

## **GAMG 2018 Conference**

### ***Across the Divide: Innovation and Collaboration in the 21<sup>st</sup> Century Museum***

All Workshops and Sessions are in the Krannert Center, Berry College, Rome, GA

Host Hotel: Hawthorn Suites, 100/110 N 2nd Ave NW, Rome, GA

January 17-19, 2018

## **Program**

**Wednesday, January 17**

### **TOURS**

#### **Trip to Paradise Gardens (10am-1pm) – \$30**

Polly Huff, Coordinator; meet in front of the Krannert Center

#### **Walking Tour of Myrtle Hill Cemetery (10am-12noon) – staff in period costume**

Lisa Smith, Rome Visitors and Conventions Bureau; meet atop Myrtle Hill Cemetery next to the Sexton's House (see map). Car-pooling recommended

#### **Tour of Berry Campus (1:30-3:30pm); Berry will provide van**

Jennifer Dickey (Berry Alumnus), Kennesaw State University; meet in front of the Krannert Center

### **WORKSHOPS**

#### **Krannert Center**

#### **10am-12noon**

#### **Workshop 1; Room 217**

#### **Understanding Audiences and Visitors**

Bethany L. Hawkins, Chair, American Association for State and Local History

This workshop will help participants understand how to collect visitor information and locate demographic research and overall trends, and use that information to make their museum more relevant to their visitors and communities. After completing the workshop, participants will have gained an understanding of ways to measure their audience; identify potential and future audiences based on an understanding of their own community; and how to locate free/low-cost resources for ongoing market scanning.

## **Workshop 2; Room 250**

### **Facing the Past: Forensic Facial Reconstruction**

Rick Spears, Chair, Fernbank Science Center

Participants will learn a brief history of forensic facial reconstruction and techniques, then have an opportunity to apply that information by sculpting a face on a miniature skull replica. Museum professionals can incorporate this fascinating and important art into their displays and interactive exhibits. Adults and children alike enjoy learning about how a skull, or even skull fragments, can give scientists the clues they need to bring ancient peoples "back to life".

## **10am-3pm**

### **Workshop 3; Room 217**

#### **Digitizing your collections and making them accessible through the DLG**

Sheila McAlister, Chair, Digital Library of Georgia

Nicole Lawrence, Digital Library of Georgia

During this workshop, the presenters will provide an overview of the digitization process from selection to sharing online. Participants will learn about best practices for metadata creation, reformatting, and sharing content to maximize reuse. The presenters will discuss ways that the Digital Library of Georgia can support you as you digitize your collections and maximize exposure of your historical materials through inclusion in the Digital Public Library of America. Note: this is a 6-hour workshop

## **1:30-3:30pm**

### **Workshop 4; Room 217**

#### **Providing a Welcoming, Enriching Experience to Your Guests Who Have Disabilities**

Maia Santamaria (Chair) NWGA Center for Independent Living, Inc.

Mom is Blind and She is Pushing Dad in a Wheelchair; their Teenage Daughter is Making Hand Gestures; their Eight-year-old Son Has a Dog on a Leash; and Grandma Looks the Most Normal of the Family. Help, Now What Do I Do?

An interactive workshop addressing disability awareness and assisting museum professionals in developing practical solutions to interesting dilemmas with their guests who have disabilities. Topics and activities to include: Who Has a Disability? ADA compliance versus user-friendliness. People first language. Rolling in my Shoes. Service Dogs? Cats? Turkeys? Horses? Snakes? (Sorry, just bringing dogs.) Assistive Tools and Technology. Weird questions and special situations from the audience

## **5-8pm**

### **Progressive Dinner**

5:00 Chieftains Museum

6:00 Martha Berry Museum at Oak Hill

7:30-8:00 Dewey and Irene Large Science Museum

## **Thursday, January 18**

## **8:30-9:15**

### **Breakfast; Ballroom**

Includes a 20-30 minute greeting/talk from an official from Berry College and/or City of Rome;  
Election of Board Members

## **SESSIONS**

## **9:30-10:45**

### **Session 1; Room 217**

#### **Curating and Presenting Digital Exhibitions Using Open-Source Platforms**

Jesse P. Karlsberg, Chair, Emory Center for Digital Scholarship

Karen McCarthy, Sara Palmer, Adam P. Newman, Emory Center for Digital Scholarship

Todd Lamkin, Michael C. Carlos Museum

This session features Emory Center for Digital Scholarship projects using three exhibition-oriented open-source digital humanities platforms: Omeka, Scalar, and ECDS's Readux. Karen McCarthy shares how ECDS is using Readux, a platform for creating web editions of digitized books, to present original Apollo 15 flight data files with the images and sounds of the mission. Sara Palmer and Todd Lamkin describe an initiative enabling Emory's Carlos Museum to publish data and images using Omeka, a content management system for virtual exhibitions. Adam P. Newman offers strategies for curating exhibitions with material from multiple partner archives using the digital publishing platform Scalar.

