

Strong Museums for a Strong Pennsylvania

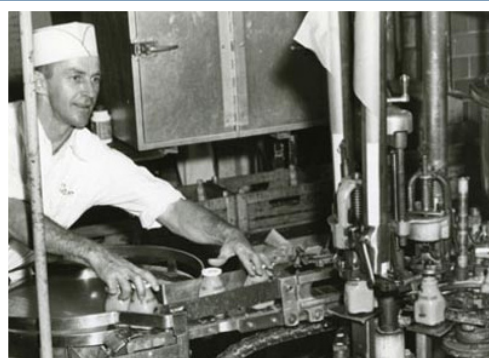
PA Museums Annual Statewide Museum Conference

April 23-25, 2023 Hershey, PA



Image courtesy of Hershey Gardens

pamuseums.org



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WELCOME

Welcome to PA Museum's Annual Conference and thank you for joining us!

Our annual statewide museum conference, Stronger Museums for a Stronger Pennsylvania, represents the first in person conference from our statewide museum association since 2019. The theme evolved around the strength of Pennsylvania's recovery from a global pandemic, economic difficulties, and changing trends in museum audiences. Pennsylvania's museums are showing and will continue to show that we are resilient organizations.

Our conference presents you and our other attendees with opportunities to learn and see new places and faces, and after the many Zoom meetings of the last couple of years, it may be a powerful experience in that sense alone. PA Museums would like our conference to be an open exchange of experiences and ideas with the chance to ask questions, slow down, and talk with one another.

On behalf of PA Museums, I thank everyone who made this conference come together. PA Museums has a devoted Board of Directors and hard-working committees to attend to details of the conference and awards programs. Chrisoula Randas Perziola, our longtime Programming Director, has done excellent work in organizing our meetings. The Hershey Story Museum and Hershey Gardens have generously devoted space and time to hosting our programs, and the PA State Police Museum and Hershey History Center have opened their doors wide to us for tours. We are thankful for the willingness of organizations that work with museums to sponsor portions of our conference, provide scholarship funds, and advertise in our conference program. We owe a debt of gratitude to our speakers and presenters, and we are certainly grateful to all who attend our conference.

We have every confidence that the best part of our conference will be the feeling of togetherness that we can share in the framework of sessions and events. Thank you for your support of PA Museums, here around our conference and throughout the year.

Rusty Baker
Executive Director
PA Museums

THE CONFERENCE

The PA Museums Annual Conference offers museum professionals an interactive forum for the exchange of ideas, professional networking and discussion of trends in the museum field. This event is an excellent opportunity for professionals to reconnect and recharge as well as learn from colleagues.

PA Museums presents "Strong Museums for a Strong Pennsylvania", our 2023 annual statewide museum conference in Hershey. For all of the daily and strategic challenges museum face, our institutions remain strong and contribute to the strength of Pennsylvania's economy, education, and strong sense of place.

Our conference attendees will connect and learn as we join together for special events showcasing our member museums, educational sessions, tours, and speakers. We will also celebrate the winners of our annual Special Achievement Awards and have many opportunities to meet colleagues.

Special thanks to our host sites, The Hershey Story Museum and Hershey Gardens, conference attendees can enjoy free admission for self-guided tours during regular business hours, 9 AM-5 PM daily, April 23-25. Just be sure to identify yourself as a conference attendee!

SUNDAY, APRIL 23

3 PM

**Tour of the PA State Police Museum
187 E. Hersheypark Drive,
Hershey, PA 17033
Free onsite parking**

<https://www.psp-hemc.org>

Please look for Police Academy Drive. We are located behind the State Police Academy.

Step into the past and experience the history and heritage of the PA State Police, the nation's first uniformed constabulary. Come learn about famous crimes, the police rodeo, what it takes to be a trooper, and significant events.

4 PM

Tour of the Hershey History Center
40 Northeast Drive, Hershey PA 17033
Free onsite parking

<https://www.hersheyhistory.org>

Visit the museum and experience the history of Hershey and Derry Township, PA that showcases artifacts from our earliest settlers, the town of Hershey. View a one of a kind sports exhibit, from B'ars to Bears, that celebrates American Hockey League's most storied and successful franchise, an interactive Hershey Transit trolley exhibit, and the museum's popular, permanent collection, the Veterans Exhibit, that features the personal belongings of Major Dick Winters.

MONDAY, APRIL 24

Monday morning sessions will take place
at the Hershey Story Museum
63 West Chocolate Avenue,
Hershey, PA 17033
Free onsite parking

<https://hersheystory.org>

8 AM

Registration

Hershey Story Museum Lobby

8 AM

Refreshments and Breakfast Treats

Outside Hershey Story Chocolate Lab

9 AM

Canceling Columbus: Navigating History
& Program Development Amid "Cancel
Culture"

Hershey Story Museum Classroom A

Anna Rupprecht, Executive Director, Columbus Chapel & Boal Mansion Museum

The Columbus Chapel & Boal Mansion museum houses many different collections or artifacts that may raise concerns over the political correctness or social sensitivities that they evoke. We are ever-evolving in our search and quest to uphold our tour script, public presentation, and historical preservation efforts to a high standard of ethics and historical truth.

