

Who Do We
Think We Are?
NOW

NEMA Virtual Conference
November 16-20, 2020

nema *NEW ENGLAND
MUSEUM ASSOCIATION*

Dear NEMA Friend:

Thank you so much for attending the 102nd NEMA Conference and the very first one that is virtual. Of course we realize that a virtual conference can never fully replicate the in-person experience, but 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, including and especially our colleagues who want to share their stories and expertise in 60+ sessions. 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 exhibitors and sponsors, including many of New England's state arts and humanities councils, who have stepped up their support of the NEMA conference. Their funding has allowed us to offer a range of registration options that makes the conference accessible to everyone regardless of their financial circumstances.

Thank you, too, for sticking with us and attending this year's conference. I hope you have a great experience and I look forward to seeing you virtually over the next few days and in person sometime soon!

Dan Yaeger
Executive Director

Who Do We
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NOW

A Special Thank You to our Sponsors!

Museum Insights

Any views, findings, conclusions, or recommendations expressed during this conference, do not necessarily represent those of the National Endowment for the Humanities.

How to Make the Most of NEMA 2020!

You will find we have compiled the following details to ensure you enjoy the 2020 Virtual NEMA Conference.

Conference Platform

Our conference platform & app, powered by Whova, is your key to the conference this year. The entire conference is at your fingertips with easy access on both your desktop or mobile device. You'll have it all: access to session information, exhibit hall, evaluations, social media, and virtual meet-ups. Download the Whova app from the App Store or Google Play. Open Whova, then create a login using the email you used to register for the conference. Once logged in on Whova you will have access to the conference based on your ticket type (full day, session only, single day). Use the [Whova Attendee User Guide](#) to learn more about the platform.

Concurrent Sessions

Sessions will be run concurrently and can be added to your agenda on the platform. Attendees will be able to access session recordings up to 3 months after the conference concludes. Please note: some sessions will not be recorded for privacy reasons.

Exploring the Exhibit Hall and Sponsor Areas

Learn from leaders in the museum field in this one-stop educational venue for all attendees. Chat with Exhibitors and Sponsors and join them for a showcase demo during breaks and throughout conferences. Support the businesses that celebrate and support our field. And, don't forget to enter Exhibitor raffles to win incredible prizes!

Networking Events

Go to the Community Board on the conference platform, and find the board for Meet-ups and Virtual Meets. Find the meet-up you are interested in, join directly, or tap into it to see more details, and then tap "Join"

You can also suggest a new meet-up by tapping "Suggest a Meet", and inputting the details. If you know someone will be interested, don't forget to invite them as well. If you have a meeting link, you can copy-paste there. Otherwise you can use Whova's virtual meet room, which allows up to 30 participants.

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. Please read the code at nemanet.org/code.

Session Updates

New Sessions

- IMP PAG Breakfast: Tuesday, November 17 at 8:30 am
- Conservation PAG Lunch: Wednesday, November 18 at 12:30 pm

Cancelled Sessions

- Beyond 2020: Continuing Conversations About Voting Rights After the (Sesqui)Centennial
- Museums and Reinvention: Evolution or Extinction

Social Media

Join the conversation on social media with [#NEMA2020](#) and follow [@nemanet](#) on Twitter and [@nema_conference](#) on Instagram. Share the fun of conference and tell the world why you love museums! You can also share with other attendees using the community board. You can upload your work-from-home or work-from-museum conference photos to share with fellow attendees as well.

Demonstration Events

Tune in to the Virtual Exhibit Hall and Sponsor Pages for demonstrations and talks. A full schedule of events will be available on the NEMA website and in the conference platform. Learn about innovative products and how-to tips on mastering the latest museum field trends.

NEMA Annual Meeting

Friday, 12:30 - 1:15 pm

Join us as we present the annual NEMA Excellence Awards and the NEMA Lifetime Achievement Award honoring Susan Robertson, executive director of Gore Place. There will also be a brief "state of the association" presentation from NEMA Executive Director Dan Yaeger. Members can vote on the new board slate and bylaw updates.

Make Plans for Newport in 2021!

November 17-19, 2021: Save the date for the 2021 Annual Conference next in Newport, RI.

Questions?

The Whova conference platform Ask the Organizers Anything section under the Community tab or email conference@nemanet.org. Please note that the NEMA staff is working remotely and the fastest way to reach is us by Whova or email.

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.

