



Developing a Vision for the SU43

Visitor Experience

Touchstone Energy Place / Rooms 14 & 15
Most would agree that science centers intend to be visitor-centered institutions. Yet science centers cannot always articulate, from the visitor's perspective, what a successful visitor-centered experience looks or sounds like. This presentation will discuss the importance and value of articulating institutional intent, and examine what being "visitor-centered" means for accountability.

Session leader: Kate Bennett, President, Rochester Museum & Science Center, New York

Presenters: Charlie Walter, Interim Director, Fort Worth Museum of Science and History, Texas; Randi Korn, Principal, Randi Korn & Associates, Inc., Alexandria, Virginia; and Kathleen McLean, Director of Public Programs & Center for Public Exhibition, The Exploratorium, San Francisco, California

5:00pm – 6:00pm

Networking Receptions

To promote networking opportunities at the ASTC 2003 Annual Conference, ASTC continues its series of special-interest networking receptions on Sunday, November 9, preceding the ASTC Exhibit Hall Dinner Reception at the Touchstone Energy Place at RiverCentre. Held in separate locations at the Radisson Riverfront, the networking receptions are offered free of charge (cash bar available). Conference delegates can "meet and greet" colleagues in five professional specialties:

- **Advocates for Diversity**
Radisson Riverfront / Capitol Ballroom
- **Development & Marketing/Membership**
Radisson Riverfront / Governors Hall 3 & 4
- **Exhibit Developers**
Radisson Riverfront / Great River Ballroom 2 & 3
Sponsored by West Office Exhibits
- **Museum Educators**
Radisson Riverfront / Great River Ballroom 1 & 4
Sponsored by Randi Korn & Associates, Inc.
- **New Science Centers**
Radisson Riverfront / Governors Hall 1 & 5

6:00pm – 7:30pm

ASTC Governing Member Directors Appreciation Reception

Radisson Riverfront / Kellogg 2 & 3
By invitation only
Sponsored by Aramark

6:00pm – 7:30pm

Howard Hughes Medical Institute Reception

Radisson Riverfront / Kellogg 1
By invitation only

6:30pm – 9:00pm

ASTC Exhibit Hall Dinner Reception

This year ASTC invites you to join us in the new and exciting Sunday Night Exhibit Hall Dinner Reception. (This event replaces the former ASTC Annual Conference Banquet). Enjoy an evening of fine dining, quiet entertainment, networking, socializing, and a final opportunity to view this year's Exhibit Hall.

Open to all registered delegates

9:30pm – 2:00am

Caribbean Dance Party

Radisson Riverfront / Great River Ballroom 2 & 3
It's that time again: Get ready to dust off your dancing shoes and strut your stuff for ASTC's Conference Fellowship Program. This year, we're headed out on a Caribbean cruise. The USS ASTC will set sail during the 2003 Dance Party, featuring music from its ports of call: reggae, calypso, salsa, and lots of pop music! Come ready to dance the night away while supporting one of ASTC's most important equity and diversity programs. If you won't be able to attend, please consider making a donation to this important program.

Preregistration requested. On-site registration available for \$25 at the door.

MONDAY, NOVEMBER 10

Monday Is Wearable Identity Day!

Be sure to wear items that identify your science center or museum. Badges, buttons, hats, jackets, ties, and T-shirts are all welcome. Feel free to dress comfortably and casually, especially today!

7:30am – 5:00pm

Speakers Ready Room

Touchstone Energy Place / Convention Office 1

7:30am – 8:45am

Interest Group Meetings

AAAS Breakfast

Radisson Riverfront / Kellogg I
Contact: Judy Kass, American Association for the Advancement of Science, Washington, D.C.
By invitation only

Museum and Public Libraries Collaborations Interest Group

Radisson Riverfront / State II
Contact: Patrick Hamilton, Science Museum of Minnesota, St. Paul
Open to all

Association of Science Museum Directors Roundtable

Radisson Riverfront / Kellogg III
 Contact: Doug King, St. Louis Science Center St. Louis, Missouri
 This extended interest group meeting concludes at 10:30am.

Museum Landscapes: Grounds-Keeping in Transition

Science Museum of Minnesota / Science House
 Contact: Chris Burda or Miles Hamre, Science Museum of Minnesota, St. Paul
 Open to all

Math Special Interest Group

Radisson Riverfront / Wabasha I & II
 Contacts: DeAnna Banks Beane, ASTC, Washington, D.C., and Bill Rogers, Buffalo Museum of Science, New York
 Open to all

Origins Video Project

Radisson Riverfront / Wabasha Boardroom
 Contact: Len Adams, Origins Project Supervisor, Pacific Science Center, Seattle, Washington
 By invitation only

SMEC Directors Meeting

Radisson Riverfront / State I
 Contact: Diane Perlov, California Science Center, Los Angeles
 By invitation only

Workshop leader: Susan Aldritt Fleming, Human Biology Project Leader, Science Museum of Minnesota, St. Paul

Presenters: Jen Bistrack, *BodyLink* Director, Maryland Science Center, Baltimore, Maryland, and Ana Kaveh, Human Biology Program Supervisor, Science Museum of Minnesota, St. Paul

8:00am – noon

Outreach LIVE! M2

Science centers from around the United States bring their best outreach programs to a Minnesota school. Come discover how these programs spark students' interest in science. A roundtable discussion following the performances will review and evaluate the programs.

