

Sunday, January 26th:

All Day:

Registration at the Columbus Marriott

11AM-4PM:

Tour #1: The Little White House in Warm Springs

Tour #2: Auburn Highlights in Auburn, Alabama

5:30PM-7:30PM

Meet & Greet cocktail reception at Coca-Cola Science Center

8PM:

GAMAMA After Hours

Monday, January 27th:

All Day:

Registration at the Columbus Conference Center

Breakfast and lunch on your own

9:30AM-10:45AM:

Session #1:

Building Membership & Programming in a Free Museum

Chair: Marissa Howard, DeKalb History Center

Co-Chair: Rebecca Selem, DeKalb History Center

No admission? No problem! We will discuss ways to build and attract a membership base of engaged and giving members. We will identify ways to build programming for current members, while reaching out to attract new members. We will also discuss the struggles and surprises we have learned along the way and why sometimes you need to say, "let's throw pasta at a wall and see what sticks".

Session #2:

A First Date with History: Enabling Teachers to Better Use Primary Sources for Instruction

Chair: Mary Miller, Walter J. Brown Media Archives & Peabody Awards Collection, University of Georgia Libraries

Co-Chair: Kathleen Carter, Walter J. Brown Media Archives & Peabody Awards Collection,
University of Georgia Libraries

The UGA Special Collections Libraries Faculty Teaching Fellows Program provides instructional support and training to teaching faculty who want to incorporate primary sources into instruction. Students who engage with primary sources build observation and summarization skills, learn to work collaboratively to analyze information and solve problems, and discover the sensory and emotional impact of handling historical materials. Our approach, based on the research found at teacharchives.org, can be applied in a variety of instructional settings to design meaningful educational experiences for a range of age groups.

Workshop #1, Part 1:

The Citizen Scientist Experience, or Convincing the Public to Do Your Dirty Work

Chair: Ashley Quinn, William P. Wall Museum of Natural History

Presenter: Rick Spears, Fernbank Science Center

Many museums have a back-log of specimens that need to be sorted and/or cataloged, but not enough staff or time to process them. Through programs like "Fossil Wednesdays", guests can experience the role of a paleontologist by sorting through matrix material to find micro fossils. This volunteer-based process can be applied to other collections, giving guests a unique, often memorable experience while helping work through unsorted specimens. Workshop attendees will participate in a hands-on search for micro fossils and get a glimpse into the importance of paleontology, collections, and the citizen science experience.

10AM-11:30AM:

Tour #3: Springer Opera House

10AM-4PM:

Tour #4: Visionary Art Environment Adventure

11AM-12:15PM:

Session #3:

Exhibits: Party of One...or Two

Chair: Lindsay Elliot, Vulcan Park & Museum

Co-Chair: Carla Ledgerwood, Jimmy Carter Presidential Library & Museum

Ever tried to put together an exhibit with a robust team of one? Or perhaps had only one other full-time or part-time staff member or volunteer to help? This session will talk about creative solutions for creating content, sourcing objects, fundraising, and marketing for exhibits with limited staff, time, and resources.

Roundtable #1:**Capital History Highlights: Programming in an Unpredictable Environment**

Chair: Kayla Adams, Georgia Capital Museum

Museums in working buildings and shared spaces face unique challenges. Join the Georgia Capitol Museum in a discussion on approaches to programming in a working space, and learn about the new Georgia Humanities funded programming series Capitol History Highlights.

Workshop #1, Part 2:**The Citizen Scientist Experience, or Convincing the Public to Do Your Dirty Work****12:15PM-1:45PM:**

Lunch on your own

1PM-4PM:**Workshop #2:****Onsite at Historic Westville: Using Interpreters or Tour Guides or Both: What is the Best Communication Style?** *Onsite at Historic Westville*

Historic Westville reopened on June 22nd in Columbus Georgia. Westville is a Living History Museum where visitors are immersed in the SW Georgia past from 1840 to 1860. We are inviting participants to come out to Westville to tour the museum and interact with our interpreters who will be demonstrating: Blacksmithing, Carpentry, Cordwinding (making shoes), Quilting, Papermaking, Printing, and Native American Basketry. You will be able to participate in making several of the crafts. This will be followed by a lively discussion on the pros and cons of using interpreters, guides or both. Audience participation will be encouraged.