Do we choose to display or showcase sensitive, offensive material that is overtly contrary to some modern-day social mores? Should the visitor or guest be left to interpret these items, presentations, and programs with little context or influence by the museum interpreters? What are the major lightning rods of controversy in historical interpretation now, and what solutions can we provide to navigate those circumstances?

9 AM

Productive Fundraising

Hershey Story Museum Chocolate Lab

Chad Barger, CFRE, CNP

Join fundraising master trainer, Chad Barger, CFRE, CNP, for a workshop focused on online donor engagement. We will focus on the digital evolution of fundraising and review best practices to optimize your organization's online giving and donor engagement processes. Emphasis will also be put on optimizing email newsletters and monthly giving enrollment.

10:15 AM

Maximizing Research – A Case Study of
Staff Collaboration at CCHC and CCA

Hershey Story Museum Classroom A

Judy Ng, Librarian, Chester County History Center

Researchers interested in family genealogy, property history, or historical events, people, and places may often wonder where do they start? Do they search government records or should they visit a local history center? And what's the difference between the two? Would it even be worth their time to explore both? In this presentation, we advocate for the third option. Each repository holds part of the answer to any research question. In our experience, the combined publications, manuscript collections, photographic materials, and government record groups of the Chester County History Center Library and Photo Archives (CCHC) and the Chester County Archives (CCA) open up new avenues of research for those who may find themselves stuck after visiting one institution.

This presentation provides an overview of the institutional histories of both archival units and provides a case study in how a cross-institutional partnership enables researchers to maximize their access to 300

years of historical records in special collections.

10:15 AM

Digital Collections and Equity, Diversity and Inclusion (EDI): How Can We Make Pennsylvania's Digital Collections More Diverse?

Hershey Story Museum Classroom B

Nicole Joniec, Digitization Specialist, Hosting Solutions & Library Consulting

If you have content related to Pennsylvania's diverse history and culture, let's discuss ways of sharing such content beyond your institution's doors. We will share methods that can be used to diversify digital collections through selection, metadata and access.

This presentation will first give definitions for Equity, Diversity and Inclusion (EDI) in the context of digital collections and will review why EDI is important to consider when sharing digital collections. How to evaluate existing collections by reviewing your institution's collections policy and by performing a collection audit will be discussed as well as ways of using search terms and metadata for the discovery of EDI content.

11:30 AM-1 PM

Lunch on your own

Enjoy lunch at Lisa's Cafe, located inside The Hershey Story Museum or one of the many eateries just steps outside.

**Monday afternoon sessions will take place at the Hershey Gardens
170 Hotel Road, Hershey, PA 17033**

free onsite parking

12:30 PM

Registration

Hershey Gardens Educational and Horticultural Wing, Conservatory

1 PM

Outsourcing vs. In House: Where to start?

Hershey Gardens Education Center Classroom

Sadie Maney, CEO + Founder, MADE BUSINESS
Averie Shaughnessy-Comfort, Non-Profit Specialist,

MADE BUSINESS

When you're in a small organization, you may often think, "when do I get to the point where I need to outsource some help?" Then you may think, "how do I go about that?" At times, small organizations wonder how to outsource, when to outsource, and when to do things in-house. In this session, we will present a few case studies where we have helped clients decide how to manage their project, including consultation on when to outsource and when to complete projects in-house. We will also discuss realistic time and capacity management as well as free resources to assist with your project; from fundraising to new builds, to small renovations, and more.

1 PM

Students in the Galleries: Engaging Interns and Campus Collaborations

Hershey Gardens Educational and Horticultural Wing, Conservatory

Barbara McNulty, Ph.D., Director, Suzanne H. Arnold Art Gallery, Lebanon Valley College

Two directors from academic art galleries and their student interns will present how academic galleries can provide crucial opportunities to equip students for experience in the museum world. Pennsylvania is among the top four states in terms of the total number of private and public colleges and universities in the Commonwealth. Student learning and engagement within campus museums and their collections is an important part of building a strong future for all Pennsylvania museums. Collaboration will be emphasized both within the institution, particularly with students, and with various groups in the local community.

2:40 PM

Collections Swap Meet

Hershey Gardens Education Center Classroom

Patti Wood Finkle, Collections Manager, Earth and Minerals Sciences Museum & Art Gallery, Penn State University

Curators, collections managers, directors, or anyone who works with collections are welcome to come together for an open forum chat to swap ideas. Bring your tips and tricks for creating custom made object cradles and bespoke boxes, sharing creative storage solutions, chat about databases, IPMs, and how to mitigate the agents of deterioration, all on a shoestring budget. We'll chat

about low cost alternatives to supplies, and look for ideas that we can all incorporate into our collections storage and preservation efforts to save money. This will be an active discourse about collections care, and will depend upon attendee participation. That being said, this session will be instructive and educational for those who choose not to participate as well.

