

Who Do We  
Think We Are?  
NOW

**NEMA Virtual Conference**  
**November 16-20, 2020**

**nema** / *NEW ENGLAND  
MUSEUM ASSOCIATION*



# Who Do We Think We Are?

NOW

Dear NEMA Friend:

Thank you so much for being part of the NEMA community and for your interest in our annual conference. I think it's pretty safe to say that the 102nd NEMA Conference will be one of the most unusual. We've hosted gatherings of museum people during the Great Depression, wartime, the Civil Rights era, and other times of monumental change, yet 2020 will go into the books as the first time we gather in a virtual space.

That said, I believe the 2020 NEMA Conference will also go into the books as one of the most valuable to our field. It comes at a time when museum people are seeking information, connectedness, and inspiration to help them through unprecedented challenges. And while a virtual conference can never fully replicate the in-person experience, I think you'll find enough high-quality sessions, discussions, and energy to boost your spirit and intellect in the days ahead.

I am so grateful for all of those committed to our museum field who helped make the conference possible. We are offering more than 60 sessions (almost as many as our recent conferences), thanks to our colleagues who want to share their stories and expertise. And keynote presenters Colleen Dilenschneider, Jamal Jimerson, and Sarah Sutton will provide insights into today's most pressing topics: our Covid experience, social justice, and climate change.

I'm especially thankful for our sponsors, including many of New England's state arts and humanities councils, who have stepped up their support of the NEMA conference. Sponsorship funding has allowed us to offer a range of registration options that makes the conference accessible to everyone regardless of their financial circumstances. We encourage all who are able to sign up at our full registration rate; because the conference represents more than half of our annual budget, this enables NEMA to advocate for the field and deliver year-round programs. We also have several registration options for those experiencing economic hardship, including a day rate, student rate, hardship rate, and scholarships.

There is one person in particular I'd like to thank for making the conference possible, and that's you. Your participation is vital to making the 2020 NEMA Conference a success. We welcome your voice, your expertise, and your insights to help our field grow, innovate, and heal. Thanks again for being part of our community. And I look forward to seeing you in November!

Sincerely,



Dan Yaeger  
Executive Director

Early-Bird  
Deadline: Oct. 23

## Connect

This year has been one of challenge and change, and the 2020 NEMA Conference is here to help you respond. You can stay connected and engaged with your colleagues near and far, because we have pivoted to an all-virtual format. Daily conference themes will be launched by inspiring keynote speakers, including: Colleen Dilenschneider, Jamal Jimerson, and Sarah Sutton. You won't want to miss out on the fun of NEMA 2020!

## Engage

With 60+ sessions, multiple keynotes, networking lunches, and a virtual exhibit hall, you have a variety of opportunities to connect and engage with other museum professionals.

- **No Travel** – At the museum or at home, the virtual conference saves you travel expenses. Conference is accessible at the click of a button, no matter where you are, or what time zone.
- **Tiered Pricing** – The NEMA Conference is a great value, with pricing options and scholarships that make it accessible and affordable to everyone regardless of their financial circumstances.
- **Be Social** – Follow #NEMA2020 on social media, attend receptions and affinity lunches, or host your own networking events on the conference platform throughout the week.
- **Industry Experts** – Learn about the latest innovative products and services in the NEMA Exhibit Hall. Chat with vendors and attend demos in their virtual booths.
- **Asynchronous Access** – Too many great topics to watch all at once? Miss a session that you wanted to attend? Most sessions will be recorded and available for registrants to access through the conference website and app up to three months after conference is over.
- **More to come!** We're continuing to expand the conference offerings with timely and relevant sessions between now and November.

Register today!

## Attend

Come together this November 16-20 for a full week of learning and connecting, to share lessons learned, emerging best practices, and think tank solutions for the challenges ahead. We know as a field we are stronger when we are together.

SCHOLARSHIPS!

See page 27

## Conference Preview

Need a refresher on the Whova app, or want to test your access to the conference platform? Join NEMA on November 13 at 3 pm for tips and tricks to make the most of your virtual conference experience. Conference facilitators and speakers are also invited to attend a special training session on October 19, from 9:30-11 am.

## NEMA Code of Conduct

NEMA has a **Code of Conduct** for all of its events, whether in person or online. All attendees agree to abide by the code in order for us to work together toward inclusion, safety, respect, and professionalism. [Contact us here](#) if you have questions.

## A Special Thank You to our Sponsors!

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# Monday, November 16

## Coping with Covid

Across our region, museum workers have felt the strain of the ongoing pandemic, from personal anxiety and loss to professional stress. Despite all this, museum professionals have excelled at devising new strategies and new methods of carrying out our diverse missions. Today's sessions look at some of the pitfalls, positives, and promises of our new pandemic reality.

**9:30 am – 3:45 pm**  
**EXHIBIT HALL OPEN**

**9:45 – 10:30 am**  
**WELCOME**

*Dan Yaeger, Executive Director, New England Museum Association*

### KEYNOTE PRESENTATION

Colleen Dilenschneider, Chief Market Engagement Officer, IMPACTS



**Change Champions: Data-Informed Opportunities for Museums in a Pandemic-Impacted World**

The data is in: The pandemic has changed how people think about museums in New England and beyond. From implementing new safety measures onsite to exploring new methods of engaging with audiences online, nearly every aspect of museum operations has been impacted by the coronavirus. But these challenges also represent time-sensitive opportunities.

In this keynote, Colleen Dilenschneider, author of the popular website [Know Your Own Bone](#), will kick off a day of learning and discussion by sharing contemporary research about potential museum visitors in New England. This presentation will focus on shifting sentiments, the insights these shifts provide for the future, and why agile, strategic museums are especially well-positioned to engage and inspire their communities during this time of change and beyond.

**10:30 – 10:45 am**  
**BREAK**

Explore the Exhibit Hall and chat with vendors, attend demos, and discover innovative services for our museum community.

**10:45 am – 12:15 pm**  
**CONCURRENT SESSIONS**  
**(90 minutes)**

**Confronting Ourselves Together: Building an Inclusive Work Culture One Conversation at a Time**

Many museums struggle with confronting problematic legacies and transforming their current practices to become the diverse, inclusive institutions that they aspire to be. How have a series of staff-directed dialogues positioned us to be more prepared to deepen our commitments to racial justice and social equity? In this session, facilitators of RISD Museum 'All Staff Dialogues' will share their process as a case study for ways that staff can shift institutional culture.

*Facilitator: Kajette Solomon, Education Program Coordinator, RISD Museum, RI*

*Speakers: Lily Benedict, Museum Educator, MJ Robinson, Museum Educator, and J. Kiku Langford McDonald, Database Manager, RISD Museum, RI*

**Redefining School Programs in the Digital Age**

Join the Connecticut Historical Society and Mystic Seaport Museum (MSM) on their journeys to creating and delivering high-quality, engaging digital programming, from Mystic Seaport's impressive TV studio (complete with film crew) to CHS's modest studio in the attic (now cobweb-free!). Hear about the learning curve that is distance learning, how we've responded to Covid-19 through our online offerings, and what we've learned together through candid conversation and live connections with a MSM role

player and a Distance Learning pioneer who will answer questions about best practices.

*Facilitator: Kristen Levithan, School Programs Manager, Connecticut Historical Society*

*Speakers: Rebecca Gavin, Director of Education, Connecticut Historical Society; Tami Moehring, Content Provider Liaison, Center for Interactive Learning and Collaboration, MN; Krystal Rose, Manager of Teacher Enrichment & Distance Learning, Mystic Seaport Museum, CT*

### **Your Museum Career: Now What?**

As museums bounce back from unprecedented furloughs and layoffs, not all of the jobs that were there pre-Covid will return. For many museum professionals this will be a chance to make a shift to a different area of museum work or a different type of museum. This session is aimed at helping you get ready to deal with the issues in the field that were amplified by this crisis. We will talk about understanding museum salaries and doing your research before you apply; the divide between "essential" and "non-essential" positions; coming out of the shutdown trauma and returning to work; taking control of the application process; how to get your digital and physical materials ready; and how to handle an all-virtual process.

*Facilitator: Wyona Lynch-McWhite, Senior Vice President, Arts Consulting Group, MA (NEMA Board)*

*Speakers: Laurie Davis, Human Resources Manager, Guggenheim Museum & Foundation, NY; Jane Hsu, Associate Vice President (former museum educator); María Muñoz-Blanco, Vice President, Arts Consulting Group, NC*

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### **12:15 – 1:30 pm EXHIBIT HALL**

Learn from leaders in the museum field in this one-stop educational venue open to all attendees. Say "hello" and ask questions of our incredible vendors by using the booth chat and join in on a booth demonstration. Support our vendors who support NEMA.

### **12:30 – 1:15 pm PAG LUNCHES**

Convene with your colleagues over lunch! These Professional Affinity Gatherings are open to all with interest in the field or topic. Specific discussion descriptions will be available closer to the conference.

Today's gatherings include:

#### **Exhibitions**

*PAG Chairs: Betsy Loring, Principal, expLoring exhibits & engagement, LLC, MA; Laurie Pasteryak, Director of Interpretation, Fairfield Museum & History Center, CT*

#### **Membership, Development, PR & Marketing**

*PAG Chairs: Melinda Rice-Schoon, Communications, Wendell Gilley Museum, ME; Heather Rockwood, Development and Marketing Associate, Newport Historical Society, RI*

### **1:30 – 2:30 pm CONCURRENT SESSIONS (60 minutes)**

#### **Finding Health and Wellness Through the Arts During a Pandemic**

This session will explore how the Currier Museum of Art responded to community need during the Covid-19 pandemic in serving veterans, people with memory loss, and people with loved ones suffering from substance use disorder through three different formats. We will also share what we learned and how this work will adapt and continue into the future.