1:45PM-3PM:**Session #4: You Want to do What? Where?: Using Your Museum as an Event Facility, the Pros and Cons, the Do's and Don'ts of Renting your Space**

Chair: Jan Galt, Marietta Museum of History

Many museums have realized that they can generate additional operating income by renting their facility to civic groups, organizations, businesses, and "John Q. Public." Those of us who have done this have learned a lot of things the hard way. Others should learn from the mistakes, trials, errors and the practical experiences of their peers.

Roundtable #2: Nourish to Flourish: EMPs & Self Care

Co-Chair: Michelle Lopez, Bernard A. Zuckerman Museum of Art

Co-Chair: Kate Daly, Museums, Archives, and Rare Books Department at Kennesaw State University

Co-Chair: Emily Knight, The Museum of Contemporary Art of Georgia

Museum professionals are vulnerable to workplace fatigue from expanding job responsibilities, long hours, and stagnant wages. It may come from the pressures of emerging into the field, administration, or by own self choice.

ATL Emerging Museum Professionals Network will provide an open discussion and resources on creating a work/life balance, preventing burnout, and encouraging self-care.

Workshop #3, Part 1:

What color is it? The Digital Color Quandary

Co-Chair: Marcy L. Koontz, Ph.D., The University of Alabama – The Fashion Archive

Co-Chair: Amanda J. Thompson, Ph.D., The University of Alabama – The Fashion Archive

Accurately identifying the color of an artifact in situ usually requires the use of a spectrophotometer and a Munsell color chart. Once determined, the translation of color often gets altered as photographs are taken and uploaded to online databases, printed or viewed on a variety of screens of variable calibration. This workshop introduces participants to Nix™ Pro, a portable spectrophotometer and mobile app. Participants, working in teams of two, will use this spectrophotometer and a custom grid system to measure the color readings of an artifact then input the data into a spreadsheet to calculate its actual CIE L*a*b*color.

1:45PM-3:15PM:

Tour #5: African-American Heritage Walking Tour

3:15PM-4:30PM:

Session #5:

Exhibit Planning 101: Do's, Don'ts, and Maybe Better Next Time

Co-Chair: Rachel Bragg, HW Exhibits

Co-Chair: Keith Moore, The Legacy Project

Session #6:

Bringing New Perspectives to Old History

Chair: Jonathan Perkins, National Civil War Naval Museum

Co-Chair: Brandon Gilland, National Civil War Naval Museum

This session will explore how difficult aspects of history can be conveyed successfully from varying perspectives. Our museum is dedicated to designing and providing meaningful engagement with a diverse audience. One way we do this through museum theatre. We

annually commemorate Black History Month with a special program, "Lift Every Voice: African Americans in Civil War Navies." This an interactive tour with first person living history interpretations. In this session we will discuss strategies to bring history to life and make it appealing to a modern, inclusive audience.

Workshop #3, Part 2:

What color is it? The Digital Color Quandary

3:30-PM-5:30PM:

EMP Happy Hour at

5:45PM:

Meet in lobby for Progressive Dinner

6PM-7PM:

Progressive Dinner Stop 1, National Infantry Museum

7PM-8PM:

Progressive Dinner Stop 2, National Civil War Naval Museum

8PM-9PM:

Progressive Dinner Stop 3, Corn Center / Columbus State Museum Art Gallery

10PM:

GAMAMA2020 After Hours

Tuesday, January 28th:

8:30AM-9:15AM:

Welcome Breakfast, The Foundry

9:30AM-10:45AM:

Session #7: Make Over! How Museums Have Learned from the Past & Create a Vision for the Future

Chair: Terence Healy, HealyKohler Design

Presenters:

Karin Johnston Dalton, Georgia Capitol Museum

Alan Robison, Anniston Museum of Natural History, Berman Museum, Longleaf Botanical Gardens

Phyllis Aaron, National Infantry Museum Foundation

Museums always learn from their current conditions and past decisions. They also look toward the future. Four institutions, the Georgia Capitol Museum in Atlanta, the Berman Museum and Anniston Museum of Natural History in Anniston, and the National Infantry Museum in Columbus are currently creating their own vision for the future. The representatives of these Museums will share their experiences of working with their Board of Directors to commence the planning, Board collaboration, funding resources, working through the challenges and opportunities of creating a new exhibition experience, the branding of the experience, and the planning of programming that compliments the new exhibition experience.