Preregistration required. Coach transportation departs from the Kellogg Boulevard entrance of Touchstone Energy Place promptly at 8:00am and returns at approximately 12:00 noon.

Session leader: Bill Alexander, Director of COSI on Wheels, COSI Columbus, Ohio

Presenters: Larry Thomas, Director of School Visits and School Outreach, Science Museum of Minnesota, St. Paul; Greg Danner, Outreach Program Manager, Imaginarium, Anchorage, Alaska; and Julia Berger, Outreach Presenter, Lawrence Hall of Science, University of California, Berkeley

Concurrent Sessions: 9:00am – 10:15am



Engaging the Public with Science: A Dialogue M3

Touchstone Energy Place / Room 3
 The American Association for the Advancement of Science (AAAS) is expanding its traditional role in public understanding of science to include new public audiences and policy makers in a more open, multidirectional dialogue. Science Centers seem an excellent venue for these kinds of forums. You are invited to hear Dr. Alan Leshner, CEO of AAAS, talk about this evolving perspective and program, as well as participate in a discussion about possible partnerships.

Session moderator: Robert Semper, Executive Associate Director, The Exploratorium, San Francisco, California

Featured speaker: Alan I. Leshner, CEO, American Association for the Advancement of Science, Washington, D.C.

7:30am – 11:30am

Conference Registration Open

7:30am – 5:00pm

Information/Message Center Open

8:00am – 6:00pm

Exhibit Hall Breakdown

Exhibitors only

8:00am – 10:00am



Human Genome Programming Workshop M1

Science Museum of Minnesota / Classrooms 3 & 4
 This two-hour workshop will give participants the opportunity to demonstrate and exchange techniques and ideas for presentations, demonstrations, and exhibits on DNA and human genome research.

Preregistration required. This extended workshop at the Science Museum of Minnesota concludes at 10:00am.

Using Technology on the Floor: What Is Done and What Has Been Learned **M4**

Touchstone Energy Place / Room 4

Computer-based technologies have been used on the museum floor for several years now, with an increase in interactive activities. What have we tried, how has the public reacted, and what have we learned?

Session leader: Marco Molinaro, Associate Director, Lawrence Hall of Science, University of California, Berkeley

Presenters: Coe Leta Finke, Graduate Student Researcher, Lawrence Hall of Science, University of California, Berkeley; Keith Braafladt, Director of Learning Technologies, Science Museum of Minnesota, St. Paul; and Stephanie Hunt, Learning Technologies Coordinator, MIT Museum, Cambridge, Massachusetts



Avoiding a PR Crisis: How to Plan Not to Have One **M5**

Touchstone Energy Place / Room 6

Participants will work in roundtables to brainstorm solutions for a variety of “possible” public relations crises. But this is *not* a session to discuss crisis plans. Rather, it will help you use better internal communication mechanisms and alert you to the “hidden” crises—such as conflict of interest, disgruntled employees, reporters on a mission—that may be brewing at your institution.

Session leader: Bev Pfeifer-Harms, Director of Communications, St. Louis Science Center, Missouri

Presenters: Ed Noles, Media & Public Relations Specialist, McWane Center, Birmingham, Alabama, and Dorothy Hutchinson-Gross, Public Relations Manager, St. Louis Science Center, Missouri

Place Howard Hughs Medical Ctr. Ad on CD here

Children and the Physiology of Stress M6

Touchstone Energy Place / Room 7
 Studies on the physiology of stress show that individuals differ in their vulnerability to poor stress regulation. Some of this variation is believed to be shaped by childhood experiences. In this session sponsored by the American Psychological Association, Dr. Megan R. Gunnar, a University of Minnesota researcher who specializes in the regulation of stress in young children, will present her work and discuss how warm, supportive adult-child relationships naturally buffer children from producing the stress hormones that shape more stress-vulnerable neural systems in the brain.

Session moderator: Wendy Pollock, Director of Publications, Exhibits, and Research, ASTC, Washington, D.C.

Featured speaker: Megan R. Gunnar, Professor, University of Minnesota, St. Paul

Sponsored by the American Psychological Association



Integrating Marketing and Product Development M9

Touchstone Energy Place / Room 10
 Everyone wants to build (or lease) exhibitions with excellent science that also generate high audience appeal. How do program developers collaborate with marketing colleagues to create exhibitions and programs that meet both objectives? Discuss with other museum colleagues the issues, tensions, and rewards of collaboration; how to pick the right topic; and how to maintain the right balance of input, decision-making, and review among all participants.

