramento Children's Museum*

Description: Museum advocacy is important to all of us, no matter the discipline or size of our institution. And advocacy is more accessible than ever! Discuss why it matters and how to get involved at the local, state, or federal level.

Small and Mid-Size Museums Surviving and Thriving?

Dialogue Lunch / Introductory / Museum Operations

Friday / 12:00PM–1:30PM

Location: Spinnaker 2, Waterfront Hotel

Facilitator: ***Julie Franklin**, Museum Registrar, Exhibitions Coordinator, The Magnes Collection of Jewish Art and Life, UC Berkeley*

Description: Join us for a facilitated conversation about the challenges and opportunities for small-and mid-sized museums now. Without significant reserves or endowments, many of our institutions felt COVID more acutely than our larger neighbors. At the same time, we were able to move more quickly to respond with relevant programming.

Collaborating with Community Partners on a Community Cultural Event

Dialogue Lunch / Introductory / Public Programs

Friday / 12:00PM–1:30PM

Location: Spinnaker 2, Waterfront Hotel

Facilitator: ***Liese Murphree**, Director of Education and Outreach, Pacific Grove Museum of Natural History*

Description: California's communities are an intricate mosaic of the diverse people who built them. Museums have a responsibility to preserve and tell these stories honestly. Collaborating with community cultural organizations is essential for true representation of our history. Empathy, time, and sensitivity yield rich partnerships that deepen understanding and strengthen community.

Changing Times for Museum Volunteers

Dialogue Lunch / Intermediate / Multidisciplinary

Friday / 12:00PM–1:30PM

Location: Spinnaker 2, Waterfront Hotel

Facilitator: ***Brandi Shawn-Chaparro**, Associate Director, Volunteer & Visitor Engagement, The Huntington Library, Art Museum, and Botanical Gardens*

Description: Expectations are changing as we collectively resurface from the pandemic and museum volunteers and staff enter into new territory. How do we ensure a welcoming and protective environment, beginning with training? How do position descriptions reflect these realistically?

Cleaning House: A New Era of Historic House Museums

Dialogue Lunch / Intermediate / Museum Operations

Friday / 12:00PM–1:30PM

Location: Regatta 1, Waterfront Hotel

Facilitator: ***Iliana Morton**, Executive Director, Camron-Stanford House*

Description: What does it mean to be a historic house museum today? Based on lessons learned in recent years, how are we “cleaning up” our practice? How are we reimagining interpretation, programs, and collections and centering diversity, equity, and inclusion? Join historic house museum professionals to discuss these issues and more.

What to Expect when you’re Expecting (Federal Funds) for Small Institutions

Dialogue Lunch / Introductory / External Relations

Friday / 12:00PM–1:30PM

Location: Regatta 1, Waterfront Hotel

Facilitator: ***Deya Terrafranca, MLIS**, Research Library and Archives Director, Museum of Ventura County*

Description: The process of applying for federal funds is daunting enough but what does the process look like once you have successfully gotten the grant? This conversation will center around the actual steps taken at a small museum that received an NHPRC grant from the National Archives.

Building Capacity for Evaluation in Museums of All Sizes

Dialogue Lunch / Intermediate / Public Programs

Friday / 12:00PM–1:30PM

Location: Regatta 1, Waterfront Hotel

Facilitator: *Maia Werner-Avidon, Principal, MWA Insights*

Description: Internal, external, formative, summative--oh my! Evaluation is an essential part of museum program planning and implementation, and it can be done at museums of all disciplines and sizes. Join discussants from the evaluation and program fields for an open discussion on building capacity for evaluation at your institution.

12:00PM–1:30PM / Director's Lunch

Registration required; additional cost. Not included in regular conference registration. Space is limited. Open to museum directors and senior level managers only.

Location: Waterfront Restaurant

Cost: \$50 (includes lunch and discussion)

Description: All museum professionals need colleagues to call on for advice and insight into best practices. After the pandemic changed the field forever, check in with your fellow museum directors, see where everyone is today (who moved, who grew) and how they have navigated the ever-changing field to better serve our California communities. We'll also have fun and learn who has a competitive edge!

Menu: Choice between Chicken Kebab Plate (Rice, Seasonal Vegetables, Tzatziki (GF)) or Zucchini Boat (Seasonal Vegetables, Quinoa, Green Peas, tomato fondue (GF/V)). All options come with a starter and dessert.

2:00PM–9:00PM / Conclude at the Oakland Museum of California

Courtesy Shuttle: Complimentary shuttle transportation between the Oakland Museum of California and Waterfront Hotel will be provided on Friday from 1:30PM–6:30PM. Shuttles will run on a loop during these hours. A wheelchair accessible van will be available between the hours of 2:00PM–6:00PM. All activities at the Oakland Museum of California are included with conference registration.

2:00PM–3:00PM / Tour at the Oakland Museum of California

Collections Galleries: Oakland Style

Members of OMCA's curatorial, collections, and interpretation teams will share highlights in the Galleries of California Art, History, and Natural Sciences, discussing their working process and how the Museum places the visitor and community at the center of the experience.

3:15PM–4:15PM / Closing Town Hall at Oakland Museum of California

Included in regular conference registration.

When disaster strikes, who is in your lifeboat? For museums and cultural institutions in the San Francisco Bay Area, the pandemic has been a lesson in the strength of networks. Following the events of March 2020, multiple networks and communities of practice formed that helped regional organizations collectively advocate, share policies and practices, and lean on each other for support in challenging times. Learn how this diverse and complex region used the power of networks to navigate the pandemic and strengthen their work collectively and individually.