This session will be instructive to the conference attendees interested in Board relationships, funding mechanisms, working with outside consultants, and the process of establishing a plan to look into the future. The session presenters will encourage attendee participation to gain understanding about how they can transform their own exhibition experience.

Session #8:

Unexpected Challenges in Grade Specific Programming: Navigating Hurdles and Dodging Obstacles Before, During, and After School Visits.

Chair: Kaci Norman, Montgomery Museum of Fine Arts

Presenters:

Christy Barlow, Jule Collins Smith Museum of Fine Art

Emily Hogrefe-Ribeiro, Georgia Museum of Art, University of Georgia

As museum educators we anticipate the obvious issues that pop up during school visits—buses running late, not enough chaperones, etc. This session, however, focuses on unexpected challenges encountered when developing and implementing both new and inherited single-visit school programs. Three museum educators from distinctive institutions will present experienced

challenges and solutions through the lens of docent/volunteer training, classroom outreach, and maneuvering “other duties as required.” Participants will have the opportunity to break into small groups to delve deeper into the topics presented.

Roundtable #3:

Retrofitting an Outdoor Learning Space for Children on the Autism Spectrum

Chair: Dr. Michael Dentzau, Oxbow Meadows Environmental Learning Center, Columbus State University

Co-Chair: Dr. Lauren Johnson, Oxbow Meadows Environmental Learning Center, Columbus State University

This roundtable will present the basic design principals for outdoor learning spaces for children on the Autism Spectrum and the efforts of Oxbow Meadows Environmental Learning Center to Retrofit an Area for Inclusivity.

Workshop #4, Part 1:

Archival Box Making for Three Dimensional Objects

Co-Chair: Samantha Forsko, Conservation Center for Art and Historic Artifacts

Co-Chair: Dyani Feige, Conservation Center for Art and Historic Artifacts

In this workshop, participants will learn how to properly support three dimensional objects in boxes intended for archival storage. The presenter will discuss materials, object sensitivities, and provide hands-on guidance for archival box construction.

9:30AM-12PM:

Workshop #5:

**A Projectile Petting Zoo or: How I Learned to Stop Worrying and Love the Bomb
Onsite at the National Civil War Naval Museum**

Chair: Jeff Seymour, National Civil War Naval Museum

Presenters:

Amy Reed, Marietta Museum of History

Brandon Gilland, National Civil War Naval Museum

This workshop is intended for those interested in identifying, handling, and caring for older black-powder weapons. Using the collection of the National Civil War Naval Museum, the workshop will walk through basic identification of types of weapons and how they work to gain a better understanding of their long-term care and exhibit. Safety is a must in dealing with a variety of weapons and associated materials. Many collection caretakers have no training with these artifacts, which means that they can't make assessments about the history or safety of the objects in their care. This workshop will help with those assessments and provide practical solutions to dangerous situations and dispel some of the myths surrounding these objects.

10:45AM-11:15AM:

Coffee break with vendors in exhibit hall

11:15AM-12:30PM:

Session #9:

Museum Policies and Procedures for School and Adult Groups

Chair: Mary Wilson Joseph, Atlanta History Center

Co-Chair: Marcy Breffle, Historic Oakland Foundation

Co-Chair: Virginia Howell, Robert C. Williams Museum of Papermaking

How do you facilitate the best possible visitor experience for adult groups and schools at your museum? From reservation policies and pre-visit communication to training front-line staff, this interactive workshop will explore best practices for ensuring a smooth experience (for you and the visitor) from start to finish. We'll brainstorm solutions for different visitor scenarios and share strategies for better visitor engagement.