Session leader: Jane Eastwood, Vice President of Marketing, Communications, and Sales, Science Museum of Minnesota, St. Paul

Presenters: Paul Martin, Head of Exhibit Development, Science Museum of Minnesota, St. Paul; Tina Guegold, Vice President, Marketing, COSI Columbus, Ohio; and Kathleen McLean, Director, Center for Public Exhibition and Public Programs, The Exploratorium, San Francisco, California

Active Partners: How Are Science Centers Catalyzing Science Education Reform? M10

Touchstone Energy Place / Room 11
 Science centers are increasingly accepting nontraditional roles in bringing about change in science teaching. This session will explore relationships between the missions of science centers and the strategies of school reform, and reveal how four science centers are partnering with school systems and national reform efforts to bring inquiry-centered learning to U.S. classrooms.

Session leader: Bill Watson, Education Director, Gulf Coast Exploreum Science Center, Mobile, Alabama

Presenters: Dennis Schatz, Associate Director for Education and Exhibits, Pacific Science Center, Seattle, Washington; Lin Erickson, Executive Director/CEO, The Discovery Center of Science & Technology, Bethlehem, Pennsylvania; and Carol Parssinen, Senior Vice President, The Franklin Institute Science Museum, Philadelphia

Sustaining Innovation in an Era of Rapid Change: Preparing for ASTC 2004 M7

Touchstone Energy Place / Room 8
 Sustaining Innovation in an Era of Rapid Change" is the theme for the 2004 ASTC Annual Conference, which will take place in Northern California's Silicon Valley, a legendary source of creativity, diversity, and world-changing ideas. Learn more about the theme and discuss key questions about our audiences, learning, current science, technology, environment, marketing, leadership, and management. Share your ideas, and begin planning sessions for next year.

Session leader: Peter Giles, President & CEO, The Tech Museum of Innovation, San Jose, California

Tech Museum of Innovation presenters: Susan Wageman, Director, Community Learning & Resource Development; Greg Brown, Vice President, Engineering & Technology; and Heidi Chang, Manager, Tech Challenge

Big Changes Are Afoot at IMLS M8

Touchstone Energy Place / Room 9
 As part of the redirection of its General Operating Support (GOS) program, the Institute of Museum and Library Services expects to introduce a comprehensive new funding program in FY 2004. Please join us as we communicate new information about this exciting program, which will build on the one-year interim Learning Opportunities Grants, as well as results of the GOS evaluation.

Session leader/presenter: Steven Shwartzman, Senior Program Officer, Institute of Museum and Library Services, Washington, D.C.



Toolbox for Building an Effective Youth Program: Getting Down to the Nitty Gritty **M11**

Touchstone Energy Place / Room 13
 You've thought of a great program that can impact the lives of youth. Turning your dream into reality takes planning. Learn from other youth program staff the nuts and bolts of program management.

Session leader: Diane Miller, Senior Director of Public and Community Programs, St. Louis Science Center, Missouri

Presenters: Lynn Baum, Program Manager, Student & Youth Programs, Museum of Science, Boston, Massachusetts; Darlene Librero, Director, Explainer Program, The Exploratorium, San Francisco, California; and Angela Wenger, Director of Education, New Jersey State Aquarium, Camden, New Jersey



Promising Strategies for Building Diversity **M12**

Touchstone Energy Place / Rooms 14 & 15
 Successful diversity plans are built through many means: the formation of diversity committees, the examination of social issues within the communities served, and the adoption of hiring practices that promote a diversified staff. This session will focus on diversity plans developed in the presenters' institutions.

Session leader/presenter: Rosita Elizabeth House, Events Coordinator, Whitaker Center for Science and the Arts, Harrisburg, Pennsylvania

Presenters: Stephanie Morrison, Assistant STARS Program Supervisor, Whitaker's Youth Volunteer Program, Whitaker Center for Science and the Arts, Harrisburg, Pennsylvania; Jacques Bordeaux, Director, Science Center School Project, California Science Center, Los Angeles; Betsy Beredo, Youth Program Supervisor, COSI Toledo, Ohio; and Aleina Smith, Director of Community Affairs, Carnegie Science Center, Pittsburgh, Pennsylvania



A Learner-Centered Approach to Enhancing Museum and School Classrooms **M13**

Science Museum of Minnesota / Classrooms 5 & 6
 The Science Museum of Minnesota's Teacher Programs team will share designs and approaches from their popular teacher institutes and model effective inquiry-based strategies for school and museum classrooms. Join us for practical experiences and a lively discussion on how to incorporate these techniques into new or existing programs.