4:30PM–5:00PM / Creative Station

Rocket Launching & Design, *presented by Habitot Children's Museum*

Location: Oak Street Plaza, OMCA

Description: Design, build, and launch paper rockets with Habitot! You'll share ideas and laughter, and be the hand-crank power that launches rockets.

4:30PM–5:30PM / Tour at the Oakland Museum of California

Angela Davis: Seize the Time

OMCA Director and CEO, Lori Fogarty, will lead a tour of the current special exhibition, *Angela Davis: Seize the Time*, and discuss how the show aligns with the Museum's mission, visitor philosophy, and social impact framework.

5:00PM–9:00PM / Friday Nights at OMCA with Off the Grid

Included in regular conference registration.

Enjoy [OMCA's Friday Nights](#) event, including food trucks and access to the museum. \$15 vouchers to the food trucks will be distributed to those in attendance at the Closing Town Hall.

SATURDAY, MARCH 11, 2023

As a post-conference day on your own, CAM has made arrangements for several local tours and experiences hosted by institutional members of [CAM's 2023 Host Committee](#). These are valuable ways to conclude your conference experience for a small added cost (refer to each itinerary item). Sign-ups will be available in person at the conference Registration Desk. Space is limited, transportation to sites is not provided.

USS Hornet Sea, Air & Space Museum

Location: Meet at 707 W Hornet Ave. Pier 3, Alameda, CA 94501

Time: 11:00AM–12:00PM

Cost: \$10 (registration required, 7 person capacity)

Description: Tour by the Director of Collections & Exhibitions and Collections Manager (Museum staff) of the Hornet Museum to different collections storage spaces around the ship and how the museum makes use of the built-in compartments for modern museum-quality artifact storage. This tour includes steep stairs and steel decks.

[Free admission site](#) on Friday March 10; Saturday, March 11

Notes from USS Hornet: Prepare for walking on steel decks, including up and down steep staircases. We recommend good, closed-toed walking shoes. Please also note that the temperatures inside the ship will be very similar to those outside due to lack of HVAC, so please dress appropriately. Parking is free in our lot adjacent to the pier and you can check in with Admissions when coming aboard to receive a wristband as proof of purchase for your tour of choice.

Dr. Huey P. Newton Center for Research & Action Tour led by CAM

Keynote speaker Fredrika Newton

Location: 1427 Broadway, Oakland CA 94612

Time: 11:00AM–12:30PM

Cost: \$20 (registration required, 12 person capacity)

Description: Take a sneak preview of the Dr. Huey P. Newton Foundation's first brick and mortar space since it was founded 28 years ago. The Center for Research & Action is a 3,000 s/f place for community gathering and important conversations about the legacy of the Black Panther Party and much more.

UC Berkeley Art Museum and Pacific Film Archive (BAMPFA)

Location: Meet at Front Entry, 2155 Center Street, Berkeley, CA 94720

Time: 12:00PM–1:00PM

Cost: \$5 (registration required, 25 person capacity)

Description: BAMPFA's "Amalia Mesa-Bains: Archaeology of Memory" – The first retrospective exhibition of Bay Area artist Mesa-Bains. Presenting work from her entire career for the first time, this exhibition, which features nearly 60 works in a range of media, including fourteen major installations, celebrates Mesa-Bains's important contributions to the field of contemporary art locally and globally.

[Free admission site](#) on Wednesday, March 8; Thursday, March 9; Friday March 10; Saturday, March 11

Notes from BAMPFA: Paid street parking only. Public transportation (via BART) and carpooling is encouraged.

Chabot Space & Science Center

Location: Meet at Front Entry, 10000 Skyline Blvd, Oakland, CA 94619

Time: 2:00PM–3:30PM

Cost: \$5 (registration required, 30 person capacity)

Description: Chabot Space & Science Center Museum, Observatory and Studio Tour – Enjoy an out-of-this-world tour of a 140-year-old Oakland gem in the redwoods that takes you from the skies to the studio! You'll explore NASA's newest Visitor Center opened in 2021, experience a planetarium show about Artemis, peek behind the scenes of a nimble new exhibit design shop and more.

[Free admission site](#) on Wednesday, March 8; Thursday, March 9; Friday March 10; Saturday, March 11

Notes from Chabot: We highly recommend driving to the Center. Parking is free in the onsite garage. Please do not leave valuables in your car. Grab-and-go snacks are available in Chabot's cafe. You are welcome to bring food into the museum and eat on our patio. Being in the forest, cell service can be in and out. Our wifi is free and fast throughout the museum. There will be walking throughout the museum, including stairs. Most parts of the tour are accessible by wheelchair. Ideally, wear comfortable closed-toed shoes and layers. The tour will be delivered by an English speaker.

CAM 2023 EXHIBITORS

Visit our exhibitor booths in the CAM 2023 Exhibit Hall, Thursday, March 9, Bloc15.

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The Master of Arts Program in Museum Studies emphasizes universal skills and professional development competencies across key museum functions to maximize career pathways. Students build upon their knowledge in related disciplines, gaining expertise through practical experience, professionalism and important developments in the museum world.

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Our sixteen-month curriculum is flexible and can be tailored to fit students' diverse academic interests. The Museum Studies MA program provides students with the comprehensive knowledge and hands-on experience to assume a variety of roles at museums, historic societies, cultural nonprofits, and heritage organizations.

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