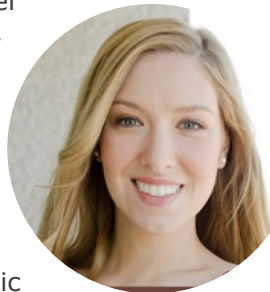
9:30 am – 3:45 pm
EXHIBIT HALL OPEN

9:45 – 10:30 am
WELCOME

Dan Yaeger, Executive Director, New England Museum Association and Lorén Spears, Executive Director, Tomaquag Museum, RI (NEMA Board)

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

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.

Today's gatherings include:

Exhibitions

Missing the serendipitous conversations at conference tables? Grab your soup or sandwich and feed your need for (virtual) human contact. In breakout rooms, your choice of 2020-related ice breaker questions will give you the chance to make a few new connections or renew old acquaintances.
PAG Chairs: Betsy Loring, Principal, expLoring exhibits & engagement, LLC, MA; Laurie Pasteryak, Director of Interpretation, Fairfield Museum & History Center, CT

Sponsored by Brad Larson / StoryHabitat

Membership, Development, PR & Marketing

Join your fellow PAG members for an informal lunch to meet new colleagues, reconnect with those you know and discuss best practices during this year for discussion
PAG Chair: Heather Rockwood, Development and Marketing Associate, Newport Historical Society, RI

Sponsored by DipJar

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: Darrell Cooper, Owner, Energy Audits Ltd., ME

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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; Karmisha Reeb, Owner, Mission 57 Escape Room, CA; Shelli Reeves, Director, Reframe History, OH; Kiara Vincent, 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: Maureen Bishop, Visitor Experience Manager, 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



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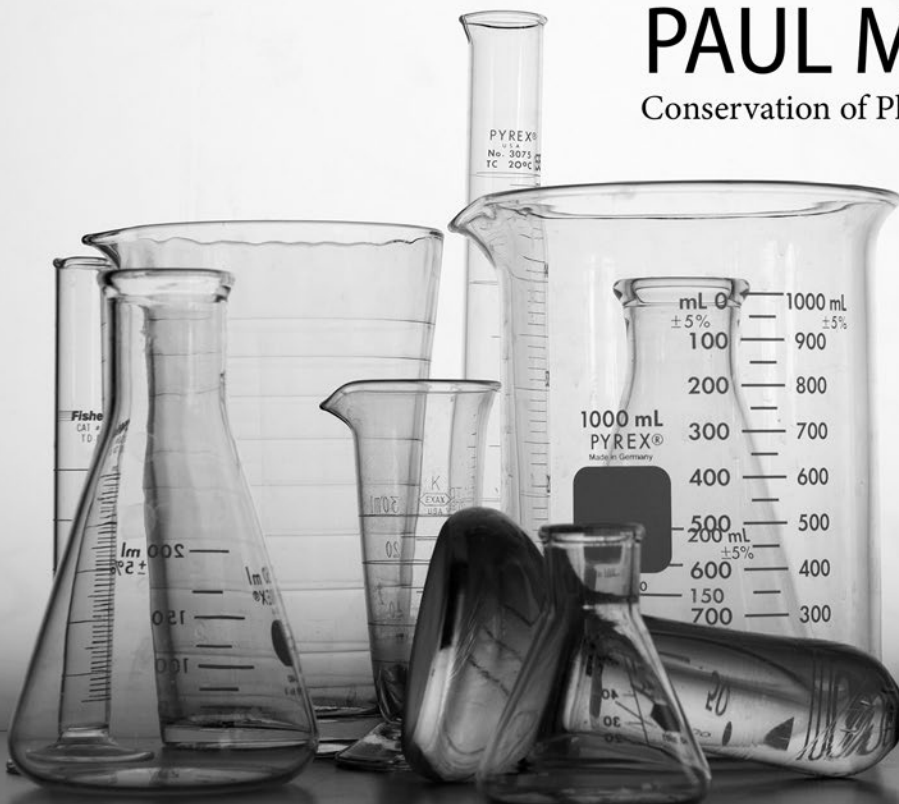
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History is Happening Now: Collecting the Covid-19 Experience

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 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.

8:30 am – 9:30 pm INDEPENDENT MUSEUM PROFESSIONALS BREAKFAST

"Recipe for Success"

With such a challenging year (or 4), I think everyone needs to reinvigorate themselves with some good stories of optimism and success. IMP (PAG) members are welcomed to share any successes they've had during these challenging times. Guests are also encouraged to send along breakfast recipes.