Session #10:

When the Bough Breaks

Chair: Aimee Brooks, The Columbus Museum

Co-Chair: Bridgette Russell, The Columbus Museum

On a dark and stormy night, a tree fell on the roof of the Columbus Museum's storage area. Horror of horrors! Come explore this disaster and its aftermath with those who lived it. Learn how a team of local museum professionals from two institutions, aided by specialists from New York City, banded together to produce a complete collections move in under two weeks. Hear from public relations staff about how to quickly prepare a crisis communication plan and to prepare for potentially tough questions.

Roundtable #4:

New Voices in New Places

Co-Chair: Cassandra Cavness, Alabama State University

Co-Chair: Jina DuVernay, Emory University

We will discuss the challenges and opportunities of being new to your profession and/or new to your environment. Speaking specifically to how we both navigate new areas of GLAM (galleries, libraries, archives, museums) in new environments while we expand our knowledge base to further our professional goals. We'll have a roundtable discussion and invite the audience to participate and share their experiences with challenges and give them the chance to offer any tips with the group.

Workshop #4, Part 2:

Archival Box Making for Three Dimensional Objects

12:45PM-2:30PM:

The Foundry: Keynote Lunch

The State of Arts and Humanities

2:45PM-4PM:

Session #11:

Caring for Historic Textiles 101

Chair: Ryan Blocker, The Alabama Department of Archives and History

Textiles are a wonderful interpretive tool for museums, but their fragile nature and storage requirements often turn institutions away from collecting them. This session will offer basic information on textile preservation and storage, best practices for handling textiles, preferred environmental conditions, and a resource guide for materials.

Session #12:

Museum Education in the Anthropocene Age

Chair: Dr. Lauren Johnson, Oxbow Meadows Environmental Learning Center, Columbus State University

Scientists are now referring to our current geological age as "The Anthropocene" to emphasize the impact that humans have had on the land, seas, climate and wildlife over the past 200 years. Educational programming about the Anthropocene integrates life sciences with world history, geography and anthropology. In this hands-on workshop, the presenter will engage participants in hands-on activities and demonstrate interactive, computer visualizations that can be incorporated into museum programming, especially for sites emphasizing regional and natural history, local ecology and human geography. The presenter will provide guidance on using the resources with students of different learning styles.

Roundtable #5:

The Value of an Intern: Equalizing Voices in Museums

Chair: Danielle Funderburk, Jule Collins Smith Museum of Fine Art at Auburn University

Co-Chair: Shannon Morris, Mary S. Byrd Galley of Art

Co-Chair: Alice Novack, Montgomery Museum of Fine Art

Workshop #6, Part 1:

Bringing History to Life through the Use of Volunteers

Chair: Jeremy Petrella, South Georgia State College; 61st Georgia Infantry CSA Reenactors; 63rd Signal Battalion U.S. Reenactors; Wiregrass Living History

In recent decades the number of volunteer reenactors and living historians has grown dramatically and they can be a great educational tool for traditional museums. However, there are also real concerns over how best to utilize this resource that need to be addressed and overcome. Through cooperation and focused planning, living historians can increase visitor enthusiasm and expand a museum's educational outreach to all age groups. This workshop or session will focus on three main topics: introducing museum professionals to the reenactor/living history world, demonstrating the power of using living history through demonstrations and examples, and discussing some of the concerns of using volunteer living historians and finding solutions.

4PM-4:30PM:

Ice cream and coffee with vendors

4:15-5:30:

Workshop #6, Part 2:

Bringing History to Life through the Use of Volunteers

6:15PM:

Meet in hotel lobby for bus

6:30PM-10PM:

GAM-AMA Auction Dinner at the Columbus Museum

10PM:

GAMAMA2020 After Hours

Wednesday, January 29th:

Breakfast on your own

9:00AM-10:15AM:

Session #13:

Moving Students with Moving Images

Chair: Mary Miller, Walter J. Brown Media Archives & Peabody Awards Collection, University of Georgia Libraries

Co-Chair: Kathleen Carter, Walter J. Brown Media Archives & Peabody Awards Collection, University of Georgia Libraries

The Walter J. Brown Media Archives & Peabody Awards Collection at the University of Georgia Libraries hosts over 300 11th graders each year to learn about the U.S. Civil Rights Movement. Our approach to their visits draws on our extensive collection of documentary footage of this pivotal time period, and engages them in group role playing activities designed to promote deep understanding and emotional engagement with the subject matter. The presenters will describe UGA's specific program and help participants brainstorm ways to implement these ideas at their home institutions.

