

PRECONFERENCE WORKSHOPS

**WEDNESDAY, NOVEMBER 5 –
FRIDAY, NOVEMBER 7**

SMM Exhibit Graffiti: Interpreting the Urban Landscape **W-1**

Science Museum of Minnesota / Classrooms 5 & 6
Immerse yourself in a real-life exhibit development experience! It's intense and fun, and you meet interesting people. In 2½ days, teams develop and prototype wayside exhibits in St. Paul's riverfront district. Your goal is to motivate passersby to become more curious about the urban landscape. Prior to arrival, participants receive tips, team assignments, and background information on site choices. Creative and technical support provided. PowerPoint recaps of prototyping process showcased in Saturday forum.

Schedule

Wednesday, November 5

12:30pm – 7:30pm, includes "working" dinner at Liffey's Irish Pub

Thursday, November 6

8:30am – 5:00pm, with evening access to SMM workshops

Friday, November 7

8:30am – 5:00pm, plus optional happy hour off-site

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

Workshop facilitator: Chris Burda, Senior Exhibit Developer, Science Museum of Minnesota, St. Paul

Workshop co-facilitator: Frank Garrity, President, Bally Design, Pittsburgh, Pennsylvania

Team leaders: Rachel Hellenga, Associate Vice President, Production and New Ventures, Chicago Children's Museum, Illinois; Bryan Cornell, Exhibit and Project Developer, The Exploratorium, San Francisco, California; Paul Orselli, President, POW Company, Baldwin, New York; Steve Pizzey, Principal, Science Projects, London, U.K.; Jim Heintzman, Educator, Science Museum of Minnesota; St. Paul; and Keith Braafladt, Director, Learning Technologies, Science Museum of Minnesota, St. Paul

SMM resource staff: Lonnie Broden, Director, Exhibit Design Department; Jay Higashi, Graphic Production Specialist; and Cliff Athon, Director, Exhibit Production

THURSDAY, NOVEMBER 6

5:30pm – 9:00pm

Promoting Dialogues on Diversity: Conference Fellowship Opening Session and Dinner

Touchstone Energy Place / Room 4

For preregistered Conference Fellows and Alumni Fellows only.

FRIDAY, NOVEMBER 7

9:00am – 4:30pm

Promoting Dialogues on Diversity: Conference Fellowship Workshop **F1**

Touchstone Energy Place / Room 4

In this three-part workshop participants will receive an orientation to ASTC, the organization, and the ASTC Annual Conference; discuss career development issues and strategies; and explore ways of working with science center colleagues to encourage discussions and actions that promote inclusion.

For preregistered Conference Fellows and Alumni Fellows only.

FRIDAY, NOVEMBER 7

8:00am – noon

Summer Camps Exchange **F2**

Touchstone Energy Place / Room 6

Summer camp coordinators, come network with your counterparts from across the field! Presenters will share examples of current programs; attendees will discuss important issues; and everyone will have the opportunity to participate in a curriculum swap. Walk away with some great ideas for your summer camp program.

Session leader and presenter: Cheryl Jennings Henderson, Director of Education Programs, Discovery Science Center, Santa Ana, California

Presenter: M. Sean Hickey, Director, Education Programs, COSI Columbus, Ohio, and Craig Morioka, President, OWI Inc.

Preconference Workshops

FRIDAY, NOVEMBER 7

8:30am – 4:00pm

SMM Design-Engineering Projects in After-School Programs **F3**

Science Museum of Minnesota / Youth Science Center
This session will present a published curriculum and a model for collaboration between science centers and after-school programs in community agencies. Hands-on activities from the curriculum will be used to illustrate the pedagogy and to discuss issues of implementation. There will also be discussion about ways to collaborate effectively with community agencies.

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

Session leader: Bernard Zubrowski, Senior Scientist, Education Development Center Inc., Newton, Massachusetts

Presenter: Charlie Hutchinson, Senior Research Associate, Education Development Center Inc., Newton, Massachusetts

FRIDAY, NOVEMBER 7

8:30am – 4:00pm

NEON–National Educational Outreach Network **F4**

Touchstone Energy Place / Room 7
Calling all outreach educators! Are you looking to meet people just like you? Educational outreach programs and the outreach professionals who provide them are a unique and exciting component of the science center field. NEON provides an avenue for outreach professionals to share the wealth of our collective experiences and talents and discuss the issues and topics that affect our work. Join us at this lively and active session, connect with other outreach educators, share your knowledge, and discover the diversity of people and programs that exist in the educational outreach field.

Network facilitators: Mat Sinclair, Director of Outreach and Science Classes, Oregon Museum of Science and Industry, Portland, Oregon, and Amber Hofer, Traveling Program and Fairs Manager, Oregon Museum of Science and Industry, Portland, Oregon

NEON Planning Committee: Bill Alexander, Director of COSI on Wheels, COSI Columbus, Ohio; Karen Batee, Outreach Specialist, Maryland Science Center, Baltimore; Julia Berger, Science Education Specialist, Lawrence Hall of Science, University of California, Berkeley; Mary Jo Boyle, Manager of Traveling Science Shows, The Franklin Institute Science Museum, Philadelphia; Heather Brown, Science on Wheels, Arizona Science Center, Phoenix; Sam Chamberlain, Math Program Lead Teacher, Pacific Science Center, Seattle, Washington; Jonah Cohen, Outreach & Public Programs Manager, The Science Center of Connecticut, West Hartford; Greg Danner, Outreach Program Manager, The Imaginarium, Anchorage, Alaska; Gigi Dornfest, Director, Science Discovery Theatre, Lawrence Hall of Science, University of California, Berkeley; David Heil, President, David Heil & Associates, Portland, Oregon; Niki Hord, Supervisor of Outreach Services, Maryland Science Center, Baltimore; Mia Jackson, Director of Programs & Exhibits, The Imaginarium, Anchorage, Alaska; Mik Jacobs, Blazing Science, Orlando, Florida; Jill Jones, Education Coordinator, Carnegie Science Center, Pittsburgh, Pennsylvania; and Naomi Stein, Actor/Writer/Director, Lawrence Hall of Science, University of California, Berkeley