Preregistration required. This session will be held at the Science Museum of Minnesota.

Session leader: Nils C. Halker, Coordinator of Teacher Programs, Science Museum of Minnesota, St. Paul

SMM presenters: Lee Schmitt, Director of Teacher Programs, and Dawn Cameron, Teacher Programs Coordinator



Geographic Information Systems (GIS) in Museums: Interactive Maps for Exhibits and Research **M14**

Science Museum of Minnesota / Argon Room
 A GIS can be used to create interactive maps of places, people, and events and to illustrate and explain topics ranging from archaeology to earth science to zoology. Learn how museums, including the Science Museum of Minnesota and the Smithsonian Institution, use GIS technology in exhibits, to support research staff, and more.

This session will be held at the Science Museum of Minnesota.

Session leader: Angela Lee, Library and Museums Outreach, ESRI, St. Paul, Minnesota

Presenters: Joel Halvorson, Education Technology Fellow, Science Museum of Minnesota, St. Paul, and Michael Hardy, Vice President, Penobscot Bay Media, Rockland, Maine

10:00am – noon



The Best of Both Worlds: Playful Invention and Exploration with Digital Technology and Accessible Materials **M15**

Science Museum of Minnesota / Classrooms 7 & 8
 Participate in a playful approach to science and engineering that emphasizes artistic expression with both digital technologies and accessible materials. Explore open-ended activities that provide staff and visitors with opportunities for experimentation, invention, and theory making, and learn about some hybrid program/exhibition spaces that have evolved to sustain this approach.

Preregistration required. This extended session at the Science Museum of Minnesota concludes at noon.

Session leader: Kristen Murray, Program Coordinator, Learning Technologies, Science Museum of Minnesota, St. Paul

Presenters: Diane Willow, Artist in Residence and Research Associate, MIT Media Lab, Cambridge, Massachusetts; and Karen Wilkinson and Mike Petrich, Education Specialists, The Exploratorium, San Francisco, California

10:00am – noon



Body Plus Brain: Kinesthetic Learning for Science Concepts **M16**

Science Museum of Minnesota /Discovery Hall

10:00am – noon

Involve your whole self in explorations of molecular “dance,” astronomical motion and time, geological change, and animal locomotion. Presenters will show examples, and participants will have time to prepare and present a brief kinesthetic science lesson for the group.

Preregistration required. This extended session at the Science Museum of Minnesota concludes at noon.

Session leader: Jane Snell Copes, Outreach Teacher, Science Museum of Minnesota, St. Paul

Presenters: Cherilynn Morrow, Manager, Education and Public Outreach, Space Science Institute, Boulder, Colorado, and Eddie Goldstein, Senior Space Science Educator, Denver Museum of Nature & Science, Colorado

10:00am – noon



DNA: What’s Hot, and What’s Not **M17**

Science Museum of Minnesota / Science Theater

10:30am – noon

Research into the human genome is one of the most productive and promising areas of basic medicine. Jane Peterson, associate director of NIH’s National Human Genome Research Institute (NHGRI), will discuss the accomplishments of the Human Genome Project to date and talk about what’s to come in the next five years. Discussion will focus on which research is most suitable for presentation through museum exhibits and live programming.

This session will be held at the Science Museum of Minnesota.

Session moderator: Susan Aldritt Fleming, Human Biology Project Leader, Science Museum of Minnesota, St. Paul

Featured speaker: Jane Peterson, Associate Director, NIH National Human Genome Research Institute, Bethesda, Maryland

Concurrent Sessions: 10:45am – Noon

MONDAY, NOVEMBER 10



I Want You to Hear Me: Welcoming Older Visitors and Visitors Who Are Hard of Hearing **M18**

Touchstone Energy Place / Room 2

Assistive listening devices (ALDs) and other technologies allow visitors who are hard of hearing (this includes many older adults) to participate more fully in lectures, tours, films, demonstrations, and performances. Equally important are written policies, equipment maintenance, and staff training. Presenters will demonstrate a variety of technologies and answer audience questions; handouts will be available.

Session leader: Renee Rude, Director of Visit Team, Science Museum of Minnesota, St. Paul

Presenters: Corinn Brown, Program Assistant, Community Resources for Science, Oakland, California, and Mary Bauer, Deaf and Hard of Hearing Program Advisor, Minnesota Department of Human Services, St. Paul



The Role of Contextual Design in Informal Learning Environments **M19**

Touchstone Energy Place / Room 3

What types of environments best serve the informal learning experiences of our visitors? This session will explore the physical, psychological, and emotional aspects of exhibit environments, from the classic Exploratorium model of open, undetermined spaces to highly designed immersive environments. We will also consider a framework for learner-centered environmental design.