PAG Chairs: Ernesto Mendoza, Designer/Owner, One By Design, MA; Rebecca Migdal, Museum Consultant, Exhibit Development | Research & Writing | Project Management, MA

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: Adrienne Turnbull-Reilly, Program Assistant, Paul Revere House 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

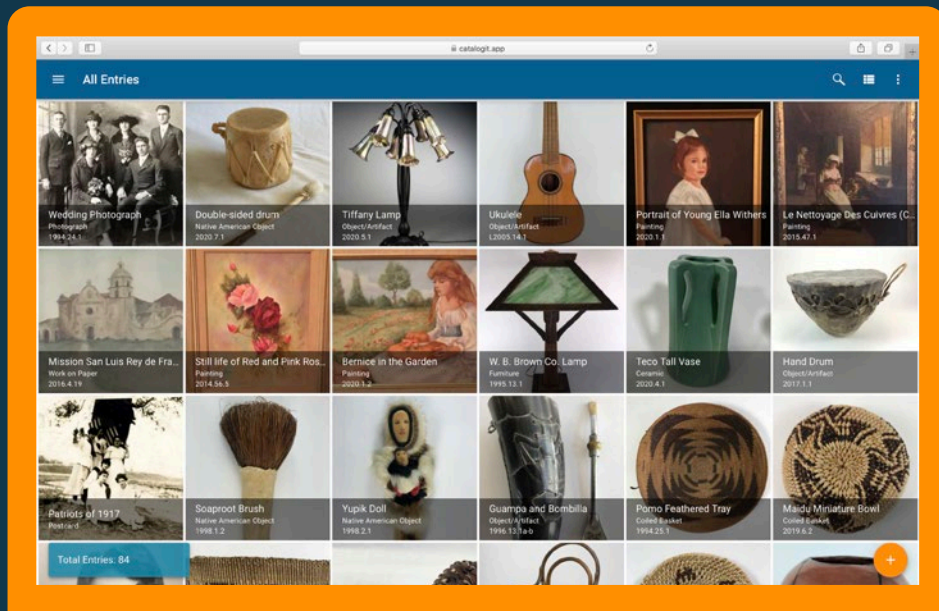
An organization's commitment to diversity, equity, and inclusion sometimes begins behind the scenes. What does it take to jumpstart broad institutional change from the inside out? What are some of the hurdles we encounter when first integrating new modes of thinking and decision making? How do we best 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



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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: Robert Freeman, Recontextualization Subcommittee, Emancipation Group, Boston Art Commission, MA; Patricia Gilrein, Art Collections Manager and Karin Goodfellow, Director of Public Art, City of Boston, MA; Ekua Holmes, Vice-Chair, Boston Art Commission, MA

Sponsored By Crystallizations Systems, Inc.

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.*

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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.

Today's gatherings include:

YEP PAG for Emerging Museum Professionals

Join us for lunch and meet your fellow Yeppers! Learn more about what our group offers, including information on upcoming professional development and networking events. YEP Co-chairs will also dive into how we have adapted our YEP offerings to an online platform. We also want to hear from you! Share with us ideas for the resources and topics that you would like to explore with us this next year.

PAG Chairs: Lisa Evans, Associate Director of Collections & Programming, St. Albans Museum, VT; Marie Palladino, Head of Educational Programs, The Mary Baker Eddy Library, MA; Emma Scheinmann, Director of Mission Engagement, COLLAGE: The Art for Cancer Network, MA

**Sponsored by Public History Program,
University of Massachusetts Amherst**

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

Join us for an informal conversation on maintaining and reinventing inclusive access to our archives, special collections, and libraries as a whole.

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), and has spent the last four years implementing it. Panelists will discuss



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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

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)

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 provide tools, takeaways, and tips for revamping school programs to be more intentional and utilize current strategies in education. We will cover how to make minor, no cost changes with major impacts: adaptations for specific grade ranges, integration of sensory learning, and student-directed experiences. Participants will walk away with tools and strategies, applicable across the field, which can be used to enhance existing programs. This presentation will also include time to share out about changes you have or want to make in your own programming and open discussion time.