*Facilitator: Corie Lyford, Studio Outreach Manager, Currier Museum of Art, NH*

*Speaker: Lynn Thomson, Assistant Director of Art Education, Currier Museum of Art, NH*

#### **Keeping the Museum: Facilities 101**

Dig into the major facilities issues that afflict most museums, but you didn't learn about in grad school (or any other job). The panel will discuss a host of common facilities issues, solutions, and suggestions for improvement.

*Facilitator: Cynthia Walker, Executive Director, Brick Store Museum, ME (NEMA Board)*

*Speaker: Andrew Greenlaw, Owner, Energy Audits Ltd., ME*

#### **Membership: What Have We Done for You Lately?**

While our doors were closed and visitation was impossible, what was the value of membership? What did your institution do for members to keep them renewing and engaged? Join the Development/Marketing/PR/Membership PAG for a group discussion of how we all engaged and retained our members through the Covid-19 shutdown.

*Facilitator: Heather Rockwood, Development and Marketing Associate, Newport Historical Society, RI (PAG Chair)*

## What now? Immersive Theater, Games and Interactive Content Responds to Covid

The Covid crisis has brought the immersive theater scene to a screeching halt, but the creative community is moving quickly with unique, innovative solutions. See how immersive producers are coming up with solutions like live radio, letterboxing, alternate reality games, unique Zoom interactions, and GoPro cameras to deliver engagement with an isolated audience using on-hand tools.

*Facilitator: Kellian Adams, Interactive Designer/ Producer, Green Door Labs, MA*

*Speakers: Jessica Creane, Producer, Chaos Theory, NY; Marie Huber, Escape Room Producer, Red Fox Escapes, MA; Cy Wise, Producer, Absurd Joy, MA*

## 2:30 – 2:45 pm

### BREAK

Explore the Exhibit Hall and chat with vendors, attend demos, and discover innovative services for our museum community.

## 2:45 – 3:45 pm

### CONCURRENT SESSIONS

(60 minutes)

#### Fundraising in the “New Normal” World

The knee-jerk reaction in today’s challenging times may be to halt fundraising activities and wait it out. However, those organizations that pause often never get back on track. This session will outline six fundraising strategies which will help guide your museum through the days to come. Session facilitators will outline actual case studies and showcase relevant tactics that can be immediately implemented at your museum.

*Facilitator: Joseph April, Director of Development, Strawberry Banke Museum, NH*

*Speaker: Marv LeRoy, President & CEO, Institute for Philanthropic Excellence, NY*

#### Hands-on Learning During and After Covid

Because of Covid-19, institutions that encourage hands-on exploration have had to adapt quickly and carefully to meet the needs of the current situation. In this session, aimed at institutions with child-centered spaces, panelists will share research from the hands-on museum world, provide insight into the reutilization and virtualization of exhibits and programming, share health and safety protocols related to family audiences, and prompt discussion about what these adaptations mean for the future of hands-on learning.

*Facilitator: Laura Stricker, Museum Researcher, Providence Children’s Museum, RI*


*Speakers: Jennifer Bose, Associate Director, Providence Children’s Museum, RI; Melissa Higgins, Senior Director, STEAM, Boston Children’s Museum, MA; Jennifer Rehkamp, Director, Field Services, Association of Children’s Museums, VA*

#### History is Happening Now: Collecting the Covid-19 Experience





When the Covid-19 pandemic hit, many of us recognized history in the making. Join representatives from three organizations as they recount their efforts to capture the impact of the pandemic on their communities by collecting time capsules, written reflections, artwork, signage, masks, and other objects. Strategies discussed will include fast-forwarding development of

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projects in a moment of crisis, collecting methods and logistics, reaching different constituent groups, web archiving on a shoestring, and legal considerations.

*Facilitator: Erica Donnis, Special Collections Director, Champlain College, VT*

*Speakers: Paul Carnahan, Librarian, Vermont Historical Society; Sarah Rooker, Director, Norwich Historical Society, VT*

**Sponsored by the William G. Pomeroy Foundation**

### When Data Shocks

What do you do when your data completely upends your expectations? We explore who we are by using data derived from our audiences. Sometimes, we don't know our constituents as well as we think!

*Speakers: Morgan Grefe, Executive Director, Rhode Island Historical Society; Ruth Taylor, Executive Director, Newport Historical Society, RI*

**Sponsored by Harvard University Extension School, Museum Studies Program**

**4:00 – 5:00 pm**

### NEWCOMERS RECEPTION

New to the NEMA Conference? Join fellow newcomers for a reception filled with fun networking and engaging topic-based discussion. Bring your own beverage, snack, and smiling face.

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# TUESDAY, NOVEMBER 17

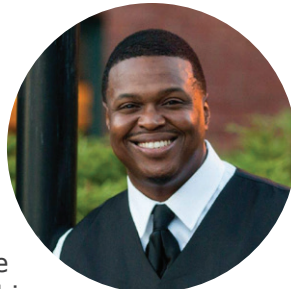
## INVESTING IN JUSTICE AND EQUITY

The rise in civil rights protests in support of the Black Lives Matter movement has seen a corresponding rise in museum commitments (or re-commitments) to improving access, equity, and inclusion in our institutions. Today's sessions feature models, tools, and definitions to help you advance the causes of social justice in your organization.

### 10 am – 3:45 pm EXHIBIT HALL OPEN

### 10 – 10:30 am KEYNOTE PRESENTATION

Jamal Jimerson, Founder, Minority Inclusion Project and Managing Partner, Thought Partner Solutions



#### Museums, Race, and the Road to Inclusion

Since the murder of George Floyd and Breonna Taylor this spring, museums have faced increasing urgency in the need to address their inclusion practices, board and staff diversity, and the layers of systemic racism pervasive in society. Jamal Jimerson, founder of the [Minority Inclusion Project](#), will speak to these issues and how museums can stay effective and relevant in a changing world by aligning their values based on equity and inclusion with their practices. Don't miss this important conversation!

### 10:30 – 10:45 am BREAK

Explore the Exhibit Hall and chat with vendors, attend demos, and discover innovative services for our museum community.

### 10:45 am – 12:15 pm CONCURRENT SESSIONS (90 minutes)

#### Ask Us Anything: Human Resources

Have a burning HR question? Come ask our panel! They will respond to [pre-submitted](#) and live questions about today's museum workplaces,

including flexible and remote work, working as an independent contractor, and race and gender equity issues. The session is appropriate for museum professionals at all stages of their careers. The panel is designed to provide general advice only and will encourage an open and friendly setting for questions and discussion.

*Facilitator: Jodie Smith, Independent Museum Education Professional, MA*

*Speakers: Jeanne Gade, Director of Human Resources, Mystic Seaport Museum, CT; Paige Munro-Delotto Ph.D. Esq., Attorney at Law, Munro-Delotto Law LLC, CT; Dawn E. Salerno, Executive Director, Rotch-Jones-Duff House & Garden Museum, MA*

#### Growing DEI, from the Inside Out

An organization's commitment to diversity, equity, and inclusion sometimes begins behind the scenes. What does it take to jumpstart broad institutional change from the inside out? What are some of the hurdles we encounter when first integrating new modes of thinking and decision making? How do we best sustain our initial efforts? How do crises like the Covid-19 pandemic and the killing of George Floyd shape our work?

*Facilitator: Olivia Kiers, Curatorial Assistant, Worcester Art Museum, MA*

*Speakers: Ali Kane, Grants Manager, Tower Hill Botanic Garden, MA; Eliza Spaulding, Paper Conservator, and Chair of the WAM DEI Committee, Worcester Art Museum, MA*

#### Leadership At All Levels - Exercising Influence When You Don't Have Authority

The traditional idea of leadership in museums is that it comes from the top—that you need to be the head of an institution or department in order to step into the role of a leader. In this session, we challenge that idea by exploring what it means to show up as an influential mid-level or emerging leader. You'll walk away with practical tools for leading without formal authority, an understanding of what it means to "manage



up” and why it’s essential to your success, and strategies for showing up as a leader no matter where you fall in an organization.

*Facilitator: Carole Ann Penney, CPC, Strategic Career Coach, Speaker, and Organizational Consultant, RI*

*Speaker: Suzi Fonda, Independent Museum Professional, MA*

**Sponsored by Collector Systems**

### **Monuments & Museums: What Should Happen with New England’s Controversial Public Art?**

Public art is drawing intense scrutiny nationwide. Activists are demanding the removal of (or actively removing themselves) memorials to individuals and events associated with slavery, racism, and bigotry that have tarnished American history. But where should they go? Should museums and historical societies be the repositories of these items so they can be contextualized and reinterpreted? Share your opinion as we examine the situation in New England and a real-time case study of how the City of Boston is dealing with its recently decommissioned monument, The Emancipation Group.

*Facilitator: Dan Yaeger, Executive Director, New England Museum Association, MA*

*Speakers: Karin Goodfellow, Director of Public Art, and Patricia Gilrein, Art Collections Manager, City of Boston, MA*

### **12:15 – 1:30 pm**

#### **EXHIBIT HALL**

Explore this engaging, online environment that allows attendees to meet with companies about their products and services without anyone leaving the comfort of their home office!

### **12:30 – 1:15 pm**

#### **DIRECTORS AND TRUSTEES LUNCH**

Spend some quality time with museum leaders from New England and beyond. NEMA Executive Director Dan Yaeger will facilitate a discussion about how museums are developing strategies and scenarios for coping with uncertainty and change. Bring your questions, stories, and solutions as we work together to identify best practices as they emerge in our field.