Session leader: Kathleen McLean, Director of the Center for Public Exhibition and Public Programs, The Exploratorium, San Francisco, California

Presenters: Dan Spock, Head of Exhibits, Minnesota Historical Society, St. Paul; Jeanne Vergeront, Museum Planning Consultant, Minneapolis, Minnesota; and Jessica Strick, Exhibit Developer, The Exploratorium, San Francisco, California



Science Centers as Social Laboratories

M20

Touchstone Energy Place / Room 4
 People come to our centers for social and family reasons, not to access information they find in other media. But can we help people in sharing their experiences? New kinds of social activities are needed, and more human and social concerns need to be expressed. Come join the discussion!

Session leader: Mikko Myllykoski, Experience Director, Heureka, The Finnish Science Centre, Vantaa, Finland

Presenters: Orna Cohen, Project Director, La Cité des Sciences et de l'Industrie, Paris, France; Lynn Dierking, Associate Director, Institute for Learning Innovation, Annapolis, Maryland; and Andreas Heinecke, General Director, Consens Exhibitions Ltd/*Dialogue in the Dark*, Hamburg, Germany



Working with Public Relations: What Can You Expect?

M21

Touchstone Energy Place / Room 5
 Were you disappointed by media coverage of your last "really great" program (book signing, workshop)? Why do film/exhibition openings get more attention than other efforts? How can you get your public relations person to work harder for you? Aimed primarily at non-PR staff, this session will offer tips on how to work more effectively with the PR office, how to make your program or event more "newsworthy," and what you can—and can't—expect from PR.

Session leader: Bev Pfeifer-Harms, Director of Communications, St. Louis Science Center, Missouri

Presenter: Cindy Pittman, Public Relations Manager, Reuben H. Fleet Science Center, San Diego, California



Reflections on the Journey: Leadership Skills for Discussions on Diversity

M22

Touchstone Energy Place / Room 6
 To create and nurture effective learning environments in the workplace, supervisors must acknowledge and reflect on diversity. This session highlights methods for initiating, facilitating, and maintaining discussions on diversity to create environments where the uniqueness of each individual is recognized and woven into the fabric of the institution.

Session leader: Don Wittrock, Director, Youth Programs, Cincinnati Museum Center, Ohio

Presenters: Cheronda Frazier, Youth Programs Manager, New Jersey Aquarium, Camden; Charles Silva, Explainer Supervisor, New York Hall of Science, Queens; Betsy Beredo, Youth Program Supervisor, COSI Toledo, Ohio; Mark Thorne, Director of Guest Services, Capital Children's Museum, Washington, D.C., and Ducksoo Chang, Deputy Manager of Hosts, Ontario Science Centre, Toronto, Canada



Beyond the Brochure: Supporting a Broader Audience Via Online Communities

M23

Touchstone Energy Place / Room 7
 Why should an online community be part of a museum experience? Will web-based activities, digital media, and online social interactions, and exhibits detract or replace the traditional museum experience? Hear a lively discussion of the role of online communities from multiple perspectives, and then make up your own mind.

Session leader: Sherry Hsi, Director of New Media Research and Evaluation, The Exploratorium, San Francisco, California

Presenters: Sue Talley, Pepperdine University; Sarah Thompson Marcotte, Los Angeles Natural History Museum; and Janet Fouts, Online Community Developer, The Exploratorium, San Francisco, California



Industry Partnerships That Work

M24

Touchstone Energy Place / Room 8
 How can we take advantage of the amazing resources industry has to offer without losing control of our institutions? Meet partners that are doing it!

Session leader: Greg Brown, Vice President, Engineering and Technology, The Tech Museum of Innovation, San Jose, California

Presenters: Richard Brand, Director, Network Architecture and Applications, Nortel Networks, Santa Clara, California; Afshad Mistri, Marketing Director, Scientific Education & Arts, Silicon Graphics Inc., Mountain View, California; and Shawna Holmes, Community Relations, Hewlett-Packard, Cupertino, California

Science Museums and Parental Involvement: Helping Parents Help Their Kids **M25**

Touchstone Energy Place / Room 9

Constructive parental involvement is a key component in children's science learning, but how can we, as science and technology centers, promote it? Learn strategies that museums and other institutions are using to encourage parents to be actively involved in their child's learning.

Session leader: Erin McNally, Program Associate, Gender and Family Learning Programs, The Franklin Institute Science Museum, Philadelphia

Presenters: Mindy LaBranche, Project Leader, Urban Bird Studies & Project Pigeon Watch, Cornell Lab of Ornithology, Ithaca, New York; Jessica Luke, Senior Associate, Institute for Learning Innovation, Annapolis, Maryland; and Kerry Sauner, Manager of Interpretive Services Training, The Franklin Institute Science Museum, Philadelphia



The Diversity Endowment Funds: Connecting with Communities and Emerging Markets **M26**

Touchstone Energy Place / Room 10

The Diversity Endowment Funds (DEF) were created in 1992 in a unique partnership between the Saint Paul Foundation and communities of color. DEF engages people from these communities as donors, decision makers, and grant makers. Learn about a model that you may be able to take back to your community, and discuss with advisory members their experiences, challenges, and outcomes in creating partnerships with communities of color.