Session #14:

8 Things Every Museum Professional Needs to Know about Fundraising

Chair: Linda Wise McNay, Our Fundraising Search

Co-Chair: David Moore, Historic Oakland Foundation

Museums cannot be supported by admissions alone. Therefore, museum leaders need to devote significant time and attention to fundraising from board members, individuals, corporations, foundations and other organizations. A museum leader must be able to present the case for support, lead the board and staff in a team effort to ask for funds, all while following a coordinated plan of action. This session will present the eight things every museum professional needs to know about fundraising: from writing the development plan to communicating your case for support. The presentation will combine information sharing with plenty of time for feedback from the audience.

This session is not only for museum directors, but also fundraisers, curators, and other staff; board members and volunteers.

Roundtable #6:

Activating Your Space: Community Engagement and Public Art

Co-Chair: Jessica Hughes, Jule Collins Smith Museum of Fine Art

Co-Chair: Hannah Israel, Columbus University Department of Art

Presenter: Monica Compana, Living Walls

Presenter: Chintia Kirana, Expose Art House

A moderated discussion on community engagement through public art. Each member of the panel will briefly share her professional experience with the medium, followed by directed questions from our co-chairs. Our discussion will explore the utility of public art as a means of cultural and economic development, historical identity, and social change.

Workshop #7, Part 1:

Introduction to Evaluating Informal Learning: Applying Research to Practice

Chair: Dr. Michael Dentzau, Oxbow Meadows Environmental Learning Center, Columbus State University

This workshop will focus on the variety of evaluation measures that work within the nonformal setting. Extracting from the body of literature, the session will summarize techniques and model implementation in a participatory fashion. The session will be structured into three sections - the importance for evaluation and assessment, the variety of techniques offered in the literature to support evaluation, and opportunities for the attendees to begin developing assessment strategies unique to their individual contexts. The goal is to help centers maximize the effectiveness of their programs and guide their growth and development.

10:15-10:30:

Between session and mid-workshop break

10:30AM-11:45PM:

Session #15:

Collection Documentation Nuts and Bolts

Chair: Rose Wood, Birmingham Museum of Art

What form do I use? How do I document this? Is this a loan or a gift? These are some of the challenges we are asked to daily combat when we work with acquiring collection items or request short-term loans for exhibition. This session will discuss workflows, forms, and have a question and answer session at the end so participants will have the opportunity to ask questions or share concerns.

Roundtable #7:

Georgia Museum Educators Roundtable: Building Teen Engagement

Co-Chair: Patti Dees

Co-Chair: Callan Steinman

Presenters:

Jessamy South, The Columbus Museum

Sage Kincaid, Georgia Museum of Art

Tiffany Hughes, Booth Museum

Jayme Hogan-Yarbro, Atlanta History Center

Join your GME colleagues in a roundtable discussion about building teen engagement and programming at your museum. Columbus Museum, Booth Museum, Georgia Museum of Art, and Atlanta History Center will highlight successful models and best practices during the first half of the program. Open discussion with the GME audience will follow.

Roundtable #8:

The Southern Literary Trail: Celebrating the South's Literary Legends

Chair: Sarah McCullough, Mississippi State University Libraries

Co-Chair: Nick Norwood, Carson McCullers Center for Writers and Musicians & Columbus State University Department of English

The Southern Literary Trail is the country's first tri-state literary trail. Traversing Georgia, Alabama, and Mississippi, the trail connects the mythic places that inspired many of the world's literary legends. Twenty-eight writers are included on the trail, and sites range from writers' homes to library archives. This roundtable will include an insightful discussion of the structure, programming, and outreach of three of the trail sites in Georgia and Alabama: a writer's home as a center for writers and musicians, a writer's home as historic house museum, and a courthouse museum.

Workshop #7, Part 2:

Introduction to Evaluating Informal Learning: Applying Research to Practice

12PM-2PM:

The Foundry, Room 1: GAM Business & Awards Lunch

The Foundry, Room 2: AMA Lunch

2PM:

GAM Board Meeting