Speaker: Ellary Gamache, Independent Museum Educator, RI

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

(60 minutes)

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 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

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Graduate Center, NY; Meghan Gelardi Holmes, Curator Gibson House Museum, MA; Marilyn Keith Daly, South Berwick Site Manager, Nicole Mello, Park Ranger, Longfellow House-Washington's Headquarters, MA; 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

Sponsored by Public History and Archives Tracks, History Department, University of Massachusetts Boston

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

STOP EVERYTHING! COVID-19 has majorly disrupted your annual development plan. Now what? Join us as we talk about challenges and solutions to five areas of fundraising: corporate

giving, membership, events, annual appeal, and micro/targeted philanthropy. We also want to hear from you. How have you pivoted? What worked and what didn't? We will then break into groups to talk about 2021--how can we help each other plan for the future?

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); Dawn E. Salerno, Executive Director, Rotch-Jones-Duff House & Garden Museum, MA

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

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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, Principal, Yellow Room Consulting, MA

Speakers: Frank Clark, Park Ranger, Tsongas Industrial History Center, MA; Rachel Lima, Director of Education, Mattatuck Museum, CT; Tracy Lindboe, Manager of Education Services, Metropolitan Waterworks Museum, MA; Jenny Powers, Family Engagement Coordinator, Springfield Museums, MA; Tashae Smith, Manager of Public Programs, Mattatuck Museum, CT

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.

Today's gatherings include:

Conservation PAG Lunch

Join the NEMA Conservation PAG leaders Camille and Barrett on national #talktoaconservator day! We will field questions about individual artifacts, collections care, and careers in art conservation.

PAG Chairs: Camille Breeze, Director & Chief Conservator, Museum Textile Services, MA; Barrett Keating, Principal, Barrett M. Keating Conservators, MA

Curators: Relevancy and Response in Times of National Crisis

Join us for a lunchtime game and open discussion about the role of museums concerning the opportunities and challenges we are currently facing as curators in cultural and arts institutions. Feel free to bring helpful tips, questions, and resources to share with colleagues as we gather to debrief.

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, Principal, Yellow Room Consulting, MA

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
- 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 *Sponsored by Brad Larson / StoryHabitat*
- Membership, Development, PR & Marketing *Sponsored by DipJar*

1:30 – 2:30 pm

Concurrent Sessions

- Finding Health and Wellness Through the Arts During a Pandemic
- Keeping the Museum: Facilities 101 *Sponsored By Crystallizations Systems, Inc.*
- 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 *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

8:30 am – 9:30 pm

IMP Breakfast "Recipe for Success"

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 *Sponsored by Collector Systems*
- Monuments & Museums *Sponsored By Crystallizations Systems, Inc.*

12:15 – 1:30 pm

Exhibit Hall

12:30 – 1:15 pm

Directors and Trustees Lunch

Sponsored by Museum Search and Reference & 42 | Design Fab Studio, Inc.

12:30 – 1:15 pm

PAG Lunches

- Young and Emerging Professionals *Sponsored by Public History Program, University of Massachusetts Amherst*
- 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 *Sponsored by Lucidea*
- Definitions of Justice
- Donor. Creep.
- Moving from "George Washington Slept Here" to "Who Cleaned this Chamber Pot?"

2:30 – 2:45 pm

Break

2:45 – 3:45 pm

Concurrent Sessions

- Coming Out and Inviting In: Case Studies Interpreting Queer History
- Decolonizing Museums: A Case Study *Sponsored by Public History and Archives Tracks, History Department, University of Massachusetts Boston*
- 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

- Conservation PAG Lunch
- 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 *Sponsored By Crystallizations Systems, Inc.*
- 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 *Sponsored by Museum Insights*

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
- Top 10 Issues Faced by First Time Executive Directors *Sponsored by the William G. Pomeroy Foundation*

12:15 – 1:30 pm

Exhibit Hall

12:30 – 1:15 pm

PAG Lunches

- Academic Museums and Galleries
- Historic Sites *Sponsored By Gorman Richardson Lewis Architects*
- 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
- NAGPRA at 30 *Sponsored by Harvard University Extension School, Museum Studies Program*
- Planning for Interpretive Planning *Sponsored By Crystallizations Systems, Inc.*

2:30 – 2:45 pm

Break

2:45 – 3:45 pm

Concurrent Sessions

- Happy House Tours
- Jumping Off the Page: Using Transmedia to Connect Middle Schoolers to Current Science Topics
- Rewriting Your Digital Plan *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

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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, New England Museum Association, MA

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

Sponsored By Crystallizations Systems, Inc.