Session moderator: Kathleen Wilson, Vice President, Planning and External Relations, Science Museum of Minnesota, St. Paul

Featured speaker: Norman Harrington, Development Officer, Diversity Endowment Funds, The Saint Paul Foundation, Minnesota



Getting Serious About Play **M27**

Touchstone Energy Place / Room 11

This roundtable discussion will focus on the role of play in helping museum visitors understand science. What are the limits of play? When do we cross the line between play/learning and goofing around, or is there even a line? Do we need to direct play for our desired outcomes?

Session leader: Devon Hamilton, Senior Scientist, Physics, Ontario Science Centre, Toronto, Canada

Presenters: Gretchen Jennings, Project Director, "Invention at Play" Traveling Exhibition, Lemelson

Center, National Museum of American History, Smithsonian Institution, Washington, D.C., and Natalie Rusk, Project Co-Director, Playful Invention and Exploration Network, Science Museum of Minnesota/MIT Media Lab, Cambridge, Massachusetts

Uber-Urban Star Parties **M28**

Touchstone Energy Place / Rooms 14 & 15

City environments pose both challenges and opportunities in offering up a "real sky" astronomy experience to our audiences. In this session, organizers from North American urban science centers share approaches to creating a successful "public observing session"—i.e., a Star Party. The Star Party is also explored as a platform for prototyping programming that connects in new ways with urban culture.

Session leader: Sara Poirier, Researcher/Programmer, Astronomy and Space Sciences, Ontario Science Centre, Toronto, Canada

Presenters: Michelle Nichols, Lead Educator for Informal Programs, Adler Planetarium & Astronomy Museum, Chicago, Illinois; Derrick H. Pitts, Chief Astronomer, Planetarium Program Director, The Franklin Institute Science Museum, Philadelphia; Stephen Pompea, Manager of Science Education/Astronomer, National Optical Astronomy Observatory, Tucson, Arizona; Scott Young, Manager, Planetarium/Science Gallery, The Manitoba Museum, Winnipeg, Manitoba, Canada; and David Beining, Director, LodeStar Astronomy Center, Albuquerque, New Mexico



Evaluating Public Understanding of Research (PUR) Programs: What Do Our Audiences Tell Us? **M33**

Touchstone Energy Place / Room 12

As museums and science centers implement programs and exhibits designed to communicate current research and science to the public, what type of audience research and assessment is supporting their efforts? What do we know about audience interest in and reaction to these programs? What do we need to know before making substantial program investments in PUR?

Session leader: Paul Martin, Director of Exhibit Design, Science Museum of Minnesota, St. Paul

Presenters: John Falk, Director, Institute for Learning Innovation, Annapolis, Maryland; Marco Molinaro, Principal Investigator, Windows on Research: Focus on Nanotechnology, Lawrence Hall of Science, University of California, Berkeley; Coe Leta Finke, Multimedia Exhibit Developer, Graduate Researcher, Lawrence Hall of Science, University of California, Berkeley; and Randi Korn, Principal, Randi Korn & Associates, Inc., Alexandria, Virginia

11:00am – 12:15pm

SMM **Giant Screen Theaters: Maximizing Net While Remaining True to Your Mission** **M29**

Science Museum of Minnesota / Classrooms 5 & 6
The recent trend of repurposing Hollywood films for the giant screen makes balancing mission and margin in science centers more difficult. But does it also create new opportunities for science centers and the large-format industry to work toward a balance? Representatives from science centers and the large-format industry will discuss this and related issues.

Preregistration required. This session will be held at the Science Museum of Minnesota.

Session leader: Wit Ostrenko, President, MOSI, Tampa, Florida

**OPEN HOUSE AT THE
SCIENCE MUSEUM OF MINNESOTA**

Noon – 2:00pm

Boxed Lunch at the Science Museum of Minnesota

Preordered boxed lunches (turkey on marble rye, ham on wheat, or sundried tomato wrap) will be available for pickup in the lobby of the Science Museum.

1:00pm – 4:30pm

SMM **Digital Media Showcase** **M30**

Science Museum of Minnesota / Laser Theater
The Science Museum will host a showcase of digital media productions for museums and science centers. Included will be 2-D and 3-D high-definition videos and short animations. Developer presentations will be followed by question-and-answer sessions. Discussions will focus on technical and creative elements of production and opportunities for museum consortia efforts.

This extended session concludes at 4:30pm.

