

PA MUSEUMS ANNUAL CONFERENCE

April 7 - 9, 2019 • Chadds Ford, PA

Trust, Transparency, and Transformation

Sunday, April 7, 2019

For lodging nearby, we have rooms available for our attendees at Mendenhall Inn at a special rate.

Mendenhall Inn— This is smaller boutique type hotel with 70 rooms. There are two dining options available including the Mendenhall Inn Restaurant and Alexander's Lounge. It is located only 5 miles from Brandywine River Museum of Art.

Room rate offered: \$129.00 room rate plus tax for single and double occupancy. All their rooms include a hot breakfast buffet.

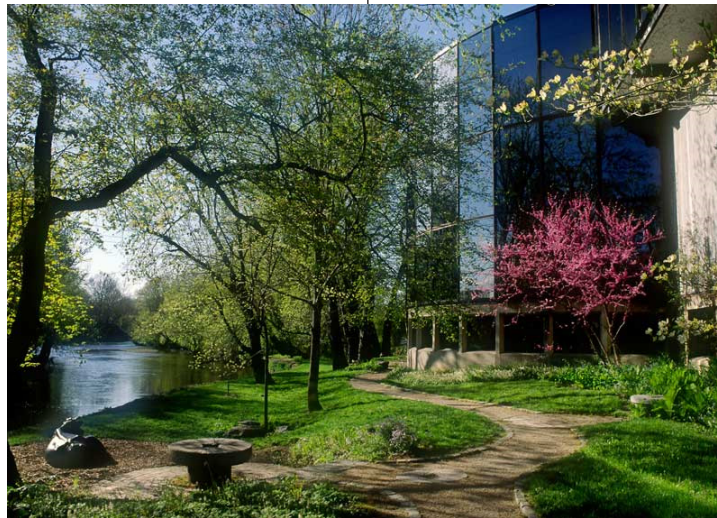
Mendenhall Inn Contact:
Becky Slobodjian
Sales Manager
610-388-2100 ext 422

2-3:30 PM

Open House

Brandywine Battlefield

Brandywine Battlefield Historic Site is a National Historical Landmark. The historic park is owned and operated by the Pennsylvania Historical and Museum Commission, on 52 acres. It is part of the site of the Battle of Brandywine fought on September 11, 1777, during the American Revolution. The Battle of Brandywine covered more than ten square miles, or 35,000 acres. The modern park covers 50 acres which served primarily as the Continental encampment the two days prior to the battle. The battle was a decisive victory for the British and cleared a path directly to the rebel capital of Philadelphia.



Brandywine Battlefield Park became a Pennsylvania State Park in 1949 and a National Historic Landmark in 1961.

4-6 PM

Welcome Reception

Longwood Gardens

Longwood Gardens is over 1,077 acres of gardens, woodlands, and meadows. It is one of the premier horticultural display gardens in the United States and is open to visitors year round to enjoy exotic plants and horticulture (both indoor and outdoor), events and performances, seasonal and themed attractions, as well as

educational lectures, courses, and workshops.

Monday, April 8, 2019

Conference Sessions, Lunch and Achievement Awards held at Brandywine River Museum of Art

8 AM-4:30 PM

Exhibitors

8-9 AM

Registration and Refreshments

9-9:15 AM

Welcome

9:15-10 AM

Keynote

Carrie Lepore

The Future of Tourism in Pennsylvania

Giving an update on Pennsylvania's tourism initiatives,

products, and strategies, Carrie Lepore, Deputy Secretary for Marketing, Tourism, and Film at the Pennsylvania Department of Community and Economic Development will share updates on the Commonwealth's multi-faceted approach to marketing Pennsylvania.

Pennsylvania has one of the largest tourism economies in the nation welcoming more than 203 million U.S. travelers, one million overseas travelers, and more than 1.5 million Canadian travelers. These visitors generate more than \$43 billion for the state's economy each year, and the tourism industry supports nearly half a million jobs. With the passage of Act 109 in 2018, Pennsylvania stands ready to strengthen its Pursue Your Happiness brand by creating new tourism products, developing new experience packages for visitors, and reaching new visitor audiences.

10-10:45 AM

What's Changing In Fundraising & How Museums Should Adapt

This session will highlight recent findings in fundraising research to shed insight on how nonprofit fundraising is changing. The latest data on donor trends, academic research, articles from fundraising thought leaders and stories from the front lines will provide a snapshot of where fundraising is today and where it is headed. In addition, specific tactics and strategies will be provided to assist museums in adapting to these changes and better position the organization for fundraising success.