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)

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.

Speakers: Jacob Barry, Corporate Relationships Manager, and Jonathan Fanning, Educator, Community Initiatives, Museum of Science, Boston, MA

Sponsored by the William G. Pomeroy Foundation

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



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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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...AND MORE!

Thursday, November 19

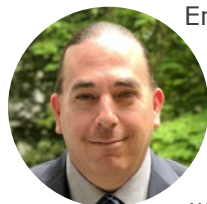
Yay, Museums!

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 and Sr. Partner to Wabanaki Nations, 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, MBA Candidate, UVA Darden School of Business, MA

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; Cassandra Peltier, Executive Director, The Susan B. Anthony Birthplace Museum, MA; Eric Peterson, Executive Director, Metropolitan Waterworks Museum, Inc., MA; Cynthia Walker, Director, Brick Store Museum, ME (NEMA Board)

Sponsored by the William G. Pomeroy Foundation

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.

Today's gatherings include:

Academic Museums and Galleries

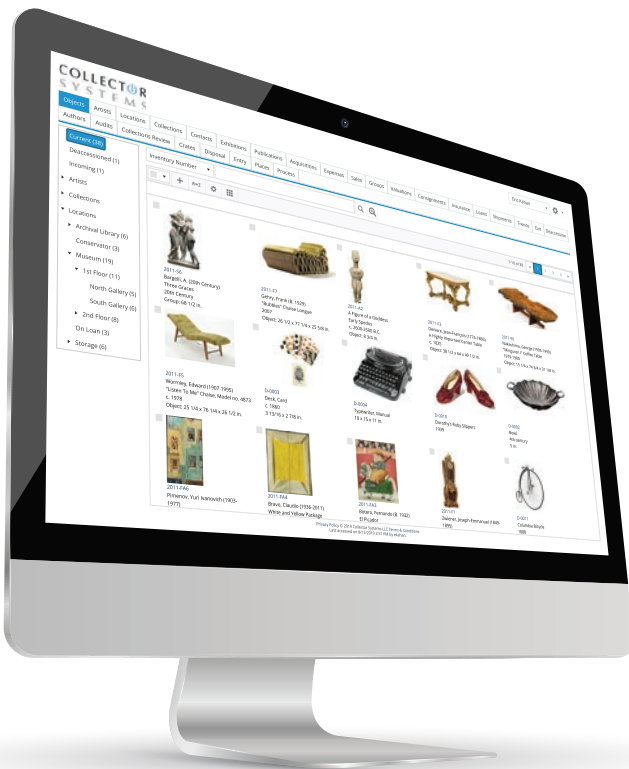
PAG Chairs: Deborah W. Disston, Director, McIninch Art Gallery, Southern New Hampshire University; Meredith Fluke, Director, Iris and B. Gerald Cantor Art Gallery, College of the Holy Cross, MA

Historic Sites

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

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

Since the COVID-19 pandemic, RACCS in the field have faced challenges that have stretched us beyond our limits, created conundrums that we have never experienced and have enlightened us by providing us hope for the future. Join the RACCS PAG luncheon to share “war stories” of the struggles you’ve faced this year, ask us about a conundrum you need help with, and tell us about how you have found hope for the future of the RACCS field. This is an open forum to share insights, find guidance, and gain insight into the steps of forging ahead in the field during a global pandemic.

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 Strekel, 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



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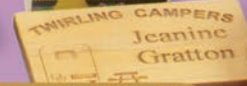
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there are still many challenges. Museums have over 120,000 Native American ancestral remains and some institutions have not yet consulted with tribes. Session participants participants can discuss all aspects of NAGPRA with tribal, museum, and National 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, Delaware Nation, Independent Consultant, OK; Jaime Arsenault, Tribal Historic Preservation Officer, White Earth Band of the Minnesota Chippewa Tribe; David Goldstein, National Park Service, Region-1 Tribal and Cultural Affairs Liaison; Rae Gould, Nipmuc Nation and Associate Director of Native American and Indigenous Studies at Brown University; Katie Kirakosian, Archaeologist, Educator, and Board Member, Tomaquag Museum; Krystiana L. Krupa, Program Officer, NAGPRA Office, University of Illinois; Melanie O'Brien, Manager, National NAGPRA Program, National Park Service, DC; Lorén M. Spears, Narragansett, Executive Director of Tomaquag Museum, RI (NEMA Board); Marla Taylor, Curator of Collections, Robert S. Peabody Institute of Archaeology, CT; Jayne-Leigh Thomas, Director of the Office of the Native American Graves Protection and Repatriation Act, Indiana University; Jackie Veninger-Robert, NAGPRA Coordinator, University of Connecticut

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.