4 PM

PA Museums Special Achievement Awards

Hershey Gardens Educational and Horticultural Wing, Conservatory

Since the 1980s, PA Museums has invited nominations from its membership and chosen institutions, projects, and individuals to be recognized. This year, eight organizations from every region of Pennsylvania have won Institutional Awards of Merit. Four organizations are receiving PA Museums' prestigious S.K. Stevens Award, and one individual will be honored for their contributions to the field with Individual Awards.

This year's award winners are:

Institutional Achievement Awards

Can you Live 18th Century
Conococheague Institute, Mercersburg

Arch Street Meeting House Exterior Exhibits
Arch Street Meeting House Preservation Trust,
Philadelphia

I Am a Penn Stater: Nittany Lions in World War II
Penn State University All-Sports Museum, University Park

Beyond Our Doorstep: Bringing Local History Into Your Home
Lackawanna County Historical Society, Scranton

Saint or Sinner? The Complicated Legacy of Senator Matthew Stanley Quay of Beaver, PA
Beaver Area Heritage Foundation, Beaver

Liberty: Don Troiani's Paintings of the Revolutionary War
The Museum of the American Revolution, Philadelphia

Visible Storage Galleries
Chester County History Center, West Chester

Pennsylvania History Special Issue: Exploring Disability History in Pennsylvania

Pennsylvania Historical Association, statewide organization

Individual Awards

Janet Mishkin, Quiet Valley Living History Farm and Museum

S.K. Stevens Awards

The Museum of the American Revolution, Philadelphia
When Women Lost the Vote: A Revolutionary Story, 1776-1807

The Science History Institute, Philadelphia
Downstream

The Senator John Heinz History Center, Pittsburgh
American Democracy: A Great Leap of Faith

Stenton Museum and National Society of The Colonial Dames of America, Pennsylvania, Philadelphia
Virtual History Hunters

PA Museums' annual awards are meant to inspire the museum field and impress visitors to museums. Pennsylvania's museums and historical organizations are star performers, and we are proud to recognize the great work being done throughout the Commonwealth.

5:30 PM

Dine Arounds

Meet in the Hershey Gardens Educational and Horticultural Wing, Conservatory

Tuesday, April 25

**Tuesday morning sessions will take place at the Hershey Story Museum
63 West Chocolate Avenue,
Hershey, PA 17033**

Free onsite parking

8 AM

Registration

Hershey Story Museum Lobby

8 AM

Refreshments and Breakfast Treats

Outside Hershey Story Chocolate Lab

9 AM

PA Museums Annual Meeting

Hershey Story Museum Classroom A

All of our registered conference attendees are welcome to join us for our Annual Meeting. There will be a brief annual business meeting of PA Museums with reports from the organization's officers and Executive Director. Hear about PA Museums' accomplishments in 2022 and plans for the coming year. Join in a discussion about what PA Museums can do to better serve our members.

Welcome and Call to Order – Ben Neely, President

Recognition of Quorum – Ellen Endslow, Secretary

President's Report

Executive Director's Report – Rusty Baker, Executive Director

Nominating Report – Bonnie Shockey, Nominating Chair

Membership Discussion and Adjournment – Ben Neely

11:15 AM

Keystone Historic Preservation Grant Funding for Museums

Hershey Story Museum Classroom A

Karen Arnold, Pennsylvania Historical and Museum Commission

Patrick Clarke, Director, President James Buchanan's Wheatland

Robin Sarratt, Vice President, LancasterHistory

Lynn Wenger, President, Historic Schaefferstown, Inc.

This session's focus is how museums and historic sites can benefit from the Pennsylvania Historical and Museum Commission's Keystone Historic Preservation Grant Program. Keystone Grants are a dedicated program for capital projects at historic buildings. The purpose of the grant is to support projects that rehabilitate, restore, or preserve historic resources listed in or eligible for listing in the National Register of Historic Places.

An overview of the eligibility requirements of the grant program including an explanation of the organizations

that are eligible and typical projects funded for the museum community will be presented. These grants include both planning and implementation activities that can address building envelope, mechanical systems, accessibility improvements and high-end preservation projects.

11:15 AM

Engaging With National History Day to Enhance Visitation

Hershey Story Museum Classroom B

Jeff Hawks, Director of Education and Veteran Outreach, Army Heritage Center Foundation

National History Day in Pennsylvania is the state component of a nationwide, year-long, classroom-based program that engages more than 12,000 students in over 300 schools in hands-on project-based learning. This session will introduce museum professionals to the basics of the NHD in PA program, including: the annual theme, the program format, project categories, and the judging process. Ways for museums to engage with the program, connect with students and teachers, communicate with an extended audience through the NHD in PA network, and incorporate the NHD in PA program into their plans to enhance visitation and use of their materials and collection will be discussed.

* The Hershey Story and Hershey Gardens are open until 5 PM today for self guided tours with your conference badge.

Congratulations

**from PA Humanities to all the
2023 PA Museums Special Achievement Awardees!**