FRIDAY, NOVEMBER 7

9:00am – noon

Effective Models of Museum-School Collaborations **F5**

Touchstone Energy Place / Room 3
Participants, including educators from both museums and schools, will share examples of good museum/school collaborations and discuss criteria for their success. Planned activities will help further our thinking. Attendees are invited to discuss their own projects and share their analyses of successful elements.

Session leader: Laura Martin, Director of Research, Center for Teaching and Learning, The Exploratorium, San Francisco, California

Presenters: Dennis Schatz, Associate Director, Pacific Science Center, Seattle, Washington; Maritza MacDonald, Director of Professional Development, American Museum of Natural History, New York City; and Lee Schmitt, Director, Teacher Programs, Science Museum of Minnesota, St. Paul

Preconference Workshops

FRIDAY, NOVEMBER 7

9:00am – 4:00pm

Our Ties and Mai Tais: Revenue-Increasing Strategies That Work **F6**

Touchstone Energy Place / Rooms 14 & 15

Join your peers for a look at external and internal partnerships that build revenue...and enjoy some South Seas fun in a St. Paul fall. Share ideas for strengthening your mission-supporting activities. Showcase your best successes in advertising, membership, sponsorship, annual appeals, and more. Then enjoy the drinks!

Session leader: Todd Happer, Vice President, Science Education and Marketing, Natural History Magazine, New York City

Presenters: Stephanie Hare, Marketing Director, Pacific Science Center, Seattle, Washington; Robert Cozzo, Sales and Customer Service Director, Liberty Science Center, Jersey City, New Jersey; and Sue Lyons, Development Director, Henry Doorly Zoo, Omaha, Nebraska

FRIDAY, NOVEMBER 7

12:30pm – 4:30pm

What's Going On: The "Hot Topics" Exhibit Development Roundtable **F7**

Touchstone Energy Place / Room 8

If you have issues related to exhibit development, like to mix it up, or are just curious, this one is for you. In this moderated free-for-all, participants introduce themselves and identify a hot issue. Issues are sorted and problem-solved in depth by the group.

Session moderator/facilitator: Paul Martin, Head of Exhibit Development, Science Museum of Minnesota, St. Paul

Presenter: Kathryn Hill, Chief Operating Officer, Imagine-It, The Children's Museum of Atlanta, Georgia

FRIDAY, NOVEMBER 7

12:30pm – 5:30pm



Math Momentum in Science Centers **F8**

Touchstone Energy Place / Room 6

Alpha Site teams from ASTC and TERC's collaborative initiative Math Momentum in Science Centers will meet to identify the next steps to "mathematize" their exhibits and programs. Team members can expect to take another look at data, and how to use data to make the math more explicit in their work. They will also strategize ways in which they can generate enthusiasm in their institutions to reach new audiences, while also getting their respective communities excited about doing math!

Workshop leader: Jan Mokros, Principal Investigator, Math Momentum in Science Centers, TERC, Cambridge, Massachusetts

FRIDAY, NOVEMBER 7

1:00pm – 5:00pm



The Science of Not Sleeping: How to Manage a Successful Overnight Science Program **F9**

Science Museum of Minnesota / Classrooms 3 & 4

Overnighters offer much more than just sleeping at a museum! They have proven to be successful sources of revenue, attracted new audiences, and encouraged science through doing. Join us for a half-day workshop in which participants will have an opportunity to explore with colleagues the challenges of running an overnight program.

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

Session leader: Doug Raney, Manager, Adult & Group Programs, Science Museum of Minnesota, St. Paul

Presenters: Loren Stolow, Coordinator, Camp-Ins, Museum of Science, Boston, Massachusetts, and Robert Powell, Off-Site Program Manager, St. Louis Science Center, Missouri.

Preconference Workshops

FRIDAY, NOVEMBER 7

2:30pm – 5:30pm

SMM **Carpentry for Kids: A Nuts and Bolts Workshop on Program Planning and Implementation** **F10**

Science Museum of Minnesota / Classrooms 11 & 12
Kids today have little opportunity to mess around with tools and materials. For nearly 20 years, the Science Museum of Minnesota has provided carpentry classes for 6- to 12-year-olds. We will discuss the philosophy, planning, and logistics of these programs, see kids making projects, and then build a project with our teachers.

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

Session leader: Kit Wilhite, Director of Youth and Family Programs, Science Museum of Minnesota, St. Paul

Presenters: Sally Middlebrooks, Director, Education Projects, ASTC, Washington, D.C.; Janet Groenert, Science Camps Coordinator, Science Museum of Minnesota, St. Paul; Tracy McMan, Materials Coordinator, Science Museum of Minnesota, St. Paul; Jan Elftmann, Youth and Family Programs Instructor, Science Museum of Minnesota, St. Paul; and Aaron Pierson, Youth and Family Programs Instructor, Science Museum of Minnesota, St. Paul

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