*This session is limited to directors and trustees of museums and similar organizations.*

*Pre-registration required.*

**Sponsored by Museum Search and Reference**

### **12:30 – 1:15 pm**

#### **PAG LUNCHES**

Convene with your colleagues over lunch! These Professional Affinity Gatherings are open to all with interest in the field or topic. Specific discussion descriptions will be available closer to the conference.

Today’s gatherings include:

#### **Young and Emerging Professionals**

*PAG Chairs: Lisa Evans, Associate Director of Collections & Programming, St. Albans Museum, VT; Marie Palladino, Educational Programs Coordinator, Mary Baker Eddy Library, MA; Emma Scheinmann, Independent Museum Professional*

#### **Library & Archives: Maintaining Inclusive Access to Archives in a Pandemic**

*PAG Chair: Jeffrey Henry, Library Assistant, Reuben Hoar Library, MA*

**Sponsored by Full Circle Archive Digitization**

### **1:30 – 2:30 pm**

#### **CONCURRENT SESSIONS**

**(60 minutes)**

#### **Active Collections: What We’ve Learned**

How do you introduce radical change to organizations with an established collecting culture? In 2016, groaning under the weight of a 120+ year-old “community attic” collection, the Framingham History Center adopted “A Manifesto for Active History Museum Collections” ([activecollections.org](http://activecollections.org)), and has spent the last four years implementing it. Panelists will discuss the fundamentals of active collections and share concrete strategies.

*Facilitator: Stacen Goldman, Curator, Framingham History Center, MA*

*Speakers: Annie Murphy, Director, Framingham History Center, MA; Rainey Tisdale, Independent Museum Professional, MA*

**Sponsored by Lucidea**

#### **Definitions of Justice**

“No Justice, No Peace” is heard across the nation. To authentically participate in justice and peace movements takes understanding multiple current definitions for processes of “justice” and “peace.” The goal of this introductory session is that participants will gain operating definitions of each that they can use to make tangible plans

for how their institutions can support justice and peace work.

*Facilitator: Braden Paynter, Director, Methodology and Practice, International Coalition of Sites of Conscience, NY*

**Moving from “George Washington Slept Here” to “Who Cleaned this Chamber Pot?”: Redefining School Programs to Meet 21st Century Learning and Teaching**

This session will highlight a case study in revamping school programs at a historic house museum to be more intentional in its mission as a teaching institution. With few resources, education staff members were able to make minor changes with major impacts: adaptations for specific grade ranges, integration of touch objects and sensory learning, and student-directed experiences. You will walk away with tools and strategies, applicable across the field, which can be used to enhance existing programs.

*Speakers: Ellary Gamache, Visitor Experience and Logistics Coordinator, John Brown House Museum (RIHS), Samantha Hunter, Education Outreach Manager Rhode Island Historical Society*

**Donor. Creep.**

Donors creep, but what do you do with a creepy donor? How do we respond when a donor crosses personal or professional boundaries? Even if it's not illegal, the encounter perhaps makes you feel uncomfortable. This brainstorming session will help develop tools for dealing with donors who ask too much.

*Facilitator: Raney Bench, Executive Director, Mount Desert Island Historical Society, ME (NEMA Board)*

**2:30 – 2:45 pm**

**BREAK**

Make time in your schedule to visit the Exhibit Hall to see a showcase of the latest technology and tools.

**2:45 – 3:45 pm**

**CONCURRENT SESSIONS**

**(90 minutes)**

**Beyond 2020: Continuing Conversations About Voting Rights After the (Sesqui)Centennial**

This has been an incredible year of highlighting hidden figures in U.S. history, but our work is far from done. How can organizations around the region use the momentum gained over the 19th Amendment Centennial and 15th Amendment Sesquicentennial year to continue conversations about racism, oppression, and unfinished work of 19th and early 20th century reforms? Come with resources and ideas to share, and leave with a game-plan and collaborators for 2021 and beyond!

*Facilitator: Cassandra Peltier, Executive Director, Susan B. Anthony Birthplace Museum, MA*

*Speakers: Lee Blake, President, New Bedford Historical Society, MA; Amanda Kleintop, Assistant Professor of History, Public History Program Coordinator, Massachusetts College of Liberal Arts; Rachel Onuf, Director, Vermont Historical Records Program, Vermont State Archives & Records Administration*

**Coming Out and Inviting In: Case Studies Interpreting Queer History**

Looking to share a queer story from your historic house museum? Not sure if you have a story to tell? Wondering how changing your interpretation will affect your visitorship? Join our panel of scholars, archivists, and curators from historic houses for an exploration of institutions that have told their LGBTQ+ stories and get advice for seeking inclusive

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research and interpretation opportunities. Join us for a discussion about creative, nuanced interpretations of LGBTQ+ history.

*Facilitator: Kenneth Turino, Manager of Community Partnerships and Resource Development, Historic New England, MA*

*Speakers: Danielle Bennett, PhD Student, CUNY Graduate Center, NY; Meghan Gelardi Holmes, Curator Gibson House Museum, MA; Marilyn Keith Daly, South Berwick Site Manager, Sarah Orne Jewett House and Visitor Center, Historic New England, ME*

### Decolonizing Museums: A Case Study

Decolonizing is a process that enriches museum spaces, and all museums can participate. This introduction to decolonization uses the Abbe Museum's decolonizing framework as a case study. Meet the Abbe's Education Team and learn how your museum can prioritize Indigenous voices, commit to truth-telling, and deconstruct the harmful legacies of museums as colonizing entities.

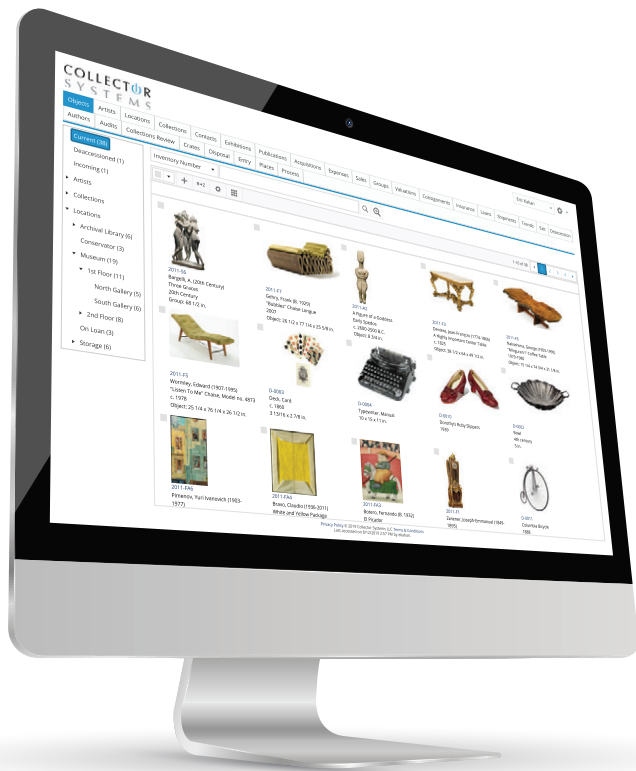
*Co-Facilitators: Starr Kelly, Curator of Education, and Angela Raup, Manager of Education and Outreach, Abbe Museum, ME*

### Stretching the STEAM/STEM Pipeline - Advancements Through Community Collaborations

When a community is faced with social and economic challenges, and the academic achievement of area youth is tested, museums should ask how they can help. How can we step outside of our museum walls and unite with like-minded community stakeholders to make a lasting impact on STEAM/STEM achievement? Using its "Bringing the Museum to the Neighborhoods" program as an example, The Children's Museum will highlight the steps necessary to successfully engage, coordinate, and manage a common agenda among stakeholders who maintain diversified missions and processes, and strive to advance a common agenda to support the community.

*Facilitator: Beth Weller, Director of Operations, The Children's Museum Inc., CT (PAG Chair)*

*Speakers: Dan Butterworth, Education Coordinator, and Joe DeFeo, Senior Development Coordinator, The Children's Museum Inc., CT*



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# Wednesday, November 18

## Combating Climate Change

Museums, their structures and collections, are experiencing the perils of climate change, from changing pests to rising temperatures and sea levels. Today's sessions focus on the ways museums are promoting efforts to combat climate change and inspiring new environmental defenders.

**10 am – 3:45 pm**  
**EXHIBIT HALL OPEN**

**10 – 10:30 am**  
**KEYNOTE PRESENTATION**

Sarah Sutton, Principal,  
**Sustainable Museums,**  
and Cultural Sector Lead,  
**We Are Still In**



**Climate Change. Covid-19. Racial Inequality: What Each Crisis Can Teach Us for Tackling the Others**

The lessons from decades of climate advocacy have striking parallels with the experience of fighting Covid-19, the efforts to manage an economic recovery, and the work to address racial inequality. Since science, data, language, politics, history and human nature are all mixed up in the problems and the solutions, museums are perfectly-suited to help communities cope with and overcome these crises. With our missions to help people and communities thrive, we'd be derelict if we didn't learn enough, fast enough to make a difference for all.

**10:30 – 10:45 am**  
**BREAK**

Great time to visit the Exhibit Hall and stretch your legs.

**10:45 am – 12:15 pm**  
**CONCURRENT SESSIONS**  
**(90 minutes)**

**Fresh Ideas for Futurist Fundraisers**

Museums are constantly evolving, as are the "tried and true" methods of fundraising. As we redefine who we are as organizations, how does that change who and how we approach for

support? This session will address five issues that fundraisers need to be thinking about now: the dynamics of wealth transferring between generations, issues of climate change and tainted money/toxic philanthropy, museum workforce disruptions, and one topic crowd-sourced from the group—all viewed through a Covid-19 lens.