10-10:45 AM

Museum, Energy and Sustainability

Climate is an increasingly relevant topic for museums in light of collection preservation needs and unpredictable environmental shocks. Currently museums can be more energy intensive than hospital and office building combined on a per square footage basis. The collective greenhouse gas emissions are sizable in the US for this sector. The next generation of civic minded museum goers will likely be more inquisitive about environmental and social sustainability of museums. This presentation will highlight the United Nations sustainable development goals as it pertains to museums and how your specific performance can save operational funds and showcase leadership.

10:45-11:00 AM

Break

11:00-11:45 AM

Internships: Evening the Playing Field

This session will review the increasing importance of paid

and unpaid internships in museums. The issue of the uneven playing field for career development that results when some students can take an unpaid internship and others can not will be discussed. Regulations concerning paying interns and share strategies for developing funding opportunities will be reviewed. The less-studied issue of the importance of internships to museums including opportunities for increasing diversity of the workforce, the new perspectives and skills of interns etc. will be considered. Ways that the quality of our internships have been strengthened and funding sources have been found will be discussed.

11:00-11:45 AM

Do-it-Yourself Exhibits That Look Great

Does the public "get" your message? Are visitors understanding the stories you want to tell with your collection? Exhibits are the main way museums connect with the public. Yet few museums can afford professional exhibit developers. This session will explore ways to transform exhibits into professional-quality displays while staying on a very low budget. The session will mainly consist of actual techniques for building exhibit components with little money. Participants are encouraged to bring photos or real examples of your museum's best exhibit hacks.

11:45 AM-12:00 PM

Break

12:00-1:30 PM

Lunch

1:30-2:15 PM

Tour of Brandywine River Museum of Art

2:15-2:30 PM

Break

2:30-3:15 PM

Know Before You Go: Transparency, Accessibility and Youth Engagement in Museums

STAMP (Students at Museums in Philly) is a program of the Greater Philadelphia Cultural Alliance that provides Philadelphia teens with free admission to 24 cultural sites in the city. In spite of having access to many museums, gardens, libraries and other spaces, many teens weren't visiting cultural sites because they worried that they wouldn't be welcome or wouldn't know how to act in these spaces. The STAMP Teen Council, a group of 10 Philadelphia high school students, wanted to remove the mystery from entering a cultural site and show audiences what to expect before visiting a museum. The teens realized quickly that making the museum

experience transparent applied to many audiences, from people who have disabilities to parents with small children and people on the autism spectrum. The Cultural Alliance partnered with Art-Reach, a service organization dedicated to making the arts accessible, and PhillyCAM, a nonprofit community media station, to produce a series of Know Before You Go videos that illuminate the visitor experience from start to finish.

2:30-3:15 PM

Global Guides: Immigrant Stories Tour Program at the Penn Museum

In 2017 the Penn Museum began a new 3-year project, Global Guides. This grant funded program hires immigrants and refugees to interpret the Penn Museum collection while personally sharing stories about life in their home countries. The program managers will discuss the design and implementation of the program, and from the Middle East Galleries will describe their experiences in training and leading tours. Participants will gain insight into how to recruit and train guides to share personal stories that enrich their museum's collection.

3:15-3:30 PM

Break

3:30-4:15 PM

Longwood Gardens Community Read: Growing Partnerships in Our Community

The Library and Information Services division of Longwood Gardens has been leading an initiative to share the joy of plants, nature, and great books. The ideas embedded in the featured books seed events and programming throughout the region through our partner organizations. Public gardens in the Philadelphia region frequently share resources among each other, but not so common is an ongoing forum to reach across the gardens' gates to public libraries, museums, and conservation organizations.

The Delaware Nature Society and Delaware Museum of Natural History each have created programs that they have taken on the road to the many public library partners. In addition to library programs, the Delaware Museum of Natural History designed and implemented additional book-themed programs, events and exhibit delivered in the museum's galleries or grounds. This session will discuss the development of the program, the ongoing impacts for partners, and future direction.

3:30-4:15 PM

Telling the Real Story: Interpreting Complex Truths, Myths, and Misconceptions at Your Historic Site

Every historic site has misconceptions and complicated histories related to it. The Betsy Ross House is no stranger to these kinds of misunderstandings, as most visitors come to the Betsy Ross House with strong opinions on the complicated legend and real woman. Using the Betsy Ross House as a case study, this talk will go over strategies for unpacking these complex histories and visitor misconceptions and how to turn them into opportunities for visitor learning. The session will include discussions of strategies that have and have not worked in bringing Betsy's story to life and ways you can apply these lessons at your own site.