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

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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 Gogonian, Director, Historic Beverly, MA (NEMA Board)





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

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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

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

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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: Dan Wallis, Principal, The Square Office, MA

Speakers: Sam Aquillano, Executive Director, Design Museum, Boston, MA; Sarah Coffin, Curator, Boston Red Sox, MA; Rob Doane, Curator, Naval War College Museum, RI

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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

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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: David Ellis, President Emeritus, Museum of Science, Boston, MA; Phelan Fretz, Executive Director, ECHO, Leahy Center for Lake Champlain, VT; Nina Zannieri, Executive Director, Paul Revere Memorial Association, MA

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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!



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

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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 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 Heumann Gurian, Senior Museum Consultant, VA; Erik Jorgensen, State Representative, Maine House of Representatives

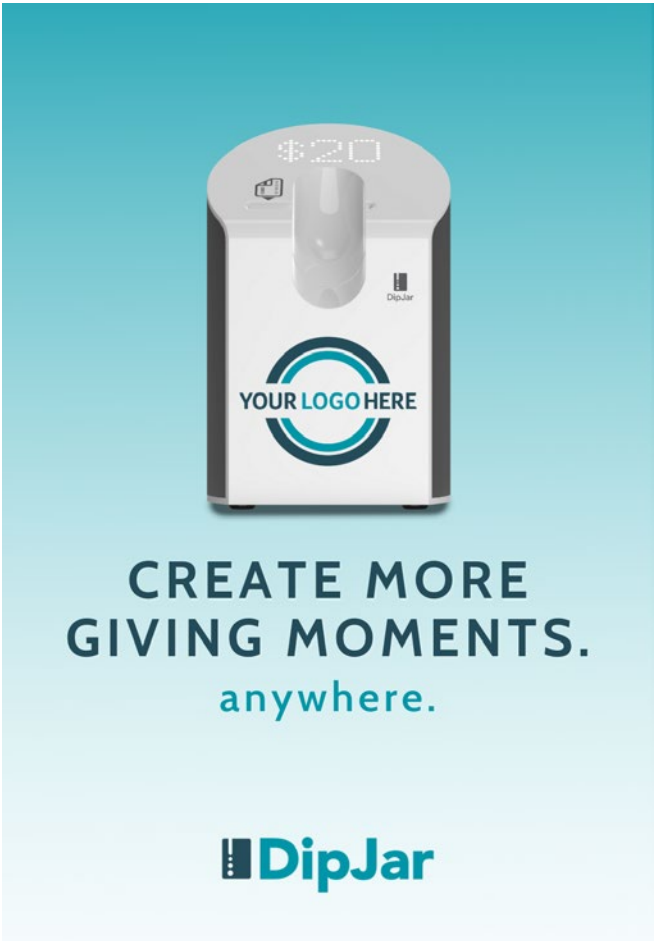
Sustainability and Partnerships: A Case Study with Old Sturbridge Village and Coggeshall Farm Museum

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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art2art Circulating Exhibitions is a traveling exhibitions company specializing in photography and works on paper. Our vision is to offer high-quality loan exhibitions that are accessible to regional museums, university art galleries, and other small or mid-size public institutions. art2art offers thematic exhibitions on a wide range of topics, we currently have on our website over 40 shows that span the entire history of photography, from 19th century masterworks to 20th century Masters, to influential post-War photographers and contemporary artists.

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StoryHabitat**
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CatalogIt

Joy Tahan Ruddell
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www.catalogit.app

CatalogIt--a powerful, full-featured, collaborative and intuitive software platform for all types of collections. As a cloud-based CMS, CatalogIt empowers your staff/volunteers to work simultaneously, securely viewing and editing records anywhere, anytime, on mobile and desktop devices. The CatalogIt HUB enables quick, easy and selective publishing of collections making them available to the world.

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CollectionSpace

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Collection Space is a community-supported collections management solution backed by an internationally-recognized nonprofit. Used by museums and other collecting institutions, CollectionSpace provides standards-based collections management workflows, robust tools to store and describe a wide variety of digital assets, unlimited user licenses, and a public browser.