*Facilitator: Marieke Van Damme, Executive Director, Cambridge Historical Society, MA*

*Speakers: Kristina Durocher, Director, Museum of Art, University of New Hampshire (NEMA Board); Pilar Garro, Director of Development, The House of the Seven Gables Settlement Association, MA (NEMA Board); Douglas Perkins, Associate Director, Operations and Finance, Middlebury College Museum of Art, VT (NEMA Board)*

**Sponsored by Harvard University Extension School, Museum Studies Program**

**News from the Waterfront: Climate Change and Historic Sites in New England**

Climate change affects us all, but it particularly affects the museums in which we work. Whether it is sea level rise on the coast, rushing rivers, or climate-induced heavy rains that flood your site, we are all in it together. This session examines the issues and suggests strategies and long-term thinking.

*Facilitator: Pieter Roos, Executive Director, Mark Twain House & Museum, CT*

*Speakers: Chris Gasiorek, VP Watercraft Preservation & Programs, Mystic Seaport Museum, CT; Rodney Rowland, Director of Facilities & Special Projects, Strawberry Banke Museum, NH*

**Sponsored by Harvard University Extension School, Museum Studies Program**

**Virtual Connections: Best Practices in Online Museum Ed**

In the Covid era museum educators have been doing what they do best: pivot, adapt, reinvent, and flex. Moving visitor engagement to online platforms during institutions' closures changed the landscape of museum education and



challenged us to redefine what it means to serve the public. In this participatory panel, hear from your colleagues who've set the bar for digital programming, from virtual field trips to adult and family programs to special events. We'll discuss what we've learned, how to continue online engagement successfully post-Covid, and how to apply best practices when we're separated from our visitors by screens.

*Facilitators: Amanda Goodheart Parks, Director of Education, New England Air Museum, CT; Erin Wederbrook Yuskaitis, Independent Museum Professional, MA*

### **We Are Allies: How to Listen, Learn, and Become Anti-Racist Museums**

Talking about race, racism, and privilege is not easy, but we must do it. In this pivotal cultural moment, museums must step up and commit to making their work and public spaces welcoming and equitable. Presenters will provide a forum for discussion of these topics, and offer advice on how to create a culture of listening. You will leave with strategies for developing institutional values and prompts for having these conversations in your institution.

*Facilitator: Kristin Gallas, Principal, Interpreting Slavery, MA*

*Speaker: Katherine Kane, Executive Director Emerita, Harriet Beecher Stowe Center, CT*

### **12:15 – 1:30 pm EXHIBIT HALL**

Learn from leaders in the museum field in this one-stop educational venue open to all attendees. Say "hello" and ask questions of our incredible vendors by using the booth chat and join in on a booth demonstration.

### **12:30 – 1:15 pm PAG LUNCHES**

Convene with your colleagues over lunch! These Professional Affinity Gatherings are open to all with interest in the field or topic. Specific discussion descriptions will be available closer to the conference.

Today's gatherings include:

#### **Curators: Relevancy and Response in Times of National Crisis**

*PAG Chairs: Tegan Kehoe, Exhibit and Education Specialist, Paul S. Russell, MD Museum of Medical History and Innovation, MA; Tiffini Bowers, Head, Exhibitions & Engagement & Curator for Visual and Ephemeral Collections, John Hay Library, Brown University, RI*

### **Education: Grief and Recovery**

This year's pandemic placed an inordinate amount of stress on museum educators. From high and sometimes unrealistic expectations, to department cuts and employee lay-offs, to changes in the visitor engagement landscape, we need to grieve the losses we've experienced in 2020. To find out who we are now we must acknowledge where we've been, what we've survived, and how we can help others process their own grief. Join us as we allow space for grief as well as encouragement and support to move toward recovery and reinvention.

*PAG Chairs: Amanda Goodheart Parks, Director of Education, New England Air Museum, CT; Erin Wederbrook Yuskaitis, Independent Museum Professional, MA*

### **1:30 – 2:30 pm CONCURRENT SESSIONS (60 minutes)**

#### **Creative Revenue Streams Amidst a Pandemic**

Pivoting programs and revenue streams took different forms for each museum this past year. From a curbside pick-up program to micro-wedding initiatives, learn how two organizations got creative with their income. What did we learn from these shifts, and what do things look like for 2021? Come ready to listen and share your own story of revenue success and community joy.

*Facilitator: Scarlett V. Hoey, Manager of Membership & Development, NEMA, MA*

*Speakers: Patrick McNamara, Functions Manager, Historic New England, MA; Cara Sutherland, Executive Director, Remick Country Doctor Museum & Farm, NH*

#### **Let's Take This Outside!**

Our planet is changing and our cultural habits are too. There is growing conversation about ways of adjusting our human activities to better support our environment. You will learn how four different organizations (children's museum, science center, historic house/garden, and Indigenous museum) encourage visitors to spend time outside and think about their physical place in the world as a way to build life-long connections with nature and conserve it for future generations.

*Facilitator: Brindha Muniappan, Senior Director of the Museum Experience, Discovery Museum, MA (NEMA Board)*

*Speakers: Kate Leavitt, Director of Mission, Seacoast Science Center, NH; Lorén Spears, Executive Director, Tomaquag Museum, RI (NEMA Board)*

# Quick Glance

## Monday

9:30 am – 3:45 pm

**Exhibit Hall Open**

9:45 – 10:30 am

**Welcome and Keynote Presentation**

- Change Champions: Data-Informed Opportunities for Museums in a Pandemic-Impacted World

10:30 – 10:45 am

**Break**

10:45 am – 12:15 pm

**Concurrent Sessions**

- Confronting Ourselves Together: Building an Inclusive Work Culture One Conversation at a Time
- Redefining School Programs in the Digital Age
- Your Museum Career: Now What? *Sponsored by Collector Systems*

12:15 – 1:30 pm

**Exhibit Hall**

12:30 – 1:15 pm

**PAG Lunches**

- Exhibitions
- Membership, Development, PR & Marketing

1:30 – 2:30 pm

**Concurrent Sessions**

- Finding Health and Wellness Through the Arts During a Pandemic
- Keeping the Museum: Facilities 101
- Membership: What Have We Done for You Lately?
- What now? Immersive Theater, Games and Interactive Content Responds to Covid

2:30 – 2:45 pm

**Break**

2:45 – 3:45 pm

**Concurrent Sessions**

- Fundraising in the "New Normal" World
- Hands-on Learning During and After Covid
- History is Happening Now: Collecting the Covid-19 Experience *Sponsored by the William G. Pomeroy Foundation*
- When Data Shocks *Sponsored by Harvard University Extension School, Museum Studies Program*

4:00 – 5:00 pm

**Newcomers Reception**

*Sponsored by Tufts University, Museum Studies Program*

## Tuesday

10 am – 3:45 pm

**Exhibit Hall Open**

10 – 10:30 am

**Keynote Presentation**

- Museums, Race, and the Road to Inclusion

10:30 – 10:45 am

**Break**

10:45 am – 12:15 pm

**Concurrent Sessions**

- Ask Us Anything: Human Resources
- Growing DEI, from the Inside Out
- Leadership At All Levels - Exercising Influence When You Don't Have Authority *Sponsored by Collector Systems*
- Monuments & Museums: What Should Happen with New England's Controversial Public Art?

12:15 – 1:30 pm

**Exhibit Hall**

12:30 – 1:15 pm

**Directors and Trustees Lunch**

*Sponsored by Museum Search and Reference*

12:30 – 1:15 pm

**PAG Lunches**

- Young and Emerging Professionals
- Library & Archives: Maintaining Inclusive Access to Archives in a Pandemic *Sponsored by Full Circle Archive Digitization*

1:30 – 2:30 pm

**Concurrent Sessions**

- Active Collections: What We've Learned *Sponsored by Lucidea*
- Definitions of Justice
- Donor. Creep.
- Moving from "George Washington Slept Here" to "Who Cleaned this Chamber Pot?": Redefining School Programs to Meet 21st Century Learning and Teaching

2:30 – 2:45 pm

**Break**

2:45 – 3:45 pm

**Concurrent Sessions**

- Beyond 2020: Continuing Conversations About Voting Rights After the (Sesqui)Centennial
- Coming Out and Inviting In: Case Studies Interpreting Queer History
- Decolonizing Museums: A Case Study
- Stretching the STEAM/STEM Pipeline - Advancements Through Community Collaborations

## Wednesday

10 am – 3:45 pm

**Exhibit Hall Open**

10:30 – 10:30 am

**Keynote Presentation**

- Climate Change. Covid-19. Racial Inequality: What Each Crisis Can Teach Us for Tackling the Others

10:30 – 10:45 am

**Break**



**10:45 am – 12:15 pm**

**Concurrent Sessions**

- Fresh Ideas for Futurist Fundraisers *Sponsored by Harvard University Extension School, Museum Studies Program*
- Climate Change and Historic Sites in New England *Sponsored by Harvard University Extension School, Museum Studies Program*
- Virtual Connections: Best Practices in Online Museum Ed
- We Are Allies: How to Listen, Learn, and Become Anti-Racist Museums

**12:15 – 1:30 pm**

**Exhibit Hall**

**12:30 – 1:15 pm**

**PAG Lunches**

- Curators: Relevancy and Response in Times of National Crisis
- Education: Grief and Recovery

**1:30 – 2:30 pm**

**Concurrent Sessions**

- Let's Take This Outside!
- Creative Revenue Streams Amidst a Pandemic
- Policing Art: Censorship and Curating Difficult Content *Sponsored by Lucidea*
- Using Virtual Platforms to Foster New Funding Opportunities and Empower Young Entrepreneurs *Sponsored by the William G. Pomeroy Foundation*