Session leader: Joel Halvorson, Educational Technology Fellow, Science Museum of Minnesota, St. Paul

1:30pm – 2:45pm

SMM **In-House Exhibit Production: Opportunities and Challenges** **M31**

Science Museum of Minnesota / Classrooms 5 & 6
This loosely structured forum will provide an opportunity for participants to consider and discuss challenges and opportunities associated with in-house production. Topics will be chosen by the group, but possibilities include managing the development/production continuum, administering budgets, specifying and locating materials, contracting with vendors, and managing repairs and maintenance.

Session leaders: Steve Grotenhuis, Project Production Manager; and Cliff Athorn, Head of Exhibit Production, Science Museum of Minnesota, St. Paul

Presenters: Greg Brown, Vice President, Engineering and Technology, Tech Museum of Innovation, San Jose, California, and Steve Grotenhuis, Project Production Manager, Science Museum of Minnesota, St. Paul

1:30pm – 4:30pm

SMM **Playful and Inventive Explorations** **M32**

Science Museum of Minnesota / Classrooms 7 & 8
Join artists and museum staff in a Playful and Inventive Exploration (PIE). Each session will begin with an inspirational playful and inventive film screening, then participate in a related hands-on activity incorporating science, technology, and the arts. Discover activities that incorporate new technologies to support informal science learning.

Preregistration required. This extended session concludes at 4:30pm.

Session leaders: Mike Petrich and Karen Wilkinson, The Exploratorium, San Francisco, California

Presenters: Liz Keim, Director, Film Program, The Exploratorium, San Francisco, California; Molly Reisman, Project Developer, Science Museum of Minnesota, St. Paul; Stephanie Hunt, Learning Technologies Coordinator, MIT Museum, Cambridge, Massachusetts; Diane Willow, Artist in Residence, MIT, Cambridge, Massachusetts; Keith Braafladt, Learning Technologies Director, Science Museum of Minnesota, St. Paul; Natalie Rusk, Learning Technologies Fellow, Science Museum of Minnesota/MIT Media Lab, Cambridge, Massachusetts; R.L. "Chip" Lindsey, Director, Visitor Programs, Fort Worth Museum of Science and History, Texas; and Kristen Murray, Learning Technologies Program Coordinator, Science Museum of Minnesota, St. Paul,

Big Screen Day

Science Museum of Minnesota / Omnitheater
An afternoon of large-format films, with a chance to meet the filmmakers. See full program on page 82.

BIG SCREEN DAY—MONDAY, NOVEMBER 10

Welcome to the William L. McKnight 3M Omnitheater at the Science Museum of Minnesota. We hope you enjoy this opportunity to view the latest large-format films now available (or soon to be) to science center audiences. ASTC would like to thank the film distributors that are screening their films at ASTC 2003 for their support and interest in the conference.

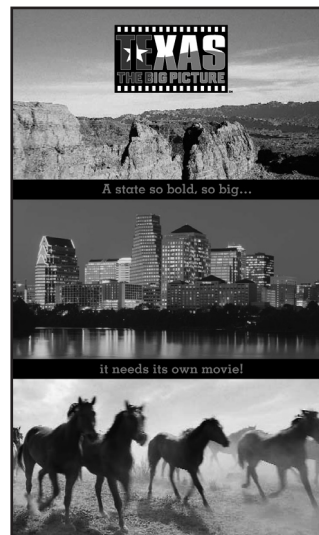
12:30pm

TEXAS: The Big Picture

A state so bold, so big... it needs its own movie!

It takes a big film to tell a story as big as Texas. Now you can experience the myth, majesty, and magnitude of the Lone Star State on the giant screen. Discover a place where the unfettered spirit is free to roam, and where horses run as wild the imagination! From the rugged mountains of Big Bend to towering skyscrapers, the Texas landscape is as diverse as the folks who live there. Find out how Texas innovation and ingenuity has led the way in exploration, from the depths of the Earth to the far reaches of outer space.

—**Bob Bullock Texas State History Museum**



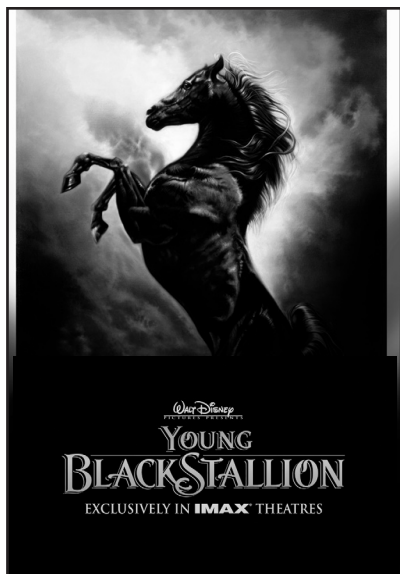
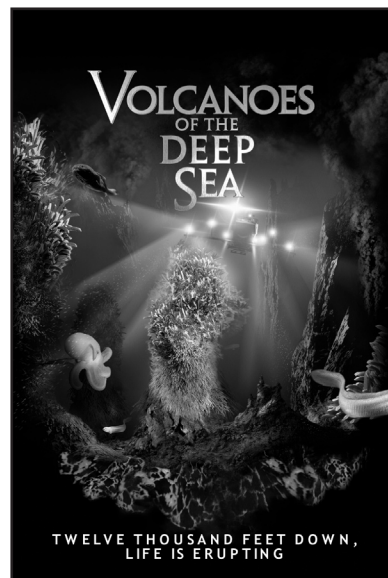
1:30pm

Volcanoes of the Deep Sea

12,000 feet down, life is erupting.....