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Edwin Escobar Films™

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Edwin Escobar Films has been providing musicians, business and organizations with video production services since 2011. The owner and operator, Edwin Escobar, is a freelancing film director with a background in music engineering dating back to 2003. This self taught venture was followed by a passion for film and television which lead to establishing the sole proprietorship. Since adopting a full time video production model, EEF has worked on over 1,000 music videos, 10 short films, one feature film in the works, a handful of commercials and a continuous set of projects with the Connecticut Office of the Arts, Hang Time,

Hall of Change and narrative lead commercials for local businesses and services. EEF's goal is to grow into different sectors that seek visual creative solutions.

Foundation for Advancement in Conservation

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The Foundation for Advancement in Conservation can help you care for your cultural heritage collections with free and low-cost programs, resources, and publications. Talk with us about our Connecting to Collections Care, Collections Assessment for Preservation (CAP), MayDay, and National Heritage Responders programs.

Frameless Technologies, LLC

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Frameless Technologies creates immersive exhibits and content for museums to attract and engage visitors and discover breakthrough methods for education and research. We develop interactive exhibits, virtual galleries, and immersive outreach/field trips utilizing VR, AR, 3D Artifact Modeling and archiving (through photogrammetry), aerial maps, touchscreen technology and virtual tours.

Harvard Extension School, Museum Studies Program

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Historic New England

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Lighting Services Inc

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Lighting Services Inc is the premier manufacturer of Track, Accent, Display and LED Lighting systems for Museum environments. Since 1958, we have designed, engineered and manufactured the highest quality lighting products complemented by intelligent personalized service. Our reputation and success is measured by the testimony of Museums who use our products and continue to be our customers.

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design, and modern technology integrated with classic woodworking. Maple Landmark is recognized as a standard for quality wooden products in an increasingly tech-driven world.

Nationwide Security Corporation

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Nationwide Security Corporation provides Security Alarm Services to Cultural Properties throughout New England. These services include Intrusion, Fire, Video Surveillance, Access Control, 24/7 Monitoring, and Security Consulting services. We are highly experienced and skilled security practitioners with experience in all types of cultural institutions.

Northeast Document Conservation Center

Tahe Zalal, Outreach Conservator
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Phone: (978) 470-1010
www.nedcc.org

NEDCC | Northeast Document Conservation Center specializes in the preservation of paper-based materials for museums, libraries, archives, and private collections. NEDCC serves clients nationwide, providing conservation treatment for book, photograph, and paper collections including works of art on paper. NEDCC offers digitization, audio preservation, assessments, consultations, training, and disaster assistance.

Panospin360

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Panospin360 is a full service commercial photography studio specializing in 360° Virtual Tours. Interactive virtual tours boost search result rankings and help convert website visitors into in-person visits. Since 2005, Panospin360 has photographed tours for hospitality venues, universities, conference centers, medical facilities, corporations, and retail stores, nationwide.

PastPerfect Software, Inc.

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www.museumsoftware.com

Designed by museum professionals for museum professionals, PastPerfect offers desktop and cloud based software that combines collection and contact management into one easy to use software package. First released in 1998, PastPerfect has transformed how museums of all sizes catalog collections and manage relationships with members and donors.

Studio Robertson

Emily Robertson, Owner
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Studio Robertson is a consultancy run by Emily Robertson, providing marketing strategy and digital engagement, social media management, and accessibility consulting for museums and creative businesses of all sizes.

Sun Associates

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Sun Associates works with museums and other informal educational institutions to evaluate the impact of programming on teachers, students and the public through a collaborative process of developing performance indicators, customized data collection and analysis. We help organizations connect educational goals with clear and measurable actions to produce learning outcomes.

TimeLooper Inc.

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Trivium Interactive

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Trivium Interactive is a women-owned multimedia design and production firm located in Boston's North End. We specialize in designing and developing interactive and immersive experiences for all types of clients including museums, historic houses, interpretive centers, and more. We collaborate closely with our clients to create engaging and memorable experiences.

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Where Are All the Black People At

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WHERE ARE ALL THE BLACK PEOPLE AT is a grassroots organization made up of a team of artists, writers, educators, and social activists. Our work involves reaching out to art museums to work with them to address the lack of representation of Black and Brown artists in their permanent collections.