**2:30 – 2:45 pm**

**Break**

**2:45 – 3:45 pm**

**Concurrent Sessions**

- Fostering Community Within Frontline Staff
- Landscapes as Museums: Educating Our Audiences and Ourselves

## Thursday

**10 am – 3:45 pm**

**Exhibit Hall Open**

**10 – 10:30 am**

**Keynote Presentation**

- Celebrating Museums

**10:30 – 10:45 am**

**Break**

**10:45 am – 12:15 pm**

**Concurrent Presentations**

- Beyond Hands-On: Tapping the Non-Touch Senses in Exhibitions *Sponsored by Collector Systems*
- Closing the Loop: Building a Culture of Evaluation Without a Staff Evaluator
- Museums and Reinvention: Evolution or Extinction *Sponsored by the William G. Pomeroy Foundation*
- Top 10 Issues Faced by First Time Executive Directors

**12:15 – 1:30 pm**

**Exhibit Hall**

**12:30 – 1:15 pm**

**PAG Lunches**

- Historic Sites
- RACCS: Collections Care in the Time of Covid *Sponsored by HUB International*

**12:30 – 1:15 pm**

**The Museum Directors' Discussion**

**1:30 – 2:30 pm**

**Concurrent Sessions**

- Angles on Art: Math and Art Activities for Families and Students
- Fundraising is a Team Sport: Setting Gift Policies and Procedures that Strengthen your Institution from the Inside Out (and make your ED happy!)
- NAGPRA at 30 *Sponsored by Harvard University Extension School, Museum Studies Program*
- Planning for Interpretive Planning

**2:30 – 2:45 pm**

**Break**

**2:45 – 3:45 pm**

**Concurrent Sessions**

- Happy House Tours: Working with Homeowners and Volunteers for a Great Event
- Jumping Off the Page: Using Transmedia to Connect Middle Schoolers to Current Science Topics
- Rewriting Your Digital Plan: How to Get Your Tech Situation in Shape for Your Programs and Operations *Sponsored by Lucidea*
- Where the Museum Things Are: a Look at Museums in Challenging Places and Times *Sponsored by the William G. Pomeroy Foundation*

## Friday

**10 am – 1:15 pm**

**Exhibit Hall Open**

**10:45 am – 12:15 pm**

**Concurrent Sessions**

- Black Art Matters Festivals, Queer Fashion Shows, Community Luncheons, Oh My!
- Resource Roundup: A Roundtable for Sharing (and Discussing) Sources Relevant to Contemporary Issues in the Museum Field *Sponsored by Tru Vue*
- Who You Gonna Call? NEMA 911! *Sponsored by Collector Systems*

**12:30 – 1:15 pm**

**Annual Meeting & Awards**

**1:30 – 2:30 pm**

**Concurrent Sessions**

- Accessibility for Online Programs and Communication Channels *Sponsored by Lucidea*
- Learning from Listening
- Options for Activism for Museum People
- Sustainability and Partnerships: A Case Study with Old Sturbridge Village and Coggeshall Farm Museum

### **Policing Art: Censorship and Curating Difficult Content**

Museums should be a safe place for unpopular ideas and difficult history. What are the dangers of censorship within a museum exhibition? How do you curate difficult content and navigate feedback? How do we also avoid self-censorship as curators? Shrinking enrollments at universities can contribute to the fear and backlash which can lead to censorship when a museum is part of a university setting. We will discuss an example of recent censorship in a university museum as well as some ways to respond to negative feedback.

*Facilitator: Katherine Taylor-McBroom, Curator of Exhibits and Collections, Sullivan Museum, Norwich University, VT*

*Speakers: John Hart, Director, Sullivan Museum, Norwich University, VT; Andrea Rosen, Curator, Fleming Museum of Art, University of Vermont*

**Sponsored by Lucidea**

### **Using Virtual Platforms to Foster New Funding Opportunities and Empower Young Entrepreneurs**

The Museum of Science, Boston recently pivoted its Go Carbon Neutral Challenge to a virtual format. With the added freedom of virtual interactions, we expanded the number of partners involved in the project, increased the visibility of our sponsor, and expanded interactions between competitors and community mentors, fostering long-term, professional relationships. Hear from museum staff, community, and corporate partners on how to engage funders and multiply a traditional museum audience in meaningful, new ways.

*Facilitator: Jonathan Fanning, Educator, Community Initiatives, Museum of Science, Boston, MA*

*Speaker: Jacob Barry, Corporate Relationships Manager, Museum of Science, Boston, MA*

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## Museum Studies



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**2:30 – 2:45 pm**

**BREAK**

Take advantage of the opportunity to interact and engage with exhibitors in real time!

**2:45 – 3:45 pm**

**CONCURRENT SESSIONS**

**(60 minutes)**

**Fostering Community Within Frontline Staff**

As museums reconsider how they fit into the world, frontline staff continue the vital and integral task of working with the visiting public. Who are the frontline staff? Why do they wish to work in museums? What can frontline managers put into practice to effectively supervise staff and create community? How can managers support frontline staff in their roles? Hear how two art museum supervisors manage their team of “Visitor Assistants” responsible for customer service, security, and education. Also, learn how this community was maintained during the closure of the museum due to the coronavirus. This session will focus on how to build and foster

a positive working relationship with and among frontline staff.

*Facilitator: Helen Brechlin, Gallery Supervisor and Administrator, Institute of Contemporary Art, Boston, MA*

*Speaker: Tom Maio, Gallery Supervisor, Institute of Contemporary Art, Boston, MA*

**Landscapes as Museums: Educating Our Audiences and Ourselves**

Is a landscape a museum, and how can we engage visitors with it? Join three museum education professionals for an interactive panel that brings landscape from the backdrop to the foreground. We will explore best practices, what landscapes are, why they are considered museums, and creative ways to educate visitors about living collections. From botanic gardens to historic landscapes, we will answer questions and brainstorm learning opportunities for your outdoor properties.

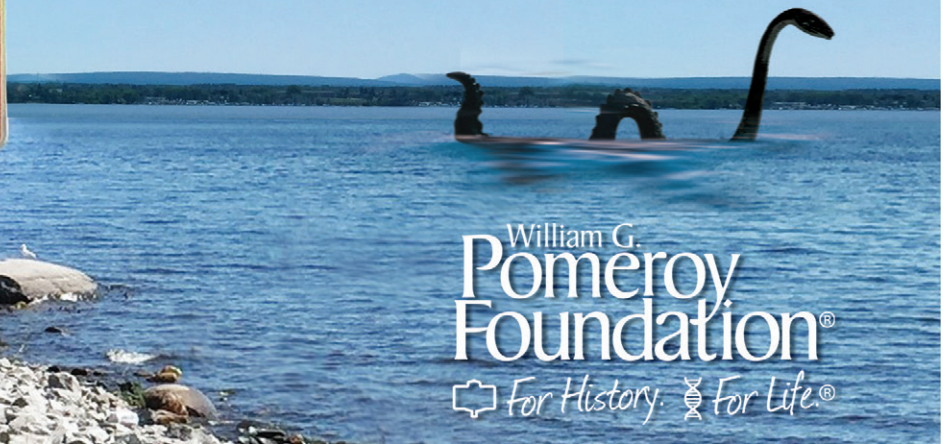
*Facilitator: Courtney Allen, Director of Public Programs, Native Plant Trust, MA*

*Speakers: Julie Christina, Education Programs Manager, Blithewold Mansion, Gardens & Arboretum, RI; Jane Hennedy, Site Manager, Southern Rhode Island, Historic New England*

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# Thursday, November 19

## Yay, Museums!

NEMA knows that museums are vital, and despite the work ahead of us as a field, we know that there remain triumphs to celebrate and reasons that museums continue to inspire us. Today's sessions feature cool projects, personal stories, and tools to help us turn inspiration into action.

### 10 am – 3:45 pm EXHIBIT HALL OPEN

### 10 – 10:30 am CELEBRATING MUSEUMS

Why do you love museums? Is it because even in a crisis they support our communities, or is it because museums in New England have



something to offer everyone? There are just as many ways to answer the question as there are museum people in our field, but today you will hear from some

of your colleagues across New England in a travelogue of museum diversity, and then join in a panel discussion. Yay, Museums!



*Panelists: Catherine Allgor, President, Massachusetts Historical Society; Chris Newell (Passamaquoddy), Executive Director, Abbe Museum, ME; Hallie Selinger, Visitor Experience Manager, Institute of Contemporary Art, Boston, MA*

*Moderator: Rebekah Beaulieu, Executive Director, Florence Griswold Museum, CT (NEMA Board)*

### 10:30 – 10:45 am BREAK

Learn from leaders in the museum field in this one-stop educational venue open to all attendees.

### 10:45 am - 12:15 pm CONCURRENT PRESENTATIONS (90 minutes)

#### **Beyond Hands-On: Tapping the Non-Touch Senses in Exhibitions**

Touchless technologies, antiviral coatings, personal styluses - we've spent a lot of time discussing exhibits as disease vectors. Let's spend some time reminding ourselves of the many other senses that exhibitions can invoke instead of - or in addition to - touch. We'll share some classic and new examples of non-touch interactivity through sound, smell, and proprioception. In small groups, you can share other examples and brainstorm ways to inexpensively increase the sensory dimensions of exhibits.