Travel deep beneath the surface of the sea to environments of crushing pressure, extreme temperatures, and toxic water, where strange communities of life are thriving. On the trail of a mysterious life form, scientists board the deep-sea submersible *Alvin* and dive two miles down to the crest of the Mid-Ocean Ridge (the longest mountain chain on the planet). As their investigation on the ridge unfolds, the film reveals the world of the hydrothermal vents: volcanic landscapes of towering "black smoker" chimneys, of giant tubeworms and other sulfuring-loving creatures. Driven by the planet's internal heat and chemistry, life in these worlds of darkness is denser than anywhere else on earth.

—**Stephen Low Company**



2:30pm

Young Black Stallion

In Disney's first dramatic feature made for the giant screen, Walt Disney Pictures is proud to present the continuation of a family favorite and a story that has enthralled generations of readers. *The Young Black Stallion*, a prequel to the 1979 classic, presents the horse's adventures with a young girl named Neera, who has been separated from her father in Arabia by World War II. Left alone in the desert, Neera befriends the wild colt, whom she names Shetan. Once reunited with her father, however, the girl is haunted by images of the "lost horse of the desert"—one of a few stallions of legend said to be "born of the sands, sired by the night sky, drinkers of the wind."

—**Buena Vista Pictures Distribution**

1:00pm & 3:00pm

Science Museum of Minnesota "Behind the Scenes" Tours

Science Museum of Minnesota staff invite their colleagues on informal, 1½-hour small-group tours of the Science Museum. During these sessions you'll focus on one aspect of museum operation and have in-depth discussions with your colleagues about shared challenges, successes, and best practices in your field of interest. Specific tour topics will be available for your review when you check in at conference registration.

1:00pm - 4:30pm

Exhibits Project-Tracking Tour

Science Museum of Minnesota / Discovery Hall
This special tour begins with a quick look at the Science Museum's exhibits operations. Then we'll focus on how we estimate and track multiple exhibit projects. We'll talk about staffing and budgets, the relationships between museum fund accounting and project accounting, and other topics of interest to project managers and exhibit department heads. Bring examples of your reports and tools so we can share stories and identify common challenges and solutions.

Preregistration required.

3:00pm – 5:00pm

ExNet Partners Meeting

Radisson Riverfront / State 2 & 3
Contact: Jackie Venegas, The Exploratorium, San Francisco, California
By invitation only

3:00pm – 5:00pm

ASTC Conference Program Planning Committee

Science Museum of Minnesota / Argon Room
Members only

4:00pm – 5:00pm

Snack Break

Enjoy a Minnesota hot dish—dessert style. Apple crisp, coffee, and cider will be served in the Elements Café on level 6.

Monday Evening Events

If available, tickets for these events may be purchased at the ASTC Registration Desk.

6:00pm – 10:30pm

"Weird Science" Progressive Dinner Party

The Twin Cities are home to some of the most respected and inventive science centers in the world—and some of the weirdest, most off-the-wall science collections! Join us for a progressive dinner that will include stops at the Bakken Museum, for appetizers and a look at the "Mad Scientists" exhibit; the Bell Museum of Natural History, for a main course among "Oddities and Curiosities of Nature"; and the Science Museum of Minnesota, for dessert and highlights from the "Museum of Questionable Medical Devices."

Preregistration required. Coach departs from the Kellogg Boulevard entrance of Touchstone Energy Place promptly at 6:00pm and returns to the Science Museum at approximately 9:45pm for dessert.

Event fee: \$55 per person; includes transportation, food and beverages. A different course will be served at each location.

7:00pm – 10:00pm

An Evening with the Brave New Workshop

Enjoy a hilarious evening of comedy and improvisation with the Brave New Workshop—a Minnesota institution and the longest-running satirical comedy theater in the nation. Located at the historic Palace Theatre in downtown St. Paul, this event includes an authentic Minnesota potluck-style dinner with all the trimmings, a sketch comedy revue spoofing the follies and foibles of life in the Upper Midwest, and lots of crowd participation. Set in an authentic VFW Hall, the show pokes fun at all things Minnesotan!

Preregistration required. The Palace Theater is within easy walking distance of downtown St. Paul hotels.

Event fee: \$40 per person; includes full dinner; a cash bar will be available.