### **Session 2; Room 250**

#### **K-12 Programming Beyond the Field Trip**

Andrea Miskewicz, Chair, Museum of History and Holocaust Education

Marcy Breffle, Historic Oakland Foundation (Oakland Cemetery)

Amelia Gallo, Thomas County Historical Society

How can institutions create, maintain, and grow engaging educational programming for K-12 student learners outside of the traditional field trip? Join three museum educators to discuss the challenges and opportunities of developing educational programs that support outreach efforts and organizational missions. Our goal is to have dialogue with our colleagues about the many options and strategies that are available for our K-12 audiences beyond the class trip, which include summer camps, home-school days, Scout programs, and more!

### **Session 3; Room 106**

#### **Historic House Museum Forum**

Matthew S. Davis (Chair), Georgia's Old Governor's Mansion/Sallie Ellis Davis House

Session participants will be selected from the following: Carleton Wood-Hills and Dales, Michelle Zupan-Hickory Hill, Jessica Rast VanLanduyt-Atlanta History Center, Ashleigh Oatts-TRR Cobb House

Following an engaging conversation in the 2017 GAMG Director's forum, this session will provide an opportunity for historic house museum professionals to continue the discussion on current trends in the field. The forum will include discussions on issues related to interpretation, relevance, sustainability, and the overall future of house museums. The presentation will be presented in an open forum format, where the panel will discuss the topics presented and encourage discussion from the floor. Session participants will gain insights into the current state of the field, and have takeaways to frame discussions and planning with their internal and external stakeholders.

### **10:45-11:15 – Coffee Break with Vendors**

#### **11:15-12:30**

### **Session 4; Room 217**

#### **Solar Eclipse over Tellus**

David Dundee, Tellus Science Museum

This is a description of the partnership between Tellus Science Museum and our local WSB affiliate (WSB-TV) to cover the Total Solar Eclipse in August 2017. This session will describe museum activities and programming during the eclipse. Even though it was a partial eclipse in Cartersville, Astronomer David Dundee and Chief WSB-TV Meteorologist Glenn Burns traveled into the total eclipse zone in coastal South Carolina. Images were broadcast back to the museum and TV viewers around Georgia.

## **Session 5; Room 250**

### **Wrapped Up in Outreach: Creating and Maintaining Organizational Partnerships**

Dustin Landrum, Georgia Public Library Service

Kate Stanton, Michael C. Carlos Museum

Alyson Vuley, Michael C. Carlos Museum

In September of 2016, the Michael C. Carlos Museum at Emory and the Georgia Public Library Service launched a partnership with the goal of utilizing the resources of public libraries and the Carlos to reach across Georgia to increase awareness of educational programming and the collections available at the Carlos. By placing a Family Pass, touring an 8-panel banner exhibit of the Carlos' collection, providing a reading list and diary for summer reading programs, and displaying promotional materials at the 409 public libraries, both agencies received increased visibility and reach towards demographics who may not have been aware of the museum or many statewide services. This session will take an audience through the process of establishing, launching, and maintaining a multi-agency statewide collaborative partnership.

## **Session 6; Room 106**

### **New Interdisciplinary Approaches: Exhibiting Art and History Together**

Rebecca Bush (Chair) The Columbus Museum

Julia Brock, Selvage Collective/University of West Georgia

Christy Crisp Georgia Historical Society

Teresa Bramlette, Reeves, Selvage Collective/Zuckerman Museum of Art

Kirstie Tepper, Selvage Collective/Georgia State University

Interdisciplinary collaborations offer both museum professionals and visitors opportunities to make connections and learn in new ways. Exhibitions and projects in history museums may include traditional art objects, and art museums might feature traditional history artifacts, without fully engaging with this broad range of increased interpretive possibilities. In this session, curators and educators from across the state will share their experiences integrating art and history through exhibitions, digital initiatives, and historic site interventions. Presenters will share lessons learned, strategies and tips for success, and suggestions for finding interdisciplinary collaborators for your own projects.

**12:45-2:00pm**

**Ballroom**

**Lunch and Keynote Speech by Dina Bailey**

**2:15-3:30pm**

### **Session 7; Room 217**

#### **Funding from new audiences: How to attract, appeal to, & engage new & more diverse audiences to support your mission**

David Moore (Chair), Historic Oakland Foundation

Linda W. McNay, Our Fundraising Search

Lula Dawit, The Woodruff Arts Center

Museums cannot be supported by admissions alone. Museum leaders must devote time and attention to diversifying their constituencies and their fund raising models to include all types of donors. Join our panel of 3 fundraising professionals to discuss proven methods for fundraising from new audiences. Together we can learn how we can be more inclusive and successful in reaching new donors and raising more dollars.

### **Session 8; Room 250**

#### **Transitions: From Collecting Testimony to Presenting Stories from the Relevant Past**

Anna Tucker (Chair), Museum of History and Holocaust Education

James Newberry, Adina Langer, Museum of History and Holocaust Education

Dina Bailey, Atlanta, GA

Julia Brock, University of West Georgia

Historical events are defined and humanized by those who witness them. As generations of witnesses age and ultimately pass away, the responsibilities of museums and other institutions toward those witnesses and toward visitors inevitably change. Museums must move from recording testimony and connecting audiences with witnesses to creating interpretation that both foregrounds authentic voices and provides meaningful context for younger generations more distant from the events that came to define the history. This session will focus on three key historical moments: World War II and the Holocaust, the Civil Rights Movement, and more recent struggles for LGBTQ rights in order to elucidate best practices for preservation and interpretation.