*Speakers: Betsy Loring, Principal, expLoring exhibits & engagement, LLC, MA (PAG Chair); Laurie Pasteryak, Director of Interpretation, Fairfield Museum & History Center, CT (PAG Chair)*

**Sponsored by Collector Systems**

#### **Closing the Loop: Building a Culture of Evaluation Without a Staff Evaluator**

How can museum staff at small- and mid-sized institutions build a culture of evaluation and create systems that close the feedback loop when evaluation is only one small part of their job? Session facilitators will share case studies of their experiences and strategies integrating evaluation principles in their work, along with challenges faced along the way. Then you will collaborate with your peers to draft manageable and actionable assessment plans for your home institution.

*Facilitator: Elisabeth Nevins, Seed Education Consulting, MA*

*Speakers: Joy Kubarek, Co-Founder and Partner, Inform Evaluation & Research, MA; Dana White, Independent Museum Professional, MA*



## **Museums and Reinvention: Evolution or Extinction**

How can museums compete for increasingly scarce discretionary entertainment time, maintain their relevance, and ensure their financial viability? This session will explore a museum complex that rebranded itself as a family-centric attraction, a venerable institution that shed its elitist identity through a capital expansion project, a strategic merger of two historic sites, and the reimagining of a historic house museum. The goal of the session is to evaluate the success and implications of these approaches, and to spark a conversation about strategies for sustaining museums. Please bring your own case studies for group discussion.

*Facilitators: Kay Simpson, President/CEO, Springfield Museum, MA; Julia Courtney, Collections Curator, Art Complex Museum, MA*

*Speakers: Dr. John Buchtel, Curator of Rare Books, Head of Special Collections, Boston Athenæum, MA; Erin McGough, Executive Director, Bradford House, Reimagine Bradford, MA*

**Sponsored by the William G. Pomeroy Foundation**

## **Top 10 Issues Faced by First Time Executive Directors**

In 2019 NEMA launched the Executive Director Community of Practice (EDCoP) for first-time museum directors to share their experiences and learn from experts in the field. In this panel, EDCoP participants will share their struggles and successes, and answer your questions before you step into your first directorship. Topics include working with boards, gender and age biases, balancing work and self-care, along with other issues.

*Facilitator: Kaleigh Paré, Director, Patton Homestead, MA*

*Speakers: Sarah Johnson, Director, Cahoon Museum of American Art, MA; Cynthia Walker, Director, Brick Store Museum, ME (NEMA Board)*

## **12:15 – 1:30 pm EXHIBIT HALL**

Find the latest innovations in the museum field and chat with our experts in the industry.

## **12:30 – 1:15 pm PAG LUNCHES**

Convene with your colleagues over lunch! These Professional Affinity Gatherings are open to all with interest in the field or topic. Specific discussion descriptions will be available closer to the conference.

Today's gatherings include:

### **Historic Sites**

*PAG Chairs: Kelsey Mullen, Director of Education, Providence Preservation Society, RI; Emma Stratton, Executive Director, American Independence Museum, NH*

### **Registrars & Collection Care Specialists (RACCS): Collections Care in the Time of Covid**

*PAG Chairs: Abby Battis, Associate Director for Collections, Historic Beverly, MA; Daniel Neff, Independent Museum Professional, MA*

**Sponsored by HUB International**

## **12:30 – 1:15 pm**

### **MUSEUM DIRECTORS' DISCUSSION**

This is an opportunity for CEO/Directors to discuss concerns and challenges in an open forum setting. Our facilitator will keep the conversation moving while we share ideas and solutions. Whether you are a seasoned or a first-time museum director, this discussion will be for CEOs of any size museum.

*This session is limited to executive directors of museums and similar organizations. Pre-registration required.*

*Facilitator: Sue Gogonian, Director, Historic Beverly, MA (NEMA Board)*

## **1:30 – 2:30 pm**

### **CONCURRENT SESSIONS (60 minutes)**

#### **Angles on Art: Math and Art Activities for Families and Students**

Looking for new ways to bring together math and art in your family or school programming? We will demonstrate a range of activities that will help your visitors engage with number recognition, probability, and geometry. Come roll the dice and get out your protractors with us!

*Facilitator: Angela Parker, Docent and Tour Programs Manager, Wadsworth Atheneum Museum of Art, CT*

*Speakers: Alexander Brooks, Education Manager, Gaston County Museum of Art & History, NC; Libby Keller, Student Museum Educator, Smith College Museum of Art, MA*



**Fundraising is a Team Sport: Setting Gift Policies and Procedures That Strengthen Your Institution from the Inside Out (and make your ED happy!)**

Who knew that setting policies and procedures for fundraising could be so much fun or so fulfilling? It is FUNdraising after all! In this session, explore how strong collaboration and communication between the Director of Development, Executive Director, and Chief Financial Officer allow all areas of the museum to flourish. We will take a close look at best practices, gift agreements, restricted and major gift acceptance, and how to keep your Executive Director and CFO happy through reporting, metrics, and strong communication.

*Facilitator: Rebekah Beaulieu, Director, Florence Griswold Museum, CT (NEMA Board)*

*Speaker: Matt Strelak, Director of Development, Florence Griswold Museum, CT*

**NAGPRA at 30: Reflecting on the Past, Looking to the Future**

The Native American Graves Protection and Repatriation Act (NAGPRA) became law thirty years ago. NAGPRA fundamentally changed the relationship between tribes and museums, but

there are still many challenges. Museums have over 120,000 Native American ancestral remains and some institutions have not yet consulted with tribes. Session participants can discuss all aspects of NAGPRA with tribal, museum, and National Park Service facilitators in small, informal groups, from basic questions to work on institutional repatriation goals.

*Facilitator: Ryan Wheeler, Director, Robert S. Peabody Institute of Archaeology, MA*

*Speakers: Nekole Alligood, NAGPRA Representative, Delaware Nation, OK; Melanie O'Brien, Manager, National NAGPRA Program, National Park Service, DC; Lorén Spears, Executive Director, Tomaquag Museum, RI (NEMA Board)*

**Sponsored by Harvard University Extension School, Museum Studies Program**

**Planning for Interpretive Planning**

Is there nothing more stressful than planning for a major project? The time, the staff, the budgets, oh my! Join two legendary literary heritage sites that have been tackling the interpretive planning process and learn about their tips and tricks for successful project planning.



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*Facilitator: Julie Arrison-Bishop, Community Engagement Director, The House of the Seven Gables Settlement Association, MA*

*Speakers: Matt Kirchman, President and Creative Director, ObjectIDEA, MA (NEMA Board); Brooke Steinhauer, Program Director, Emily Dickinson Museum, MA*

**2:30 – 2:45 pm**

## **BREAK**

Explore the Exhibit Hall and chat with vendors, attend demos, and discover innovative services for our museum community.

**2:45 – 3:45 pm**

## **CONCURRENT SESSIONS**

**(60 minutes)**

### **Happy House Tours: Working with Homeowners and Volunteers for a Great Event**

Historic Beverly's successful holiday house tours require many volunteers and lots of coordination; a great partnership makes it possible even with limited staff and a very small budget. A staff member shares the financial, organizational, and community benefits, a homeowner shares their experience and the volunteer coordinator details how it's done, pre-pandemic and beyond.

*Facilitator: Sue Goganian, Director, Historic Beverly, MA (NEMA Board)*

*Speakers: Fay Salt, Trustee, Historic Beverly, MA; John and Jaye Cuffe, Beverly Homeowners, MA*

### **Jumping Off the Page: Using Transmedia to Connect Middle Schoolers to Current Science Topics**

As hands-on museums consider alternate programming to engage guests in these unprecedented times, middle school-aged students can be left behind. The virtual book club format is a transmedia offering that engages middle schoolers with characters, critical thinking, and emotional skills while exploring a scientific topic through story. We share how we used virtual classrooms, books, videos, podcasts, and character and professional visits to engage participants and offer them the opportunity to investigate current topics.

*Facilitator: Janine Myszka, Forum Education Associate, Museum of Science, Boston, MA*

*Speakers: Susan Heilman, Program Manager of Community Initiatives, Museum of Science,*

*Boston, MA; Pendred (Penny) Noyce, Author, Chair, and Publisher Tumblehome, Inc., MA*

### **Rewriting Your Digital Plan: How to Get Your Tech Situation in Shape for Your Programs and Operations**

While many museums had a digital strategy, no one could have predicted the long-term shut down that was a result of Covid. Now it is time to reevaluate our strategy and plan for the future. We will look at digital strategies both internally and externally, starting with a review of the various models that helped some organizations maintain a stream of both earned and contributed revenue during this challenging time, and how they can be adapted going forward. We'll look at your digital content and how you can engage your visitors and provide programming at a sustainable, fair cost for you and your visitors. We'll also talk about remote museum operations, setting up your team to be able to work remotely, and having the systems and equipment in place to keep everyone connected.

*Facilitator: Wyona Lynch-McWhite, Senior Vice President, Arts Consulting Group, MA (NEMA Board)*

*Speaker: Jane Hsu, Associate Vice President, Arts Consulting Group, NY*

**Sponsored by Lucidea**

### **Where the Museum Things Are: a Look at Museums in Challenging Places and Times**

Why do we feel confined by traditional or typical museum spaces? What if a museum can succeed at a ballpark, a military base, or with no permanent space at all? A panel will discuss the challenges and successes of operating museums in unique and complicated places. The panel will directly confront the thinking that museums can only function in "proper" spaces by talking about how exhibits, collections and education have succeeded in places you wouldn't ordinarily think of as museums.