4:15-4:30

Break

4:30-6:30

PA Museums Achievement Awards

Each year, PA Museums recognizes the special achievements of museums and historical organizations in Pennsylvania. Join us!

2019 Awardees

Institutional Achievement Awards

Negley Log House Rebuild, Conococheague Institute for the Study of Cultural Heritage, Mercersburg

Community Heart and Soul Project, Cumberland County Historical Society, Carlisle

New Mission Statement and Strategic Plan, Eastern State Penitentiary and Historic Site, Philadelphia

Waves of the Past, Sailors of the Future, Flagship Niagara League/U.S. Brig Niagara, Erie

Fortifying our Future: Enhancing Fort Ligonier, Fort Ligonier, Ligonier

Revolution Place Discovery Center, The Museum of the American Revolution, Philadelphia

Bringing History Alive at Old Economy Village, Old Economy Village, Ambridge

Field to Front: Nittany Lions at War, 1917-1919, Penn State University All Sports Museum, University Park

Modernization and Improvement of Museum Collections Management, Soldiers and Sailors Memorial Hall Museum, Pittsburgh

Restoration and Reinterpretation of Mammal Hall, The State Museum of Pennsylvania, Harrisburg

Historic Center and Cemetery, Stoddartsville Preservation Society, Stoddartsville

Individual Awards

Steve Appleby, The Eldred World War II Museum, Eldred

Sarah Buffington, Old Economy Village, Ambridge

Hope W. Kopf, The Joseph Priestly House, Northumberland

S.K. Stevens Award

The Museum of the American Revolution, Washington's War Tent

Tuesday, April 9, 2019

Conference Sessions and Lunch held at Brandywine River Museum of Art

8:00-9:00 AM

Registration and Refreshments

9:00-9:15 AM

Welcome

9:15-10:00 AM

Keynote

Gender and Museum Leadership

Studies show that gender has a profound impact on leadership. Now that the museum field's workforce has reached gender parity, what does that look like on the ground? What are the implications of being a "pink collar" profession? How does gender affect leadership and why is it important to nurturing today's agile and equitable museums? Join Joan Baldwin and Anne Ackerson, authors of *Leadership Matters* and *Women in the Museum: Lessons from the Workplace*, as they weave together these two timely topics by sharing their insights on the importance of gender and museum leadership.

10:00-10:45 AM

Making Community Connections/Practicing Community Engagement

Museums and libraries are working in their communities to find new partners to attract new audiences and make their operations more accessible to their local and regional communities. The right collaboration can sustain operations, elevate visibility and build stronger relationships with partners. Community engagement is critical to making our institutions recognizable as places where community needs are being met. The Erie Maritime Museum, the PA Military Museum, and the Ephrata Public Library will present key examples of

sustainability efforts, strong community partnerships, and their increased community visibility as a place for social, educational and recreational needs of their patrons/visitors. Ideas on how to fulfill your mission, make great friends, and bring in a more diverse audience to your nonprofit will be discussed.

10:00-10:45 AM

Creating Meaningful Change

Assessment programs are not an end unto themselves. Using programs like StEPs, MAP and CAP to propel your organization forward can reap benefits for years to come. By providing a structure for discussions and planning, assessment programs help board members, staff and volunteers move in the same direction toward a set of common goals, track their progress, and articulate success that builds community support and increases credibility. Join us for information about assessment programs and hear from two museums using them to create meaningful change.

10:45-11:00 AM

Break

11:00-11:45 AM

A Sense of Place: Multi-Sensory Exploration for All at the Wharton Esherick Museum

This session will explore how the process of developing accessible programs leads to enhanced interpretive experiences for all audiences. In 2017, the Wharton Esherick Museum began working with Philly Touch Tours and HGA Architects to design touch tours of the artist Wharton Esherick's historic home and studio, where visitors have always been encouraged to touch the wood pieces on display. Through this work they learned that what is considered in accessible programs applies to all visitors and have heightened the experience by including multi-sensory exploration of the site, deepening the connection between Esherick, his work and visitors.

11:00-11:45 AM

Web Optimization Without a Redesign

Optimizing your website doesn't always mean a complete redesign. This session will explore strategies and methodology on how to make small changes to your website that will deliver big results. Achieving the highest return on your efforts and how to track the results will be discussed. Topics will include: how users interact with websites, design best practices, landing page optimization and Google Analytics training.