### **Session 9; Room 324**

#### **Disaster! Planning for and Recovery from the Unexpected**

Amy Gramsey, Rebecca Melsheimer, Tellus Science Museum

Tommy Gregors, Thronateeska Heritage Center

Recent events are fresh in our minds with hurricanes and tornadoes causing considerable damage to museums nationwide and close to home. This session will cover the steps institutions can take to plan and prepare for the unexpected. The second part will be a case

study of how the Thronateeska Heritage Center used their resources to help a fellow museum, the Albany Museum of Art, recover for extensive tornado damage to its building and collection.

**3:30-3:45**

**Ballroom – Ice Cream Social with Vendors**

**3:45-5:00**

**Session 10 – Ballroom**

**It Fell From the Sky; or What Have They Brought Me Now?**

All museums share on thing: the public brings the most unique objects to have identified. Often they have grandiose, misguided, or just plain odd ideas of what they have. It is the job of the museum professional to gently break the bad news. Everyone is invited to bring their stories to share, and the best ones will be presented to all at the conference.

**6:30-9:00pm**

**Reception, Dinner, Exhibit Improv, and Auctions, Rome Area History Museum (one block walk from hotel)**

**Friday, January 19**

**9:00-10:15**

**Session 11; Room 217**

**Behind the Scenes: Developing the Visitor Experience in Collections**

Erica Hague, Chair, Atlanta History Center

Jessi Gordy, Atlanta History Center

This presentation will cover the development, implementation, and impact of a variety of behind the scene tours. Speakers will discuss their tour offerings including the goals, successes, failures, and future of their programs. Afterwards, small groups can begin crafting what a behind the scenes experience at their institution would entail.

**Session 12; Room 250**

**Collaborations between Museums and Colleges**

Virginia Gardner Troy (Chair), Rachel McLucas, Berry College

This session will present case studies that demonstrate how museums, either on or off campus, work with colleges and universities to create experiential learning opportunities. For example, the Oak Hill and Martha Berry Museum hires Berry College students through the Student Work

Program to work in various capacities; enlists Berry College professors for their Senior Scholars program; partners with Art Program professors to research works of art in the collection; engages Berry College professors to present lectures dealing with exhibition themes; and the museum works closely with Archives and Physical Plant to monitor Historic Berry buildings and historic tourism.

### **Session 13; Room 106**

#### **Team Arts and Humanities: Creating Innovative Programming Outside Your Disciplinary Comfort Zone**

Arden Williams (Chair), Georgia Humanities

Bill Eiland and/or Betty Alice Fowler, Georgia Museum of Art

Marcy Breffle, Oakland Cemetery

Kevin Grogan, Morris Museum of Art

What happens when the arts meet the humanities? This panel explores the opportunities for innovative programming that exist in the intersection of the arts and humanities. Panelists will discuss how their institutions cross disciplinary boundaries to attract, educate, and entertain visitors with programming that may be outside their normal field of operations. Panelists will share their expertise in program development, audience building, and expanding their organization's professional network.

### **10:15-10:45am – Coffee Break with Vendors**

#### **10:45am-12noon**

### **Session 14; Room 217**

#### **Directors' Roundtable: How I got Here**

Jose Santamaria, Tellus Science Museum (Chair)

Heather Shores, Chieftains Museum

Seth Hopkins, Booth Western Art Museum

The path to becoming a museum director is varied, and not necessarily starting with a degree in museum studies. In this session, experienced museum directors will share how they arrived at their position, lessons they have learned, and advice to the next generation of museum directors.

### **Session 15; Room 250**



## **Curator's Roundtable – Balancing Needs: When Curatorial Responsibility and Donor Development Clash**

Chair: Ephraim J. Rotter, Curator, Thomas County Historical Society

Co-Chair: Polly Huff, Curator, Georgia Museum of Agriculture & Historic Village

What happens when the needs of a substantial donor or the development department clash with collections care or a collections development policy? Join other curators, collection managers, and others responsible for protecting and curating an institution's collection to discuss strategies, experiences, and perhaps failures in navigating conflicting interests of best museum practices and financial realities.

### **Session 16; Room 106**

#### **Museum Educators' Roundtable: The Museum School**

Katherine Kelbaugh, Principal, The Museum School of Avondale Estates

Join founding principal, Katherine Kelbaugh, as she shares the story behind the founding of The Museum School and its success today through partnerships with museums and other institutions. Kelbaugh will highlight how The Museum School provides a different approach to learning based on research that shows children learn best through exploration and personal experience. Kelbaugh will also discuss how partnerships with museums and other institutions promote real-life experience through classroom lessons and allow students to make discoveries driven by their curiosity.

### **12:00noon-1:30pm**

**Awards Luncheon – Ballroom**

### **1:45pm**

**GAMG Board Meeting, Room 217**