*Facilitator: Sarah Coffin, Curator, Boston Red Sox, MA*

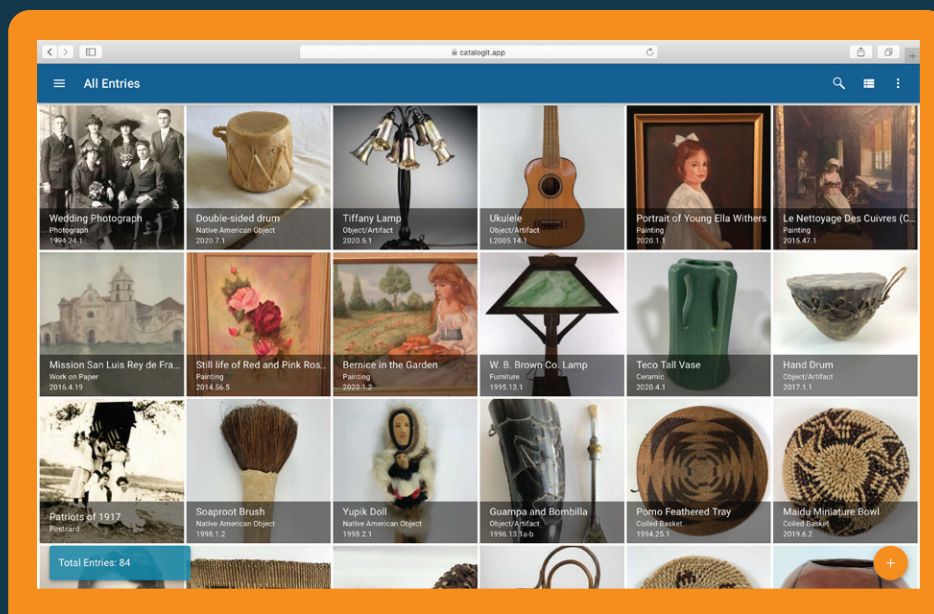
*Speakers: Sam Aquillano, Executive Director, Design Museum, Boston, MA; Rob Doane, Curator, Naval War College Museum, RI; Dan Wallis, Principal, The Square Office, MA*

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# Friday, November 20

## Forward Thinking, Future Thinking

What do museums of the future look like? What roles do we play in the world we want to live in? Today's sessions explore ways museums are creating futures that are sustainable, welcoming, and supportive.

**10 am – 1:15 pm**

### **EXHIBIT HALL OPEN**

Make time in your schedule to visit the Exhibit Hall to see a showcase of the latest technology and tools.

**10:45 am – 12:15 pm**

### **CONCURRENT SESSIONS**

**(90 minutes)**

#### **Black Art Matters Festivals, Queer Fashion Shows, Community Luncheons, Oh My!: Cultivating the College Art Museum as a Site for Radical Inclusion**

Over the last three years, the Mead Art Museum has partnered with the Queer Resource Center and Multicultural Resource Center on dozens of programs to center historically marginalized identities and perspectives in an effort to build community at the campus art museum, transforming the museum into a burgeoning site of radical inclusion, from gender-affirming fashion shows and Black Art Matters festivals, to commissioned works of art for sites outside the museum. We will explore radical inclusion as it relates to identity, community, and museum practice. Particular attention will be given to the cultural, institutional, and systemic barriers and challenges we face pursuing this work, and maintaining authentic relationships with communities. We will also provide examples of collaborative programs that were successful in our context, and offer lessons we have learned along the way. Participants will work in teams to brainstorm and outline plans they can implement at their home institutions.

*Facilitator: Danielle Amodeo, Marketing & Public Programs Specialist, Mead Art Museum, Amherst College, MA*

*Speakers: Jxhn Martin, Director, Queer Resource Center; Eboni Rafus-Brenning, Director, Multicultural Resource Center, Amherst College, MA*

#### **Resource Roundup: A Roundtable for Sharing (and Discussing) Sources Relevant to Contemporary Issues in the Museum Field**

Feel like you are familiar with contemporary issues in the museum field, but have not had the time to read up on it? Keeping updated on the relevant literature and resources in the field can be challenging. Attend the Resource Roundup to get a bibliography of sources and engage with colleagues via active discussion to explore resources, ideas, share information, and network. This roundtable aims to (1) highlight the key books, articles, and resources useful for understanding and navigating contemporary museum issues while (2) encouraging participants to seek out and engage with literature in the field, and (3) consider how it influences, inspires, and/or applies to their professional practice.

- **Museum Compensation/Salary Transparency:** *Dr. Julie Holcomb, C.A., Associate Professor of Museum Studies, Baylor University, TX; Coleman Hampton, Executive Director, Bell County Museum, Adjunct Lecturer in Museum Studies, Baylor University, and TAM Council Member, TX*

- **Issues of Access:** *Lynn Thomson, Assistant Director of Art Education/Community Engagement, Currier Museum of Art, NH; Cynthia Robinson, Senior Lecturer and Director, Museums Studies & Museum Education, Tufts University, MA*

- **Evaluation:** *Lynn Baum, Principal of Turtle Peak Consulting, Instructor, Harvard's Museum Studies Program, WA; Dr. Christina Smiraglia, Research Analyst, Project Zero, Instructor, Harvard's Museum Studies Program, MA*

- **Decolonization:** *endawnis Spears (Diné/Ojibwe/ Chickasaw/ Choctaw), Director of Programming & Outreach, Akomawt Educational Initiative, CT; Elisabeth Nevins, Seed Education Consulting, MA*

- **Museum Activism & Social Justice:** *Representatives from Museum Workers Speak*

- **Gender Equity & Leadership:** *Anne Ackerson, Independent Consultant to Cultural Nonprofits, NY; Joan Baldwin, Interim Director, Edsel Ford Memorial Library, Curator of Special Collections, The Hotchkiss School, CT*

- Museum Careers & Professional Development: *Greg Stevens, Director, Master of Arts in Museum Professions, Director, Institute of Museum Ethics, Seton Hall University, NY; Tara Young, Independent Museum Professional and Lecturer, Museum Education Program, Tufts University, MA*

*Session Facilitator: Kimberly McCray, Lecturer and Graduate Program Co-Director, Department of Museum Studies, Baylor University, TX*

**Sponsored by Tru Vue**

**Who You Gonna Call? NEMA 911!**

Nine senior museum professionals are volunteers for NEMA 911, a rapid response service for NEMA members. Calls have spanned a range of issues from how to empower front line staff to dealing with troublesome board members. We've handled metaphorical raging fires to long-simmering back burner problems. While maintaining confidentiality, we will share some of our most interesting calls. How would you respond to these dilemmas? What can we all learn from them?

*Facilitator: Laura Roberts, Principal, Roberts Consulting, MA*

*Speakers: Charlie Browne, Former Executive Director, Fairbanks Museum & Planetarium, VT;*

*David Ellis, President Emerita, Museum of Science, Boston, MA; Wendy Lull, President emerita, Seacoast Science Center, NH*

**Sponsored by Collector Systems**

**12:30 – 1:15 pm**

**ANNUAL MEETING & AWARDS**

This year's Annual Meeting will have a different format than usual, but it will still be your chance to celebrate your association and the people in it. We'll start out with the annual NEMA Excellence Awards, presented to colleagues who have gone "above and beyond." Highlights will also include the NEMA Lifetime Achievement Award honoring Susan Robertson, executive director of Gore Place, plus a brief "state of the association" presentation from NEMA Executive Director Dan Yaeger. The business part of the meeting will include voting on this year's slate of NEMA officers and new members, plus bylaw updates. NEMA members come exercise your vote!

**LIFETIME ACHIEVEMENT AWARD**

We are pleased and excited to present the 2020 NEMA Lifetime Achievement Award to Susan Robertson. For more than 30 years Susan has been the executive director at Gore Place in Waltham, Massachusetts, the 1806 home of Governor Christopher Gore. Her years as a museum professional have included service to the field and to countless colleagues whom she has counseled and mentored. Susan's commitment to NEMA has included service as a board member, officer, and president, and she has been a regular contributor to NEMA programming, lending her expertise to workshops and conference sessions over many years. Join us as we honor her for her contributions!



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**1:30 – 2:30 pm**  
**CONCURRENT SESSIONS**  
**(60 minutes)**

**Accessibility for Online Programs and Communication Channels**

Join us to learn how to improve access to your digital offerings for visitors with disabilities. You'll participate in small-group discussions to learn how Gore Place makes digital programs and communication channels more accessible through universal design. We'll discuss accessibility for social media, webinars, websites, and more. Discover real solutions you can try today. This session is designed for everyone, no matter their level of technical knowledge.

*Facilitator: Susan Robertson, Executive Director, Gore Place Society, MA*

*Speakers: Charles Baldwin, Program Officer, UP Designation, Innovation and Learning Network, Mass Cultural Council; Emily Carpenter, Web Designer and Digital Marketer, WA; Aaron Rawley, Volunteer Coordinator, Gore Place Society, MA*

**Sponsored by Lucidea**

**Learning from Listening**

Listening is key for successful communication and projects. Come hear from the Civic Conversations project team at the Edward M. Kennedy Institute for the United States Senate as they discuss how listening was the foundation for developing an educator community of practice which focused on creating a dialogic classroom during a pandemic and virtual education in our school system.

*Speakers: Allyson Bachta, Project Assistant and Global Governance and Human Security, Ph.D student at UMass, Boston; Jan Crocker, Senior Exhibit and Content Developer, and Amy Munslow, Manager of Education, Edward M. Kennedy Institute for the United States Senate, MA; Karen Ross, Ph.d., Project Evaluator, and Assistant Professor, Department of Conflict Resolution, UMass, Boston; John Sarrouf, Co-Executive Director and Director of Program Development, Essential Partners, MA*

**Options for Activism for Museum People**

Mid-career museum colleagues face an acute turning-point in their professional lives. Unforeseen circumstances have disrupted long-held career plans. Now, many also grapple with



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how to respond as Covid-19 exposes our society's deep inequities, the climate emergency escalates, and structural racism is at the center of public discourse. Join panelists who took different approaches to answering this question in their own lives and connect with others navigating these issues. Whether you are "dipping your toe in the water" or "making a life change," all are invited.