12:00-1:30 PM

Lunch

1:30-2:15 PM

Tour of Brandywine River Museum of Art

2:15-2:30 PM

Break

2:30-3:15 PM

MISSION: Not Impossible: Fundraising to Fulfill your Mission

Whether it's innovative programming, construction and expansion projects, or implementing new technology, many of our museums have experienced the "growing pains" of transformation. In many cases, the budget growth associated with the transformation is the primary reason we experience the pain! This session will explore the importance of staying "mission focused" before, during and after a major campaign.

The session will include personal experiences of "mission" and "messaging" as it relates to fundraising during the transformation of an 18th century historic site in a 21st century world.

2:30-3:15 PM

Hidden Presence, Significant Purpose: A Peek at Preservation Hinging

Conservation treatment alone is not enough to protect paper artifacts for the long-term. Preservation efforts over time reduce damage and deterioration to collections by improving the storage and exhibition environment, but are often not seen by the viewer. In particular, hinging and matting of paper-based art and artifacts should be done using materials and techniques necessary for creating safe and attractive housings. A demonstration will address the basic principles in assembling matting and framing for preservation. The session will include a demonstration of the materials required to assemble the mat package. A selection of preservation housings will be available for viewing and deconstruction, so that the inner layers can be touched and examined. A sealed package will be on display, for an eye-opening look at how this method of hinging and matting can protect an artifact submerged in water.



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April 7 - 9, 2019

Please refer to conference schedule found at www.pamuseums.org for details and updates

Name
Title
Organization
Address
Address
Email
Phone

Please see the attachment for event selection.

Full Conference Registration

Includes Sunday's tours and opening reception, Monday and Tuesday's conference sessions and luncheons, and Monday's awards reception.

Member Institutions 225
Member Early Bird Discount - Pay by 3/8 200
Special - Two or More Members from Same Museum (\$200 for first person/\$175 for each additional person. Complete separate registration for each person)
Non-Member Institutions 325
Non-Member Early Bird Discount - Pay by 3/8 300
Special Pricing - Consultant/Independent Professional/Unemployed/Retired 150
Member Businesses 350
Non-Member Businesses 500
Total \$

Sunday Only (includes tours and opening reception)

Member Institution 70
Non-Member Institution 95
Special Pricing - Consultant/Independent Professional/Unemployed/Retired 55
Total \$

Monday Only (includes membership lunch and awards reception)

Member Institution 145
Non-Member Institution 195
Special Pricing - Consultant/Independent Professional/Unemployed/Retired 115
Total \$

Monday Awards Reception Only

55
Total \$

Tuesday Only

Member Institution 115
Non-Member Institution 165
Special Pricing - Consultant/Independent Professional/Unemployed/Retired 85
Total \$

Payment

PA Museums accepts cash, checks, Visa, MasterCard and PayPal. To pay by cash or credit card, please call 717.909.4951. You may also complete the information below and mail the registration.

Type of card: Visa MasterCard
Credit card number:
Expiration date: Three digit code:
Name on card:
Billing address:

Please mail checks to:

PA Museums, 300 North Street, Rm. 504, Harrisburg, PA 17120

Questions?

For questions regarding the conference or membership, contact Chrisoula Randas Perdziola at chrisoula@pamuseums.org or at 412.999.9499.



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April 7 - 9, 2019

Please refer to conference schedule found at www.pamuseums.org for details and updates

Please select the events you will be attending.

Sunday, April 7

2 - 3:30 p.m.

- Open House - Brandywine Battlefield

4 - 6 pm

- Welcome Reception at Longwood Gardens

Monday, April 8

9 :15- 10 a.m.

- Keynote: Carrie Lepore

10 - 10:45 a.m. Concurrent Sessions

- What's Changing In Fundraising & How Museums Should Adapt
- Museum, Energy and Sustainability

11 - 11:45 a.m Concurrent Sessions

- Internships: Evening the Playing Field
- Do-it-Yourself Exhibits That Look Great

1:30 - 2:15 p.m.

- Tour of Brandywine River Museum of Art

2:30 - 3:15 p.m. Concurrent Sessions

- Know Before You Go: Transparency, Accessibility and Youth Engagement in Museums
- Global Guides: Immigrant Stories Tour Program at the Penn Museum

3:30 - 4:15 p.m. Concurrent Sessions

- Longwood Gardens Community Read: Growing Partnerships in Our Community
- Telling the Real Story: Interpreting Complex Truths, Myths, and Misconceptions at Your Historic Site

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- PA Musuems Achievement Awards

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