*Co-Facilitators: Cathy Saunders, Curator of Education, Lippitt House Museum, RI (NEMA Board); Annie Storr, Resident Scholar, Brandeis University's Women's Studies Research Center, MA*

*Speakers: Dr. Schroeder Cherry, Independent Artist & Lecturer, Museum Studies, Morgan State University, MD; Elaine Gurian, Senior Museum Consultant, VA*

### **Sustainability and Partnerships: A Case Study with Old Sturbridge Village and Coggeshall Farm Museum**

On January 1, 2020, Old Sturbridge Village entered into a bold new partnership with Rhode Island's Coggeshall Farm Museum intended to sustain and expand living history in New England. This mutually beneficial partnership sets the stage to build a regional, living history coalition. What are the motivations, challenges (including navigating the pandemic), and benefits to each organization and what does the future hold for living history museums in New England?

*Facilitator: Eleanor Langham, Coggeshall Farm Museum Program Coordinator, Old Sturbridge Village, RI*

*Speakers: James Donahue, President and CEO, and Rhys Simmons, Director of Interpretation, Old Sturbridge Village, MA; Steve Lake, Board President, Coggeshall Farm Museum, RI*

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### **Thanks for making the conference possible!**

A special thank you to all of our speakers, NEMA Board, PAG Chairs, Sponsors, Exhibitors, and our volunteers.

### **Scholarship Sponsors**

Connecticut Humanities and Connecticut Office of the Arts and State Historic Preservation Office; Cynthia Robinson; Laura B. Roberts; Mass Humanities; Massachusetts Cultural Council; Museum Textile Services; Rhode Island Council for the Humanities; SmallCorp; TimeLooper; The International Tennis Hall of Fame; The NEMA Board; and the Vermont Humanities Council.

### **Session Reading Team**

Nicole Claris, Jan Crocker, Matt Kirchman, Amanda Goodheart Parks, Doug Stark, and Cynthia Walker.

## Conference Information



For conference updates and the latest news, follow us on Twitter



(@nemanet, #nema2020) or Facebook and Instagram.



### **Online Registration**

Registering for conference couldn't be easier. Just [click here](#) to register. Or, if you prefer, complete the form on the next page and return it to us by mail no later than November 6 (October 23 if you want the Early Bird discount).

### **Speakers**

NEMA appreciates its colleagues who participate as panelists and speakers. If you plan to attend the conference beyond the session in which you're participating, we offer a significant discount on registration. Only attending your session? We ask that you still register for the conference. Just select the "attending my session only" option and the registration is free.

### **Group Rate**

NEMA member museums can send 5 or more employees and save 25% off the full conference member rate! Contact the NEMA office at [conference@nemanet.org](mailto:conference@nemanet.org) to register. Please note that the discount only applies to the full conference member rate.

### **ADA Accommodations**

While registering, you will be prompted to indicate any accessibility needs. We will follow up with you prior to the meeting to provide resources or obtain more information. If you have additional accessibility needs, please contact Meg Winikates at [meg.winikates@nemanet.org](mailto:meg.winikates@nemanet.org). Please make requests as soon as possible to allow us time to provide the requested service.

### **Registration Policies**

You may transfer your registration to another person at any time prior to conference. Please email the NEMA office with the name of your replacement. Once the conference begins, you cannot transfer or share your registration.

One-day registrations may not be split between days.

### **Cancellation Policy**

If you need to cancel your registration, we will provide a refund (less a 25% processing charge). We must receive your refund request in writing no later than November 6, 2020. After that date there are no refunds. Refunds will be mailed after the conference.

### **For More Information**

Please check the NEMA website for more information about the conference, including access to the online platform. We will also be happy to answer your questions by phone 781-641-0013 or email [conference@nemanet.org](mailto:conference@nemanet.org).

# Scholarships & Fellowships

Thanks to the generosity of sponsors, several scholarships and fellowships are available to help make the NEMA conference more affordable.

Applications must be digitally submitted by midnight on October 23, 2020.

The application process is simple:

- Complete a Scholarship and Fellowship application form online.
- A one paragraph response on how you will have an impact on the museum community of the future and how NEMA plays a role in your career trajectory. The NEMA Fellowship applicants must include a short paragraph on possible topics of interest that would contribute to to NEMA's journal, *New England Museums Now*.

For complete information on the application process, visit [nemanet.org/scholarships](http://nemanet.org/scholarships).

## General Scholarship

Many thanks to our Scholarship Underwriting Partners and Sponsors: Rhode Island Council for the Humanities, Connecticut Humanities and Connecticut Office of the Arts and State Historic Preservation Office, Mass Humanities, Massachusetts Cultural Council, Vermont Humanities Council, and TimeLooper.

## Museum Textile Services Scholarship

This is awarded to support full conference registration for two museum professionals who work at a small historic site. Support provided by Museum Textiles Services.

## SmallCorp Scholarship

This is awarded to support full conference registration for two conservators. Awarded conservators can work at a museum, private company, or as an independent. Support provided by SmallCorp.

## FELLOWSHIP AWARDS

### NEMA Fellowship Award

Given to a museum professional or student in the field to encourage professional development and thought leadership. The NEMA Fellow is awarded complimentary full conference registration and a stipend (\$200). The NEMA Fellow will contribute thought leadership by writing at least 3 articles on museum-related themes for NEMA publications during the year. The NEMA Fellow is expected

to produce these materials based on their exploration of museum issues and conference experience. NEMA Fellowship applicants must include a short paragraph on possible topics of interest that would contribute to to NEMA's journal, *New England Museums Now*.

### NEMA Diversity Fellowship Award

Established to make the conference financially accessible for students and museum professionals whose racial, ethnic, and/ or gender identity has been historically marginalized so that they can attend the conference. This fellowship provides complimentary full conference registration and a stipend (\$100). These funds are made possible by the generosity of NEMA Annual Appeal donors.

### NEMA Board Diversity Fellowship Award

A NEMA board funded award to make the conference financially accessible for 5 museum professionals and/or students whose racial, ethnic, and/or gender identity has been historically marginalized. This fellowship is awarded complimentary membership, full conference registration and a stipend (\$100).

## EDUCATIONAL PROGRAM BASED

### The Cynthia Robinson Scholarships

This is awarded to support four conference registrations. Priority for this scholarship will be given to current students or recent graduates (within five years) of the Tufts Museum Studies Program. Support provided by Cynthia Robinson.

### The Katherine Burton Jones Scholarships

This is awarded to support four conference registrations. Priority for this scholarship will be given to current students or alumni of the Harvard University Extension School, Museum Studies. Support provided by The International Tennis Hall of Fame.

### The Laura B. Roberts Scholarships

This is awarded to support four conference registrations. Priority for this scholarship will be given to graduates of the Harvard Museum Studies, Tufts Certificate, Bank Street Museum Leadership, and Cooperstown programs. This scholarship has been provided with support from Laura B. Roberts.

# Registration Form

Each registrant must be listed on a separate form. Mail or email with your payment by October 23, 2020 for the Early-Bird Rate or by November 6 for the Standard Rate to:

NEMA 2020 Annual Conference / 22 Mill Street, Suite 409 / Arlington, MA 02476 / [conference@nemanet.org](mailto:conference@nemanet.org)

< Register online today!  
[nemanet.org/register2020](http://nemanet.org/register2020)

## Registrant Information

First Name \_\_\_\_\_ MI \_\_\_\_ Last Name \_\_\_\_\_

Title \_\_\_\_\_

Institution \_\_\_\_\_

Mailing Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Contact Phone \_\_\_\_\_

This will only be used if NEMA has questions regarding your registration and is unable to reach you by email.

Email \_\_\_\_\_

This email address will be used to access the conference platform. Confirmations will also be sent to this address.

## Membership Information

If registering at member rates, please check one:

- Individual  Institutional (Includes Institutional Affiliate Members)  Academic Affiliate Member  Business  
 New NEMA Member (Fill out information below.)  Member of AMM, MAAM, MPMA, SEMC, WMA, CLHO, or MAM

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For institutional and business membership, please visit [nemanet.org](http://nemanet.org) for membership information.

## Attendee Information

- This is my first time attending a NEMA conference.  
 Sessions will be hosted on Zoom through the Whova platform. Do you have any Communication Accommodations we might provide to support your attendance at the conference?

## If Registering as a Speaker:

Session title: \_\_\_\_\_

- I will only be attending my session.  
(No registration fee.)

## Conference Program Registration

Please circle the appropriate fee:

	Early-Bird by Oct. 23	Standard Rate Oct. 24 - Nov 6
<b>Full Meeting</b>		
Member Rate	\$140	\$165
Non-member	\$175	\$200
Speaker	\$50	\$50
Student	\$25	\$25
Hardship Rate	\$25	\$25
<b>One Day</b>		
Member Rate	\$40	\$50

## Payment

Registration Fee \$ \_\_\_\_\_

Membership Fee \$ \_\_\_\_\_

NEMA Annual Appeal Donation \$ \_\_\_\_\_

**Total** \$ \_\_\_\_\_

## Method of Payment

- Check is enclosed (payable to NEMA); mail only.  
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## Special Event Registration

Specific sessions are listed if registration is required.

- Newcomers Reception (Monday)  
 Directors and Trustees Lunch Program (Tuesday)  
 Directors' Lunch (Thursday)